



**Survey of Undergraduate Students Enrolled in 12-14 Credits  
Fall 2013 Results (as of 12/9/13)**

In support of 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. In the first year of the campaign, with the support of complementary campus activities, 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). For the second year, growth in the number of students enrolling in 15 or more credits continued across all 10 campuses. Overall, more than 25% of all undergraduate students (11,252 or 44,652) systemwide are enrolled in 15 or more credits resulting in a 5.2% increase on top of the 14.7% increase experienced the previous year. Additional data, including specific campus data, can be found at [www.15tofinish.com](http://www.15tofinish.com).

The UH Committee on Human Studies approved a nine question survey (CHS #20672) for undergraduate students enrolled in 12-14 credits at all 10 UH campuses for the fall 2013 semester (students under 18 years old were excluded) and IRAO provided the student demographics. With assistance from ITS, the survey was available from 10/24/13 thru 11/8/13 and from 11/14/13 thru 11/22/13 via MyUH. Notification and reminders were sent to students via their hawaii.edu email account and posted as a personal announcement on their MyUH homepage.

**Response by Home Campus**

Campus	Surveyed	Responses	%
Hawai'i (HAW)	1,159	93	8.02%
Hilo (HIL)	1,424	138	9.69%
Honolulu (HON)	1,158	50	4.32%
Kapi'olani (KAP)	2,384	140	5.87%
Kaua'i (KAU)	383	30	7.83%
Leeward (LEE)	2,314	189	8.17%
Mānoa (MAN)	5,764	449	7.79%
Maui (MAU)	1,100	77	7.00%
Windward (WIN)	680	38	5.59%
West O'ahu (WOA)	618	57	9.22%
<b>Grand Total</b>	<b>16,984</b>	<b>1,261</b>	<b>7.42%</b>

**Snapshot of Responders**

Total surveyed: 16,984  
Total responses: 1,261  
Response rate: 7.42%

Average age: 25  
Age range: 18-71

**Gender:**

- 877 female (69.5%)
- 373 male (29.6%)
- 11 unknown (.9%)

**Responders by Campus and Level (Class Standing)**

Class	HAW	HIL	HON	KAP	KAU	LEE	MAN	MAU	WIN	WOA	Total	%
Freshman	56	29	33	82	17	109	71	49	21	15	482	38.22%
Sophomore	37	26	17	54	11	78	66	27	16	5	337	26.72%
Junior		40					119			15	174	13.80%
Senior		42					185			22	249	19.75%
Other		1		4	2	2	8	1	1		19	1.51%
<b>Total</b>	<b>93</b>	<b>138</b>	<b>50</b>	<b>140</b>	<b>30</b>	<b>189</b>	<b>449</b>	<b>77</b>	<b>38</b>	<b>57</b>	<b>1,261</b>	<b>100%</b>

The following results only include the 482 freshmen who responded to the Fall 2013 survey.

Question 1: Did you meet with an advisor to discuss your schedule prior to enrolling in the Fall 2013 semester?

Campus	No	%	Yes	%
HAW	24	42.86%	32	57.14%
HIL	18	62.07%	11	37.93%
HON	13	39.39%	20	60.61%
KAP	35	42.68%	47	57.32%
KAU	1	5.88%	16	94.12%
LEE	26	23.85%	83	76.15%
MAN	43	60.56%	28	39.44%
MAU	12	24.49%	37	75.51%
WIN	6	28.57%	15	71.43%
WOA	8	53.33%	7	46.67%
<b>Total</b>	<b>186</b>	<b>38.59%</b>	<b>296</b>	<b>61.41%</b>

Question 2: Select the main reason that reflects why you enrolled in fewer than 15 credits in the Fall 2013 semester?

Main Reason	HAW	HIL	HON	KAP	KAU	LEE	MAN	MAU	WIN	WOA	Total	%
My personal schedule (sports, work, family, etc.) prevents me from enrolling in more classes	14	4	8	22	6	31	14	16	7	1	123	25.73%
Fifteen credits is too heavy of a load (too many credits) for me	10	6	7	23	2	23	2	11	7	5	106	22.18%
The courses I wanted were not offered at a day/time that fit my schedule	6	5	2	6		9	17	4	2	2	53	11.09%
The courses I wanted were closed/filled	6	3	4	6	1	12	12	2	2	2	50	10.46%
Cost/Financial resources prevented me from taking 15 or more credits	4		4	10	5	14		4		1	42	8.79%
I was advised not to take 15 or more credits	3	3	1	7	1	9	6	2	1	1	34	7.11%
The courses I wanted were not offered	1		3	2	1	4	1	3			15	3.14%
I am on academic probation			1	2		3		2	1		9	1.88%
I am planning to graduate this semester			1	1		1					3	0.63%
Other	9	7	2	3	1	4	9	3	2	3	43	9.00%
<b>Total</b>	<b>53</b>	<b>28</b>	<b>33</b>	<b>82</b>	<b>17</b>	<b>110</b>	<b>71</b>	<b>47</b>	<b>22</b>	<b>15</b>	<b>478</b>	<b>100%</b>

