Enrollment Management

A systematic research driven strategy of attracting, recruiting, retaining, and moving students through to completion in a timely manner at the lowest cost to both student and the state (Get them in, get them through, get them out!)
Recruitment and Admissions
Admissions Criteria

**UH 4-Year Campuses**
- Selective admissions including minimum high school GPA and required college prep courses
- May require SAT/ACT scores

**UH 2-Year Campuses**
- Residents who are 18 years old or a high school grad or completed the GED
UH Yield Rates Are About What We Expect

Acceptance and Yield Rates, Fall 2014
UH Units and IPEDS Peer Groups

Note: IPEDS yield rates are not available for two-year institutions.
College Going Declining Nationally

“There are fewer students out there. Of those students, fewer are attending colleges and universities. And it’s costing us more to get them in terms of financial aid.”

-Kent Chabotar, former president of Guilford College and an expert on higher education finance (insidehighered.com 9/28/2015)

Total college enrollment dropped 1.9% between Spring 2014 and Spring 2015. CC’s have dropped 3.9%, for profits dropped 4.9%. Total of 400,000 students nationwide.

National Student Clearinghouse
UH Enrollment Trend

Historical Enrollment - Fall Semesters

Thousands

UHCC

Mānoa

Hilo

West O‘ahu

UHCC  UH Manoa  UH Hilo  UH West Oahu


OVPA 10/2015 7
Hawai‘i High School Graduation Projections Level Through 2028

WICHE Forecast of Hawai‘i High School Graduates

Number of Graduates

Academic Year

0 2,000 4,000 6,000 8,000 10,000 12,000 14,000 16,000


Public High School Grads
Private High School Grads
Going Rates of Public and Private High Schools

UH System, State of Hawai’i, and the Nation

Note: The UH System going rate is the percentage of Hawai’i high school graduates entering the University of Hawai’i without delay upon graduation from high school.

Sources: IRAO (UH); NCES IPEDS (state); NCHEMS (national).
Out Migration of Hawai‘i High School Graduates

Public and private high school graduates who attend college stay within their state (2012-14)

- National: 78.4%
- Hawai‘i: 59.2%

In 2014, 91% of all SAT takers in Hawai‘i indicated they were willing to go out of state for college

Sources: National Student Clearinghouse, College Board
UH System
Enrollment by Student Type

Note: Does not include students who are home-based at other UH campuses.
Source: UH IRAO: IRO Base, Census.
## UH Undergraduate Student Profiles, Fall 2015

<table>
<thead>
<tr>
<th></th>
<th>UHM</th>
<th>UHH</th>
<th>UHWO</th>
<th>UHCC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Female</strong></td>
<td>55%</td>
<td>61%</td>
<td>66%</td>
<td>57%</td>
</tr>
<tr>
<td><strong>Male</strong></td>
<td>45%</td>
<td>39%</td>
<td>34%</td>
<td>43%</td>
</tr>
<tr>
<td><strong>Residents</strong></td>
<td>69%</td>
<td>70%</td>
<td>89%</td>
<td>88%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td>22.4</td>
<td>24.1</td>
<td>26.7</td>
<td>25.3</td>
</tr>
<tr>
<td><strong>Full-Time</strong></td>
<td>83%</td>
<td>78%</td>
<td>53%</td>
<td>37%</td>
</tr>
<tr>
<td><strong>Native Hawaiian</strong></td>
<td>14%</td>
<td>28%</td>
<td>27%</td>
<td>28%</td>
</tr>
<tr>
<td><strong>Pell</strong></td>
<td>29%</td>
<td>45%</td>
<td>33%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>International</strong></td>
<td>4%</td>
<td>8%</td>
<td>1%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Special Populations: Veterans, Adult Learners, 1st Generation, Native Hawaiians, and International Students

Entering Classified Undergraduates, Fall 2015

- UH Mānoa:
  - Veterans: 3.2%
  - Adult Learners 25+:
    - UH Hilo: 14.0%
    - UH West O'ahu: 15.6%
  - 1st Generation: 14.0%
  - Hawaiians: 27.1%
  - International: 4.2%

