



Learning Local

A proposal to increase student enrollment,
recruit and retain quality employees, and
strengthen Hawai'i's economy



PELP Team

Sandra Knighton, Assistant Professor, Kauai CC

Tim Moore, Executive Director Campus Recreation, UH Hilo

Cheryl Reeser, Director Extramural Programs, UH Maui

Tom Scheiding, Assistant Professor Economics, UH West Oahu

Jean Isip Schneider, Associate Director Sector Partnerships, UH System

Coach **Tammy Kuniyoshi**, Director of Human Resources, UH Manoa

Challenges at UH

declining
enrollment

brain drain

competitive
talent
environment



Declining
enrollment



Decrease
tuition
revenue

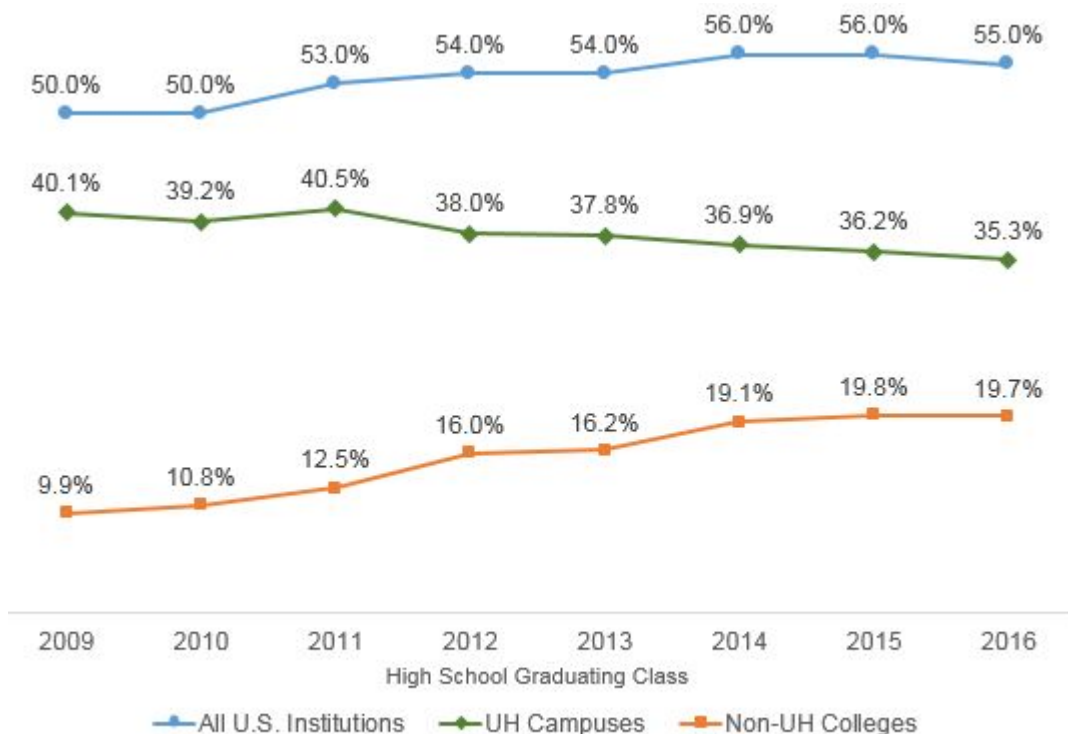
FALL SEMESTER	TOTAL		UH MĀNOA		UH HILO		UH WEST O'AHU	
	No.	Pct Chg	No.	Pct Chg	No.	Pct Chg	No.	Pct Chg
2008	53,526	6.1	20,169	0.6	3,773	5.6	1,140	21.3
2009	57,945	8.3	20,435	1.3	3,974	5.3	1,333	16.9
2010	60,090	3.7	20,337	-0.5	4,079	2.6	1,471	10.4
2011	60,330	0.4	20,429	0.5	4,139	1.5	1,662	13.0
2012	60,295	-0.1	20,426	0.0	4,157	0.4	1,997	20.2
2013	58,941	-2.2	20,006	-2.1	4,043	-2.7	2,361	18.2
2014	57,052	-3.2	19,507	-2.5	3,924	-2.9	2,661	12.7
2015	55,756	-2.3	18,865	-3.3	3,829	-2.4	2,692	1.2
2016	53,418	-4.2	18,056	-4.3	3,666	-4.3	2,939	9.2
2017	51,674	-3.3	17,612	-2.5	3,539	-3.5	3,082	4.9
2018	51,063	-1.2	17,710	0.6	3,406	-3.8	3,128	1.5

1. UH IRAO 2018 Fall Census Enrollment

College Choice of Hawai'i Public High School Graduates

College choice by Hawai'i high school graduates has had an increasingly large impact on UH enrollment.


