



# University of Hawai'i System Image and Reputation Survey: PELP Project

William Castillo, Charmaine Higa-McMillan, Michelle Isa-Atta, and Theresa Kreif

# Project Background

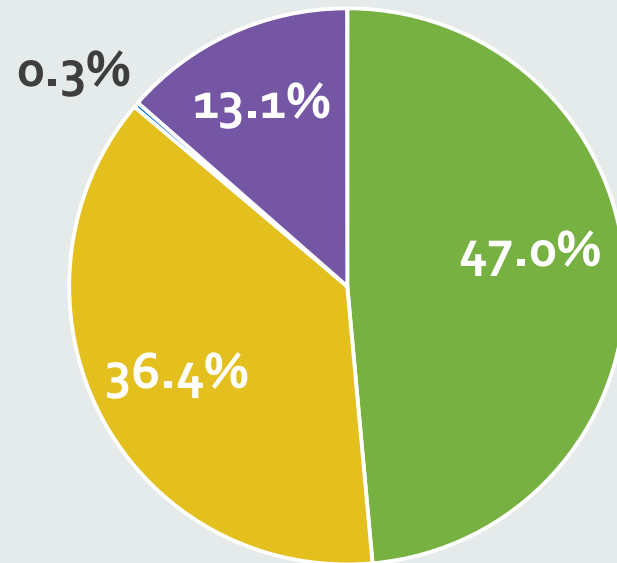
- Nation trend of legislative divestment among public institutions
- Potential connection between Hawai'i divestment and credibility
- Image and reputation focus
- Review other university surveys

# Project Overview

- Consultation with UH personnel
- Survey distributed in Feb/March 2016
- Distributed to all UH employees (15,279)
- Respondents requested dissemination of results

# Who Responded?

- 1,318 complete responses
  - Age 47.3 yrs (20 to 87)
- Role
  - Faculty (48%) & staff (37%)
  - Community members (3%)
  - Others (11%)
    - Graduate, Student Workers
    - Retired and Emeritus Faculty
    - Lecturers
    - RCUH, Admin, Alumni
- 55% are alumni of UH



