ENROLLMENT MANAGEMENT

• Definition
• Leads to enrollment, persistence, completion
• Local vs. System control
• Development of measures
• Alignment with initiatives

• Framework Development
• Engagement of Internal and External Stakeholders
• Focused and Specific
  • ex. Direct from HS, Native Hawaiian, Pell, STEM

Kapiʻolani Community College

ENROLLMENT MANAGEMENT AND MARKETING BRIEF

Chancellor’s Advisory Council
January 27, 2015

Enrollment and SSH Trends

• 2006-2011 Kapiʻolani CC enrollment increased
• 2006-2011 Student semester hours (SSH) increased
• 2012-2015 Enrollment and SSH have declined

NUMBERS: ONE SIDE OF THE STORY

• UH System enrollments decreased for the 4th year after experiencing 4 consecutive years of increases from spring 2008 to spring 2011 (in line with national trends)
• UH Community College total enrollment decreased to 28,943, down by 937 (-3.1%) from spring 2014.
• 14th day of instruction: 7,718 -1.5%
• SSH 64,827, avg. 8 credits
• Fall 2014- 5,597 applied, 3703 accepted & admitted, 2,691 registered
• 1,695 students awarded Pell 2014-2015
• FAFSA applications down 4%, awarding up 17%
NUMBERS: OTHER SIDE OF THE STORY

- 1513 AA & Certificates awarded 2013-1014, goal was 835
- Math, Reading and Writing Completers within 1st Academic Year Avg. 70% (cohort Fall 10, 11, 12)
- First Time Freshmen Fall 2014: 1,249=
- Of the FTF 2013, 78% enrolled Fall to Spring
- SSH 64,827, avg. 8 credits
- Core of our students 18-29 years old
- Most students are enrolled in Liberal Arts 47%
- 21% of students are home based other than KCC
- Large CTE program 22%
QUESTIONS TO CONSIDER for DATA ANALYSIS

• What do we currently have in place that leads to enrollment, persistence, completion
• What’s the pathway?
• Where are the gaps?
• The student of tomorrow- needs v. The workforce of tomorrow- needs
• Time to completion
• FOCUS???

INTERSECTIONS

• Hawai‘i Graduation Initiative
• Completion Scorecard
• KCC’s Strategic Plan 2015+
• UH Strategic Plan 2015+
• Institutional Effectiveness Measures
• Student Success Council Recommendations
• Marketing Strategies

STRATEGIES TO CONSIDER ENROLL - PERSIST - COMPLETE

• Development of retention model
• Foundations for academic counseling
• Scholarships & Grants
• Transfer Year Experience
• Freshmen Year Experience
• Academic counselors in departments
• STAR & Starfish
STRATEGIES TO CONSIDER
ENROLL - PERSIST - COMPLETE

- Purge for non payment
- Outreach - Development of plan
- Purge 2.0
- Dropping of last class
- Reviewing withdrawal petition
- Low enrolled courses - policy, exceptions
- Extended admissions deadline
- Drop for no-show (pilot program)
- Reverse Credit Transfer
- Conversion list - development of strategy
- Continuing students - inreach

NEXT STEPS

- Internal EM core - development of framework with data analysis
- Sub committee CAC: Enrollment & Marketing
- Gather internal and external feedback on framework
- Roll out plan college wide, Fall 2015

Marketing Update

- Positioning Kapi`olani CC’s Brand - everyone who touches students lives contributes to Kapi`olani CC's brand. Every message, photograph, print or electronic information, and our logo create and maintain our image and brand promise.
- Recruiting summer students - general campus view piece and rack cards, microsite, Google & Adwords social media ads, Farmer’s Market booth, e-flyer to Hawai`i clubs at mainland institutions, television PSAs, target audience community groups, newspapers and radio stations, Starfish message(s), posters, CDs...
- Converting applicants to registered students - work with VC Student Affairs and KISC on conversion strategy.
- Collaborating with VC Student Affairs and others to develop Enrollment Management strategies/plan.

Questions & Comments