

**UNIVERSITY OF HAWAI‘I
TUITION SCHEDULE
2006–2012: INITIAL
IMPACT ON ACCESS**

Office of the Vice President for
Academic Planning & Policy

December 2007

Executive Summary

In the first two fall semesters of the 2006–2012 tuition schedule, tuition increases have not had a significant impact on undergraduate or graduate enrollment at the University of Hawai‘i. The number of students attending UH has remained relatively constant over the last several years. When disaggregated by ethnic group, the numbers of underrepresented minorities, i.e., Native Hawaiians, Pacific Islanders, and Filipinos, have remained constant or risen.

Although UH’s overall enrollment was not affected, enrollment between units, particularly between UH Mānoa and the other nine campuses, did fluctuate. In fall 2006 and fall 2007, UH Mānoa’s enrollment declined slightly while the enrollment at the other campuses increased slightly.

Additional information received from an Applicant Survey indicates that the cost of tuition did play a role in students’ decision-making process. It was, however, not the primary reason accepted students declined to enroll at UH. Factors that weighed more heavily in students’ decisions not to attend UH in fall 2006 included personal/family issues, preference for another institution, cost of living, and proximity to home.

Reasons students gave for choosing another institution over UH included perceived quality of education, program availability, and the importance of other factors despite their school’s tuition being more expensive than UH.

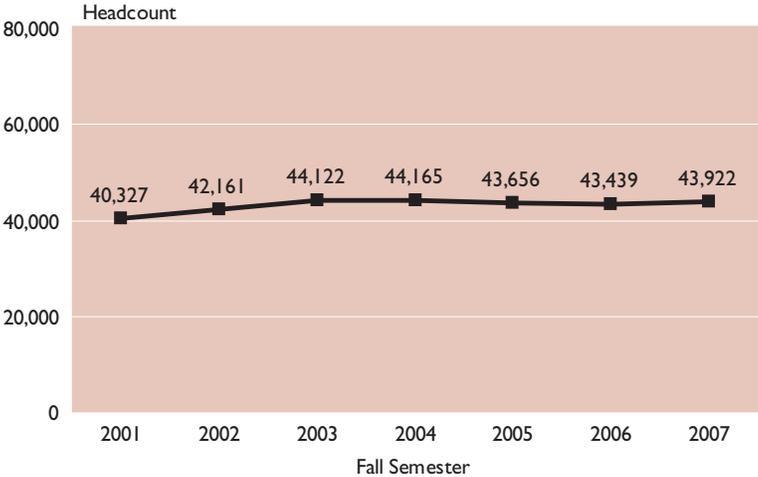
The majority of the accepted students who did not enroll at a UH campus indicated that financial aid was not a factor in their decision.

Headcount Enrollment Trends by Academic Level and Ethnicity

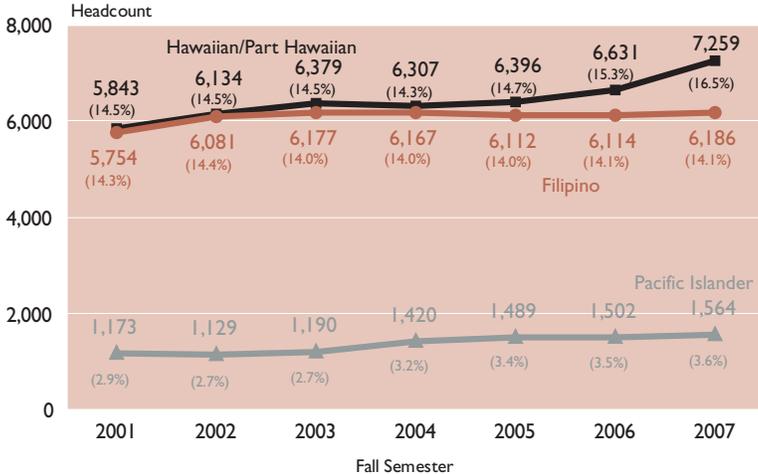
Undergraduate and graduate headcount enrollment data from fall 2001 to fall 2007 were reviewed to identify changes in enrollment.

UH's undergraduate enrollment has remained stable for the past seven years. The lowest enrollment during this period was in fall 2001 at 40,327. After peaking at 44,165 in fall 2004, enrollment has remained well above 43,000.

