Before we begin let’s take a look at our market

UH Hilo’s primary market, now and in the future is Hawaii
The BOR mandates a non-resident cap of 30%
A niche market is a focused targetable portion of a market.
A business that focuses on a niche market is addressing a need for a product or service that is not being addressed by mainstream providers.

Our niche market, RIGHT NOW, is essentially the Big Island of Hawaii.

Which is great, but by itself, the big island alone cannot help us achieve our goals.
What are UH Hilo’s goals?

Increase enrollment to 5,000 students?
Attract more academically prepared students?

How is UH Hilo going to get to 5,000 students?
› 5,000 student target goal in the Strategic Plan
› 70% must be in-state
› That means 3,500 must be in-state students
(875 freshmen, 875 sophomores, 875 juniors, 875 seniors)

But that is too simplistic

keep up
And there you go. 5,000 students

But that is too easy

UH Hilo currently

How in the world are we going to
attract 1,175 residents every year?

They can go anywhere

additional freshmen: University of Hawai'i at Manoa, University of Hawai'i at West Oahu, Chaminade University of Hawaii Pacific, Hawaii Community College, Kapiolani Community College, Kauai Community College, Leeward Community College, Windward Community College, Waimea Community College, UCC, UH Mānoa, UH West Oahu, Chaminade, University of Colorado, Colorado State, University of Nevada, Las Vegas, University of Nevada, Reno, University of New Mexico, Lewis and Clark, Boise State, University of Washington, Texas A&M, Pacific, Hawaii Community College, Windward Community College, Leeward Community College, Waimea Community College, University of Washington, Tmc, San Francisco State University, University of California, Berkeley, Santa Clara, Amherst, University of Colorado, Colorado State

How does UH Hilo stand out in such a crowd?
Why would a Hawaii resident choose to go to UH Hilo when they have so many choices?

Well, most don’t.

In fact very few choose UH Hilo.

2002 High School Graduating Class

UH Hilo has been enrolling 2-3% of the high school graduating class.

And more students choose to go to the mainland than UH Manoa and UH Hilo combined.
If they do stay in Hawaii, chances are extremely good they will enroll at a school close to their home.

High School Enrollment by UH Campus

Notice how many Oahu residents enroll in Oahu colleges.
The same trend applies to the counties of Hawaii, Kauai and Maui.
Students that stay in Hawaii tend to enroll in a college on their island.
The 4 year campuses average just over 11% of their own county while the community colleges average about 20%.

But 11% of the Big Island is completely different than 11% of Oahu.

keeping up?
Oahu has over 9,000 high school graduates every year while the Big Island has just less than 2,000.

We need to take a chunk out of Oahu's pool and Oahu students have a lot of choices.

The number of students from Oahu is staggering and their choice of college is diverse.

And it just got more crowded when UH West Oahu started accepting freshmen in 2008.

With so many choices on Oahu and the mainland, why would they come to UH Hilo?
UH Manoa is doing a better job at attracting students from other counties.

Takeaways from other counties

UH Manoa attracts an average of 5.5% from other counties. UH Hilo attracts an average of 1.5% from other counties.

Some of you will stay of course! They have higher admission standards! They have more programs!

They’re larger!
don't panic

**UH Manoa Bachelor’s Degrees 2007**

- UH Manoa has more programs than Hilo, so it's natural to assume that UH Hilo students will enroll at Manoa.
- The fact is most students at UH Manoa major in traditional majors in the College of Arts and Sciences.
- UH Hilo offers many of the same types of popular majors as UH Manoa.
Are the other programs significant enough to warrant the hypothesis that most students enroll at Manoa for academic reasons?

The alternate hypothesis is that most students enroll at Manoa for reasons other than academic programs.

There are differences in size, mission and location.

But the truth is the education at UH Manoa is not any better than at UH Hilo.
“There is a sameness about the undergraduate programs of many of America’s colleges and universities… most define themselves as unique by emphasizing a particular program here or an unusual characteristic there.

A few colleges and universities, however, are fundamentally different”

Barbara K Townsend, Creating Distinctiveness: Lessons from Uncommon Colleges and Universities, 1992
“Distinctive colleges and universities share certain characteristics:
- a unifying (vision) of what education should be
- the expression of this (vision) in institutional activities
- and the striving for excellence to achieve (its) purpose.

Ultimately, the distinctive institution is a product of a social contract among colleagues to organize their efforts around a unifying purpose.”

Barbara K Townsend, Creating Distinctiveness: Lessons from Uncommon Colleges and Universities, 1992

The biggest difference with UH Manoa is that they are located in Honolulu with 70% of the population.  

bright lights and big city

But the educational experience at UH Hilo can compete with the experience at UH Manoa and anywhere else.

The city of Hilo cannot compete with the city of Honolulu.
UH Hilo can offer a distinctive experience that cannot be easily matched by any college in Hawaii.

Quite simply, UH Hilo cannot grow unless we attract significantly more students from Oahu and the neighbor islands.

These students will not "choose" to go to UH Hilo unless something is inherently different at UH Hilo than the other options they have readily available to them.
So how is the educational experience different at UH Hilo than Manoa?

Can UH Hilo be a college of distinction within Hawaii?

“It's what you do that defines you”

- batman
the end

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