Enrollment Management Work Group Update

UHWO Confluence Meeting
June 30, 2017
Enrollment by the Numbers

* Fall 2017 registration for all new students began on May 22, compared to August 10 for Fall 2016. Therefore, the comparable data between Fall 2017 and Fall 2016 show an increase that is due to the earlier registration for Fall 2017.

Source: www.hawaii.edu/iro

<table>
<thead>
<tr>
<th></th>
<th>Fall 2017</th>
<th>%C</th>
<th>Fall 2016</th>
<th>%C</th>
<th>Fall 2015</th>
<th>%C</th>
<th>Fall 2014</th>
<th>%C</th>
<th>Fall 2013</th>
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</thead>
<tbody>
<tr>
<td>UH*</td>
<td>36,284*</td>
<td>3.2*</td>
<td>35,172</td>
<td>-4.1</td>
<td>36,660</td>
<td>-2.1</td>
<td>37,462</td>
<td>-6.6</td>
<td>40,094</td>
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<tr>
<td>Mānoa*</td>
<td>12,954</td>
<td>22.8*</td>
<td>10,549</td>
<td>-5.9</td>
<td>11,210</td>
<td>-1.6</td>
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<td>9.7</td>
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<td>7.7</td>
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<td>Hawai‘i Community College</td>
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<td>1,802</td>
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<td>1,908</td>
<td>-7.6</td>
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<td>8.5</td>
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<td>Leeward Community College</td>
<td>4,648</td>
<td>-0.9</td>
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</table>

- Point in time comparison with previous year.
- 2017 changes in registration dates affecting figures.
- Numbers could level off by August.
- UH Manoa utilizing aggressive recruitment strategies.
• Rapid 33% growth, 2012 to 2014 with new campus.

• Since then, new transfer-in growth has been modest.

• Freshmen leveled off @ 290 students.

• Total growth dependent on new and continuing students, minus graduating students.
Student Populations of Interest

Native/Part Hawaiians

- 2014: 719
- 2015: 724
- 2016: 826
- 2017: 850
- 2018: 875

Pell Eligible Students

- 2014: 848
- 2015: 897
- 2016: 902
- 2017: 915
- 2018: 930

% Students w/ Financial Aid

- 62%

Online Students

- No online: 32%
- Some but not all online: 40%
- All online: 28%

Distance Ed. Students

- 292
# First-Time Student Tracking

## GRADUATION AND RETENTION RATE SUMMARY

**UH WEST O`AHU FIRST-TIME, FULL-TIME STUDENTS**

<table>
<thead>
<tr>
<th>COHORT</th>
<th>Count</th>
<th>ENROLLED, FALL (%)</th>
<th>GRADUATION (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2ND</td>
<td>3RD</td>
</tr>
<tr>
<td>Fall 2007</td>
<td>16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall 2008</td>
<td>25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall 2009</td>
<td>41</td>
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<tr>
<td>Fall 2010</td>
<td>29</td>
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<td>Fall 2011</td>
<td>36</td>
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<tr>
<td>Fall 2012</td>
<td>161</td>
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<td>Fall 2013</td>
<td>214</td>
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<td>Fall 2014</td>
<td>196</td>
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<tr>
<td>Fall 2015</td>
<td>239</td>
<td></td>
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<tr>
<td>Fall 2016</td>
<td>266</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**2nd year retention good relative to peers**

**3rd, 4th, 5th year persistence concerning; affecting graduation rates.**
**1. Statistical Model (EOS)**

- **Strongest**
  - Dec. Ed Goals
  - Fall GPA
  - Unmet Need
  - Total Offer Amount
  - Credit Completion %
  - Undeclared Major

- **Weakest**

**First Year Retention/Attrition**

\[ R^2 = .400 \]

**2. Ed. Goals Survey**

What is your immediate educational goal at this campus?

- 62% Earn B.A.
- 23% Transfer-Out
- 5% Non-Degree Seeking
- 10% No Response
- 5% Other

**3. Leavers Survey**

**Reasons For Not Re-Enrolling**

- Ineligible: 16.5%
- Choose not to pursue education at this time: 16.5%
- Taking time off, will return later: 24.8%
- Attending elsewhere: 42.2%

**Reasons Why Students Transferred to Other UH Campus**

- I couldn't get the classes I needed: 42.9%
- Classes were not offered at the times of day I…: 33.3%
- Classes were not offered in the semester I…: 26.2%
- Classes were not offered in the format I…: 26.2%
- My major not offered at UHWO: 47.6%
- Transportation: 7.1%
- Finances: 19.0%
- Experienced academic difficulty: 9.5%
- Didn't feel challenged academically: 14.3
- Very Important
- Most Important
<table>
<thead>
<tr>
<th>Priority</th>
<th>Measure</th>
<th>2016</th>
<th>Past 3-Year Avg. Growth</th>
<th>5 Year Target</th>
<th>Change</th>
<th>5-Year % Change</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Total Enrollment</td>
<td>2939</td>
<td>10.5%</td>
<td>4625</td>
<td>1686</td>
<td>52%</td>
</tr>
<tr>
<td>2</td>
<td>Academic Majors</td>
<td>6</td>
<td>0</td>
<td>12</td>
<td>6</td>
<td>100%</td>
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<tr>
<td>3</td>
<td>Freshmen Retention</td>
<td>70.3</td>
<td>3%</td>
<td>72%</td>
<td>1.7</td>
<td>1.7%</td>
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<tr>
<td>5</td>
<td>6 Year Graduation Rate</td>
<td>29.3</td>
<td>31% avg</td>
<td>41%</td>
<td>10.5</td>
<td>100.5%</td>
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<tr>
<td>6</td>
<td>Freshmen Entering Class</td>
<td>292</td>
<td>9.8%</td>
<td>380</td>
<td>88</td>
<td>30%</td>
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<tr>
<td>7</td>
<td>Transfer Entering Class</td>
<td>599</td>
<td>2.7%</td>
<td>680</td>
<td>81</td>
<td>13%</td>
</tr>
</tbody>
</table>

*Official targets per 2017 UH System Enrollment Management Initiative*
Enrollment Management Work Group

- Judy Oliveira, Co-Chair
- Jeff Moniz, Co-Chair
- Jan Javinar
- Jim Cromwell
- Stefanie Wilson
- John Stanley
- John Murakami
- Bonnie Arakawa
- GARYN Tsuru
- Leila Shimokawa