- UH Hilo:
  - Veterans: 3.0%
  - Adult Learners 25+:
    - UH Hilo: 19.0%
    - UH West O'ahu: 11.3%
  - 1st Generation: 9.5%
  - Hawaiians: 20.9%
  - International: 5.9%

- UH West O'ahu:
  - Veterans: 11.3%
  - Adult Learners 25+:
    - UH Hilo: 19.0%
    - UH West O'ahu: 20.9%
  - 1st Generation: 28.7%
  - Hawaiians: 38.9%
  - International: 0.9%

- UHCC:
  - Veterans: 3.0%
  - Adult Learners 25+:
    - UH Hilo: 19.0%
    - UH West O'ahu: 20.9%
  - 1st Generation: 22.4%
  - Hawaiians: 30.3%
  - International: 4.2%
Recruitment Challenges

- How do we increase both Hawai‘i and UH college going rates?
  - Increase high school students in Early College programs
  - Expand marketing efforts (55 by ‘25) and outreach
  - Strategic branding, marketing, and use of technology

- How do we minimize cost of attendance as a barrier to college going?
  - Better use of federal, state/institutional financial aid to keep costs and debt low (e.g., Pell, Return to Aid, B Plus Scholarships)
  - Early packaging of financial aid to impact college decision-making and persistence

- How do we facilitate seamless transfer from UHCCs to UH 4-year campuses?
  - Auto admission, dual admit/dual enrollment
  - Academic pathways, transfer programs such as ASNS
Next Steps

- **Up Our Game!** – Purposeful plans for recruiting and retaining target populations
  - Veterans, returning adults, underrepresented populations, international, etc.

- **Partner with the DOE to align educational pathways**
  - e.g., Construction Academy, Smarter Balance, Jump Start

- **Early College programs and “55 by ‘25”**

- **Centralized admission processing**

- **Accelerated remedial education**

- **Centralized transcript processing**

- **More efficient use of technology to streamline admissions**
  - e.g., Upload SAT/ACT scores electronically into Banner, promote My Future Hawai’i portal, implement document imaging software
Retention
UH Fall-to-Fall Retention

Annual Retention + Graduation of First-Time, Full-Time Students and Transfers, Fall 2011 Cohorts

- UH Mānoa
- UH Hilo
- UH West O'ahu
- UHCC Average

First-Time, Full-Time Freshmen
Full-Time Transfers
## Fall-to-Fall Retention

### UH vs. IPEDS Peers

<table>
<thead>
<tr>
<th>Campus</th>
<th>Fall 2013-to-Fall 2014 Retention Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UH Fall 2013 Cohort</td>
</tr>
<tr>
<td>UHM</td>
<td>79%</td>
</tr>
<tr>
<td>UHH</td>
<td>66%</td>
</tr>
<tr>
<td>UHWO</td>
<td>61%</td>
</tr>
<tr>
<td>UHCC</td>
<td>59%</td>
</tr>
</tbody>
</table>

* Calculation based upon a first-time, full-time degree seeking cohort.
# Outgoing UH Transfers

<table>
<thead>
<tr>
<th></th>
<th>UHM</th>
<th>UHH</th>
<th>UHWO</th>
<th>UHCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2009 Cohort</td>
<td>1,890</td>
<td>477</td>
<td>104</td>
<td>5,850</td>
</tr>
<tr>
<td># of Transfers at 150% of Time</td>
<td>505</td>
<td>191</td>
<td>56</td>
<td>1,034</td>
</tr>
<tr>
<td>Transferred to a non-UH Institution as a % of total transfers</td>
<td>59%</td>
<td>37%</td>
<td>25%</td>
<td>41%</td>
</tr>
</tbody>
</table>
Retention Challenges

How do we improve student retention?
- Mandatory orientation and advising
- Require academic maps in STAR and early alert systems
- Continue to push 15 to Finish or 30 credit hours per year
- Improve financial assistance – financial aid targeting and processing, providing jobs on campus, etc.

