



**Survey of Undergraduate Students Enrolled in 12-14 Credits
Results (as of 2/18/13)**

To support the Hawai'i Graduation Initiative, the UH System launched a "15 to Finish" promotional campaign in 2012 to encourage students, especially those enrolled in 12-14 credits, to enroll in 15 or more credits per semester to graduate on time. All campuses experienced an increase in the number of students enrolled in 15 or more credits (systemwide 10,699 students enrolled in 15 or more credits in fall 2012 versus 9,326 students in fall 2011, a 14.7% increase), with the largest increase coming from first-time freshmen (systemwide 2,102 freshmen enrolled in 15 or more credits in fall 2012 versus 1,360 freshmen in fall 2011, a 54.6% increase). Additional data by campus can be found at www.15tofinish.com.

The UH Committee on Human Studies approved an eight question survey (CHS #20672) on 11/5/12 which surveyed undergraduate students enrolled in 12-14 credits, regardless of UH campus, for the fall 2012 semester (the survey excluded students under 18 years old) and IRAO assisted with the collection of demographic information after the survey was completed. The survey was available from 11/17/12 – 11/30/12 via MyUH with the assistance of ITS. Notification and reminders were sent to students via their hawaii.edu email account and posted as a personal announcement in MyUH.

Total number of students surveyed: 19,415
Total responses received: 1,830; 9.43% response rate
Response by Home Campus

Campus	Surveyed	Responses	%
Hawai'i (HAW)	1,288	135	10.48%
Hilo (HIL)	1,586	223	14.06%
Honolulu (HON)	1,236	76	6.15%
Kapi'olani (KAP)	2,653	199	7.50%
Kaua'i (KAU)	475	46	9.68%
Leeward (LEE)	2,592	242	9.34%
Mānoa (MAN)	6,783	625	9.21%
Maui (MAU)	1,346	142	10.55%
West O'ahu (WOA)	704	84	11.93%
Windward (WIN)	752	58	7.71%
TOTAL	19,415	1,830	9.43%

Average age of responders: 25 (range 18-62)

Gender of responders: 1,209 female (66.1%); 613 male (33.5%); 8 unknown (.4%)

Responders Breakdown by Level (Class Standing)

Class	HAW	HIL	HON	KAP	KAU	LEE	MAN	MAU	WIN	WOA	Total	%
Freshman	81	45	47	91	32	120	107	77	36	16	652	35.63%
Sophomore	53	40	29	101	14	118	106	62	22	4	549	30.00%
Junior		63					167	1		24	255	13.93%
Senior		74					227	1		40	342	18.69%
Other	1	1		7		4	18	1			32	1.75%
TOTAL	135	223	76	199	46	242	625	142	58	84	1,830	100%

The following results are specific to the 652 freshmen that responded to the survey.

Question 1: Did you meet with an advisor to discuss your schedule prior to enrolling in the Fall 2012 semester?

Campus	No	%	Yes	%
HAW	21	25.93%	60	74.07%
HIL	31	68.89%	14	31.11%
HON	20	42.55%	27	57.45%
KAP	52	57.14%	39	42.86%
KAU	4	12.50%	28	87.50%
LEE	28	23.33%	92	76.67%
MAN	48	44.86%	59	55.14%
MAU	13	16.88%	64	83.12%
WIN	10	27.78%	26	72.22%
WOA	6	37.50%	10	62.50%
Total	233	35.74%	419	64.26%

Question 2: Select the best reason that reflects why you enrolled in less than 15 credits in the Fall 2012 semester?

Reason	HAW	HIL	HON	KAP	KAU	LEE	MAN	MAU	WIN	WOA	Total	%
It was not my intention to take 15 or more credits	17	16	15	32	12	23	32	16	10	5	178	27.47%
My personal schedule prevents me from enrolling in more classes	21	10	12	19	10	35	10	31	11	2	161	24.85%
Additional desired courses were unavailable (not offered, time conflict, closed, etc.)	11	8	7	8	1	14	30	9	4	5	97	14.97%
Cost/Financial resources prevented me from taking 15 or more credits	16	3	6	13	4	24	5	8	3	1	83	12.81%
I am planning to graduate and registered for what I needed to take	9	4	6	14	5	16	15	6	4	1	80	12.35%
Other Reason	5	4	1	4		4	12	5	2	2	39	6.02%
I am on academic probation	2			1		1	3	1	2		10	1.54%
Total	81	45	47	91	32	117	107	76	36	16	648	100%

Question 3: If you have a second reason in enrolling in less than 15 credits, please select the item below. If there is no additional reason, please skip this question.