Total Undergraduate Headcount Enrollment Fall 2001–Fall 2007



Undergraduate Headcount Enrollment of Ethnic Minority Groups, Fall 2001–Fall 2007

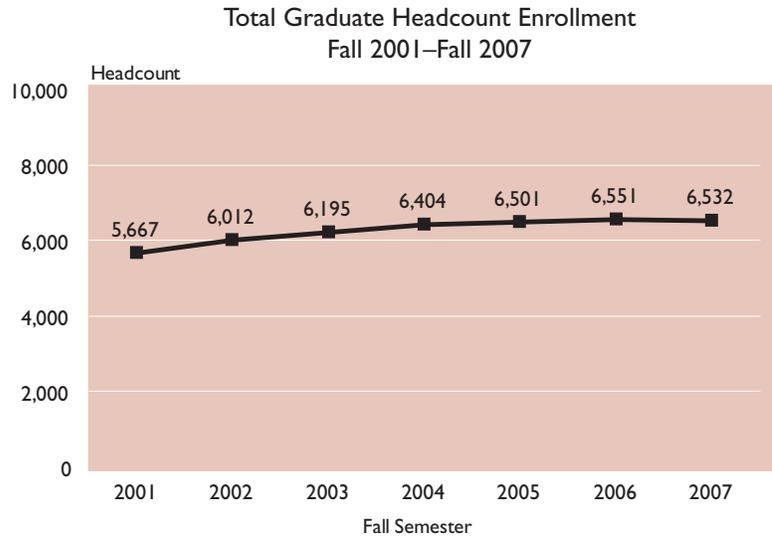


Note: Percentages reflect share of total UH enrollment.

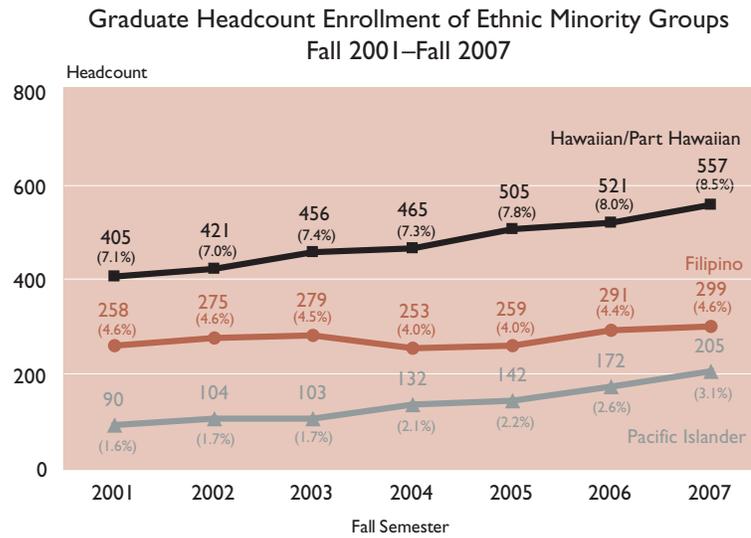
The number and proportion of Native Hawaiian and Pacific Islander undergraduate students are on the rise while the number and proportion of Filipino students attending UH have remained steady.

Impact of Initial UH Tuition Increase

UH's graduate headcount enrollment increased for five years before peaking in fall 2006 at 6,551. Enrollment decreased very slightly in fall 2007.



Graduate headcount enrollment of Native Hawaiians and Pacific Islanders increased nearly annually. Both reached enrollment highs in fall 2007. Graduate enrollment of Filipinos also reached a high in fall 2007 following modest enrollment fluctuations.



Note: Percentages reflect share of total UH enrollment.

UH full-time equivalent (FTE) enrollment data (not shown) for each respective group followed similar patterns to headcount enrollment data from fall 2001 to fall 2007 (i.e., held steady or increased).

