



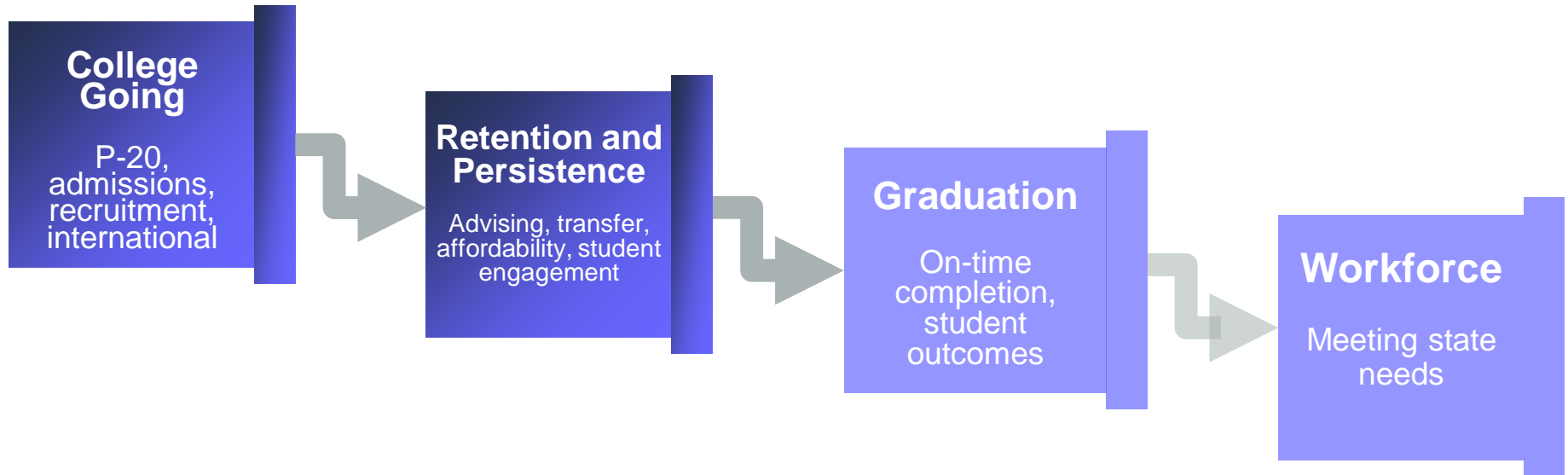
Update on Systemwide Enrollment Management Plan, 2017-21

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Enrollment Management (EM) HGI / Student Success Pipeline



UH Systemwide EM Action Plan, 2017-21

- This integrated plan is an intentional, comprehensive, and collective process dependent on annual predictive updates and modifications strategically targeted to manage the enrollment cycle across the system
- Establishes the role of the system
- Establishes the role of the campuses/units



UH System EM Plan Goals

- Strategically align resources and opportunities
- Increase numbers of target populations
 - E.g., Native Hawaiians, Pell, graduate and non-resident students, returning adults
- Provide opportunities to strategically align fiscal planning with enrollment and retention
- Use technology and innovation for planning and decision making



UH System EM Plan Outline

- System Role
- Campus/Unit Role
- Campus/Unit Targets and Strategies



System Role

Centralized System Level Support

- Data analytics, reporting, and monitoring
- Coordination, facilitation, and leadership around articulation, policies, and current initiatives
- Creation of new strategies and initiatives
- Monitor campus/unit strategies to ensure coordination across the system



System Role

Centralized System Level Support

- Data analytics, reporting, and monitoring
 - Provide analytics and predictive modeling to identify potential target populations
 - Provide data on admissions, enrollment and projections, and retention
 - Provide interactive modeling spreadsheets
 - Continue to monitor reports on all performance metrics



System Role

Centralized System Level Support

- Coordination, facilitation, and leadership
 - Monitor articulation agreements and curricular pathways
 - Create, review, and revise system policies, as needed
 - Create and maintain system level initiatives
 - Provide system level coordination of distance and online learning



System Role

Centralized System Level Support

- New initiatives and strategies
 - Recently established EM Oversight Committee
 - Systemwide focus on retention and persistence initiatives
 - Use of financial aid to positively impact enrollment
 - Initiatives targeting transfer, returning, and adult students
 - Research best practices and maintain national engagement in enrollment management



