Complete College America
Strategies Promoting Completion (2010)

REDUCE TIME AND ACCELERATE SUCCESS

% taking 30 or more credits per year:
- UH 4-years: 15%-37%
- UH 2-years: average of 7%

4-year graduation rate: 21% (UH Mānoa)

Academic Success by Preparation and Number of Credits Taken
Communications Campaign

- Make an impact – know your audience
- Make an investment
- Make heads turn!

Campaign

**What?** Full time is 15!

**Why?**
- Graduate
- Higher GPA
- Save on tuition
- Start working and earning
COMPLETE COLLEGE AMERICA
EDUCATION PIPELINE – Hawai‘i, 2011

Of students who enroll in a public college or university

<table>
<thead>
<tr>
<th></th>
<th>2-Year Public College</th>
<th>4-Year Public College</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Full-Time</td>
<td>Part-Time</td>
</tr>
<tr>
<td>Enroll</td>
<td>40</td>
<td>27</td>
</tr>
<tr>
<td>Return as sophomores</td>
<td>27</td>
<td>13</td>
</tr>
<tr>
<td>Graduate on time</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>(100% time)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional graduates</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>150% time</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>200% time</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Total graduates</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>18</td>
<td>0</td>
</tr>
<tr>
<td>Graduate in 4 years</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Graduate in 8 years</td>
<td></td>
<td>18</td>
</tr>
</tbody>
</table>

Source: Time is the Enemy, Data 2 yr cohort started in 2004, 4 yr cohort started in 2002

Communications Strategy

• Developed a branding theme
• Created tailored messages for different audiences
• Developed a media strategy using video, web, TV, radio, collateral, and print advertising ($112k in Year 1)
• Enlisted partners to help spread the word
  - Secured campus commitments
  - Shared with K-12 partners
Just earn 15 to finish

15 CREDITS every semester to finish on time.

# of Graduates
1 2 3 4 5 6 7 8
Years in College

https://youtu.be/NVDYejeGi5Y

15 to Finish™
Part of the Hawai‘i Graduation Initiative

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