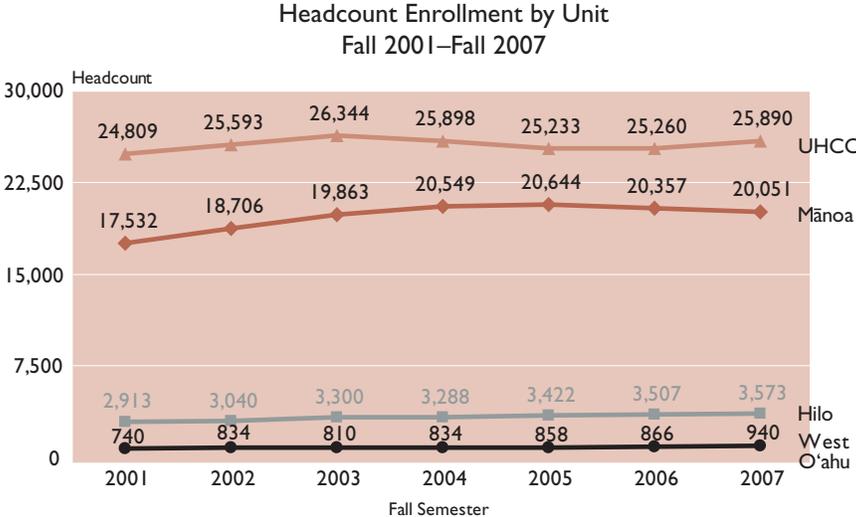
Impact of Initial UH Tuition Increase

Headcount enrollment (includes undergraduates and graduates) by unit reveal that UH Hilo and UH West O’ahu populations have increased fairly steadily over past six years. The 2006–2012 tuition increase did not negatively affect enrollment during the first two years of the schedule.

UH Community College enrollment also grew, reaching a high of 26,344 in fall 2003. Following two years of modest declines, enrollment increased in fall 2006 (+27) and fall 2007 (+630).

UH Mānoa was the only unit to register declines in fall 2006 and fall 2007. The declines, however, were modest (-287 and -306, respectively). Since fall 2001, UH Mānoa has grown more than 14 percent. Enrollment continues to remain above 20,000.

Based on these data it is not possible to determine whether students who previously would have enrolled at UH Mānoa chose to enroll at another UH campus.



Note: Headcount enrollment includes undergraduates and graduates.

Survey of Students Who Declined to Enroll at UH

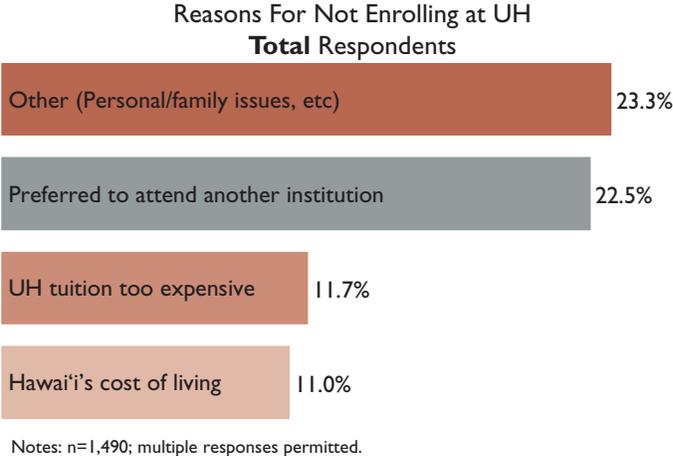
An Applicant Survey was conducted to identify reasons why undergraduate students accepted at a UH campus in fall 2006 declined to enroll. 1,490 valid responses (online and paper-based) were received for a 16 percent response rate.

Reasons for Not Enrolling at UH

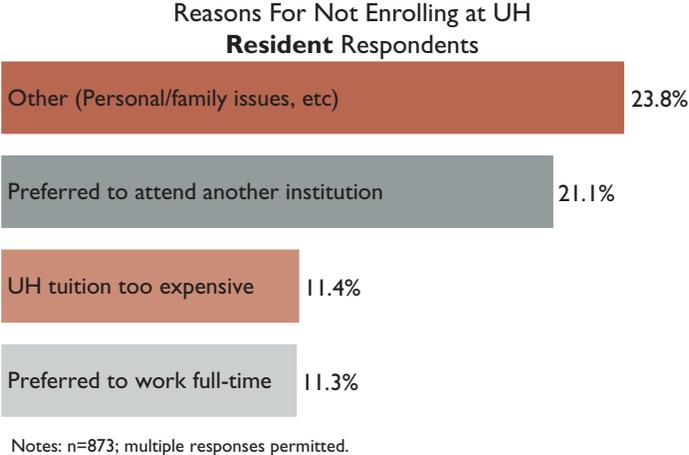
Data was compiled on an aggregate level and then disaggregated by residency (resident, non-resident, resident transfers, and non-resident transfers). In all instances, tuition was not the most commonly cited factor in students' decisions to decline admission. It was generally the third or fourth reason among the nine listed below:

