

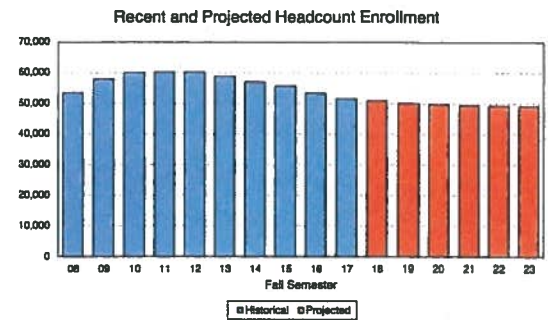
Crowdsourcing Alumni

Problem

UH enrollments fell 14.3% between fall 2011 and fall 2017. Enrollments across the system are projected to decline by 1.6% in fall '18, "with subsequent modest decline through fall 2023."¹

The matriculation rate of Hawai'i students to a UH campus has fallen 7.3% since 2009.²

Falling enrollments combine with consistently low rates of student retention,³ especially at the community colleges. This declining trend is a problem in itself, and it creates an obstacle to achieving the 2015-21 UH strategic directions target of 5% annual enrollment growth.



Promising Practices

Key components of students' motivation and persistence are: 1) feeling of belonging on campus, including their personal connections to faculty/advisors/staff, 2) confidence in their ability to succeed (self-efficacy), 3) relevance of academic curriculum to their goals and interests, and 4) ability to exercise choice/options.⁴ UH now offers students a "guided choice" of academic programs with STAR GPS, whose scalability is more or less unlimited.

Choice mentors have the potential to positively impact the three remaining key components. A possible showstopper is that mentoring and advising don't appear to scale, as has been argued extensively in student success literature. However, in a randomized and controlled study of 3527 undergraduates, Bettinger & Baker (2014) found that online and phone-based mentoring helped students increase their persistence by up to 5% and helped institutions raise their retention rates by 15%.⁵ With the right policy and infrastructure, mentoring can be scaled-up⁶ and can exist on a spectrum of intensity and face-to-face interactivity.

Recommendations

The following programs and initiatives, some of which already exist or are nascent in the UH system, can be expanded with an infusion of choice UH alumni to meaningfully offset falling enrollments. The PELP enrollment management team urges UH to:

- Invite alumni ambassadors, who currently focus on community outreach and fundraising events, and recruit new alumni to engage with students at orientation and convocation and with prospective students and their parents at college fairs and other informational sessions.
- Increase recruitment of alumni to serve as mentors in the UH Mānoa Hānai Alumni program and replicate this program on other UH campuses, while emphasizing small programs, minority groups, and academic areas where UH excels in its first phase.
- Procure and adopt an existing mentoring-career-alumni engagement software platform such as CampusTap, PeopleGrove, Graduway, etc.



Implementation Vision

1. Establish a formal collaboration between UH Alumni Association and UH at the system level.
2. Launch UH Worldwide Alumni Tradition.
3. Create consistent and frequent opportunities for connections between Academic Affairs, Alumni, and Athletics.
4. Support and fund staff to organize and coordinate year-round recruitment & mentoring activities.

Team

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Notes

1. "Projected Trends in Enrollment, University of Hawai'i System, Fall 2018 to Fall 2023," accessed May 7, 2018, <http://www.hawaii.edu/iro/maps/Epuhf18.pdf>.

2. "High School Background of First-Time Students, University of Hawai'i, fall 2017," accessed May 7, 2018, <http://www.hawaii.edu/iro/maps/Hbuhf17.pdf>.

3. "Graduation and Success Dashboard," Institutional Research & Analysis Office, University of Hawai'i, accessed May 7, 2018, <http://www.hawaii.edu/iro/dashboard.html>.

4. Susan Headden and Sarah McKay, "Motivation Matters," Carnegie Foundation for the Advancement of Teaching, accessed May 7, 2018, https://www.carnegiefoundation.org/wp-content/uploads/2015/07/Motivation_Matters_July_2015.pdf

5. Eric P. Bettinger and Rachel Baker, "The Effects of Student Coaching in College: An Evaluation of a Randomized Experiment in Student Mentoring," *Educational Evaluation and Policy Analysis* 36, no. 1 (March 2014): 3-19, https://cepa.stanford.edu/sites/default/files/bettinger_baker_030711.pdf.

6. "Volunteer to Mentor," Tennessee Promise, accessed May 8, 2018, <http://tnpromise.gov/volunteers.shtml>.