

System Enrollment Management Committee

June 24, 2016

10:30 am – 12 noon

Bachman 203 + VTC

Present: VP Risa Dickson, Susan Lin, Lara Sugimoto, Roxie Shabazz, Ryan Yamaguchi, Amy Rozek, Brenda Ivelisse, Jim Cromwell, Pearl Iboshi, Joanne Itano

### **Meeting Summary**

VP Dickson welcomed the group and thanked them for their willingness to participate in this committee.

There is pressure from the legislature and Regents regarding funding for UH with declining enrollments and less tuition revenues. What can be done to increase revenue, increase enrollments and/or retain students as retention is the most economical way to increase revenue.

Goal is to develop a system level enrollment management strategy that guides, directs, facilitates, coordinates, sets metrics for enrollment (but does not get into campus business) across the UH system. What are the issues, what are we doing and how can we coordinate our efforts? What students might best fit with what campus so there is cooperation not competition for students across the UH campuses.

We need to focus more on revenues. IRAO will be adding to the daily enrollments, daily revenues (what students are being charged, but have not necessarily have paid). Data already exists on tuition revenue collected.

It may be helpful to have a dashboard that tracks high school graduates, which of the 10 UH campuses they attend and monitor college going rate to UH.

UHWO has an enrollment management/student success committee that will develop an EM plan for the campus. UHM has shared their EM plan.

UHCC Student Success Council developed a roadmap and is using completion by design. Brenda will share ppt. Lara reported that Hon CC is also using this process and Win CC also. Amy reported that Win CC has created a recruitment plan.

Ideas for systemwide activities include targeting high school students who leave to attend school on the mainland. Another target group is the working adult. Need to better align scholarships with FA process and streamline the enrollment process including the information provided to students. Does the current 8-430 p.m. office hours work for students who are engaged 24/7? What about the improving the yield of applications (those who apply who eventually enroll)? Getting feedback from students on how to better meet their needs via focus groups is another suggestion.

Streamlining the enrollment process is a theme. Consider mapping out what currently doing for students to apply, review, admit, and enroll. Do we have a process to automatically send application info to

another campus if student is redirected? How can we use technology so students may apply to several campuses at one time?

Centralized admission office for CCs is being worked on. Centralized FA for 9 campuses is also in the process of hiring permanent staff.

UHM has the Mānoa Promise for a student who is not accepted at UHM and redirected to a UHCC and can return to UHM without application.

BOR would like regular updates on what this committee is working on.

**Next steps:**

Gather information on what campuses have on EM; what is in the literature on EM frameworks, best practices, plans that already exist, etc.; what data do we need and how will we use it. There is literature on the dynamic process students go through to select a college. Brenda set up a google folder and has added literature on college selection process.

Identify policies and practices that impact EM. For example, the policy on undocumented students is of concern.

Group will focus initially on establishing directions before identifying specific issues.

Next meeting - about 1 month pending members' summer schedules.

**Action** - members are to add to folder and review materials prior to next meeting

Ryan will share about CRM, communication relationship management tool at next meeting.