- Preferred to attend another institution
- The cost of living in Hawai'i is too expensive
- UH's tuition is too expensive
- Preferred to work full-time
- The program I wanted was unavailable
- Concerns about UH's quality of education
- Housing was not available
- Did not receive answers to my questions (about admission, financing my education, housing, other) in a timely manner
- Other

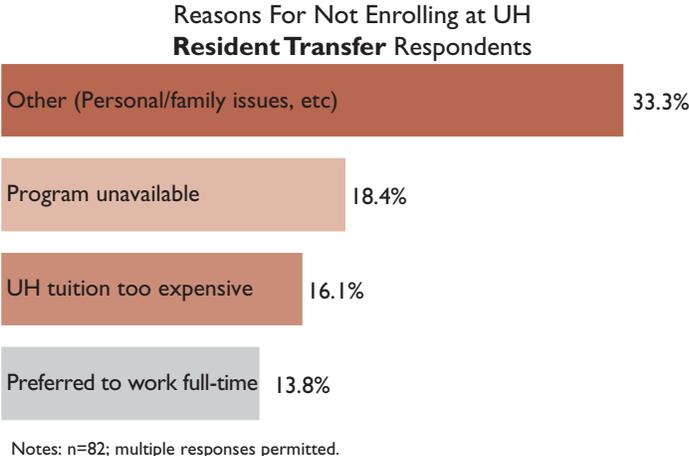
The most frequently cited reason by respondents for not enrolling at UH fell in the *Other* category (23.3%). When asked to voluntarily elaborate, the most common answer involved *Personal/family issues*. An almost equal share (22.5%) indicated they *Preferred to attend another institution*. Approximately 12 percent selected *UH's tuition is too expensive* followed by *Hawai'i's cost of living* as reasons for not enrolling.



Responses by Hawai'i residents followed a similar pattern in rank and proportion. The largest share (23.8%) chose *Other* as their reason for not attending UH, followed by *Preferred to attend another institution* (21.1%). *UH's tuition is too expensive* was ranked third. An almost equal share indicated they *Preferred to work full-time*. *Hawai'i's cost of living* as a factor ranked sixth, below *Program availability*, for resident applicants.



For students who would have been UH resident transfers, *Program availability* (18.4%) was a larger issue than for the overall resident group.



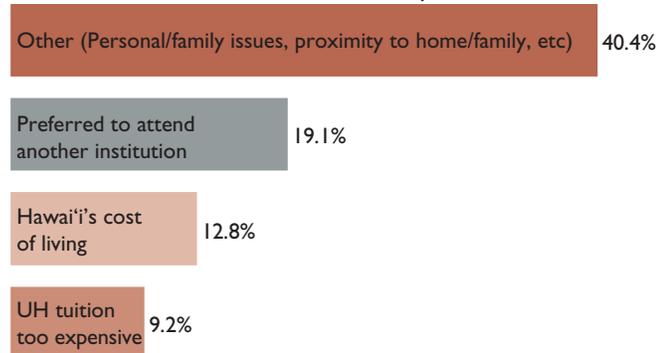
Impact of Initial UH Tuition Increase

Approximately 40 percent of non-resident applicants chose *Other* as their reason for declining admission to UH. When asked to voluntarily elaborate, respondents commonly cited *Personal/family issues* and *Proximity to home and family*. The second most common reason selected by respondents was they *Preferred to attend another institution* (19.1%). Ranked third and fourth were *Hawai'i's cost of living* (12.8%) and *UH's tuition is too expensive* (9.2%).

Those who would have been non-resident transfers to UH had similar responses to the overall non-resident group, citing the same top four reasons for not enrolling at UH.

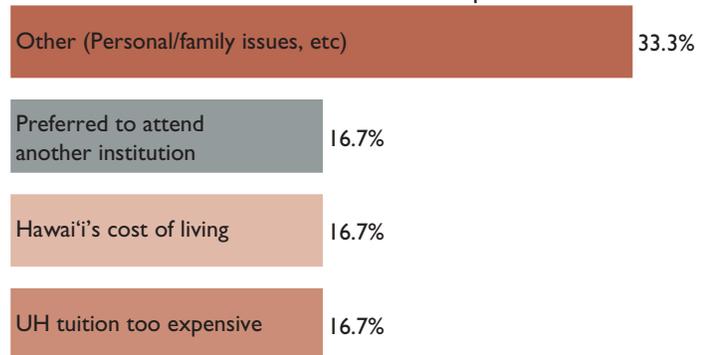
Responses were also disaggregated by unit: UH Mānoa, UH Hilo, UH West O'ahu, and UH Community Colleges. The two most common reasons undergraduate applicants decided not to attend UH Mānoa and UH Hilo were *Preference for another institution* and *Other*. At UH West O'ahu, accepted students cited *Other* reasons and *UH's tuition is too expensive*. At the UH Community Colleges, *Other* was the most common reason followed by *UH's tuition is too expensive* and *Preferred to work full-time*.