■ Female

■ Male

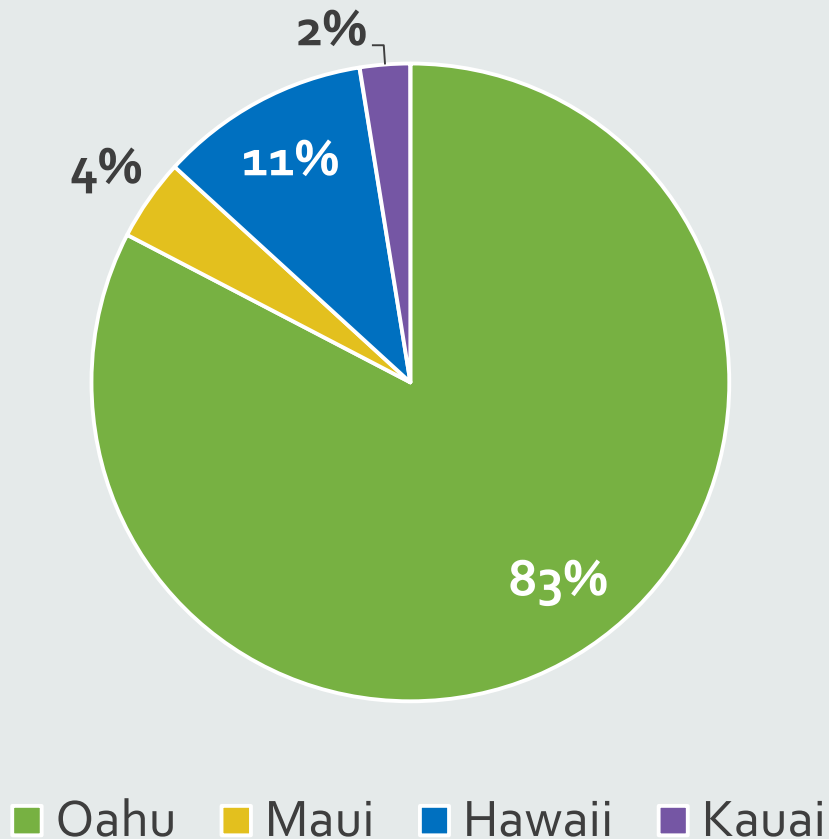
■ Transgender

■ Decline to Answer

# Primary Ethnicity

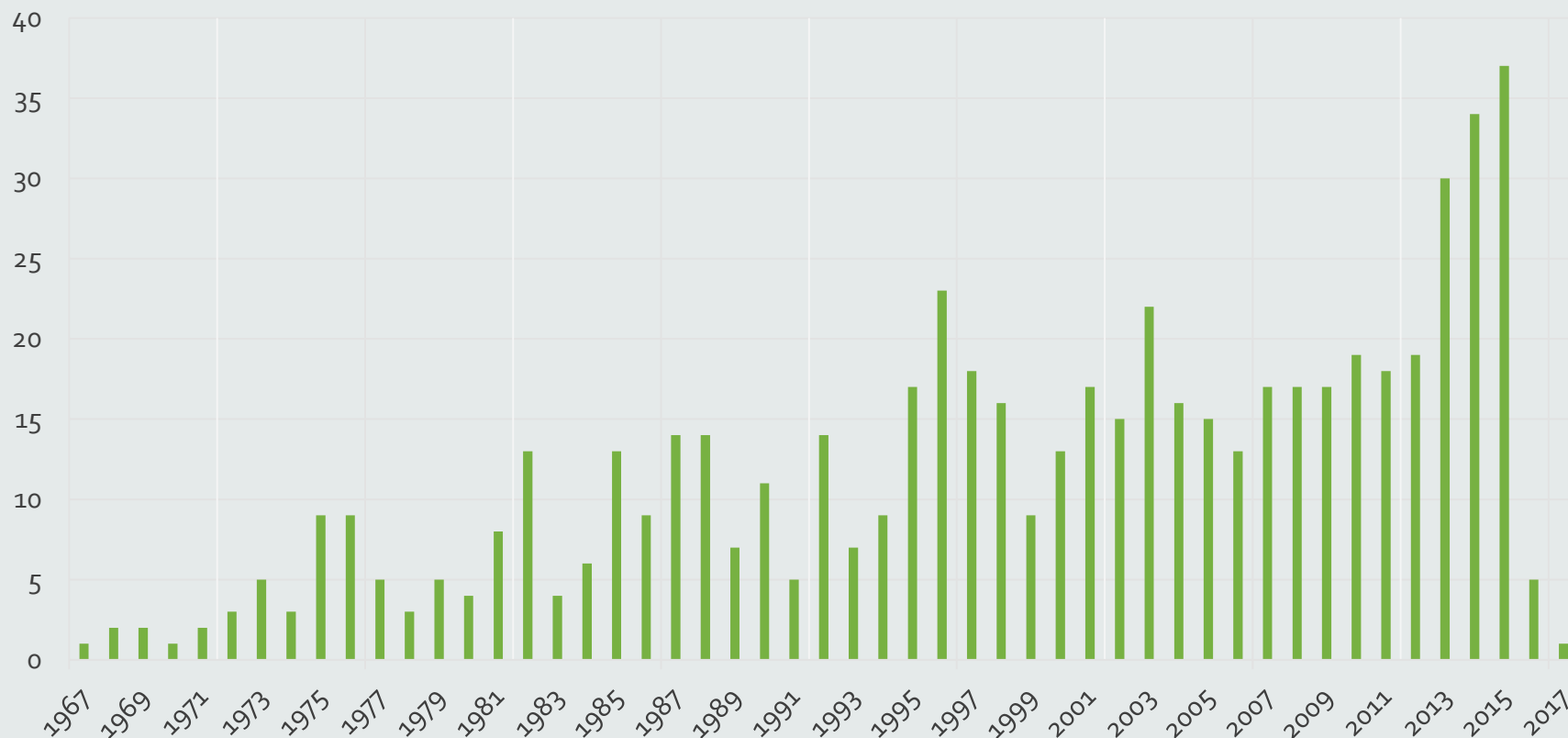
Primary Ethnicity	Percent
Caucasian	35.4%
Japanese	15.0%
Native Hawaiian	10.4%
Chinese	4.4%
Filipino	3.3%
Okinawan	2.1%
Asian (other)	2.0%
Hispanic (other) or Latino	1.1%
Korean	1.1%
Black or African American	.7%
Pacific Islander (other)	.5%
Portuguese	.5%
Asian Indian	.5%
American Indian	.4%
Chicano or Mexican	.3%
Samoan	.3%
Puerto Rican	.2%
Alaska Native	.1%
Chamorro	.1%
Maori	.1%
Tahitian	.1%
Tongan	.1%
Yapese	.1%
Other	9.8%
Missing	11.5%

