**Honolulu CC**
**Enrollment Management 2018-19**
**“The Year of Persistence”**

1. **Retention/Persistence of All Students**
   **Goal:** Increase our Fall to Spring and Fall to Fall Persistence
   **Method:** Purposeful Engagement
   **Activities:**
   a) Revamped All-College Meeting
      i) What is Purposeful Engagement/Integrated Student Support?
      ii) What Works?
         - Flags: early alert; kudos, referrals
         - Purposeful classroom engagement: introduce self, introduce each other
         - Structured mentoring within programs (MELE, Hawaiian Studies, ASNS, ECE)
      iii) First Activity: What are Faculty Currently Doing?
      iv) Second Activity: What One New Activity Will Faculty Commit to?
   b) New/Recent Faculty Orientation
   c) New/Recent Lecturer Orientation
   d) More Services Linked and Using STARFISH
   e) Regular Communication to Introduce Student Services on Campus
   f) Tight Pipeline/“Guaranteed” Jobs for Students
   g) Tight Transfer Pipeline to UH Baccalaureate Programs

2. **Outreach and Onboarding of Targeted Populations**
   **Goal:** Increase special populations
   **Method:** Redesigned Onboarding, Purposeful Engagement
   **Population & Activities:**
   a) High School Direct Entry Students
      i) CTE Early College
      ii) Revamped Construction Academy
      iii) Targeted CTE Program Visits & Activities (a la A+ Certification in 2017-18)
      iv) Intense Outreach to Feeder High Schools
   b) International Students
      i) Partnerships with Outside Agencies (i.e., Ribbon Productions)
      ii) Creation of Non-Credit, Short Term Opportunities
      iii) Personalized Counseling for Transition
   c) Working Age Adults
      i) Creation of the Flex AA Degree Program
      ii) Increased Delivery of Online courses
      iii) Aggressive Email, Mail, Web Campaign to Target Returning Adults
   d) GED Recipients – move to 2019-2020
   e) Pacific Islanders – move to 2019-2020