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

Secondary Reason	HAW	HIL	HON	KAP	KAU	LEE	MAN	MAU	WIN	WOA	Total	%
Fifteen credits is too heavy of a load (too many credits) for me	8	2	3	18	3	11	8	8	1		62	21.31%
My personal schedule (sports, work, family, etc.) prevents me from enrolling in more classes	5	1	9	10		21	1	8	3	2	60	20.62%
The courses I wanted were not offered at a day/time that fit my schedule	5	3	5	5	2	9	12	6	3	5	55	18.90%
Cost/Financial resources prevented me from taking 15 or more credits	4	3	3	10		5	2	2	2		31	10.65%
The courses I wanted were closed/filled	5	2	1	3	1	7	3	2		2	26	8.93%
I was advised not to take 15 or more credits	4	2	2	1	3	5	2	2	3		24	8.25%
The courses I wanted were not offered	1			1	1	4	1	1	1		10	3.44%
I am on academic probation			1			1	1	2			5	1.72%
I am planning to graduate this semester			1	1							2	0.69%
Other	3	1	1	3	1	4	2		1		16	5.50%
<b>Total</b>	<b>35</b>	<b>14</b>	<b>26</b>	<b>52</b>	<b>11</b>	<b>67</b>	<b>32</b>	<b>31</b>	<b>14</b>	<b>9</b>	<b>291</b>	<b>100%</b>

Question 4: If additional online courses were available, would you enroll in 15 or more credits?

Campus	No	%	Yes	%
HAW	28	50.91%	27	49.09%
HIL	9	31.03%	20	68.97%
HON	20	60.61%	13	39.39%
KAP	46	56.79%	35	43.21%
KAU	10	58.82%	7	41.18%
LEE	53	48.62%	56	51.38%
MAN	29	40.85%	42	59.15%
MAU	20	40.82%	29	59.18%
WIN	11	50.00%	11	50.00%
WOA	6	40.00%	9	60.00%
<b>Total</b>	<b>232</b>	<b>48.23%</b>	<b>249</b>	<b>51.77%</b>

Question 5: Do you plan to enroll in 15 or more credits in the Spring 2014 semester?

Campus	No	%	Yes	%
HAW	27	48.21%	29	51.79%
HIL	4	13.79%	25	86.21%
HON	20	60.61%	13	39.39%
KAP	46	56.79%	35	43.21%
KAU	15	88.24%	2	11.76%
LEE	55	50.93%	53	49.07%
MAN	10	14.29%	60	85.71%
MAU	31	64.58%	17	35.42%
WIN	12	54.55%	10	45.45%
WOA	4	26.67%	11	73.33%
<b>Total</b>	<b>224</b>	<b>46.76%</b>	<b>255</b>	<b>53.24%</b>

Question 6: Do you work (paid employment)?

Campus	No	%	Yes	%	Yes, on- & off-campus	Yes, off-campus	Yes, on-campus
HAW	32	57.14%	24	42.86%		23	1
HIL	25	86.21%	4	13.79%		3	1
HON	15	46.88%	17	53.13%	1	15	1
KAP	40	50.00%	40	50.00%	1	37	2
KAU	3	17.65%	14	82.35%	1	11	2
LEE	56	51.38%	53	48.62%		51	2
MAN	43	61.43%	27	38.57%	3	14	10
MAU	21	42.86%	28	57.14%		21	7
WIN	9	40.91%	13	59.09%		10	3
WOA	9	60.00%	6	40.00%		6	
<b>Total</b>	<b>253</b>	<b>52.82%</b>	<b>226</b>	<b>47.18%</b>	<b>6</b>	<b>191</b>	<b>29</b>

Question 7: If you have paid employment, please indicate the average number of hours you work per week during the Fall 2013 semester. If you do not have paid employment, please skip this question.

Campus	1-5 hrs	6-10 hrs	11-15 hrs	16-20 hrs	21-25 hrs	26-30 hrs	31-35 hrs	36-40 hrs	Over 40 hrs	Total
HAW	3	2	5	7	3	2		3		25
HIL			2	1		1				4
HON		4	4	2	2	3	2		1	18
KAP	5	2	7	14	5	8	1	3	2	47
KAU	3		2	4	1	3			1	14
LEE	3	3	6	12	7	5	2	9	4	51
MAN	2	5	9	4	2	4	1			27
MAU	2	5	5	5	2	3	2	3		27
WIN	1	3	3	4			1	1		13
WOA			2	2		1	1			6
<b>Total</b>	<b>19</b>	<b>24</b>	<b>45</b>	<b>55</b>	<b>22</b>	<b>30</b>	<b>10</b>	<b>19</b>	<b>8</b>	<b>232</b>
<b>%</b>	<b>8.19%</b>	<b>10.34%</b>	<b>19.40%</b>	<b>23.71%</b>	<b>9.48%</b>	<b>12.93%</b>	<b>4.31%</b>	<b>8.19%</b>	<b>3.45%</b>	<b>100%</b>

Question 8: How important is it for you to finish your degree on-time (2 years for an associate degree, 4 years for a bachelor's degree)?