If UH maintained its 2009 share, approx. 2,000 more public high school students would have enrolled between 2010-2016.



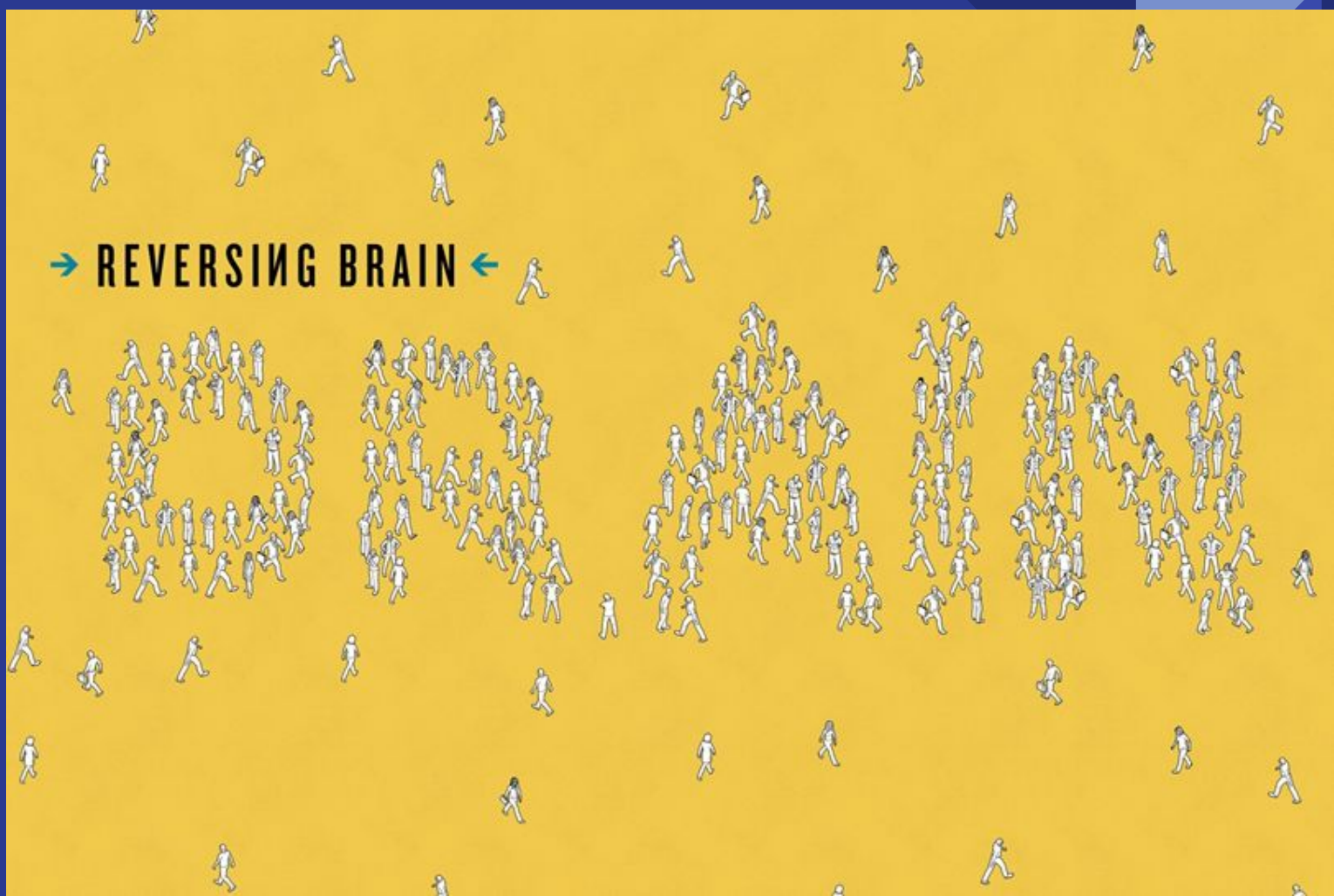
Source: Hawai'i P-20 Career and College Readiness Indicators Reports.

