



UNIVERSITY
of HAWAII®
HILO

Ke Kulanui o Hawai'i ma Hilo



University of Hawai'i at Hilo

Strategic Enrollment Management (SEM) Plan

2025-2026

OVERVIEW

Overview

The University of Hawaii at Hilo's Strategic Enrollment Management (SEM) Plan aligns with the university's commitment to our mission:

To cultivate a vibrant, inclusive community through education that honors Hawaii's Indigenous people, deepens understanding of our local and global connections, and inspires exploration of Hawaii Island's distinct cultures and natural ecosystems.

UH Hilo's values (Haumāna: Student Access and Success; Āina and Kānaka: Āina-based and Community-based Education; Kākou: Vibrant Campus and Community Ōhana) are carried out in this SEM to attract, retain, and graduate students who will thrive academically and be empowered to discover purpose, foster well-being, and leave the world a better place.

In order to implement the goals and actions in the UH Hilo Strategic Plan 2025-2035, the SEM will focus on five primary areas:

1. Identity and Mission Alignment
2. Program Alignment with Mission and Market Demand
3. Enhancing Campus Environment and Infrastructure
4. Operational Efficiency and Technology Integration
5. Branding, Marketing, and Recruitment

FOCUS ONE

Identity and Mission Alignment

Ensure recruitment, admissions, and retention strategies reflect UH Hilo's unique identity as a Native Hawaiian-serving institution and its role as a regional center for excellence in place-based education. Develop clear messaging that highlights UH Hilo's strengths, values, and community connections to attract mission-aligned students.

Insights :

- **Declining Applications and Yield:** Over recent years, applications from top feeder high schools have declined, while UH Manoa's overlap has increased. This signals a need for UH Hilo to differentiate itself more effectively.
- **Yield Issues:** Hawaii residents yield at a rate of approximately 25%, while out-of-state residents yield at under 10%. Yield rates are especially low in secondary markets such as California, Washington, and Texas.
- **Native Hawaiian and Asian Students:** These groups show higher yield rates, but applications from them in key states have also been declining.

FOCUS ONE

ACTION PLAN:

- **Clarify and Highlight UH Hilo's Unique Identity:** Develop marketing campaigns celebrating UH Hilo's commitment to Native Hawaiian culture, sustainability, and community, highlighting these values through student stories, especially from Native Hawaiian, Asian, international, and first-generation students. (SP Goal 1 Actions 1-6; Goal 2 Action 2, 4, 7, 8; Goal 3 Action 1-3; Goal 4 Action 1, 3; Goal 5)
- **Targeted Recruitment Campaigns:** Direct efforts toward high-yield demographics such as Native Hawaiian, Asian, and Pacific Islander students. Focus on secondary markets like California, Washington, and Texas, where applications are declining, leveraging the university's strengths in Hawaiian Studies, Environmental Sciences, and Hawaiian language. (SP Goal 2 Action 1, 2, 4, 7)
- **Cross-Campus Collaboration:** Facilitate workshops between academic affairs, student life, athletics, and faculty to ensure a unified approach in promoting UH Hilo's identity and student success through community-focused, place-based learning. (SP Goal 1 Action 4-5; Goal 3 Action 1, 3, 4; Goal 4 Action 1)
- **Engage Alumni and Community Leaders:** Leverage alumni networks and community leaders to participate in outreach campaigns. Use their stories in recruitment efforts, especially in virtual and in-person recruitment events. (SP Goal 3 Action 1, 5; Goal 5 Action 7)

MEASURES:

- Increased visibility and engagement from target demographics, particularly Native Hawaiian and Pacific Islander populations.
- Improved yield rates from secondary markets such as California, Washington, and Texas.
- Growth in alumni and community involvement in recruitment activities.

FOCUS TWO

Program Alignment with Mission and Market Demand

Conduct regular analyses of academic and professional programs to ensure alignment with emerging workforce needs, student interests, and UH Hilo's mission. Strengthen pathways for workforce-ready degrees, certificates, and stackable credentials in fields such as health sciences, Hawaiian studies, and data sciences, responding to local and global market demands.

Insights:

- **Enrollment Trends:** Hawaii residents with higher GPAs are less likely to enroll, possibly due to perceived misalignment in program value.
- **Declining Yield from Certain Ethnic Groups:** There has been a decline in enrollment from White students and those identifying as Two or More Races, while Native Hawaiian and Asian populations show higher yield rates.

FOCUS TWO

ACTION PLAN:

- **Ensure Program Relevance:** Collaborate with faculty to ensure academic programs align with local and global market needs. Emphasize high-demand fields such as Environmental Science, Hawaiian language revitalization, and sustainable agriculture. (SP Goal 3 Action 2-4)
- **Expand Honors Programs and Career Pathways:** Create or enhance honors programs focused on research, mentorship, and community engagement. Strengthen career-focused pathways through internships, job placements, and employer partnerships in sectors crucial to Hawaii's economy. (SP Goal 3 Action 1-2, 5; Goal 4 Action 1-4)
- **Support Vulnerable Populations:** Create academic pathways tailored to first-generation college students and underrepresented groups, ensuring culturally relevant student support services. (SP Goal 2 Action 3-8)
- **Review and Adjust Programs:** Regularly evaluate academic offerings, integrating emerging fields such as data science and digital media, while staying aligned with UH Hilo's commitment to sustainability and community development. (SP Goal 3 Action 1-6; Goal 4 Action 1-4)

MEASURES:

- Increased enrollment in high-demand programs that align with community and workforce needs.
- Growth in career placements, internships, and student engagement in relevant fields.
- Higher retention rates for students in newly developed programs, particularly honors programs and pathways for vulnerable populations.

FOCUS THREE

Enhancing Campus Environment and Infrastructure

Create a welcoming, inclusive, and accessible campus environment by improving physical spaces, technology, and student services. Invest in infrastructure upgrades that support modern learning, research, and community engagement while advancing UH Hilo's sustainability and resiliency goals.