Campus/Unit Role

- Create a campus/unit plan focused on targeted goals, strategies, and metrics
- Identify target groups
- Set enrollment targets and projections
- Articulate strategies
- Monitor and adjust strategies, as needed



Campus/Unit Targets & Strategies

Enrollment Targets by Campus/Unit, 2017-21

	Fall 2016 Actual	2017-18 Targets	2018-19 Targets	2019-20 Targets	2020-21 Targets
System Total	53,418	57,487	59,656	61,639	63,636
UH Mānoa	18,056	18,056	18,688	19,342	20,019
UH Hilo	3,666	3,650	3,700	3,760	3,830
UH West O‘ahu	2,939	3,027	3,269	3,595	3,990
UHCC	28,757	32,754	33,999	34,942	35,797



UH Mānoa Targets

- Undergraduate
 - First-Time freshmen admits
 - Transfer students
 - Retention
 - Persistence
- Graduate



UH Mānoa Strategies

- Strategic use of financial aid and scholarships for optimal enrollment
- Create a strategic marketing and communications plan for recruitment
- Implement a Customer Relationship Management (CRM) tool to enhance communication with prospective students
- Expand the First-Year LC Program to all incoming freshmen
- Implement Early Alert measures
- Revise student orientation and first-year programs to increase student engagement



UH Hilo Targets

- First-time freshmen, especially from Hawai'i Island
- Transfer students from UH Community Colleges
- New undergraduates from International and Pacific
- New undergraduates from U.S. Mainland
- Retention of continuing students



UH Hilo Strategies

- Intensify recruitment efforts with Hawai'i Island high schools
- Strengthen transfer pipeline with UH Community Colleges
- Evaluate and refine rebranding efforts across the state
- Enhance summer-bridge and living learning community offerings
- Establish peer tutoring programs in key gateway courses
- Expand pilot programs of integrated advising for specific majors
- Establish transfer support center
- Develop new sources of students
- Continue emphasis on retention of students as a priority



UH West O'ahu Targets

- Academic majors
- Freshmen retention
- 6-year graduation rate
- Freshmen entering class
- Transfer entering class



UH West O'ahu Strategies

- Offer more evening and weekend courses
- Increase FAFSA applications
- Use predictive analytics for admission and retention activities
- Implement a marketing and outreach strategy to get more accepted students to enroll



UHCC Targets

- High School Graduates Direct Entry
- GED Recipients
- Pacific Islanders
- Working Age (25-44) Adults
- International Students



UHCC Strategies

- Focus on addressing the DOE's stated goal to increase the going rate
- Target working adults
- Commitment to eliminate the enrollment gap for Pacific Island students
- Build on successful international programs
- Work on retention challenges and transfer efforts
- Commitment to the Hawai'i Graduation Initiative and the Hawai'i Innovation Initiative



EM Plan Overview

- The EM action plan provides an alignment of planning and actions consistent with both system and campus level strategic priorities
- The document is a dynamic framework that is intended to be updated annually based on new predictive analyses, new developments, and updated information





Mahalo



Appendix

Enrollment Targets, 2017–20

Priority	Measure	Actual	Past 3-Year Average Growth	Targeted Enrollment Count	
		2016		4-Year Total Enrollment	4-Year % Change
	Total Enrollment	28,757	30,029	35,797	24.5%
	Total enrollment of targeted group	14,067	15,058	22,205	64.3%
1	High School Graduates Direct Entry	2,725	3,116	4,405	65.9%
2	GED Recipients	1,490	1,635	2,003	37.2%
3	Pacific Islanders	604	638	816	40.6%
4	Working Age (25-44) Adults	8,245	8,652	13,787	75.5%
5	International Students	1,003	1,017	1,194	22.6%

SAMPLE

Priority	2017-18	% Change from Previous Year	2018-19	% Change from Previous Year	2019-20	% Change from Previous Year
Total Enrollment	32,754	13.9%	33,999	3.8%	34,942	2.8%
Total enrollment of targeted group	19,162	36.2%	20,247	6.5%	21,350	4.6%
1	3,989	28%	4,133	3.3%	4,271	3.1%
2	1,888	2.0%	1,926	2.0%	1,964	2.0%
3	726	13.8%	755	4.0%	785	3.9%
4	11,466	32.5%	12,467	5.7%	13,171	4.7%
5	1,093	3.0%	1,126	3.0%	1,159	3.0%