How to best address student needs and concerns?
- Increase high touch processes – advising, coaching, etc.
- Foster interpersonal support and social networking in small student communities
- Improve quality of customer service
Retention Challenges (cont’d)

How to streamline remediation?
- Require completion of remedial education classes and college level math and English within the first year
- Co-requisite remediation
- Support services, including supplemental instruction and tutoring
**Next Steps**

- **Leverage technology**
  - Registration via STAR-GPS to keep students on track
  - Increased efficiency around course scheduling and use of facilities
  - Capitalize on distance learning and summer offerings to help with timely completion
  - Focus on outreach to adult learners and other non-traditional populations, by offering more on-line, night classes, and programs
  - Link early alert systems with predictive analytics

- **High impact strategies**
  - Accelerated remediation
  - Compel students to declare majors by the beginning of their second year
  - Increase number of high school students who complete 6+ college credits prior to matriculation entry
Graduation / Completion
UH Degrees and Certificates Awarded

Source: IRO Degree, Fiscal Year.

Thousands

Bachelor  Associate  Certificate


Source: IRO Degree, Fiscal Year.
6-Year Graduation Rates (UH 4-YR) and 150% Success Rate (UHCC)

- Mānoa, 56.2%
- West O'ahu, 40.0%
- Hilo, 38.4%
- UHCC, 32.8%
Graduation Rates AY 2014–15

<table>
<thead>
<tr>
<th>Campus</th>
<th>4-Yr Grad Rate</th>
<th>6-Yr Grad Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>UH Fall 2010 Cohort</td>
<td>UH Fall 2008 Cohort</td>
</tr>
<tr>
<td>UHM</td>
<td>24.7%</td>
<td>19.8%</td>
</tr>
<tr>
<td>UHH</td>
<td>11.0%</td>
<td>11.4%</td>
</tr>
<tr>
<td>UHWO</td>
<td>0.0%</td>
<td>8.0%</td>
</tr>
<tr>
<td>UHCC*</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*150% Grad Rate 4YR / 150% Graduation + Transfer Out Rate UHCC
Enrollment to Degree Gap: Native Hawaiian (NH) Students

% NH of Total Fall Enrollment vs. % NH of Total FY Degrees Awarded

*Native Hawaiian includes Hawaiian Race only (Ethnicity = 'HW'). Does not include Hawaiian Ancestry.
**Enrollment to Degree Gap: Pell Grant Recipients**

% Pell Recipients of Total Fall Enrollment vs. % Pell Recipients of Total FY Degrees Awarded

*Pell shares exclude ineligible students. Pell recipient enrollment and degree counts include those awarded Pell at anytime.*

UHM  | ‘13  | ‘14  | ‘15  
---|---|---|---
| 5% | 5% | 5% |

UHH  | ‘13  | ‘14  | ‘15  
---|---|---|---
| +4.2% | -1.7% | +3.5% |

UHWO | ‘13  | ‘14  | ‘15  
---|---|---|---
| +8.8% | +9.8% | +11.9% |

UHCC | ‘13  | ‘14  | ‘15  
---|---|---|---
| +3.6% | +4.7% | +4.5% |
Graduation / Completion Challenges

Given the link between Pell and graduation, how do we increase the number of students who complete the FAFSA?

What measures are needed to increase completion?

- Continued system-wide work on student success
  - e.g., Hawai‘i Graduation Initiative, Strategic Directions
- Reverse credit transfer and auto conferral of certificates at UHCCs
- Improved student mobility across UH campuses
  - e.g., Program articulation agreements, General Education core alignment
- Academic pathways to more clearly move students towards their completion objectives
Next Steps

- Leverage financial aid to promote degree completion
  - e.g., UHCC FA Central Office
- Expand auto conferral of degrees
- Focus distance learning to support completion
- Performance-based funding that accounts for progress towards degree and completion
- Align academic programs with state workforce needs
- Increase UHCC transfers to UH 4-year campuses
- Continually ask “What are we missing in terms of best practices?”
Mahalo!

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