

UH Hilo

Enrollment Management Report



2017 Assessment

- Significant increase in first-time freshmen enrollment (11.9%)
- Increase in Accepted Rate, despite number of applications remaining relatively flat
- Enrolled fewer transfer students than targeted
- Increased 4-year graduation rates by 2.2%
- Initiated first cohort of the Mentor Collective
- Launched new micro-scholarship program engaging high school students from as early as the 9th grade
- Our increased Financial Aid promotion activities resulted in higher FAFSA completions in 2017



Campus Enrollment Targets, 2018-19 To 2020-21

	Measure	Historical Enrollment Count			Targeted Enrollment Count		
		2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
	Total Enrollment	3,829	3,666	3,539	3,613	3,709	3,905
	Percentage Change Total	-2.4%	-4.3%	-3.5%	2.1%	2.7%	5.3%
1	First-time Freshmen Total	385	368	413	436	473	512
	Percentage Change FTF	-10.9%	-4.4%	12.2%	5.6%	8.5%	8.2%
1a	Hawai'i Island High Schools	164	160	166	172	184	198
1b	O'ahu High Schools	58	57	72	74	80	85
1c	Maui and Kaua'i High Schools	32	33	30	34	36	40
1d	Mainland ¹	97	77	114	124	139	154
2	Transfer Total	514	489	455	469	490	515
	Percentage Change Transfer	-6.7%	-4.9%	-7.0%	3.1%	4.5%	5.1%
2a	Hawai'i Community College	126	147	115	125	136	147
2b	Other UHCC	57	45	51	56	62	69
3	Continuing (Retention Rate Increase) ²	,2135	1,979	1,873	1,880	1,918	2,050
3a	First-time Freshmen	1,018	963	891	933	959	1,032
	Retention Rates	63.2%	70.2%	68.3%	70%	72%	75%
3b	Transfer	754	676	657	629	633	666

¹ Includes U.S. Military.

²Increase of ## percentage points to the retention rate in the second fall semester of enrollment, decaying by 0.1 percentage point through fall 12.



Action strategies for enrollment growth: Recruitment

1. Triple the prospective student database in partnership with EAB/Royall
2. Increase strategic use of financial aid for optimal enrollment
3. Fully implement Texting Communications for Accepted Students
4. Expand and enhanced Digital Outreach (Email, Web, and Social Media)
5. Stabilize Admissions Counselor hires
6. Fully implement Transfer Center
7. Increase UHCC Transfer Events/Recruitment
8. Increase number of 2+2 pathways available



Action strategies for enrollment growth: Retention

1. Implement Purpose First, including exploration of career courses
2. Enhance LLCs and University success courses (UNI 101/UNI 102)
3. Increase participation in peer mentoring program, Mentor Collective, for new freshmen and transfer students
4. Expand on new efforts to communicate important information and deadlines
5. Expand peer advising and peer tutoring with a focus on freshmen
6. Fully implement Transfer Center
7. Increase utilization of MySuccess across the campus
8. Establish retention data for individual major programs and work with departments to identify ways to increase persistence
9. Create a coherent distance learning program with established majors and general education courses to support them
10. Adjust awarding of merit-based aid distributed through colleges to support retention

