September 16, 2011

MEMORANDUM

TO: Reed Dasenbrook, Vice Chancellor for Academic Affairs

FROM: Edward J. Shultz, Dean

SUBJECT: Follow up to August Advance

Through discussions with the faculty, directors, and chairs of our programs in SPAS we offer the following points:

Retention and Graduation Rates:
SPAS like much of the campus remains concerned with retention and graduation rates. We have or are initiating the following strategies:

Web Page Development
SPAS recently revamped its web page as did the Center for Pacific Islands Studies and the Center for South Asian Studies (CSAS). The Asian Studies Program currently is updating its page. The individual Centers all maintain active pages with the Center for Southeast Asian Studies, the Muslim Societies in Asia and the Pacific as well as CSAS establishing new standards in web communication.

Promotional Material
Although web communication is important, pamphlets and other printed matter introducing SPAS is important for student orientations and recruiting visits. Testimonials by students in this material is an attractive addition.

Introductory Courses
Asian Studies is considering new courses that will introduce Asian studies to freshmen. These would be comprehensive, Asia-wide course that will attract larger audiences. Moreover, Asian Studies currently offers a variety of more specialized courses that also attract students with specific interests and from varied cultural and socio-economic backgrounds.

Strong Student Advisory Support
SPAS benefits by having an excellent ratio between students and an advisor which helps with recruitment and retention, and enables the advisor to be in close contact with the students.
**New BA in Pacific Islands Studies**
This new program is especially attractive to students who wish to be better grounded in Pacific Islands Studies as well as people of Pacific Islands ancestry.

**Co-curricular Meeting Space**
The Pacific Islands program believes providing a separate space for its students to meet beyond the classroom is an important component in recruitment and retention and a culturally sensitive way to help Pacific Islanders succeed on campus.

**Other Initiatives**
Pacific Islands studies has put together a working group to identify issues associated with student recruitment and retention, formulate appropriate goals, and suggest specific ways to achieve those goals. Also, using NRC funds it plans to hire a GA to help design, implement, and maintain web-based resources and social media in support of student outreach and retention efforts and produce resource materials for undergraduate and graduate student programs.

**Undergraduate Student Clubs**
Clubs located within the various centers and programs is another way to help students feel welcome and bond with programs, enhancing retention.

**Native Hawaiian Advancement**
SPAS hopes to introduce courses that link Pacific Islands studies and Asian studies more closely to the study of Hawaii. In the past it has offered courses such as “Kalakaua and Asia” and similar courses will find greater resonance across campus. Pacific Islands studies has a natural link with the study of Hawaii and bonds linking these programs need to be further strengthened.

**Quality of Graduate Education:**

**Tuition Scholarships**
SPAS through its Title VI initiative, its Centers’ endowments, and other scholarship funds has access to significant financial aid. This aid, however, does not go exclusively to SPAS registered students but to students across campus in multiple disciplines that focus on Asia and the Pacific. This aid is crucial in attracting and retaining superior students.

**Enhanced publicity**
As noted in the above points under recruitment and retention, many of those initiatives apply equally to the quality of graduate education.

**Tailor Course Offering to Meet Current Student Interest**
Asian Studies Program in particular tries to offer courses that match student interests. This means offering a number of special topics classes each year.

**High Quality Faculty**
Students are attracted by the quality and reputations of our faculty. Every effort is made to recruit and retain the future leaders of Asian studies. And with the only program in Pacific Islands studies, this approach is even more necessary.
Centers
The various area centers bring enhanced recognition to our programs and are an important resource for our graduate students in that they provide special lectures, colloquia, workshops and scholarship assistance. The Centers also sponsor many other co-curricular programs.

Recruiting Trip
It has been proposed that the various Centers send faculty to select schools and programs to introduce graduating seniors to our unique programs.

c: ✔ Debra Ishii