Update on Systemwide Enrollment Management Plan, 2017-21

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Enrollment Management (EM)
HGI / Student Success Pipeline

College Going
P-20, admissions, recruitment, international

Retention and Persistence
Advising, transfer, affordability, student engagement

Graduation
On-time completion, student outcomes

Workforce
Meeting state needs

OVPAPP 3/2017
UH Systemwide EM Action Plan, 2017-21

- This integrated plan is an intentional, comprehensive, and collective process dependent on annual predictive updates and modifications strategically targeted to manage the enrollment cycle across the system

- Establishes the role of the system

- Establishes the role of the campuses/units
UH System EM Plan

Goals

- Strategically align resources and opportunities
- Increase numbers of target populations
  - E.g., Native Hawaiians, Pell, graduate and non-resident students, returning adults
- Provide opportunities to strategically align fiscal planning with enrollment and retention
- Use technology and innovation for planning and decision making
UH System EM Plan
Outline

- System Role
- Campus/Unit Role
- Campus/Unit Targets and Strategies
System Role
Centralized System Level Support

- Data analytics, reporting, and monitoring
- Coordination, facilitation, and leadership around articulation, policies, and current initiatives
- Creation of new strategies and initiatives
- Monitor campus/unit strategies to ensure coordination across the system
System Role
Centralized System Level Support

- Data analytics, reporting, and monitoring
  - Provide analytics and predictive modeling to identify potential target populations
  - Provide data on admissions, enrollment and projections, and retention
  - Provide interactive modeling spreadsheets
  - Continue to monitor reports on all performance metrics
System Role
Centralized System Level Support

- Coordination, facilitation, and leadership
  - Monitor articulation agreements and curricular pathways
  - Create, review, and revise system policies, as needed
  - Create and maintain system level initiatives
  - Provide system level coordination of distance and online learning
System Role
Centralized System Level Support

- New initiatives and strategies
  - Recently established EM Oversight Committee
  - Systemwide focus on retention and persistence initiatives
  - Use of financial aid to positively impact enrollment
  - Initiatives targeting transfer, returning, and adult students
  - Research best practices and maintain national engagement in enrollment management
Campus/Unit Role

- Create a campus/unit plan focused on targeted goals, strategies, and metrics
- Identify target groups
- Set enrollment targets and projections
- Articulate strategies
- Monitor and adjust strategies, as needed
Campus/Unit Targets & Strategies
## Enrollment Targets by Campus/Unit, 2017-2021

<table>
<thead>
<tr>
<th></th>
<th>Fall 2016 Actual</th>
<th>2017-18 Targets</th>
<th>2018-19 Targets</th>
<th>2019-20 Targets</th>
<th>2020-21 Targets</th>
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<tbody>
<tr>
<td><strong>System Total</strong></td>
<td>53,418</td>
<td>57,487</td>
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<tr>
<td>UH Mānoa</td>
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<td>UHCC</td>
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<td>32,754</td>
<td>33,999</td>
<td>34,942</td>
<td>35,797</td>
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UH Mānoa Targets

- Undergraduate
  - First-Time freshmen admits
  - Transfer students
  - Retention
  - Persistence
- Graduate
UH Mānoa Strategies

- Strategic use of financial aid and scholarships for optimal enrollment
- Create a strategic marketing and communications plan for recruitment
- Implement a Customer Relationship Management (CRM) tool to enhance communication with prospective students
- Expand the First-Year LC Program to all incoming freshmen
- Implement Early Alert measures
- Revise student orientation and first-year programs to increase student engagement
UH Hilo Targets

- First-time freshmen, especially from Hawaiʻi Island
- Transfer students from UH Community Colleges
- New undergraduates from International and Pacific
- New undergraduates from U.S. Mainland
- Retention of continuing students
UH Hilo Strategies

- Intensify recruitment efforts with Hawai‘i Island high schools
- Strengthen transfer pipeline with UH Community Colleges
- Evaluate and refine rebranding efforts across the state
- Enhance summer-bridge and living learning community offerings
- Establish peer tutoring programs in key gateway courses
- Expand pilot programs of integrated advising for specific majors
- Establish transfer support center
- Develop new sources of students
- Continue emphasis on retention of students as a priority
UH West O‘ahu Targets

- Academic majors
- Freshmen retention
- 6-year graduation rate
- Freshmen entering class
- Transfer entering class
UH West O‘ahu Strategies

- Offer more evening and weekend courses
- Increase FAFSA applications
- Use predictive analytics for admission and retention activities
- Implement a marketing and outreach strategy to get more accepted students to enroll
UHCC Targets

- High School Graduates Direct Entry
- GED Recipients
- Pacific Islanders
- Working Age (25-44) Adults
- International Students
UHCC Strategies

- Focus on addressing the DOE’s stated goal to increase the going rate
- Target working adults
- Commitment to eliminate the enrollment gap for Pacific Island students
- Build on successful international programs
- Work on retention challenges and transfer efforts
- Commitment to the Hawaiʻi Graduation Initiative and the Hawaiʻi Innovation Initiative
EM Plan Overview

- The EM action plan provides an alignment of planning and actions consistent with both system and campus level strategic priorities

- The document is a dynamic framework that is intended to be updated annually based on new predictive analyses, new developments, and updated information
Mahalo