# Where Respondents are Located



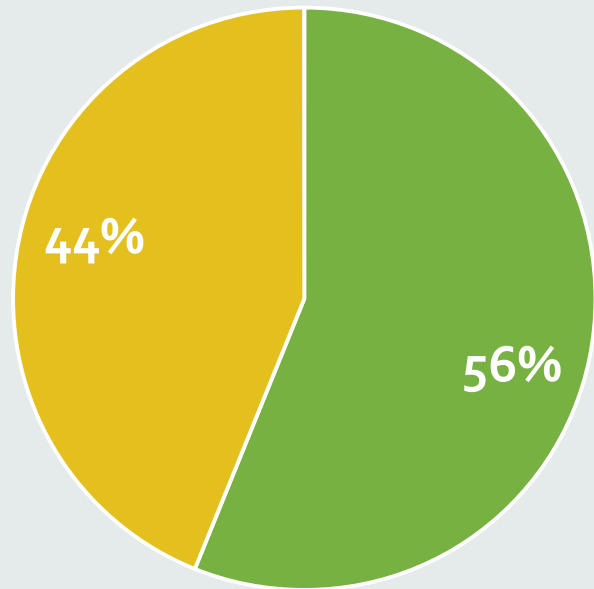
- Responses across all campuses
  - 57.7% UH Mānoa
  - 6.4% UH Hilo
  - 5.9% Kapiʻolani CC
  - 4.2% Leeward CC
  - 3.3% Honolulu CC
  - 3.3% Maui College
  - 3.3% Windward CC
  - 3.2% UH West Oʻahu
  - 2.9% Hawaiʻi CC
  - 2.0% Kauaʻi CC
  - 7.7% No campus or did not respond

# When UH Graduates Received Their Most Recent Degree



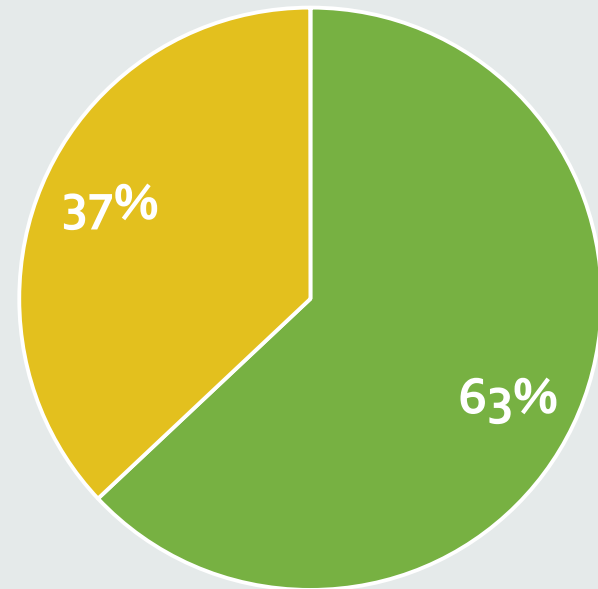
*N=596; does not include non-UH graduates nor current students*

