STATE OF HAWAI'I
UNIVERSITY OF HAWAI'I
UNIVERSITY OF HAWAI'I AT MĀNOA
OFFICE OF THE CHANCELLOR
OFFICE OF THE VICE CHANCELLOR FOR STUDENTS
ENROLLMENT MANAGEMENT

FUNCTIONAL STATEMENT

ENROLLMENT MANAGEMENT – Org Code: MAEM

Under the leadership of the Associate Vice Chancellor for Enrollment Management, enrollment management programs work together to provide seamless services to undergraduate students for recruitment, admission, financial aid and scholarships, registration, student records, orientation, and support in the transition to college life. It also supports the other units under the Vice Chancellor for Students. The unit has the following responsibilities:

- Develops campus enrollment goals and an enrollment management plan in consultation with the Vice Chancellor for Academic Affairs, the Assistant Vice Chancellor for Undergraduate Education, and the Dean of Graduate Education.
- Determines the most efficient use of university time and space resources to ensure maximum utilization in setting the master schedule.
- Establishes coordinated deadlines for admissions, financial aid, and housing in coordination with Residence Life.
- Manages the registration and student records system for the Mānoa campus including management of the Banner Student Information System for the Mānoa campus in consultation with the Vice Chancellor for Academic Affairs, the Assistant Vice Chancellor for Undergraduate Education, and the Dean of Graduate Education.
- Oversees the Recruitment and Admissions, Records, and the Financial Aid & Scholarship Services units. These units support the development and implementation of the campus enrollment plan.

INFORMATION AND COMPUTER SERVICES – Org Code: MAITEM

- Assists with implementing the student information system (SIS) and reporting systems, currently Banner and the Operational Data Store (ODS) respectively, as they relate to enrollment management units.
- Plans and implements necessary computer support for enrollment management units; identifies those areas which may require computerization and determines system specifications.
- Schedules, produces, and distributes reports containing course, student and enrollment information to UHM colleges, departments, and other interested offices and off-campus agencies.
- Provides statistical reports assessing the impact of policies and procedures on enrollment management units and other programs.
- Maintains inventory of computer related forms/equipment/supplies for data gathering and computer-generated output.
- Develops and maintains required IT programs and services needed to maintain institutional eligibility for Federal Financial Aid Programs.
- Reviews and evaluates the various means by which information is disseminated to students and the public; takes necessary measures to improve information flow.
- Prepares statistical and narrative information regarding UHM provided to publishers of college guidebook, etc.
OFFICE OF ADMISSIONS – Org Code: MAOAEM

- Conducts admissions presentations to high school students in Hawai‘i and select schools in the Continental U.S. as well as Asia.
- Provides high schools and community colleges with current information on programs at UHM.
- Maintains a close working relationship with high school administrators, counselors, and teachers.
- Coordinates group and daily campus visits by prospective students to UHM.
- Sponsors annual workshops for high school counselors.
- Sponsors annual programs for prospective community college transfer students.
- Sponsors recruitment programs in the Neighbor Islands for prospective students and their families.
- Coordinates Mānoa’s participation at college fairs in Hawai‘i, the Mainland, and in Asia.
- Coordinates the Student Ambassadors program.
- Coordinates the Hoa Kako‘o Shadowing program.
- Disseminates the recruitment mailings to prospective students.
- Produces recruitment literature and other recruitment materials.
- Provides telecounseling to prospective applicants and accepted students.
- Assists with activities to recruit students, including workshops, high school visits, college fairs, development of literature, etc.
- Consults with faculty to establish policies and procedures for the admission and placement of American and foreign students into UHM programs.
- Reviews transcripts, standardized test scores, and other supporting documents to determine admissibility of applicants.
- Counsels applicants, parents, and faculty regarding admissions requirements.
- Assists with implementing UHM’s controlled growth policy.
- Evaluates prior college-level work from other U.S. institutions, foreign institutions, military service and schooling, Advanced Placement Program, College Level Examination Program, etc., to determine course transferability and course equivalency; consult with academic department when appropriate.
- Evaluates the effectiveness and efficiency of the means by which applications are solicited, reviewed, and acted upon.
- Continually assesses admissions standards and academic policies related to admission of students and transfer of coursework; recommends changes when appropriate.
- Determines the tuition status of all applicants and students.
- Counsels non-admitted students and assists them with options to enroll in other post-secondary institutions.

OFFICE OF THE REGISTRAR – Org Code: MARGEM

- In cooperation with College Deans, develops a master schedule of courses that is responsive to historical and projected enrollment patterns.
- Maintains an accurate up-to-date Course Master List. Provides quality control to insure consistency and accuracy among the Schedule of Classes, the Course Master List, and the UHM-1 Forms.
- Plans, coordinates, and administers the registration process. Evaluates the effectiveness and the efficiency of the registration procedures utilized.
- Plans, coordinates, and administers grade reporting for the fall and spring regular day semesters.
- Establishes, implements, and manages procedures for students petitioning to graduate.
- Maintains academic and personal history records of all students ever enrolled at UHM.
- Creates and maintains official academic records for all students in conformance with a standard of accuracy.
- Establishes procedures for creating and maintaining student records in accordance with accepted national standards, University rules and regulations, and Federal privacy regulations.
- Establishes procedures to safeguard the confidentiality of records in accordance with federal and state legislation (e.g., the Family Educational Rights and Privacy Act of 1974) and University policies and procedures.
• Provides current and past students with official documentation of their academic record including transcripts, verification of enrollment, and verification of degree.
• Administers Veteran’s Administration benefits for all qualified veterans and/or dependents.

FINANCIAL AID SERVICES – Org Code: MAFAEM

• Conducts financial needs analysis for all admitted students/applicants.
• Provides oversight of scholarship programs and donors.
• Identifies and secures appropriate student financial aid funds from federal, state, and private sources.
• Award and accounts for funds in conformance with applicable rules, regulations, accounting practices, and audit standards.
• Provides timely and accurate information to applicants regarding availability of funds, application procedures, need analysis methodologies, and awarding criteria.
• Advises and counsels aid recipients on a variety of financial aid matters.
• Assists in disbursing student aid awarded by non-university organizations.
• Advises on matters relating to policies and procedures affecting the availability and delivery of student financial aid.
• Prepares analytical students’ aid reports on a variety of topics related to the administration of student financial aid.
• Maintains a close relationship with Mānoa Career Center to ensure coordination of employment components of financial aid packages.