Insights:

Campus Perception: Feedback from students, faculty, and staff highlights outdated facilities and a lack of inclusive communal spaces, which negatively impact student satisfaction and engagement. This is especially true in student housing, athletic facilities, and academic buildings.

Declining Yield from Out-of-State Students: Perceptions of the campus infrastructure may be contributing to declining yield rates, particularly from secondary markets.

FOCUS THREE

ACTION PLAN:

- **Prioritize Campus Upgrades:** Conduct a comprehensive audit of campus facilities, focusing on areas that foster collaboration, inclusivity, and cultural relevance. Make necessary upgrades to academic buildings, student lounges, and residence halls to reflect UH Hilo's values. (SP Goal 5 Action 4)
- **Incorporate Hawaiian Culture:** Revitalize high-traffic areas by incorporating Hawaiian cultural elements, such as native plants, art, and language, to create spaces that foster student interaction and wellness. (SP Goal 1 Action 1-3; Goal 5 Action 4)
- **Enhance Digital Infrastructure:** Improve campus Wi-Fi and technology resources to support remote learning and hybrid course offerings, ensuring students have access to modern tools and technology. (SP Goal 5 Action 4)
- **Improve Accessibility:** Ensure all infrastructure upgrades address accessibility needs, particularly for students with disabilities, and provide relevant staff and faculty training. (SP Goal 2 Action 3; Goal 5 Action 4)

MEASURES:

- Positive feedback from students regarding campus aesthetic and functionality improvements.
- Increased student engagement in communal spaces and student life activities.
- Improved student satisfaction regarding the availability and quality of campus technology and facilities.

FOCUS FOUR

Operational Efficiency and Technology Integration

Streamline processes and leverage innovative technologies to improve institutional efficiency and service delivery. Prioritize user-friendly systems for enrollment, advising, and financial aid that enhance the student experience while reducing administrative burdens.

Insights:

- **Application and Yield Declines:** Challenges in credit transfer evaluations and financial aid processes have contributed to declining yields. Predictive models show that factors such as state of residence, ethnicity, and GPA significantly impact enrollment behavior, with high variation in predictive models across years.
- **Enrollment Delays:** Slow or unclear application processes, particularly around credit transfer, have impacted enrollment decisions.

FOCUS FOUR

ACTION PLAN:

- **Streamline Enrollment Processes:** Enhance the CRM system for real-time updates on credit evaluations, financial aid packages, and admissions progress. Automate communications to ensure timely responses, particularly for underrepresented groups such as transfer students, first-generation students, and international students. (SP Goal 2 Action 3-4, 8)
- **Increase Specialized Staffing:** Hire additional enrollment staff to focus on the unique needs of Native Hawaiian students, international students, and first-generation students, ensuring their needs are met across recruitment, program development, and retention. (SP Goal 2 Action 2-8)
- **Enhance Transfer Student Pathways:** Establish clearer pathways for transfer students by streamlining credit transfer evaluations and offering transfer-specific orientation and advising programs. (SP Goal 2 Action 3-4)
- **Improve Financial Aid Communication:** Provide personalized and clear communication about financial aid, particularly for first-generation students and underserved communities, to help them navigate the process. (SP Goal 2 Action 1-8)

MEASURES:

- Decreased enrollment-related delays and challenges.
- Increased satisfaction with financial aid and credit transfer processes.
- Growth in transfer student enrollment and retention.
- Improved financial literacy among first-generation students.

FOCUS FIVE

Branding, Marketing, and Recruitment

Strengthen UH Hilo's brand and reputation locally, nationally, and internationally through strategic marketing and communication efforts. Highlight the university's unique offerings, such as Hawaiian language programs, place-based learning, and personalized academic experiences, to enhance recruitment and build strong enrollment pipelines.

Insights:

- **Branding Issues:** Current marketing efforts lack cohesion and fail to fully leverage UH Hilo's strengths, particularly its cultural and academic experiences. The website is outdated, contributing to a suboptimal user experience.
- **Declining Enrollment from Feeder Schools and Competitors:** Applications from top feeder schools are declining, while UH Manoa and out-of-state institutions like Oregon State and University of Arizona are attracting more students from UH Hilo's primary markets.

FOCUS FIVE

ACTION PLAN:

- **Strengthen Brand Messaging:** Create cohesive marketing strategies to spotlight UH Hilo's cultural heritage, sustainability initiatives, and academic excellence. Share stories of diverse student experiences, including Native Hawaiian, international, and first-generation students. (SP Goal 1, Action 1-5; Goal 2 Action 1, 2, 8; Goal 3 Action 1, 5; Goal 5 Action 6-7)
- **Revamp the Website:** Redesign the university's website to improve navigation, mobile responsiveness, and storytelling capabilities. Incorporate testimonials from students and alumni to showcase their academic and extracurricular experiences. (SP Goal 5 Action 4, 6-7)
- **Targeted Recruitment Campaigns:** Use predictive analytics to guide targeted recruitment efforts based on ethnicity, GPA, and state of residence. Focus on out-of-state students in markets like California, Washington, and Texas, where yield rates are low. (SP Goal 5 Action 6)
- **Collaborate with Local Media:** Partner with local media outlets to promote success stories and community engagement, strengthening the university's presence in key markets. (SP Goal 5 Action 6)

MEASURES:

- Increased online engagement and conversion rates from prospective students.
- Improved yield from targeted recruitment campaigns, particularly in underrepresented regions.
- Enhanced participation from alumni in recruitment activities.
- Increased media visibility and coverage in secondary markets.

NEXT STEPS

Next Steps and Timeline

MONTHS 1-2:

Host workshops with faculty, staff, and students to refine UH Hilo's messaging and identity.

Begin a comprehensive campus infrastructure audit, focusing on areas needing improvement and aligning with the university's cultural and environmental goals.

MONTHS 3-4:

Finalize brand messaging and launch marketing campaigns.

Begin hiring specialized enrollment staff to support diverse student populations and streamline the admissions process.

MONTHS 5-6:

Launch a revamped website with improved functionality, mobile responsiveness, and storytelling features.