Campus	Not important at all	Somewhat unimportant	Somewhat important	Very important
HAW	2	3	12	39
HIL		2	4	23
HON		1	14	18
KAP	1	2	24	54
KAU		1	6	10
LEE	4	5	28	70
MAN	1	4	19	46
MAU			13	36
WIN		1	9	12
WOA		1	4	10
<b>Total</b>	<b>8</b>	<b>20</b>	<b>133</b>	<b>318</b>
<b>%</b>	<b>1.67%</b>	<b>4.18%</b>	<b>27.77%</b>	<b>66.39%</b>

Question 9: 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	%
MyUH	28	16	16	38	4	45	32	26	11	8	224	20.66%
Email	35	9	19	28	7	34	31	29	9	5	206	19.00%
New student orientation	14	4	6	13	1	33	22	3	3	11	110	10.15%
Radio	7	3	11	16	4	17	14	2	2	9	85	7.84%
Academic advisor	7	2	1	6	1	28	17	6	4	9	81	7.47%
Television	8	5	11	10	3	18	10	2	4	7	78	7.20%
STAR	14	3	4	10		6	20	6	4	2	69	6.37%
Faculty	7	3	3	8	3	10	9	5	3	2	53	4.89%
Website	5	1	3	8		10	10	9		4	50	4.61%
Social media	3	3		7		3	9	3		4	32	2.95%
Newspaper	3		1	2		4	5	4	1	4	24	2.21%
Parent		3	1			2	5				11	1.01%
Other	1	1		3		1	3		1		10	0.92%
I did not hear about the <i>15 to Finish</i> campaign	5	4		9	3	16	6	8	2		53	4.89%
<b>Total</b>	<b>137</b>	<b>57</b>	<b>76</b>	<b>158</b>	<b>26</b>	<b>227</b>	<b>193</b>	<b>103</b>	<b>44</b>	<b>65</b>	<b>1,086</b>	<b>100%</b>

## Data Highlights – Fall 2013

- Survey received a 7.42% response rate (1,261 responses) with campus participation ranging from 4.32% at Honolulu CC to 9.69% at UH Hilo.
- Average age of all responders was 25; average age of all fall 2013 undergraduate students throughout the UH System was 25.5.
- Gender of all responders was 69.5% female and 29.6% male; gender for all fall 2013 undergraduate students throughout the UH System was 56.5% female and 42.9% male.
- Over 38% (482 of the 1,261 students) of the responders were classified as a freshman (0-24 credits); the largest group that responded to the survey.
- Over 61% of freshman responders met with an academic advisor before registering for fall 2013 courses.
- The top four reasons selected as the main reason why they did not enroll in 15 or more credits:
  - o Personal schedule (sports, work, family, etc.) prevents enrollment in more classes (25.7%)
  - o Fifteen credits is too heavy of a load (22.2%)
  - o Courses not offered during the day/time that fit my schedule (11.1%)
  - o Courses were closed/filled (10.4%)
- Students from HIL, KAP and WOA indicated “Fifteen credits is too heavy of a load (too many credits) for me” as their top reason. MAN students indicated “Courses I wanted were not offered at the day/time that fit my schedule” as their top reason.
- Responders were able to provide a second reason for not enrolling in 15 or more credits. The following are the top three responses:
  - o Fifteen credits is too heavy of a load (21.3%)
  - o Personal schedule (sports, work, family, etc.) prevents enrollment in more classes (20.6%)
  - o Courses not offered during the day/time that fit my schedule (18.9%)
- Over half of responders (51.8%) stated that if additional online courses were available, they would enroll in 15 or more credits, with the highest responses from the four-year campuses and Maui College: HIL (69%), WOA (60%), MAU (59%) and MAN (59%).
- Over half of all responders (53.2%) stated that they intend to register in 15 or more credits for the spring 2014 semester, with an average of 84.2% from the four-year campuses: HIL (86.2%), MAN (85.7%) and WOA (73.3%).
- Over half (52.8%) of freshmen responders stated they do not work (paid employment).
- Of those that work, 61.6% stated that they worked (paid employment) 20 or fewer hours.
- Over 94% of the freshmen responders stated that feel that it is somewhat important or very important to finish their degree on-time.
- Less than 5% of the freshmen responders stated that they did not hear about the *15 to Finish* campaign.