Reason	HAW	HIL	HON	KAP	KAU	LEE	MAN	MAU	WIN	WOA	Total	%
My personal schedule prevents me from enrolling in more classes	6	10	5	8	6	27	13	18	7	1	101	25.12%
It was not my intention to take 15 or more credits	14	2	9	11	3	21	12	8	7	1	88	21.89%
Additional desired courses were unavailable (not offered, time conflict, closed, etc.)	11	3	6	16	4	15	13	12	4	1	85	21.14%
Cost/Financial resources prevented me from taking 15 or more credits	13	2	6	13	3	13	5	7	6	1	69	17.16%
I am planning to graduate and registered for what I needed to take	5	2	5	10	2	5	3	6	1		39	9.70%
Other Reason	3	1		5	1	2	3		1	1	17	4.23%
I am on academic probation	1			1			1				3	0.75%
Grand Total	53	20	31	64	19	83	50	51	26	5	402	100%

Question 4: Do you plan to enroll in 15 or more credits in the Spring 2013 semester?

Campus	No	%	Yes	%
HAW	51	62.96%	30	37.04%
HIL	17	37.78%	28	62.22%
HON	28	59.57%	19	40.43%
KAP	55	61.11%	35	38.89%
KAU	25	78.13%	7	21.88%
LEE	79	66.39%	40	33.61%
MAN	28	26.17%	79	73.83%
MAU	52	67.53%	25	32.47%
WIN	24	66.67%	12	33.33%
WOA	3	18.75%	13	81.25%
Total	362	55.69%	288	44.31%

Question 5a. Please indicate the average number of hours you work (paid employment) per week during the Fall 2012 semester **On campus**:

Hours	HAW	HIL	HON	KAP	KAU	LEE	MAN	MAU	WIN	WOA	Total	%
0	31	20	15	42	16	51	39	26	16	5	261	79.33%
1 - 10	2	1	3	2	1	1	7	2	2		21	6.38%
11 - 15		2	1	3		5	5	2		1	19	5.78%
16 - 20	1	1		3		3	4	6	2		20	6.08%
21 - 30			1			1					2	0.61%
31+				2		2		1	1		6	1.82%
Total	34	24	20	52	17	63	55	37	21	6	329	100%

Question 5b. Please indicate the average number of hours you work (paid employment) per week during the Fall 2012 semester **Off campus**:

Hours	HAW	HIL	HON	KAP	KAU	LEE	MAN	MAU	WIN	WOA	Total	%
0	17	16	8	22	5	25	29	14	7	3	146	43.20%
1 - 10	7	1	6	4	4	2	5	4	1		34	10.06%
11 - 15	2		1	8	2	3	6	1	2	1	26	7.69%
16 - 20	1	1	1	4	1	12	5	6	5		36	10.65%
21 - 25	3	1		6	2	1	3	2	3	2	23	6.80%
26 - 30				4	1	5	5	2			17	5.03%
31 - 35	1		1	1	2	5	1	2	2		15	4.44%
36 - 40	2		4	3	2	11		1	2	1	26	7.69%
41+	2			1		5	1	3			12	3.55%
Misc	1		1				1				3	0.89%
Total	36	19	22	53	19	69	56	35	22	7	338	100%

SUM of Question 5a and 5b. Average number of hours worked (paid employment) per week during the Fall 2012 semester.