Implement campus infrastructure improvements, particularly in high-traffic areas that affect student engagement.

NEXT STEPS

MONTHS 7-8:

Review the effectiveness of marketing campaigns and adjust recruitment strategies based on early data.

Continue enhancing faculty and student engagement to align programs with market demand and student needs.

MONTHS 9-10:

Scale successful programs, particularly those focusing on career pathways, internships, and honors programs.

Expand efforts to enhance the transfer student experience and increase engagement with community partners.

MONTHS 11-12:


Conduct a final review of outcomes, refining strategies for the next cycle.

Strengthen long-term partnerships with local employers, community organizations, and international partners to support continued enrollment and retention.

INTERNAL DATA

First time in college admissions - Overall

	Applied	Admitted	Acceptance	Enrolled	Yield
Fall 2019	4,161	2,148	51.6%	453	21.1%
Fall 2020	3,152	2,327	73.8%	466	20.0%
Fall 2021	2,900	2,673	92.2%	459	17.2%
Fall 2022	2,595	2,186	84.2%	396	18.1%
Fall 2023	2,563	2,300	89.7%	371	16.1%



- Applications have decreased, acceptance rate increased, and yield decreased.
- A strong application generation campaign is needed.
- Need to see if institutional aid is competitive.

INTERNAL DATA

Predictive Analytics for FTIC

To determine what drives enrollment behavior, a series of statistical and machine learning models were conducted:

- High school GPA, gender, ethnicity, first-generation status, and state of residence were examined
- Regression models showed that R2 varied across years (4.5% - 16.8%)
 - Large variation in R2 is a potential indication of market volatility or changes in institutional policies
 - Fall 2023 had the highest R2 =16.8%
- Decision tree and neural network models showed the following variables are most influential in driving enrollment (ranked-order): state of residence, ethnicity, and high school GPA
 - Hawaii residents generally yield in the mid-20%, while residents in other states yield in the low-10%
 - Ethnicity is a driver of out-of-state enrollment; Native Hawaiian and Asian are more likely to enroll
 - Hawaii residents with a 3.00 or higher high school GPA are less likely to enroll than those with less than a 3.00
 - Out-of-state residents with 3.50 or higher high school GPA are less likely to enroll than those with less than a 3.5

INTERNAL DATA

First Time in College Admissions by Top Feeder States (Primary and Secondary Markets)

State	Fall 2019				Fall 2020				Fall 2021				Fall 2022				Fall 2023			
	App	Adm	Accept	Enr Yield	App	Adm	Accept	Enr Yield	App	Adm	Accept	Enr Yield	App	Adm	Accept	Enr Yield	App	Adm	Accept	Enr Yield
HI	1807	1129	62.5%	299 26.5%	1383	1143	82.6%	320 28.0%	1196	1094	91.5%	293 26.8%	1164	995	85.5%	243 24.4%	1058	936	88.5%	275 29.4%
CA	709	330	46.5%	41 12.4%	584	401	68.7%	40 10.0%	519	496	95.6%	46 9.3%	428	379	88.6%	39 10.3%	485	455	93.8%	35 7.7%
WA	313	111	35.5%	17 15.3%	194	128	66.0%	19 14.8%	163	158	96.9%	11 7.0%	129	110	85.3%	7 6.4%	126	111	88.1%	8 7.2%
CO	181	72	39.8%	13 18.1%	154	113	73.4%	7 6.2%	204	194	95.1%	17 8.8%	139	126	90.6%	22 17.5%	162	146	90.1%	3 2.1%
AK	211	72	34.1%	10 13.9%	94	73	77.7%	14 19.2%	78	69	88.5%	14 20.3%	91	84	92.3%	11 13.1%	61	57	93.4%	6 10.5%
OR	105	51	48.6%	3 5.9%	100	78	78.0%	9 11.5%	91	88	96.7%	14 15.9%	81	75	92.6%	10 13.3%	93	90	96.8%	2 2.2%
TX	73	37	50.7%	5 13.5%	65	36	55.4%	3 8.3%	55	53	96.4%	3 5.7%	54	48	88.9%	4 8.3%	63	58	92.1%	5 8.6%
AZ	46	22	47.8%	7 31.8%	26	21	80.8%	7 33.3%	31	31	100.0%	5 16.1%	28	24	85.7%	4 16.7%	34	33	97.1%	1 3.0%
Other	716	324	45.3%	58 17.9%	552	334	60.5%	47 14.1%	563	490	87.0%	56 11.4%	481	345	71.7%	56 16.2%	481	414	86.1%	36 8.7%
Total	4161	2148	51.6%	453 21.1%	3152	2327	73.8%	466 20.0%	2900	2673	92.2%	459 17.2%	2595	2186	84.2%	396 18.1%	2563	2300	89.7%	371 16.1%

- Numbers and yield from Hawaii are relatively consistent
- Decrease is happening in secondary and other markets
- Need a strong recruitment and marketing initiative to reengage secondary markets

