Hawai‘i Graduation Initiative

- “15 to Finish” Campaign
- Encourages full-time students at UH 2- and 4-year campuses to take 15 credits per semester
- Uses a mix of radio, tv, print media to target 18–24 year olds and their parents
Overarching Messages

Students/Adults 18 – 24

- “Seize the day!”
- Finish college faster and start a career that provides financial independence
- Enter the workforce sooner and earn more money over your lifetime
- Benefit from tuition caps at UHM/UHH/UHWO: Enroll in 15, pay for 12

Overarching Messages

Parents/Adults 45-60

- Students must earn >=15 credits per semester to graduate on time
- Students who earn 15 credits are more likely to complete college on time, earn better grades, and have higher completion rates
- Four-year campuses use tuition caps; e.g., UHM resident undergraduates who take 15 credits per semester can save as much as $12K on their college education
15 to Finish

Background Data

Graduation Rates

• Associate Degree
  – Fall 04 cohort, full time
    • 2 year graduation rate – 3.2%
    • 4 year graduation rate - 12.2%

• Bachelor Degree
  – Fall 2002 cohort, full time
    • 4 year graduation rate – 14.9%
    • 6 year graduation rate – 50.3%
Enrollment by Credits

- Enrollment in 15 or more credits
  - UHM/UHH about 35%
  - UHWO about 15%
  - UHCC about 8%
- Enrollment in 12 credits
  - UHM/UHH about 30%
  - UHWO about 50%
  - UHCC about 36%
- Enrollment in 12-14 credits
  - UHM/UHH about 62%
  - UHWO about 80%
  - UHCC about 54%

Headcount by Credits Attempted

**Fall 2010 First-Time Freshmen**

<table>
<thead>
<tr>
<th></th>
<th>&lt;15 Cr</th>
<th></th>
<th>&gt;=15 Cr</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>#</td>
<td>%</td>
<td>#</td>
<td>%</td>
</tr>
<tr>
<td>UH Mānoa</td>
<td>1,236</td>
<td>66.3%</td>
<td>627</td>
<td>33.7%</td>
</tr>
<tr>
<td>UH Hilo</td>
<td>253</td>
<td>62.8%</td>
<td>150</td>
<td>37.2%</td>
</tr>
<tr>
<td>UH West O‘ahu</td>
<td>92</td>
<td>85.2%</td>
<td>16</td>
<td>14.8%</td>
</tr>
<tr>
<td>UH Community Colleges*</td>
<td>5,965</td>
<td>92.4%</td>
<td>493</td>
<td>7.6%</td>
</tr>
</tbody>
</table>

* UHCC data is for all first-time students, excluding Early Admits and students not attending their home campus.
Headcount by Credits Attempted

Academic Preparation

- Academic preparation by number of credits taken
  - At UHM/UHH students who take 15 or more credits have higher SAT/ACT composite scores, HS GPR, HS rank ratio
  - At UHCC, students who take 15 or more credits have higher compass pre algebra, college algebra, reading, writing scores; more participated in early admit/running start and more completed credits in the summer prior.
### Academic Preparation by Number of Credits Taken

**Fall 2010 First-Time Freshmen**

<table>
<thead>
<tr>
<th></th>
<th>UH Mānoa</th>
<th></th>
<th>UH Hilo</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>&lt;15 Cr</td>
<td>&gt;=15 Cr</td>
<td>&lt;15 Cr</td>
<td>&gt;=15 Cr</td>
</tr>
<tr>
<td>SAT Composite</td>
<td>1084</td>
<td>1117 *</td>
<td>961</td>
<td>994 *</td>
</tr>
<tr>
<td>ACT Composite</td>
<td>23.1</td>
<td>23.5</td>
<td>20.8</td>
<td>20.7</td>
</tr>
<tr>
<td>High School GPR</td>
<td>3.41</td>
<td>3.46 *</td>
<td>3.21</td>
<td>3.35 *</td>
</tr>
<tr>
<td>High School Rank Ratio</td>
<td>0.75</td>
<td>0.77 *</td>
<td>0.67</td>
<td>0.75 *</td>
</tr>
<tr>
<td>Early Admit / Running Start</td>
<td>5.3%</td>
<td>6.5%</td>
<td>7.5%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Credits Taken in Summer</td>
<td>11.9%</td>
<td>6.7% *</td>
<td>1.6%</td>
<td>2.0%</td>
</tr>
</tbody>
</table>

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### Academic Preparation by Number of Credits Taken

**Fall 2010 First-Time Students**

<table>
<thead>
<tr>
<th></th>
<th>UH Community Colleges</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>&lt;15 Cr</td>
<td>&gt;=15 Cr</td>
<td></td>
</tr>
<tr>
<td>Compass Pre-Algebra</td>
<td>40.2</td>
<td>47.0 *</td>
<td></td>
</tr>
<tr>
<td>Compass Algebra</td>
<td>42.7</td>
<td>46.1 *</td>
<td></td>
</tr>
<tr>
<td>Compass College Algebra</td>
<td>58.0</td>
<td>59.7</td>
<td></td>
</tr>
<tr>
<td>Compass Trigonometry</td>
<td>55.3</td>
<td>56.2</td>
<td></td>
</tr>
<tr>
<td>Compass Reading</td>
<td>77.2</td>
<td>81.9 *</td>
<td></td>
</tr>
<tr>
<td>Compass Writing</td>
<td>60.2</td>
<td>70.0 *</td>
<td></td>
</tr>
<tr>
<td>Early Admit / Running Start (% of Total)</td>
<td>2.7%</td>
<td>7.5% *</td>
<td></td>
</tr>
<tr>
<td>Credits Taken in Summer (% of Total)</td>
<td>4.0%</td>
<td>9.3% *</td>
<td></td>
</tr>
</tbody>
</table>
Academic Success