Reasons For Not Enrolling at UH Non-Resident Respondents



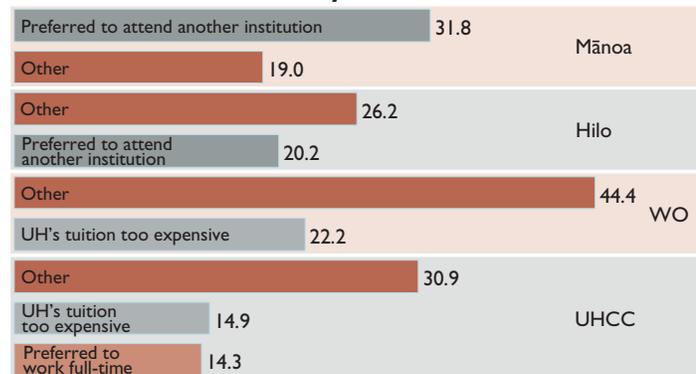
Notes: n=591; multiple responses permitted.

Reasons For Not Enrolling at UH Non-Resident Transfer Respondents



Notes: n=40; multiple responses permitted.

Reasons For Not Enrolling at UH by Unit

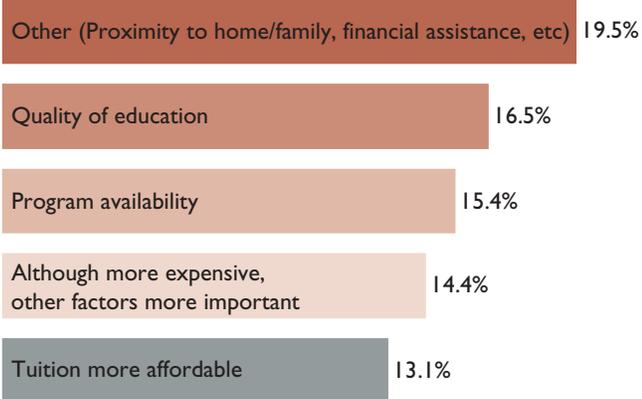


Notes: n=1,490; multiple responses permitted.

Why Students Chose Another Institution over UH

Of those who responded to the survey, 53.0 percent indicated they were enrolled at another institution in fall 2006. When asked why they chose their current institution over UH, the most frequent response was *Other* (19.5%) reasons, such as *Proximity to home and family* and receipt of some form of *Financial assistance*. The second most common reason was students perceived the *Quality of education* at their current institution was better (16.5%). *Program availability* (15.4%) was the third most common response followed by *Other factors were more important despite more expensive tuition* at their current institution (14.4%). *More affordable tuition* (13.1%) at their current schools was a fifth reason.

Reasons for Choosing Current Institution over UH Respondents Attending Another Institution in Fall 2006



Notes: n=789; multiple responses permitted.

For students who would have been Hawai'i residents at UH, the most commonly cited reason was *Other factors were more important despite more expensive tuition* at their institution (22.3%). *Program availability* (20.4%) and *Quality of education* issues (19.2%) were also frequent reasons cited. *Other* (17.5%) reasons such as *Wanting a mainland experience* was another reason for declining admission to UH. *More affordable tuition* (8.1%) at their current schools was ranked fifth.