INTERNAL DATA

First Time in College Admissions by Ethnicity

Ethnicity	Fall 2019					Fall 2020					Fall 2021					Fall 2022					Fall 2023				
	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield
Asian	635	329	51.8%	67	20.4%	459	354	77.1%	72	20.3%	396	363	91.7%	67	18.5%	403	325	80.6%	61	18.8%	321	269	83.8%	58	21.6%
American Indian	60	18	30.0%	5	27.8%	36	22	61.1%	2	9.1%	27	24	88.9%	7	29.2%	42	31	73.8%	7	22.6%	30	26	86.7%	2	7.7%
Black	140	24	17.1%	3	12.5%	103	49	47.6%	11	22.4%	70	57	81.4%	7	12.3%	71	49	69.0%	6	12.2%	96	79	82.3%	6	7.6%
Hispanic	191	70	36.6%	5	7.1%	185	98	53.0%	11	11.2%	118	109	92.4%	11	10.1%	91	58	63.7%	2	3.4%	106	96	90.6%	6	6.3%
Native Hawaiian	982	608	61.9%	171	28.1%	786	633	80.5%	179	28.3%	600	541	90.2%	140	25.9%	633	524	82.8%	141	26.9%	602	524	87.0%	146	27.9%
White	1378	686	49.8%	106	15.5%	1021	735	72.0%	90	12.2%	1096	1033	94.3%	123	11.9%	878	781	89.0%	115	14.7%	903	852	94.4%	81	9.5%
Two or more	737	401	54.4%	95	23.7%	544	423	77.8%	98	23.2%	552	512	92.8%	101	19.7%	452	396	87.6%	62	15.7%	476	427	89.7%	69	16.2%
Other	38	12	31.6%	1	8.3%	18	13	72.2%	3	23.1%	41	34	82.9%	3	8.8%	25	22	88.0%	2	9.1%	29	27	93.1%	3	11.1%
Total	4161	2148	51.6%	453	21.1%	3152	2327	73.8%	466	20.0%	2900	2673	92.2%	459	17.2%	2595	2186	84.2%	396	18.1%	2563	2300	89.7%	371	16.1%

- Asian enrollment is holding steady
- Native Hawaiian enrollment might be losing some volume
- Need to consider the enrollment decline for White enrollment
- There is a decline in students of two or more races

INTERNAL DATA

First Time in College Admissions by High School GPA

HS GPA	Fall 2019					Fall 2020					Fall 2021					Fall 2022					Fall 2023				
	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield
Below 3.00	624	250	40.1%	66	26.4%	486	253	52.1%	76	30.0%	344	222	64.5%	55	24.8%	412	205	49.8%	42	20.5%	379	215	56.7%	54	25.1%
3.00-3.49	1052	718	68.3%	173	24.1%	863	723	83.8%	151	20.9%	830	812	97.8%	146	18.0%	606	568	93.7%	118	20.8%	581	558	96.0%	101	18.1%
3.50-3.99	1213	842	69.4%	162	19.2%	1065	908	85.3%	159	17.5%	1086	1070	98.5%	185	17.3%	911	869	95.4%	157	18.1%	966	949	98.2%	156	16.4%
4.00 or higher	401	295	73.6%	43	14.6%	419	369	88.1%	66	17.9%	498	492	98.8%	58	11.8%	509	498	97.8%	69	13.9%	548	542	98.9%	50	9.2%
Total	3290	2105	64.0%	444	21.1%	2833	2253	79.5%	452	20.1%	2758	2596	94.1%	444	17.1%	2438	2140	87.8%	386	18.0%	2474	2264	91.5%	361	15.9%

- Declines are coming from students with a B or B+ average; this is the sweet spot for leveraging on the national level
- Need financial aid analysis

INTERNAL DATA

Top Feeder High School and National Clearinghouse Reports*

The admissions trends (Fall 2019-Fall 2023) for the top 30 feeder high schools for UH Hilo. Here are the findings:

- Applications from top feeder high schools have been declining
- While there are fluctuations in enrollment from top feeder high schools from year to year, the trend is tilted toward declining
- Revisit how recruitment and outreach are conducted for each of the top feeder high schools

Trends (Fall 2019-Fall 2023) for the top 30 institutions where students choose to attend instead of UH Hilo. Here are the findings:

- UH Manoa has increased in overlap for the past several years, taking a larger share of students
- Hawaii Community College and Hawaii Pacific College have decreased in overlap; students are increasingly choosing UH Hilo
- Oregon State, University of Colorado, and University of Arizona have shown increased overlap over time; they might be strategically targeting UH Hilo's primary market
- To get more specificity, NCH data needs to be merged with admissions file (next step?)

*Both reports provided separately.

Recommendations for FTIC

- Implement aggressive application generation campaigns
 - Buy all names in Hawaii
 - Buy all names in Alaska; decent yield in a small market
 - Buy Asian and Native Hawaiian names in California, Washington, and Texas
 - Conduct ZIP code analysis for targeted name buys and recruitment initiatives in all other secondary markets
- Conduct a marketing and brand analysis on how to appeal to non-Asian and non-Native Hawaiian students
- Need to examine the impact of financial aid on enrollment to reverse yield decline and to counter out-of-state competitors
- Conduct an in-depth analysis of the profile and the financial aid offer of admitted students who do not enroll at UH Hilo

INTERNAL DATA

New Transfer Admissions - Overall

	Applied	Admitted	Acceptance	Enrolled	Yield
Fall 2019	936	717	76.6%	461	64.3%
Fall 2020	883	680	77.0%	318	46.8%
Fall 2021	864	788	91.2%	384	48.7%
Fall 2022	934	668	71.5%	348	52.1%
Fall 2023	710	648	91.3%	327	50.5%

- Applications are trending down, acceptance rate has generally increased, and yield has generally decreased
- Yield is high relative to national trend and benchmark
- Given high yield, an institutional aid strategy is not warranted
- Enrollment is trending down (five-year change: 134 headcount)
- Marketing, recruitment, and operational initiatives needed

*The University of Hawaii changed the way it tracks/counts transfer application in Fall 2022 and onward.

Predictive Analytics for New Transfer Students

To determine what drives enrollment behavior, a series of statistical and machine learning models were conducted:

- Gender, ethnicity, first-generation status, and state of residence were examined
- Regression models showed that R2 varied across years (4.3% - 19.1%)
 - Large variation in R2 is a potential indication of market volatility or changes in institutional policies
 - Fall 2020 had the highest R2 =19.1%
- Decision tree and neural network models showed the following variables are most influential in driving enrollment (ranked order): state of residence, ethnicity, and first-generation status
 - Hawaii, Colorado, Arizona, and Micronesia yield about 20% higher than all other secondary markets
 - Ethnicity is a driver of higher-yield markets: Asian, Native Hawaiian, and two or more races have a 13% higher yield than other ethnic groups
 - Students who are not first-generation students yield 10-13% higher than first-generation students across states and ethnicities