## Performing Same or Better



■ Same or better ■ Worse

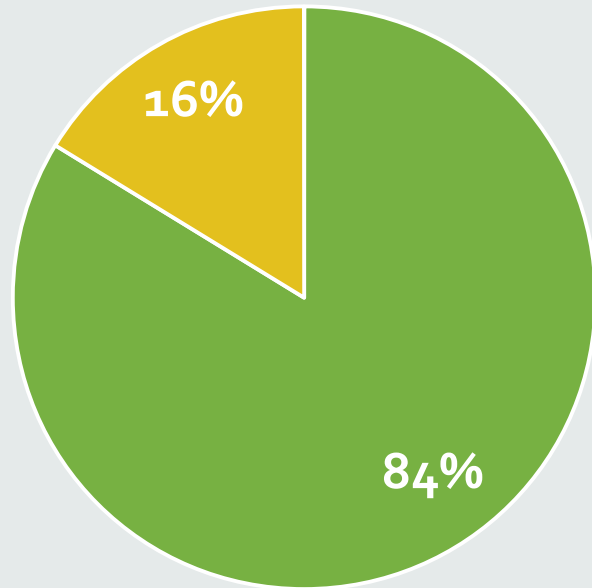
## Likely to Recommend UH



■ Likely ■ Unlikely

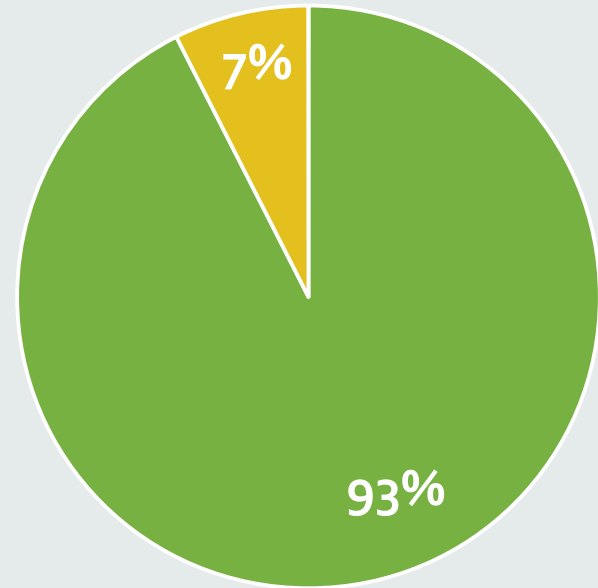


## Feel Connected to UH



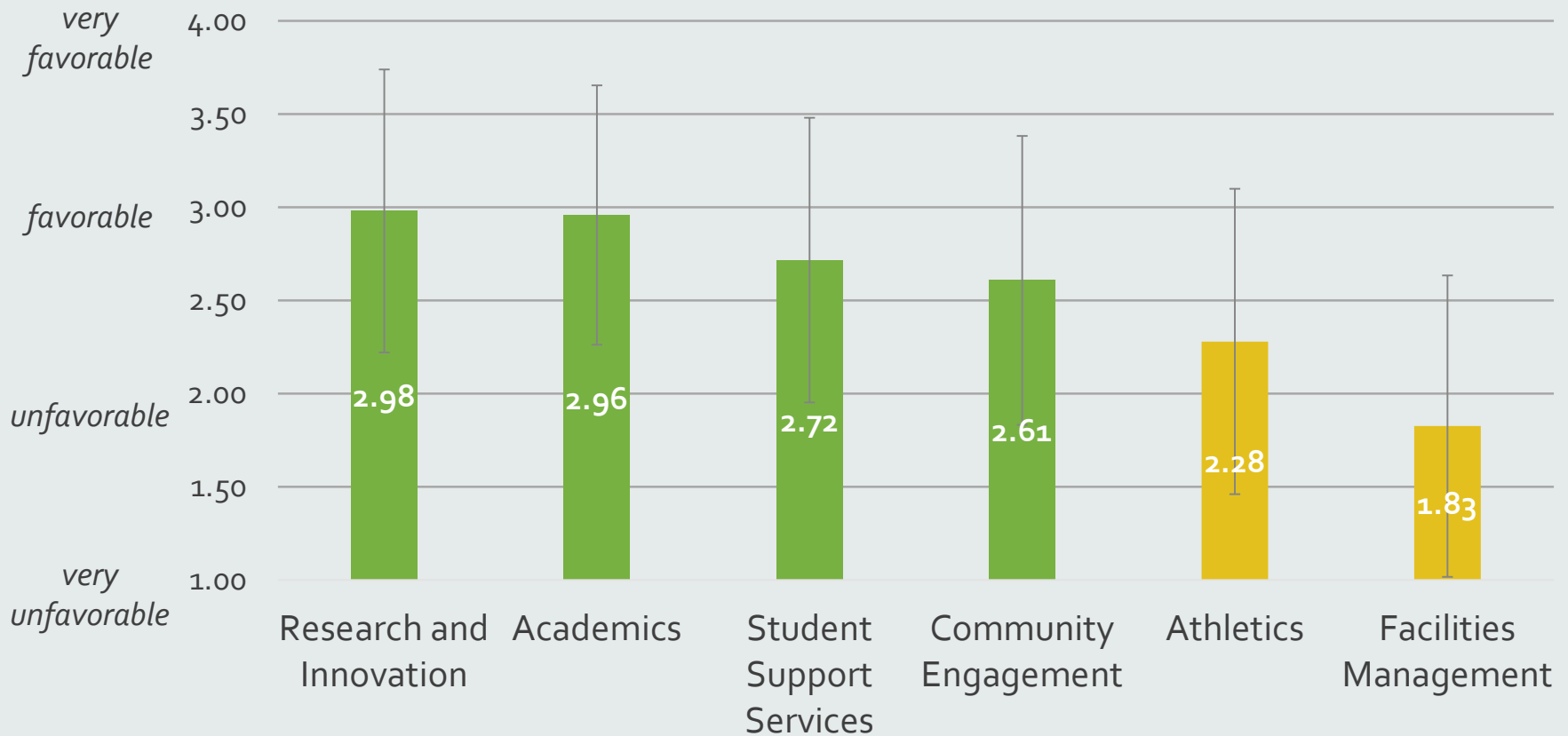
■ Connected    ■ Unconnected

## UH Important in Their Life

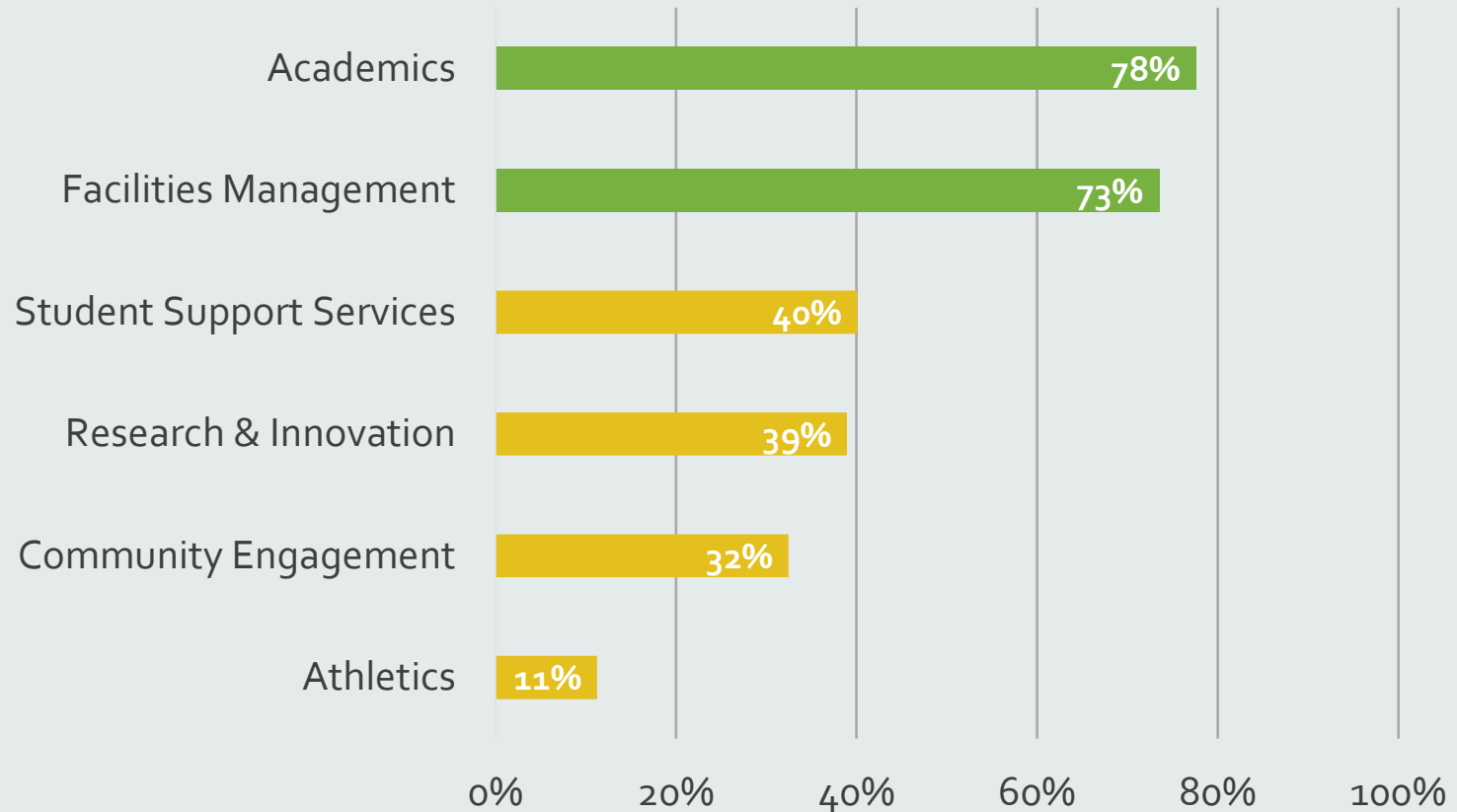


■ Important    ■ Not Important

# Overall Feelings

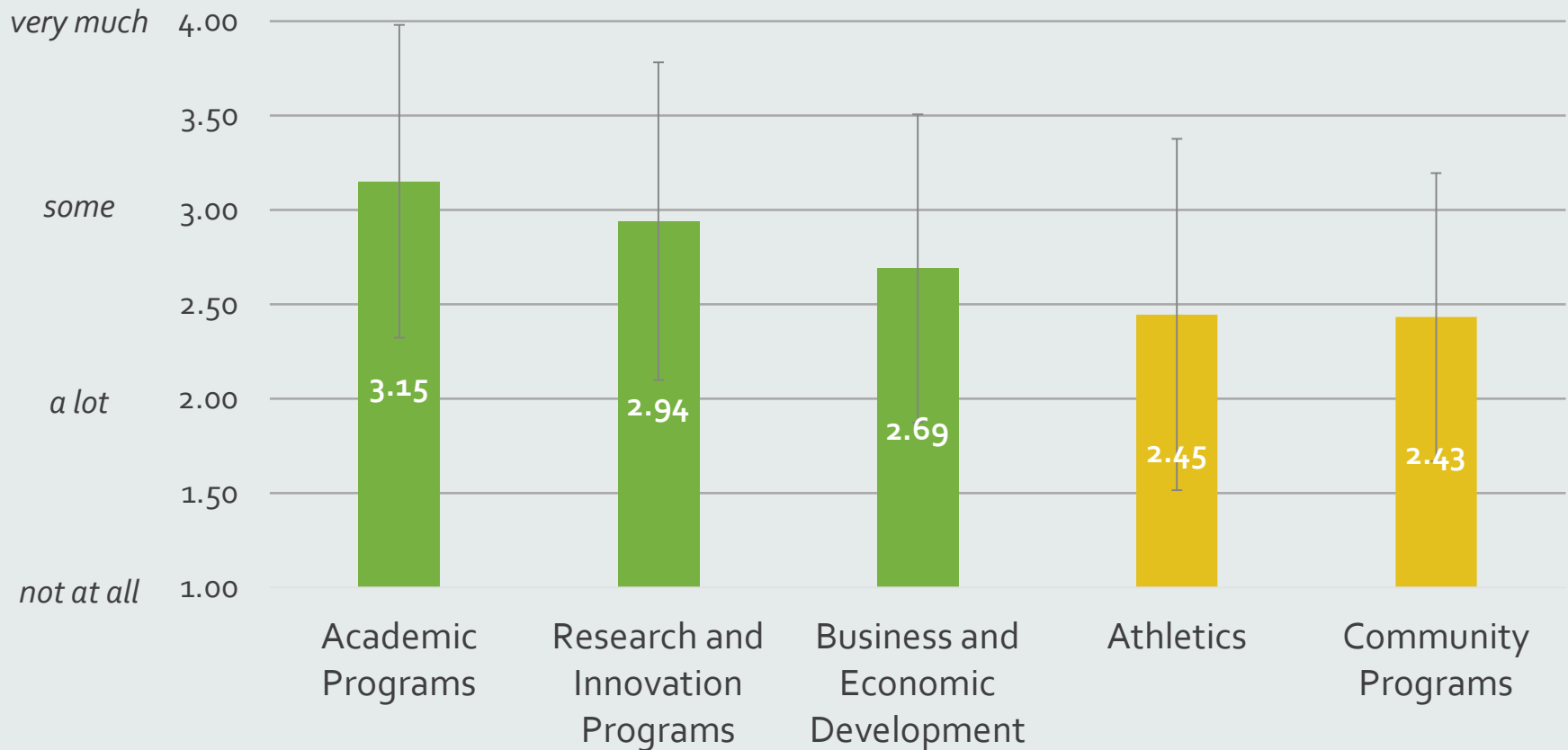


# Focus Over Next 10 Years

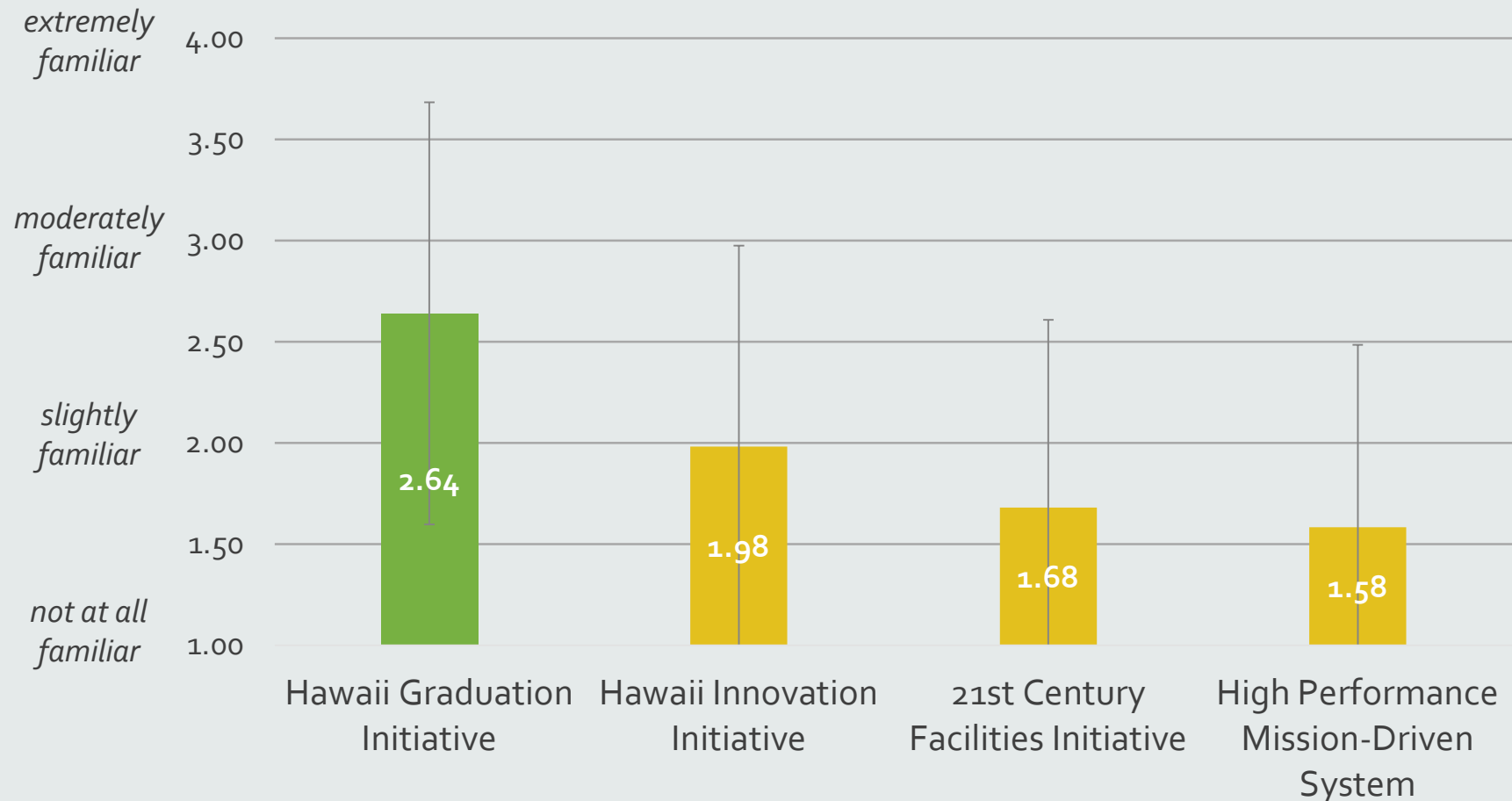


*Respondents could select up to three areas*

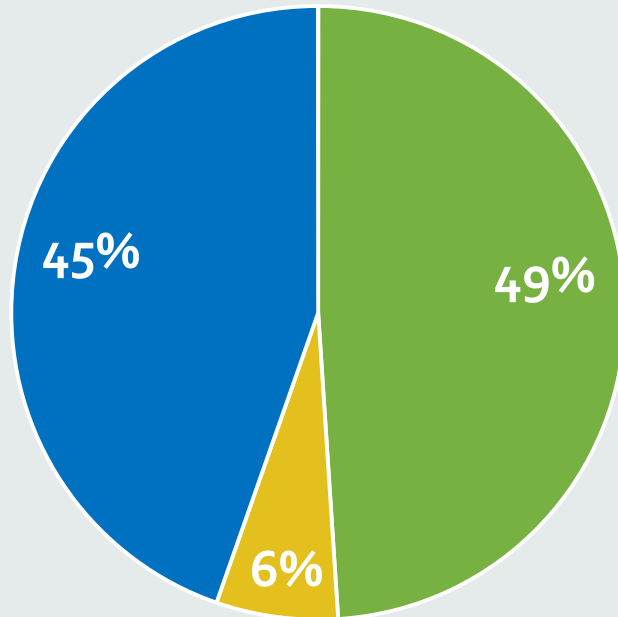
# Value UH Adds to the State



# Familiarity with System Initiatives

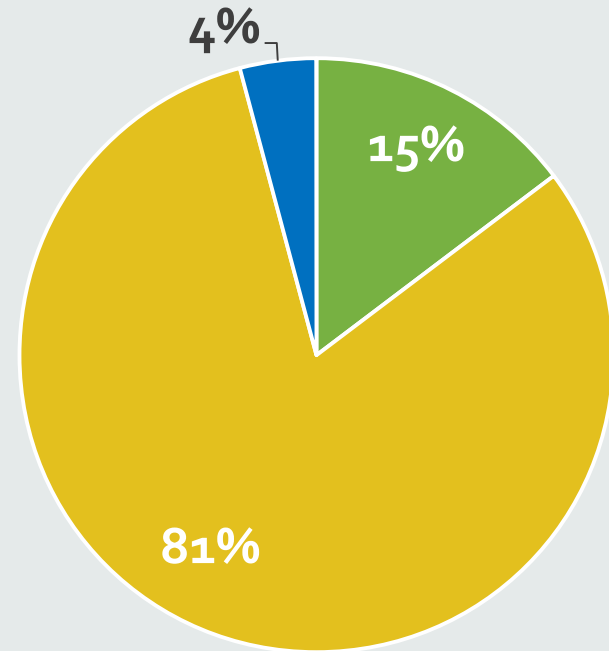


## Where Should Funding Come From?



■ most from state taxes ■ most from tuition  
■ balance of the two

## Is Current Funding from Legislature Enough?



■ right amount ■ not enough ■ too much

# Improving Connectedness, Image and Reputation: Top 10 Themes

Theme	Sum	%
Administration/Leadership	398	27%
Communication/Transparency	364	24%
Academics (Quality & Access)	273	18%
Facilities	233	16%