Reasons for Choosing Current Institution over UH Resident Respondents

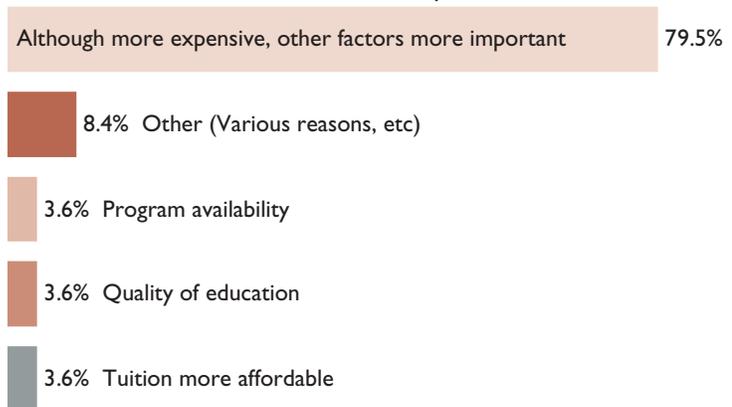


Notes: n=873; multiple responses permitted.

Impact of Initial UH Tuition Increase

The majority of respondents who would have been resident transfers had they attended UH cited *Other factors were more important despite more expensive tuition* at their institutions (79.5%). *Other* (8.4%) reasons were varied. *Program availability*, *Quality of education*, and *More affordable tuition* (all at 3.6%) were other factors mentioned.

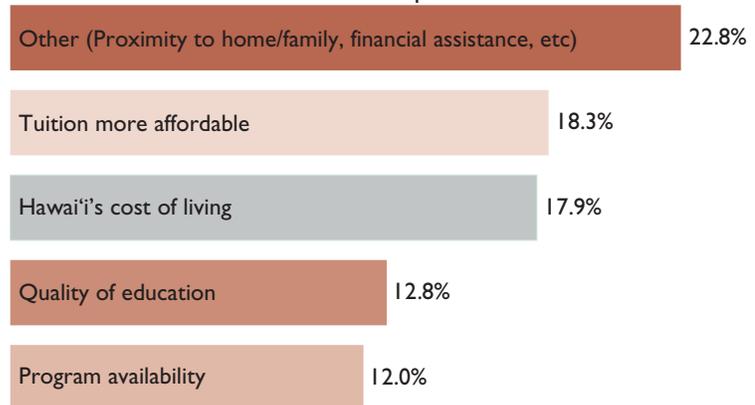
Reasons for Choosing Current Institution over UH Resident Transfer Respondents



Notes: n=82; multiple responses permitted.

Non-residents indicated *Other* reasons (22.8%) for not choosing UH. Examples include *Proximity to home and family* and receipt of some form of *Financial assistance*. *More affordable tuition* at their current institution (18.3%) and *Hawai'i's cost of living* (17.9%) were other common reasons selected. Respondents also perceived the *Quality of education* (12.8%) at their schools were better or had concerns about *Program availability* (12.0%).

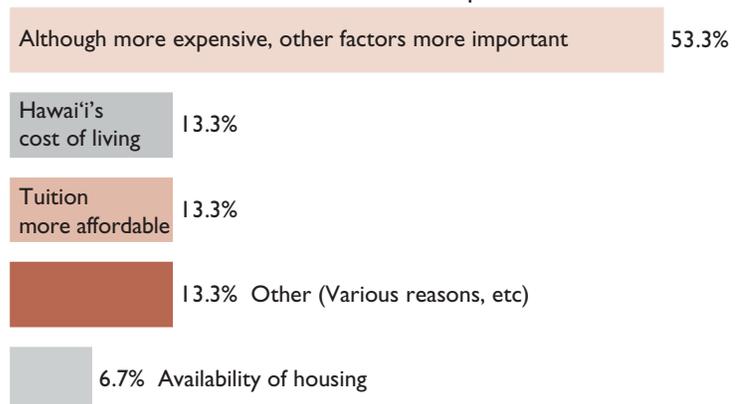
Reasons for Choosing Current Institution over UH Non-Resident Respondents



Notes: n=591; multiple responses permitted.

More than one-half of respondents who would have been non-resident transfers felt *Other factors were more important despite more expensive tuition* at their institutions (53.3%). *Hawai'i's cost of living*, *More affordable tuition*, and *Other* reasons (all at 13.3%) comprised the next set of responses. The smallest share noted *Availability of housing* as a reason.

