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

- Increase college awareness and the college going rate at high schools on the Leeward coast.
- Enhance the communication between the Admissions Office and prospective students.

DEPARTMENTAL DASHBOARD

- 2012-2013 Program Data
  - 1517 student prospects
  - 1950 students that applied
  - 1543 students accepted
  - 849 students that enrolled
- 2013-2014 Program Data
  - 1636 student prospects
  - 2182 students that applied
  - 1776 students accepted
  - 956 students that enrolled
- 2012-2013 Program Data for Leeward high schools
  - 291 student prospects from Leeward high schools
  - 183 students that applied from Leeward high schools
  - 143 students accepted from Leeward high schools
  - 68 students that enrolled from Leeward high schools
- 2013-2014 Program Data for Leeward high schools
  - 203 students that applied from Leeward high schools
  - 153 students accepted from Leeward high schools
  - 84 students that enrolled from Leeward high schools
POINTS OF PRIDE

- For the past 4 years we have experienced over a 13% increase each year in the number of applications received and students accepted.
- During the 2012-2013 academic year, the Office of Admissions created and implemented a campus tour program that provided campus tours for over 3000 parents, students, and teachers.

ASSESSMENT ACTIVITIES 2013-2014

Program Objective 1

Increase the number of students from Leeward Coast high schools who apply and enroll for the Fall 2013 semester by 4% compared to Fall 2012.

Methods and Measures

- Increase recruitment efforts at Leeward Coast high schools from two to three school visits.
- Use admission reports to measure the number of Leeward Coast high school students that apply, receive acceptance, and enroll for the Fall 2013 semester. Compare the numbers with Fall 2012 data.

Findings

- 2012
  - 65 Applied
  - 48 Accepted
  - 16 Enrolled
- 2013
  - 56 Applied
  - 28 Accepted
  - 12 Enrolled

Conclusions/Status

- Conclusion
  Although we increased the amount of visits to the high schools, we did not experience an increase in applications from 2012 to 2013. There was a 42% decrease in the total number of students accepted for the fall 2013 semester from the Leeward Coast area. While there were more students accepted for 2012, there was a higher percentage of applicants that declined acceptance in 2012. Admissions Counselors contacted the 28 students that did not accept admission to find out why they chose not to enroll. The two main reasons were: 1) Applied through the UHWO Express Admissions process that allowed applicants to apply and have their $50 application fee waived. 2) Wanted to
apply because it was the opening of the new campus; however, had no intention of enrolling in the fall.

- **Status**
  The percentage of applicants that were accepted and enrolled increased from 2012 to 2013; however, we still need to investigate further why applications and acceptance decreased from this geographic region.

### Program Objective 2

Increase the number of mail and email communications to prospective students to increase the number of applications and enrollment for fall 2014 as compared to fall 2013.

#### Methods and Measures

- Collect application and enrollment data for fall 2013
- Through utilizing Banner and a broadcast email program, we will increase the number of recruitment messages sent to prospective students from one to three.
- Send 3 communication pieces to all students in the prospect pool.
- Use admission reports to see if there is any difference in the number of applications and enrollment the following semester.

#### Findings

- Application and enrollment data for Fall 2013
  - Received a total of 2182 applications. A total of 956 enrolled for the fall 2013 semester.
- A total of 8 emails and 1 postcard were sent to all prospective and accepted students. The message in the emails and postcard focused on applying for the fall 2014 semester, applying for UH System Scholarships, attending new student orientation, and registering for classes.
- Application and enrollment data for Fall 2014
  - Received a total of 2311 applications. A total of 1094 enrolled for the fall 2014 semester.
  - 5% increase in applications and 4% increase in our yield rate from last year

#### Conclusions/Status

- Although we experienced an increase in applications and enrollment it is not clear if this was due to the increase of communication that was sent to prospective students or if was due to other areas of recruitment. Most of our communication was directed toward accepted students which we felt was effective in increasing our yield rate from 44% to 47%. As we move into the 2014-2015 academic year we will increase the amount of communication to see if we can increase our applications and yield rate.
PLAN 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.
- Implement document imagining system to help increase processing of student applications and to eventually move to a paperless environment.
- As a result of Objective 1, we will survey our local high school and community college counselors to find out their perception of UHWO. The results of the survey will help to give us some ideas of how we can better serve our partners in the secondary and post-secondary education.
- Increase the amount of students applying for financial aid, through various outreach efforts.

ATTACHMENTS