Strategic Planning Committee (SPC) Meeting: 12/10/2015, 9:30-10:30 a.m.
Hawai‘i Hall 309

AGENDA

I. Call to order
II. Business:
   a. Review and approval of the 10/8/15 meeting minutes.
   b. Update from initiative leads including examples of draft implementation plans
III. Next Meeting
IV. Adjournment

ATTENDANCE

Reed Dasenbrock (co-chair), David Ericson (co-chair, faculty, COE), Peter Arnade (Dean, A & H), Maenette Benham (Dean, HSHK), Noreen Mokuau (Dean, Social Work), Cecily Ornelles (faculty, COE), Deb Halbert (OVCAA), Roxie Shabazz (AVCEM/Director of Admissions), Marguerite Butler (liaison SEC), Nalani Minton (Kuali‘i Council), and Kelly Zakimi (ASUH), April Goodwin (OVCAA).

MINUTES

I. CALL TO ORDER- 9:30 a.m.

II. BUSINESS:

Minutes from the 10/8/15 SPC meeting are reviewed and unanimously approved.

The issue of whether enough is being done to promote all of the good news about UH to the media and broader community arises. The SPC needs a link to the Advancement Office and Communicators need a “hub” to help strengthen their capacity and to work with the media in a more streamlined and proactive fashion.

AVC Shabazz shares a presentation on SPARC (available on the SPC website).
Highlights:

• We cannot solve enrollment issues with FTF alone
• NH students down, but steady at 14.4%
• WUE decline in CA apps, but they remain the largest share of WUE users
• Transfer enrollment down, auto admissions may be impacting (students wait until year 2)
• International students down
• Will develop more detailed enrollment projections and do an environmental scan, internal and external climate study

A discussion related to the presentation ensued. Declining enrollments are likely linked to student loan aversion, residual effects from the Great Recession, and Hawai‘i parents and
college advisors encouraging students to attend mainland institutions (and not Manoā) among other factors. Current marketing efforts such as 15 to Finish and Do It In Four are having a positive impact on freshman enrollments, but other areas can be leveraged including making improvements to UH branding, marketing and recruitment here, on the mainland, and abroad; revisiting the residency policy; better managing freshman orientation costs; and creating a more welcoming welcome center. The final implementation plans will dovetail nicely to address many of these issues through concrete initiatives with measureable outcomes.

III. NEXT STEPS:
Dean Benham and AVC Halbert will share the action plans for Ka Ho'okō Kuleana and SERG at the January meeting.

NEXT MEETING – Next meeting will be January 14, 2016 from 9:30-11:00.

ADJOURNMENT- 10:35 a.m.