Hours	HAW	HIL	HON	KAP	KAU	LEE	MAN	MAU	WIN	WOA	Total	%
0	18	15	7	24	6	22	26	16	7	3	144	37.31%
1 - 10	5	2	8	6	4	3	11	3	4	0	46	11.92%
11 - 15	4	3	1	6	2	8	9	2	1	2	38	9.84%
16 - 20	3	1	1	4	1	13	10	7	4	0	44	11.40%
21 - 25	2	1	0	5	2	2	4	3	2	2	23	5.96%
26 - 30	0	0	0	5	1	5	4	2	0	0	17	4.40%
31 - 40	3	0	6	4	4	18	1	6	5	1	48	12.44%
41+	2	0	0	4	0	5	1	2	1	0	15	3.89%
Misc	2	2	1	0	0	2	1	2	1	0	11	2.85%
Total	39	24	24	58	20	78	67	43	25	8	386	100%

Question 6: How did you hear about the “15 to Finish” promotional campaign (check all that apply)?

Response	HAW	HIL	HON	KAP	KAU	LEE	MAN	MAU	WIN	WOA	Total	%
I did not hear about the "15 to Finish" promotional campaign	37	21	19	43	10	49	36	37	13	1	266	29.85%
Website	20	10	16	22	8	29	24	13	12	3	157	17.62%
Television	7	3	8	12	6	20	20	14	5	10	105	11.78%
New student orientation	3	5	4	8	3	16	31	4	5	11	90	10.10%
Academic advisor	10	8	3	12	2	16	15	7	6	6	85	9.54%
Social media (Facebook, Twitter, blogs, etc.)	8	7	1	8	3	12	16	11	1	4	71	7.97%
Faculty	5	6	2	6	6	13	15	6	2	6	67	7.52%
Newspaper	1	4	3	4	1	4	12	2	1	2	34	3.82%
Parent	1	4				2	7	2			16	1.80%
Total	92	68	56	115	39	161	176	96	45	43	891	100%

Question 7: Did you hear about the “DO-IT-IN-2” or “DO-IT-IN-4” promotional campaign?

Campus	No	%	Yes	%
HAW	73	93.59%	5	6.41%
HIL	42	95.45%	2	4.55%
HON	42	89.36%	5	10.64%
KAP	85	93.41%	6	6.59%
KAU	25	80.65%	6	19.35%
LEE	110	91.67%	10	8.33%
MAN	42	39.25%	65	60.75%
MAU	70	90.91%	7	9.09%
WIN	30	83.33%	6	16.67%
WOA	13	81.25%	3	18.75%
Total	532	82.23%	115	17.77%

Data Highlights

- Survey received a 9.4% response rate (1,830 responses) with campus participation ranging from 6.15% at Honolulu CC to 14.06% at UH Hilo.
- Average age of all responders was 25; average age for all fall 2012 students throughout the UH system was 25.4.
- Gender of all responders was 66.1% female and 33.5% male; gender for all fall 2012 students throughout the UH system was 56.7% female and 42.8% male.
- Over 35% of the responders were classified as freshmen (0-24 credits); the largest group that responded to the survey.
- Almost two-thirds of freshman responders met with an academic advisor before registering for fall 2012 courses.
- The top three reasons selected as the best reason why they did not enroll in 15 or more credits:
 - It was not their intention to take 15 or more credits (27.5%)
 - Personal schedule doesn't allow (24.9%)
 - Desired courses not available (15%)
 - Students from HAW, LEE, MAU and WIN provide personal schedule as their top reason with not their intention coming in second.
 - Students from MAN and WOA indicated that desired courses not available was their number two reason for not enrolling in 15 or more credits.
- Responders were able to provide a second reason for not enrolling in 15 or more credits. The following are the top three responses:
 - Personal schedule doesn't allow (25.1%)
 - It was not their intention to take 15 or more credits (21.9%)
 - Desired courses not available (21.1%)
- Approximately 44% of responders stated that they intend to register in 15 or more credits for the spring 2013 semester, with the highest responses from the four-year campuses: WOA (81%), MAN 74% and HIL (62%).
- Over 37% of freshmen responders stated they do not work (paid employment) on or off campus during the fall 2012 semester.
- Over 70% of the freshmen responders stated that they worked (paid employment) 20 or fewer hours on or off campus during the fall 2012 semester.
- Over 70% of the freshmen responders stated that they heard about the "15 to Finish" campaign, with the website identified as the highest (17.6%) followed by television (11.8%).
- Over 60% of MAN freshmen responders reported that they heard about the "DO-IT-IN-2" or "DO-IT-IN-4" campaign which also promotes on time graduation.