INTERNAL DATA

Transfer Admissions by Top Feeder States (Primary and Secondary Markets)

States	Fall 2019					Fall 2020					Fall 2021					Fall 2022					Fall 2023				
	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield
HI	478	380	79.5%	258	67.9%	454	369	81.3%	236	64.0%	407	374	91.9%	211	56.4%	404	321	79.5%	187	58.3%	338	316	93.5%	158	50.0%
CA	110	82	74.5%	32	39%	102	70	68.6%	25	35.7%	118	108	91.5%	33	30.6%	125	93	74.4%	28	30.1%	70	70	100.0%	25	35.7%
WA	33	21	63.6%	6	28.6%	31	27	87.1%	8	29.6%	37	34	91.9%	16	47.1%	24	17	70.8%	3	17.6%	23	22	95.7%	12	54.5%
MH (Marshall Islands)	12	9	75.0%	7	77.8%	13	7	53.8%	1	14.3%	16	14	87.5%	7	50.0%	37	17	45.9%	3	17.6%	19	11	57.9%	8	72.7%
CO	13	10	76.9%	4	40.0%	22	13	59.1%	1	7.7%	27	26	96.3%	8	30.8%	14	10	71.4%	7	70.0%	11	11	100.0%	7	63.6%
TX	14	10	71.4%	6	60.0%	19	13	68.4%	0	0.0%	14	12	85.7%	3	25.0%	19	15	78.9%	5	33.3%	12	11	91.7%	4	36.4%
FM (Micronesia)	17	11	64.7%	11	100.0%	13	10	76.9%	3	30.0%	7	6	85.7%	4	66.7%	11	8	72.7%	7	87.5%	20	12	60.0%	6	50.0%
AZ	9	8	88.9%	7	87.5%	21	13	61.9%	6	46.2%	6	5	83.3%	3	60.0%	11	9	81.8%	6	66.7%	10	10	100.0%	4	40.0%
NY	12	8	66.7%	3	37.5%	12	6	50.0%	2	33.3%	10	8	80.0%	3	37.5%	13	7	53.8%	1	14.3%	10	7	70.0%	4	57.1%
Other	238	178	74.8%	127	71.3%	196	152	77.6%	36	23.7%	222	201	90.5%	96	47.8%	276	171	62.0%	101	59.1%	197	178	90.4%	99	55.6%
Total	936	717	76.6%	461	64.3%	883	680	77.0%	318	46.8%	864	788	91.2%	384	48.7%	934	668	71.5%	348	52.1%	710	648	91.3%	327	50.5%

- Applications from Hawaii and California have declined over time
- Enrollment and yield from Hawaii have declined by -100 over five years
- Need to conduct National Clearinghouse Analysis on “admitted but did not attend” transfer students
- Is there a merit scholarship program for transfer students?

INTERNAL DATA

Transfer Admissions by Ethnicity

Ethnicity	Fall 2019					Fall 2020					Fall 2021					Fall 2022					Fall 2023				
	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield
Asian	192	155	80.7%	112	72.3%	153	120	78.4%	53	44.2%	137	129	94.2%	76	58.9%	166	110	66.3%	63	57.3%	147	119	81.0%	87	73.1%
American Indian	18	11	61.1%	9	81.8%	5	3	60.0%	1	33.3%	14	12	85.7%	6	50.0%	13	5	38.5%	0	0.0%	2	2	100.0%	2	100.0%
Black	25	17	68.0%	10	58.8%	22	17	77.3%	5	29.4%	20	18	90.0%	7	38.9%	30	16	53.3%	12	75.0%	21	18	85.7%	9	50.0%
Hispanic	26	19	73.1%	9	47.4%	19	14	73.7%	4	28.6%	24	22	91.7%	7	31.8%	32	18	56.3%	6	33.3%	22	22	100.0%	12	54.5%
Native Hawaiian	191	151	79.1%	115	76.2%	198	159	80.3%	107	67.3%	181	165	91.2%	93	56.4%	167	136	81.4%	77	56.6%	162	153	94.4%	74	48.4%
White	334	247	74.0%	133	53.8%	332	257	77.4%	97	37.7%	343	312	91.0%	128	41.0%	346	244	70.5%	109	44.7%	239	233	97.5%	88	37.8%
Two or more	142	112	78.9%	71	63.4%	145	107	73.8%	51	47.7%	129	114	88.4%	57	50.0%	166	129	77.7%	77	59.7%	106	92	86.8%	51	55.4%
Other	8	5	62.5%	2	40.0%	9	3	33.3%	0	0.0%	16	16	100.0%	10	62.5%	14	10	71.4%	4	40.0%	11	9	81.8%	4	44.4%
Total	936	717	76.6%	461	64.3%	883	680	77.0%	318	46.8%	864	788	91.2%	384	48.7%	934	668	71.5%	348	52.1%	710	648	91.3%	327	50.5%

- Asian and two or more races enrollment and yield are uneven across time
- Native Hawaiian and White enrollment and yield have declined
- Somewhat consistent with FTIC trends, consider a survey of admitted students who did not attend and a focus group of current students

INTERNAL DATA

Transfer Admissions by First-Generation Status

First-Generation	Fall 2019					Fall 2020					Fall 2021					Fall 2022					Fall 2023				
	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield
Yes	141	105	74.5%	54	51.4%	134	94	70.1%	36	38.3%	16	12	75.0%	6	50.0%	181	108	59.7%	51	47.2%	150	132	88.0%	52	39.4%
No	795	612	77.0%	407	66.5%	749	586	78.2%	282	48.1%	848	776	91.5%	378	48.7%	753	560	74.4%	297	53.0%	560	516	92.1%	275	53.3%
Total	936	717	76.6%	461	64.3%	883	680	77.0%	318	46.8%	864	788	91.2%	384	48.7%	934	668	71.5%	348	52.1%	710	648	91.3%	327	50.5%

- First-generation students are less likely to attend (80% of UH Hilo students are not first-generation? Double-check)
- Are they choosing to attend community college?
- Difference in income or financial aid package?