Out-of-state college choice often puts young adults on a path from which return is unlikely

In a survey of 402 local business leaders + 466 local community members:

- 35% and 28% respectively had at least one child enrolled in a mainland college
 - 70% reported that their kids remained on the mainland or moved there
- 

→ REVERSING BRAIN ←



Competing for Talent

- Hawai'i's 2.1% unemployment rate ⁴
- 100% of other local universities offer “IT”
- Employers offer higher pay, better benefits to attract and retain high quality employees



83% of UHM's Peer & Benchmark Schools Offer “IT”

Peer	Benchmark
Colorado State University	University of California, Davis
Mississippi State University	University of California, Irvine
Oregon State University	University of California, San Diego
University of Arizona	University of Colorado at Boulder
University of Illinois	University of Iowa
University of Kentucky	University of North Carolina at Chapel Hill
University of New Mexico	University of Pittsburgh
University of South Florida	University of Tennessee at Knoxville
University of Utah	University of Washington - Seattle

“IT” will address UH Strategic Directions

Hawai‘i Graduation Initiative

Increase student enrollment, retention, completion

How can we increase the number of Hawai‘i kids attending UH?

21st Century Facilities

Increase tuition revenue

How can we increase revenue to fund the many critical facilities needs?

High Performance Mission-Driven System

Attract and retain the best and brightest

How can UH achieve higher performance?

The “IT” Factor

Expand tuition benefit policy for faculty and staff to include dependent children



To Qualify

- Any Faculty / Staff at all UH System institutions who are at least .50 FTE
- Student must enroll in at least 12 credits per semester
 - Tuition benefit will be applied to 6 credits per semester

Current Tuition Benefit Policy


Spouse/domestic partners of full-time UH employees are eligible for tuition waivers of 6 cr/sem based on seat availability

Dependent children do not receive tuition benefits



UNIVERSITY *of* HAWAII[®]

Dependent Children Tuition Benefit Terms

- Tuition benefit does not include student fees, books, housing or other fees
 - Limit the number of semesters allowed (promote on-time graduation)
 - Multiple dependent children are allowed
 - Undergraduate degree only (pilot, then look at data to consider adding graduate degrees)
 - Faculty/Staff may use this benefit for their dependent children at any UH institution
 - Dependant student will register normally based on their class standing
- 

Precedent: 2010 Tuition Benefit

During furloughs in 2010, UH Faculty negotiated through their union for dependent children tuition waivers. This was a one year program with a cap on participation.

The program was highly utilized and reached the cap in the first semester.

This demonstrates that this type of program is highly valued and utilized by Faculty.



Tuition Benefit Impacts @ UH

Increase Enrollment

With thousands of UH employees, the potential to increase enrollment is considerable

Increase Tuition Revenue

With thousands of UH employees, the revenue potential is substantial. Cost of education would be considered

Increase Completion Rates

By instituting a time requirement will motivate students to carry the number of credits to graduate on time

More Tuition Benefit Impacts @ UH

Reverse the Brain Drain

Keep local talent in Hawai'i. Learn local and stay local!

Increase Employee Benefits

Improve Faculty & Staff recruitment and retention by offering families an average savings of \$22,176 (4-year degree);

Incentive to accept UH positions and stay long-term

Keeping up with our competition

Improve UH Brand / Pride

The more the top tier children of Faculty/Staff attend UH, the more likely their friends and family in local communities will perceive UH as a school of choice, rather than a last resort

A Big Bang for No Bucks



- Public vs Private Institutions
- Cost of Education vs Revenue
- Systems are in Place



Learning Local In a (coco)nutshell

A simple tweak to Employee Benefits can

- ★ Increase student **enrollment & retention**
- ★ Increase **completion** rates
- ★ Increase faculty / staff **recruitment & retention**
- ★ Improve **UH pride / branding**
- ★ Reverse the **brain drain** –
keep **Hawai'i's talent** in Hawai'i



References

1. Fall 2018 Census Enrollment. University of Hawai'i Institutional Research & Analysis Office. Retrieved from http://hawaii.edu/irao/pdf/Fall_Enr_SSH.pdf
2. Yu, L. (2017, Dec). Reversing Brain Drain. Hawai'i Business Magazine. Retrieved from <https://www.hawaiiibusiness.com/reversing-brain-drain/>
3. Hawai'i's low unemployment rate masks underlying problems (2019, Apr 18), *Star Advertiser*. Retrieved from <https://www.staradvertiser.com/2018/04/04/business/business-breaking/hawaiis-low-unemployment-rate-masks-underlying-problems/>
4. Straney, D.O. (2018, Oct). *UH System Planning and Policy*. Presentation at the President's Emerging Leaders Program. Honolulu, HI.

Questions