Community Engagement & Outreach	179	12%
Budget/Fiscal Responsibility	173	12%
Athletics	170	11%
Bureaucracy/Efficient Procedures	170	11%
Student Services/Scholarships	122	8%
Research	113	8%

*457 (35%) responded to question on connectedness; 1035 (79%) responded to question on image and reputation*

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- Allow campuses to innovate with their strengths
- Promote management/executives from within the ranks
- Demonstrate commitment to programs that are unique or best suited to our locale
- Work with other colleges and universities
- Administrator's salaries commensurate with outcomes of programs they manage
- Perception of an excess of administrative positions

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- More positive news
- Communicate benefits that UH has to Hawai'i
- Enhance relationships with media
- Proactive rather than reactive when addressing issues and communicating to the public
- Improve communication from administrators
- Disconnected from the local community; especially UHM
- Increase transparency around budget and strategic plans
- Attract college bound students to attend UH

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- Focus on attracting top students
- Strong focus on academics and research would vastly improve the image
- Continuum of educational pathways
- More online programs and a real vision for online learning
- More value given to non-STEM fields which support critical thinking and cultural literacy

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- Increase school pride through facilities
- Repair and upgrade for the sake of health and safety
- More funding/spend more
- Timely repair and maintenance
- Improve grounds maintenance
- Improve quality of classrooms
- Update obsolete equipment

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- Encourage communication and collaboration between campuses
- Focus on Native Hawaiian community outreach
- Improve trust from the community
- Professional development opportunities
- Improve profile through positive marketing and news
- Strengthen relationships with community leaders
- Enhance distance education opportunities

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- Improve accountability and transparency of UH operating budget