*Fall 2021 first-generation indicator excluded from analytics.

Recommendations for Transfer Students

- Obtain National Clearinghouse data to see where students are choosing to attend beside UH Hilo
- Conduct transfer pipeline analysis to examine sending institution and previous college GPA
- Conduct operation audit to determine amount time to turn around credit transfer evaluation and credit transability
- Conduct focus groups and survey on factors that make transfer students choose UH Hilo; alternatively, what are factors that work against transferring to UH Hilo?
- Double-check first-generation data.

EXTERNAL DATA

TOP FEEDER HIGH SCHOOLS

Feeder High School	Fall 2019					Fall 2023				
	App	Adm	Accept	Enr	Yield	App	Adm	Accept	Enr	Yield
Waikeae High School	117	89	76.1%	46	51.7%	84	79	94.0%	42	53.2%
Kamehameha (Hawaii)	98	87	88.8%	32	36.8%	106	104	98.1%	19	18.3%
Hilo High School	74	49	66.2%	17	34.7%	110	97	88.2%	33	34.0%
Kamehameha Secondary Schools	89	73	82.0%	24	32.9%	73	65	89.0%	19	29.2%
Keaau High School	59	41	69.5%	24	58.5%	31	23	74.2%	17	73.9%
Kealakehe High School	60	43	71.7%	11	25.6%	32	27	84.4%	11	40.7%
Waipahu High School	71	46	64.8%	1	2.2%	20	19	95.0%	4	21.1%
Honokaa High School	57	39	68.4%	14	35.9%	31	28	90.3%	6	21.4%
James Campbell High School	79	40	50.6%	3	7.5%	24	23	95.8%	4	17.4%
Konawaena High School	55	39	70.9%	8	20.5%	24	20	83.3%	3	15.0%
Militani High School	37	23	62.2%	6	26.1%	20	18	90.0%	1	5.6%
Waianae High School	52	41	78.8%	2	4.9%	10	9	90.0%	1	11.1%
Pearl City High School	37	17	45.9%	3	17.6%	19	17	89.5%	1	5.9%
W R Farrington High School	40	17	42.5%	1	5.9%	7	6	85.7%	1	16.7%
Moanalua High School	39	22	56.4%	2	9.1%	24	22	91.7%	3	13.6%
Pahoa High School	26	18	69.2%	10	55.6%	28	18	64.3%	6	33.3%
Leilehua High School	35	17	48.6%	1	5.9%	22	18	81.8%	9	50.0%
Maui High School	41	32	78.0%	1	3.1%	7	6	85.7%	1	16.7%
Kapotei High School	42	15	35.7%	2	13.3%	8	6	75.0%	3	50.0%
King Kekaulike High School	13	9	69.2%	3	33.3%	17	14	82.4%	2	14.3%
Kamehameha (Maui)	20	11	55.0%	3	27.3%	27	24	88.9%	4	16.7%
Hawaii Academy of Arts and Sci	26	18	69.2%	10	55.6%	13	13	100.0%	11	84.6%
Waimea High School	19	12	63.2%	0	0.0%	16	14	87.5%	3	21.4%
Roosevelt High School	23	11	47.8%	1	9.1%	16	16	100.0%	1	6.3%
Kohala High School	19	14	73.7%	2	14.3%	9	7	77.8%	3	42.9%
James B Castle High School	24	4	16.7%	1	25.0%	7	6	85.7%	0	0.0%
Kapaa High School	22	11	50.0%	4	36.4%	16	16	100.0%	4	25.0%
Aiea High School	31	20	64.5%	1	5.0%	2	2	100.0%	0	0.0%
Xavier High School	20	16	80.0%	2	12.5%	10	0	0.0%	0	N/A
Kauai High School	23	14	60.9%	2	14.3%	16	15	93.8%	3	20.0%
TOTAL	1348	888	65.9%	237	26.7%	829	732	88.3%	215	29.4%

