



UNIVERSITY
of HAWAII®
WEST O'AHU

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ADMISSIONS 2014-2015 ASSESSMENT REPORT

MISSION

The mission of the Office of Admissions is to recruit, admit, and serve an eligible and diverse student population in the state of Hawai'i. Through school visits, contact through mail, email and telephone, and participating in various recruitment events, the Office of Admissions works to ensure that eligible students have access to higher education.

GOALS

- Make UHWO the university of choice for our secondary and post-secondary partners when advising their students on choosing a university.
- Help increase the number of first-time freshmen to enroll in college.

DEPARTMENTAL DASHBOARD

- 2012-2013 Program Data for incoming first-time freshmen
 - 886 student applied
 - 677 students accepted
 - 301 students that enrolled
- 2013-2014 Program Data for incoming first-time freshmen
 - 871 students applied
 - 673 students accepted
 - 291 students that enrolled
- 2014-2015 Program Data for incoming first-time freshmen
 - 871 students applied
 - 617 students accepted
 - students that enrolled
 - 70 accepted students that either did not apply or did not complete financial aid process did not enroll for the 2014 fall semester

POINTS OF PRIDE

- In Fall 2014 we experienced an increase in applications, acceptances, and students enrolled from Leeward Coast high schools. From Fall 2013 to Fall 2014 we had increases in applications (60%), acceptances (54%) and enrollment (43%).
- For the past 4 years, we have experienced an 11% increase in fall enrollment



ASSESSMENT ACTIVITIES 2014-2015

Program Objective 1

Find out the perception of UH West O'ahu from our secondary and post-secondary partners. The information will help us to make changes to better serve our partners and the community.

Methods and Measures

- Administer a survey to all secondary and post-secondary counselors to find out their perception of UHWO.
- Use data from the survey to find areas that need improvement or attention.

Findings

Conclusions/Status

Program Objective 2

Increase enrollment of first-time freshmen by increasing financial aid outreach.

Methods and Measures

- Collect financial aid data on UHWO applicants for 2013 - 2014 and 2014 – 2015
- Target population is accepted students that did not apply or complete their financial aid application and did not register for fall term.
- Increase outreach to help educate students on scholarships and completing the FAFSA
 - Incorporate a financial aid and scholarship presentation in admission presentations to present at each high school visit
 - Send one email and one postcard to inform students of scholarship and FAFSA deadlines
- Use financial aid and admissions reports to see if there is an increase in applicants applying for financial aid and scholarships.
- Compare numbers from 2013-2014 to 2014-2015 to determine if the outreach was successful in increasing the amount of accepted students that applied for financial aid and enrolled for the fall 2015 semester.

Findings

Conclusions/Status



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PLANS FOR COMING YEAR

- Create and implement an online form that prospective students can complete to receive information or have specific questions answered from our UHWO website.

ATTACHMENTS