- Address perception of wasteful spending
- Invest in facilities
- Improve fiscal oversight
- Decrease athletics budget
- Consider reduction of administrative salaries
- Streamline operations

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- Have current athletes connect with community
- Offer discounts to encourage faculty/staff attendance
- Help faculty recognize importance of athletics
- Highlight teams that WIN
- Cut UHM athletics, especially football
- Reduce UHM coaches salaries and travel subsidy
- Transition UHM to NCAA Division II

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- Streamline procedures
- Reduce levels of hierarchy
- Decrease silos
- Improve administrative coordination
- Expedite procurement
- Integrate operations and management systems
- Incentivize productivity and efficiency
- Cut down on rules, regulations, policies

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- Increase funding for student services
- Use technology related to student support
- Student “first” initiatives
- Improve student sense of connectedness
- Develop and implement student “success initiatives”
- Recruit high performing local high school students

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- Communicate to community about the UH research effort
- UH System needs better understanding of the important role of research active faculty in all units especially teaching units
- Meaningful place based, sustainable, community oriented and respectful research and innovation to connect to community

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# Summary of Findings

- Positive outlook:
  - 93% of respondents feel that UH is important to them
  - 84% of respondents felt connected to UH
  - 63% likely to recommend UH to college bound students

# Summary of Findings

- However, respondents felt UH could improve its image and reputation through:
  - Strengthen communication and transparency
  - Increase understanding of System administration and responsibilities
  - Enhance public relations
  - Improve campus facilities
  - Invest in community engagement and outreach
  - Promote effective and efficient procedures
  - Reduce investment in athletics

Mahalo!