Decline in applications

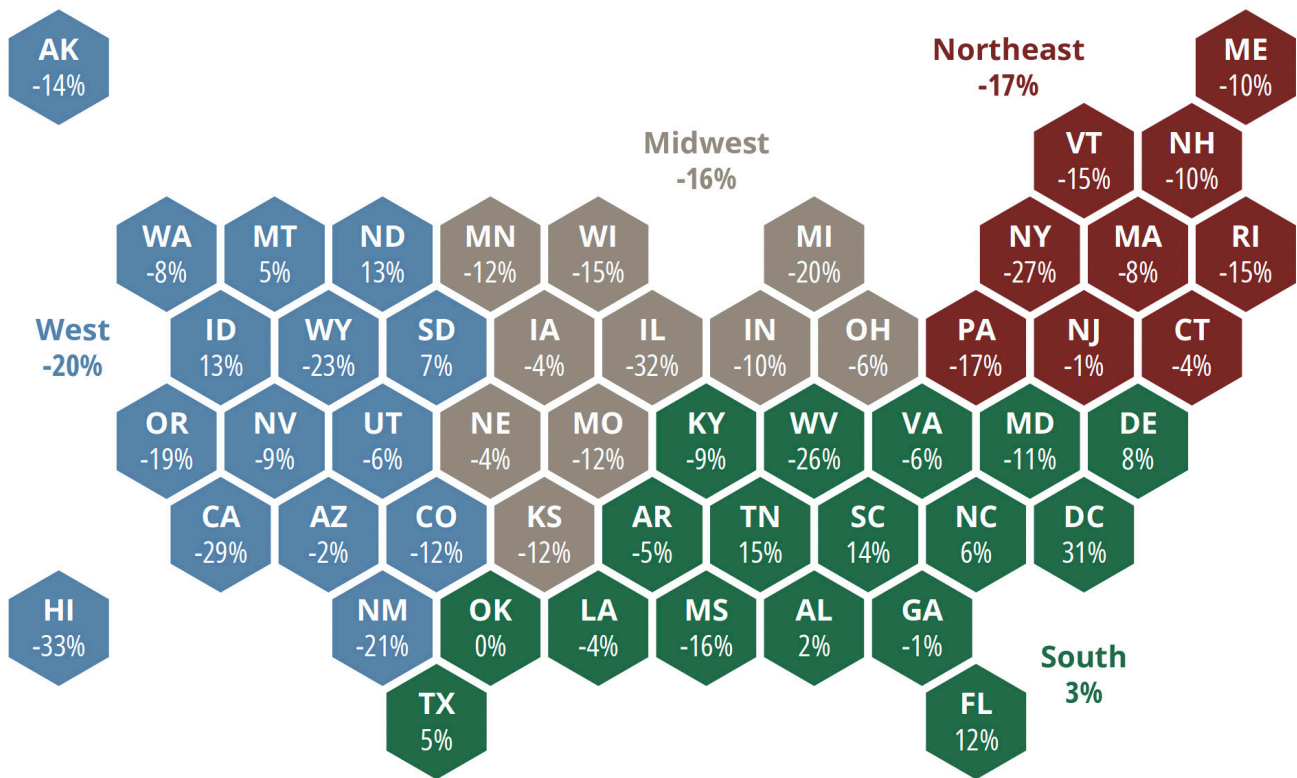
EXTERNAL DATA

National Clearinghouse Report of Admitted but Did Not Enroll by Top 30 Insitutions

Institution	Fall 2019		Fall 2023	
	Count	% of admitted but did not enroll	Count	% of admitted but did not enroll
UNIVERSITY OF HAWAII AT MANOA	190	11.6%	254	12.4%
HAWAII COMMUNITY COLLEGE	106	6.4%	92	4.5%
GRAND CANYON UNIVERSITY-TRADITIONAL	34	2.1%	45	2.2%
HAWAII PACIFIC UNIVERSITY	55	3.3%	32	1.6%
LEEWARD COMMUNITY COLLEGE	42	2.6%	29	1.4%
UNIVERSITY OF HAWAII MAUI COLLEGE	30	1.8%	22	1.1%
KAPIOLANI COMMUNITY COLLEGE	23	1.4%	24	1.2%
OREGON STATE UNIVERSITY	9	0.5%	36	1.8%
UNIVERSITY OF HAWAII AT WEST OAHU	29	1.8%	22	1.1%
ARIZONA STATE UNIVERSITY	22	1.3%	23	1.1%
NORTHERN ARIZONA UNIVERSITY	26	1.6%	19	0.9%
CHAMINADE UNIVERSITY OF HONOLULU	28	1.7%	30	1.5%
UNIVERSITY OF WASHINGTON - SEATTLE	13	0.8%	23	1.1%
UNIVERSITY OF NEVADA LAS VEGAS	27	1.6%	14	0.7%
WESTERN WASHINGTON UNIVERSITY	19	1.2%	14	0.7%
UNIVERSITY OF OREGON	8	0.5%	14	0.7%
WASHINGTON STATE UNIVERSITY- PULLMAN	21	1.3%	18	0.9%
SAN DIEGO STATE UNIVERSITY	15	0.9%	21	1.0%
PACIFIC UNIVERSITY	27	1.6%	6	0.3%
UNIVERSITY OF CALIFORNIA- SANTA CRUZ	13	0.8%	15	0.7%
UNIVERSITY OF COLORADO BOULDER	3	0.2%	22	1.1%
WINDWARD COMMUNITY COLLEGE	7	0.4%	12	0.6%
UNIVERSITY OF ARIZONA	9	0.5%	20	1.0%
UNIVERSITY OF ALASKA ANCHORAGE	11	0.7%	16	0.8%
KAUAI COMMUNITY COLLEGE	9	0.5%	13	0.6%
COLORADO STATE UNIVERSITY	5	0.3%	9	0.4%
ECKERD COLLEGE	5	0.3%	15	0.7%
UNIVERSITY OF CALIFORNIA- SANTA BARBARA	7	0.4%	15	0.7%
CALIFORNIA STATE UNIVERSITY - MONTEREY BAY	14	0.9%	5	0.2%
HONOLULU COMMUNITY COLLEGE	12	0.7%	3	0.1%
UNIVERSITY OF CALIFORNIA-DAVIS	8	0.5%	12	0.6%