• Academic success by number of credits taken
  – At UHM/UHH students who enrolled in 15 or more credits had higher GPR at the end of the semester, more had a “B” average, higher credit completion of 80% or more, higher percent any withdrawals. Both groups had persistence of > 92%
  – At UHCC, students who enrolled in 15 or more credits had higher GPR, “B” average and credit completion ratio of 80% or more and higher persistence to subsequent semester.

Academic Success
by Number of Credits Taken

Fall 2010 First-Time Freshmen

<table>
<thead>
<tr>
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<tr>
<td></td>
<td>&lt;15 Cr</td>
<td>&gt;=15 Cr</td>
<td>&lt;15 Cr</td>
</tr>
<tr>
<td>Fall 2010 GPR</td>
<td>2.78</td>
<td>2.97 *</td>
<td>2.52</td>
</tr>
<tr>
<td>Fall 2010 Grade &gt;=“B” Avg</td>
<td>48.2%</td>
<td>57.3% *</td>
<td>35.1%</td>
</tr>
<tr>
<td>Credit Completion Ratio &gt;=80%</td>
<td>65.0%</td>
<td>80.7% *</td>
<td>53.4%</td>
</tr>
<tr>
<td>Percent Any Withdrawals</td>
<td>5.6%</td>
<td>14.5% *</td>
<td>4.7%</td>
</tr>
<tr>
<td>Persistence to Spring 2011</td>
<td>93.3%</td>
<td>95.5%</td>
<td>91.7%</td>
</tr>
</tbody>
</table>
Academic Success by Number of Credits Taken
Fall 2010 First-Time Students

<table>
<thead>
<tr>
<th></th>
<th>UH Community Colleges</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>&lt;15 Cr</td>
</tr>
<tr>
<td>Fall 2010 GPR</td>
<td>2.24</td>
</tr>
<tr>
<td>Fall 2010 Grade &gt;=“B” Avg</td>
<td>38.9%</td>
</tr>
<tr>
<td>Credit Completion Ratio &gt;=80%</td>
<td>43.8%</td>
</tr>
<tr>
<td>Percent Any Withdrawals</td>
<td>12.5%</td>
</tr>
<tr>
<td>Persistence to Spring 2011</td>
<td>74.2%</td>
</tr>
</tbody>
</table>

Semester GPR by Preparation and Number of Credits Taken

- UHM – from low to high academic preparation, little difference in GPR if enrolled in less than 15 credits or more than 15 credits
- UHH - at lower academic preparation (1.5 – 2.0) and at high academic preparation (3.5 to 4.0), students who enrolled in 15 credits or more had higher GPR
- UHCC – across the different levels of preparation, students who enrolled in 15 or more credits had higher GPR
Academic Success by Preparation and Number of Credits Taken

UH Mānoa
Fall 2010 First-Time Freshmen
Fall 2010 Average GPR

Academic Preparation Score

<15 Credits

>=15 Credits

Academic Success by Preparation and Number of Credits Taken

UH Hilo
Fall 2010 First-Time Freshmen
Fall 2010 Average GPR

Academic Preparation Score

<15 Credits

>=15 Credits
Academic Success by Preparation and Number of Credits Taken

UH Community Colleges
Fall 2010 First-Time Students
Fall 2010 Average GPR

Credit Completion >80% and Number of Credits Taken

- UHM, UHH and UHCC – across all levels of preparation, students who enrolled in 15 or more credits had higher credit completion of 80% or better
Academic Success by Preparation and Number of Credits Taken

UH Mānoa
Fall 2010 First-Time Freshmen
% Credit Completion Ratio >80%

Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score

<15 Credits
>=15 Credits

Academic Success by Preparation and Number of Credits Taken

UH Hilo
Fall 2010 First-Time Freshmen
% Credit Completion Ratio >80%

Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
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- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score
- Academic Preparation Score

<15 Credits
>=15 Credits
**Academic Success by Preparation and Number of Credits Taken**

UH Community Colleges
Fall 2010 First-Time Students
% Credit Completion Ratio > 80%

**4-Year Graduation Rate and Earned Credits in 1st Academic Year**

Fall 2007 Cohort
First-Time Freshmen
## Activities Timeline

<table>
<thead>
<tr>
<th>Month</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Outreach to UH Campuses – coordinate campaign activities</td>
</tr>
<tr>
<td>April &amp; May</td>
<td>Promote 15 to Finish in new student orientation and registration materials</td>
</tr>
<tr>
<td>June</td>
<td>Launch television and radio campaigns</td>
</tr>
<tr>
<td>July</td>
<td>Launch public relations, continue radio</td>
</tr>
<tr>
<td>August</td>
<td>Promote in new student orientations</td>
</tr>
</tbody>
</table>