Enrollment Management, Retention, & Graduation
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Introduce OVCAA
- Reed Dasenbrock, VCAA
- Associate VCAA
  - Program Review, Curriculum, Professional Accreditation, Assessment, OFDAS
- Assistant Vice Chancellor for Undergraduate Education
  - STAR, MIRO, Campus Wide Programs
- Assistant Vice Chancellor for Academic Personnel

Introduce OVCAA, cont.
- MIRO
- STAR

Agenda
- Axioms
- Historical Background of UHM
- Factors Impacting Enrollment Management Efforts:
  - Changing Funding Model
  - WASC
  - Committee on Enrollment Planning
  - Changing Student Profile
- Data and Available Tools
  - Academic Majors
  - MIRO & STAR Tools
- Conclusions
Axioms

- Dropping out, or not graduating within 6 years is costly for students, their families, the university, and the state of Hawaii
- Undergraduate students should graduate in 4 years
- All undergraduate degree requirements should be able to be completed within 4 years
- Curricular offerings and course scheduling should facilitate 4 year graduation rates

Historical Background

1907 College of Agriculture and Mechanic Arts
1908 5 freshmen, 13 faculty begin near Thomas Square
1909 1st football team with 2 faculty member beats McKinley High School
1912 Move to Manoa valley and renamed College of Hawaii; first degrees conferred; first building completed, Hawaii Hall
1920 Becomes the University of Hawaii

Changing Funding Model

![Chart: State Higher Education Taxes FY 2009]

Bottom Line

- FY 2010 - State appropriation reduced by $46 million, Governor restricted additional $52 million, 21% decrease to our general funds
- UHPA salaries to be reinstated
- Performance-based budgeting
- We are increasingly dependent on tuition revenues
- We need to address the recruitment, retention, and graduation of our students
Other Factors

- WASC
- Committee on Enrollment Planning
- Changing Student Profile

WASC

Theme 1 - Building a Mānoa Community in Support of Student Success
- Foster the development of a Mānoa identity (Essay 1)
- Enable and ensure student learning success (Essay 2)

Theme 2 - Campus Renewal to Support the Mānoa Experience
- Construct a more responsive approach to Campus Master Planning and facilities management that fosters community engagement and student learning (Essay 3)
- Expand and renovate student and faculty housing and improve areas for student interactions (Essay 4)

Theme 3 - Reform Campus Governance to Promote Communication and Student Success
- Forge meaningful and long-term relationships among stakeholders (Essay 5)
- Foster student success through enhanced student/faculty engagement (Essay 6)

New WASC Institutional Review Cycle (in years)

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>Proposal Submitted</td>
</tr>
<tr>
<td>2009</td>
<td>Proposal Approved</td>
</tr>
<tr>
<td>2011</td>
<td>Educational Effectiveness Review</td>
</tr>
</tbody>
</table>

- Women 52.7%; Men 47.3%
- Ethnicity: Caucasian 22%; Japanese 14.1%; Hawaiian/Part Hawaiian: 11.4%; Filipino 11.4%; Chinese 6.2%; Mixed 10.6%; Other 21%
Enrollment, Retention, Graduation

Conclusions

- Goals include:
  - Modest increase in enrollment
  - Increase in retention and graduation rates
  - More data driven and thoughtful curriculum planning
- Tools are available