Reasons for Choosing Current Institution over UH Non-Resident Transfer Respondents

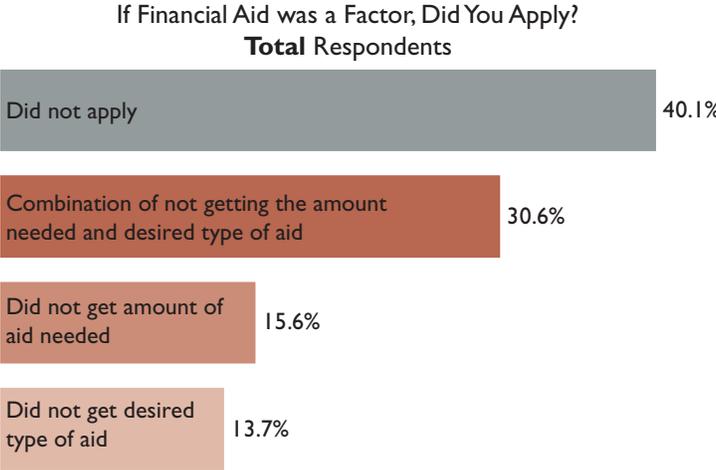
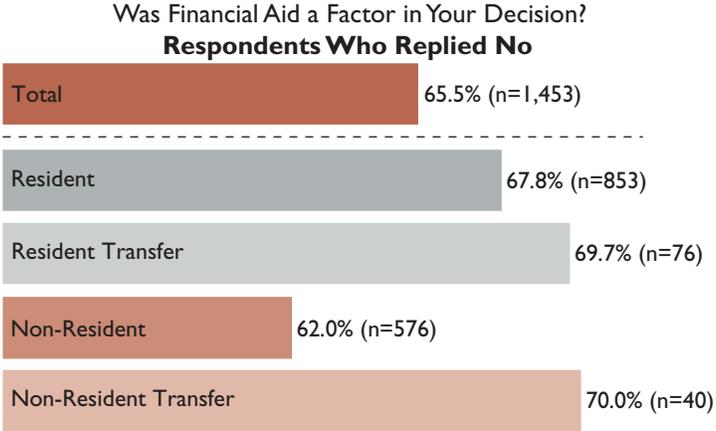


Notes: n=40; multiple responses permitted.

Role of Financial Assistance

To gain further insight into the impact of the fall 2006 tuition increase, the survey asked a follow up question on financial assistance. Generally, 60 to 70 percent of students across all groups indicated financial aid did not play a role in their decision.

Approximately 40 percent of respondents who indicated financial aid was a factor in their decision did not apply for assistance. The remaining 60 percent indicated they either did not get the amount of aid they needed or did not get the type of aid they wanted (e.g., loans versus scholarships/grants), or a combination of both.

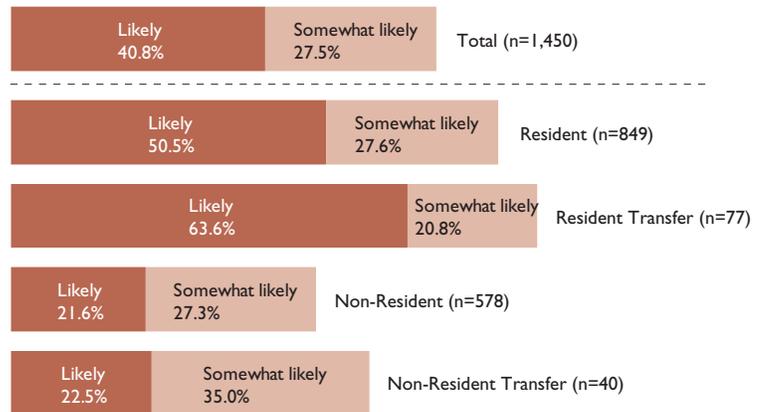


Notes: n=571.

Likelihood of Enrolling at UH in the Future

Approximately 68 percent of all respondents and 78 percent of Hawai'i residents indicated they were *Likely* or *Somewhat likely* to enroll at a UH campus in the future. Potential resident transfer students (84.4%) also answered positively about the likelihood of becoming a future UH student. Slightly less than half (48.9%) of all non-resident respondents indicated they would. A greater share of potential non-resident transfers (57.5%) responded positively to the possibility of becoming a future UH student.

Likelihood of Enrolling at UH in the Future
By Respondent Group



Conclusion

The Office of the Vice President for Academic Planning and Policy will continue to monitor the impact of the tuition schedule increases on enrollment and update the UH Board of Regents accordingly. Administration of a second UH Applicant Survey is planned for fall 2008.

In spring 2009, the office will review UH's tuition relative to the average national and WICHE tuition rates at peer institutions. Should an adjustment to the remaining tuition schedule be warranted, the University will seek Board approval.