

August 11, 2016
10-12 noon
System Enrollment Management Committee
Bachman 203

Meeting Summary

Present: Brenda Ivelisse, Amy Rozek, Ryan Yamaguchi, Roxie Shabazz, Farrah-Marie Gomes, Joanne Itano and Lara Sugimoto by phone

End goal

What can this committee provide that can be of value without stepping on campus toes?

Strategy and vision for recruitment AND retention; access, persistence, completion

What's in the Drive?

- a. Blackboard – need to share with VCAAs
- b. Literature
- c. UH Data. IRAO report for tuition purposes only. Campuses chose to do their own, assuming enrollment flat.
- d. Campus plans

Enrollment numbers

Suggestions to break down enrollment to include: new freshman, new transfers, undergrad/grad, returning, continuing, NH/Filipinos/Pacific Islanders, International, Non traditional (> 24 years) vs traditional.

Joanne will work with Pearl to provide a breakdown with current numbers for next meeting.

Future enrollment goals: UHM can provide for 3 years; UHCC has numbers based on their own Strategic Plan; need numbers from UHWO and UHH.

UHM can provide targets for Fall 2017, worked with budget office for purpose of projections.

Enrollment Management plans

UHM has a recruitment plan that has been shared. Request retention plan from Deb Halbert.

UHWO departments have objectives and strategies in support of their strategic plan, but there currently isn't a comprehensive enrollment management plan in place.

Next meeting to discuss components of an EM plan.

Policies affecting EM

1. Consistency in implementation of undocumented students policy for residency purposes. Registrars will address in their Fall 2016 meeting.
2. Resident tuition status vs 150% for students from the Pacific Islands who graduated from a Hawaii high school. Registrars to discuss. UHCCs providing scholarships for these students for fall 2016 as interim measure.
3. Resident tuition status for students who graduated from a Hawaii high school. Registrars to discuss implications on non-resident and international students.
4. Transferring data back into Banner from a third party vendor - auto feeding data into Banner via SRTLOAD for SAT/ACT scores, CRM (see below)

Academic Affairs Representatives

Deb Halbert UHM and Charles Sasaki Win CC have agreed to participate in EM group.

Use of Technology

Ryan shared an overview of CRM, constituent relationship management tool. It provides a means to keep in contact with prospective students via auto communication. Prospective students can come from name buys from SAT/ACT, etc, online inquiry forms, fairs, etc. It helps with tracking of students with the goal of increasing the number of inquiries turning into applications, acceptances and enrollment. It would greatly benefit from moving data from CRM (an Ellucian product) into Banner.

VCSAs exploring use of Blackboard after hours, a help line for admissions, financial aid, advising, etc. personalized for each participating campus, that students may call from 430 p.m. to 730 a.m.

STAR – academic tool, academic functions only. STARFISH – letters to students, advising support, etc. Unable to merge the two due to functionality. How do we move toward efficiency?

Next Steps

Define major components for an EM plan.

Define categories for target numbers, obtain target numbers from units.

Obtain revised plans from UHM and UHCC and initial plans from UHH and UHWO.

Next Meeting: September 23, 2016 1030-1230 p.m. in Bachman 203