EXTERNAL DATA

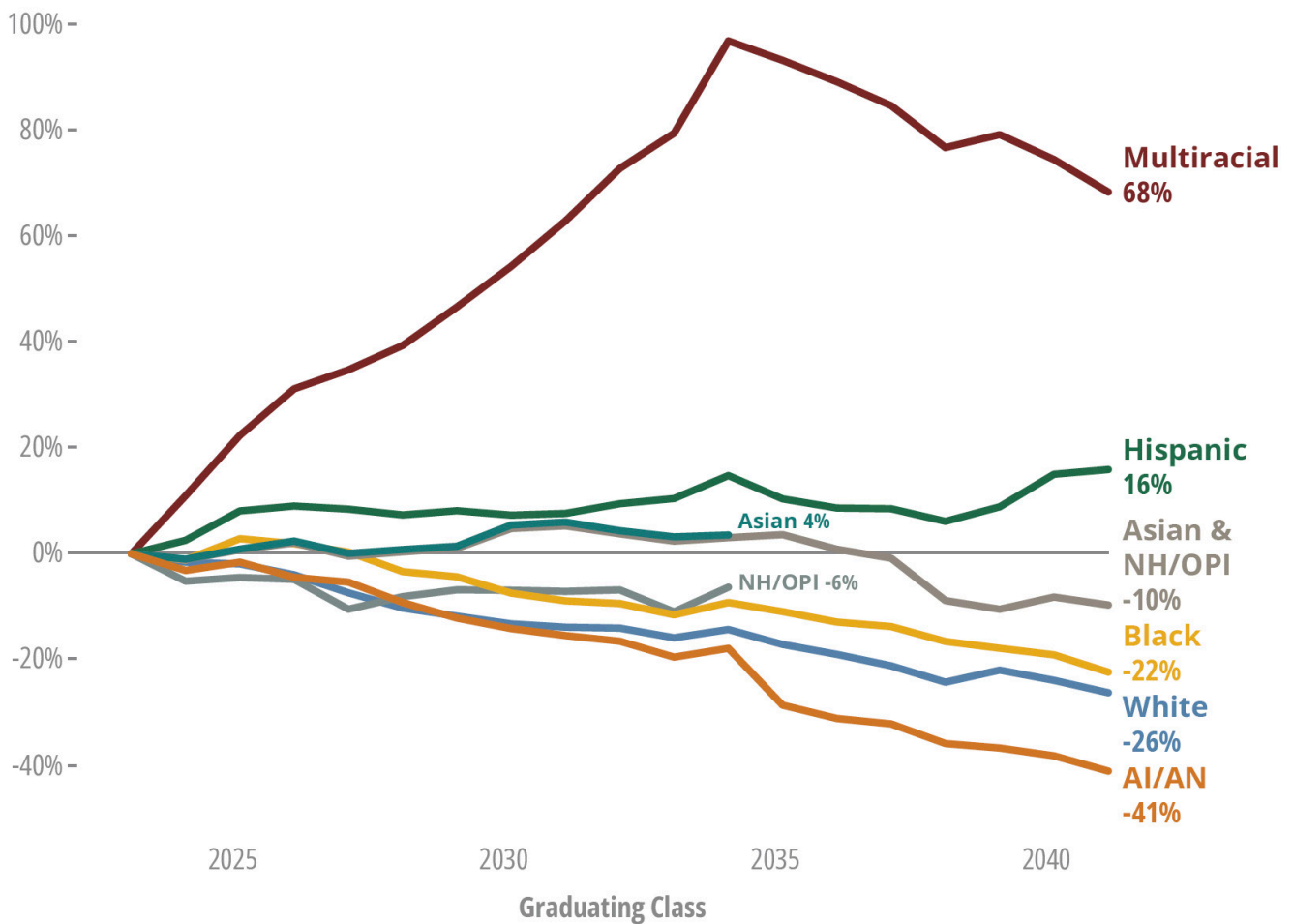
Figure 17. Projected percent change in high school graduates, 2023 to 2041



Notes: Total high school graduates include public and private schools. In these projections, the U.S. includes the 50 states and the District of Columbia. Future work will explore projected trends for the U.S. Territories and Freely Associated States.

EXTERNAL DATA

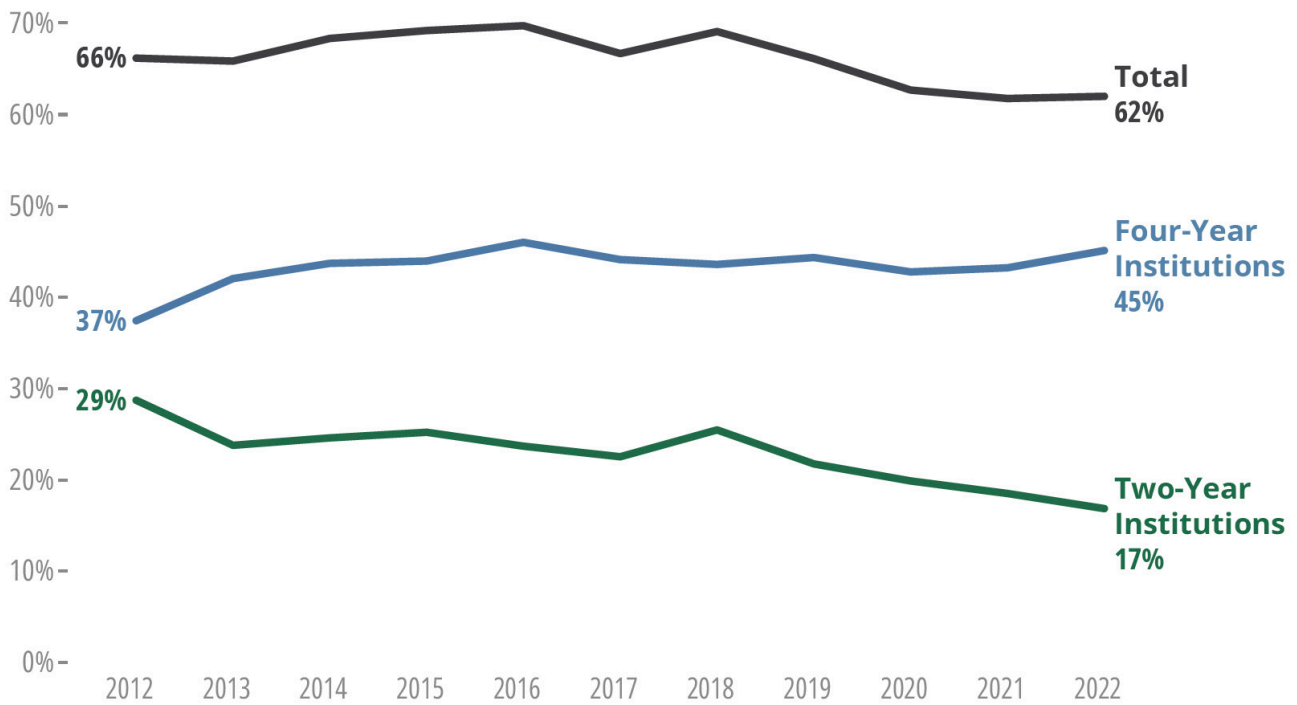
Figure 7. Percent change in public high school graduate projections by race and ethnicity



Notes: The Asian and Native Hawaiian/Other Pacific Islander (NH/OPI) populations can only be projected separately to 2034 due to changes in federal data reporting on births.

EXTERNAL DATA

Figure 32. Immediate college enrollment rate of high school completers by level of postsecondary institution, 2012 to 2022



Source: U.S. Department of Commerce, Census Bureau, Current Population Survey (CPS), October Supplement, 2012 through 2022. See Digest of Education Statistics 2023, table [302.10](#).