



---

# Enrollment Management: Reignite

Kapi'olani Community College, Fall 2017

---

# Where we have been.

- System Enrollment Management Plan
- UHCC Enrollment Management Plan
  - *common template, common language*
- KCC Enrollment Management Plan 2015-2021
- Working super hard.
- Trying various initiatives.
- Making a difference where we can.
- Working in Silos.



# Kapi'olani Community College



**DRAFT**

## **Enrollment Management Strategic Plan 2015-2021**

**DRAFT**

**KapCC Strategic Plan ← → Student Success Pathway**

Developed by CAC

### **INSTITUTIONAL STRATEGIC DIRECTION #3: ENROLLMENT**

Identify and set goals for currently underserved populations through outreach to and access for high school students, GED completers, Native Hawaiians, Pacific Islanders, and working age adults, and sharpen the focus on campus-based re-enrollment strategies

### **INSTITUTIONAL PERFORMANCE MEASURE**

Increase fall-to-spring re-enrollment to 80% by Spring 2021. (KCC SP 3.A)

# Campaigns – Campus Based

- Non-Credit Registration Inquiries Follow up
- First Year Experience working with specific academic departments to open sections
- Various Summer Bridge Programs - 3 Pasefika Pipeline, TRIO, Lunalilo Scholars, Kapo'oloku Peer Mentors
- Marketing Efforts & Alignment
- Reach Out Campaign
  - Calling Campaign, students registered for Spring, at 70% completion and not registered for Fall, 229 students
  - Campaign for continuing students not yet registered for Fall without holds on account, roughly 1200+
  - Continued follow up with 100% completers who did not petition to graduate
- Kūloa'a Pilot Project, Title III – 119 DS hold for Native Hawaiians, 77 still to make a payment, 13 owe less than \$522

# UHCC System Based Efforts

- Integrated Communication for Recruitment and Retention Calendar
- Time is Running Out postcard x 2 – 1,181
  - Continuing students, not registered
  - Continuing students, purged, holds, not registered [after *Purge, July 21st*]
- Starfish x 2
  - Custom email message via Starfish for students with Holds – 1482, 89 cleared & registered holds
  - Custom email message via Starfish for students who are new, not yet registered – 1,851

# Where we are.

## OVERALL:

4927: Applications were processed (touched by someone in Admissions)

3647: Admitted and Registered with Kapiolani as their home campus [53% vs. 74%]

1088: Registered for 12 credits or more

1492: Freshman-Classified & First Time

755: Transfer students

434: Returning students

569: Incomplete or Pending (students applied but didn't submit all documents to be fully admitted)

27: Had no-status (mostly International students)

99: Accepted by rollover

231: Applied but were already accepted at another campus so was not accepted to Kapiolani



## Remember

Numbers are numbers, but  
also numbers are **our  
students.**

A family.

A future.

A dreamer.

Our future.

Our community.

16 days after first day of instruction.

	Fall 2017	%C	Fall 2016	%C	Fall 2015	%C	Fall 2014	%C	Fall 2013
<b>UH</b>	<b>51,763*</b>	<b>-3.2*</b>	<b>53,489</b>	<b>-4.2</b>	<b>55,834</b>	<b>-2.4</b>	<b>57,201</b>	<b>-3.2</b>	<b>59,109</b>
Mānoa	17,541*	-2.4*	17,970	-4.4	18,799	-3.2	19,429	-2.5	19,931
Hilo	3,534	-3.8	3,673	-4.1	3,830	-2.8	3,939	-2.8	4,053
West O'ahu	3,097	4.7	2,959	9.1	2,712	-0.1	2,715	13.5	2,392
<b>UHCC</b>	<b>27,591</b>	<b>-4.5</b>	<b>28,887</b>	<b>-5.3</b>	<b>30,493</b>	<b>-2.0</b>	<b>31,118</b>	<b>-4.9</b>	<b>32,733</b>
Hawai'i Community College	2,834	-4.8	2,976	-4.0	3,100	-3.4	3,210	-6.4	3,428
Honolulu Community College	3,590	-8.4	3,918	-9.3	4,321	3.9	4,160	-5.5	4,403
Kapi'olani Community College	7,138	-3.8	7,419	-5.9	7,885	-2.1	8,051	-4.7	8,444
Kaua'i Community College	1,362	-1.9	1,389	-0.8	1,400	-1.8	1,426	-7.4	1,540
Leeward Community College	6,839	-6.4	7,303	-3.5	7,569	-2.7	7,783	-2.8	8,009
Maui College	3,293	-1.5	3,344	-6.9	3,593	-5.7	3,810	-6.8	4,086
Windward Community College	2,535	-0.1	2,538	-3.3	2,625	-2.0	2,678	-5.1	2,823

Total enrollment  
keeps going down  
by ~300 a year

CAMPUS	HISTORICAL						PROJECTED					
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
UH SYSTEM TOTAL .....	60,330	60,295	58,941	57,052	55,756	53,418	52,433	52,172	51,825	51,594	51,555	51,580
UH AT MĀNOA .....	20,429	20,426	20,006	19,507	18,865	18,056	17,645	17,501	17,366	17,274	17,228	17,211
UH AT HILO .....	4,139	4,157	4,043	3,924	3,829	3,666	3,579	3,540	3,524	3,510	3,510	3,522
UH - WEST O'AHU .....	1,662	1,997	2,361	2,661	2,692	2,939	3,031	3,136	3,210	3,267	3,328	3,383
UH COMMUNITY COLLEGES .....	34,100	33,715	32,531	30,960	30,370	28,757	28,178	27,995	27,725	27,543	27,489	27,464
Hawai'i Community College .....	3,917	3,663	3,406	3,186	3,087	2,956	2,879	2,851	2,842	2,810	2,795	2,783
Honolulu Community College .....	4,600	4,582	4,368	4,144	4,328	3,903	3,881	3,890	3,874	3,866	3,864	3,866
Kapi'olani Community College .....	9,023	8,892	8,376	7,994	7,816	7,382	7,222	7,180	7,123	7,090	7,075	7,078
Kaua'i Community College .....	1,433	1,495	1,530	1,424	1,401	1,401	1,379	1,380	1,367	1,359	1,363	1,367
Leeward Community College .....	7,895	7,960	7,976	7,742	7,535	7,262	7,131	7,083	7,007	6,957	6,948	6,941
UH Maui College .....	4,527	4,382	4,076	3,809	3,593	3,342	3,258	3,215	3,138	3,098	3,083	3,071
Windward Community College .....	2,705	2,741	2,799	2,661	2,610	2,511	2,428	2,396	2,374	2,363	2,361	2,358

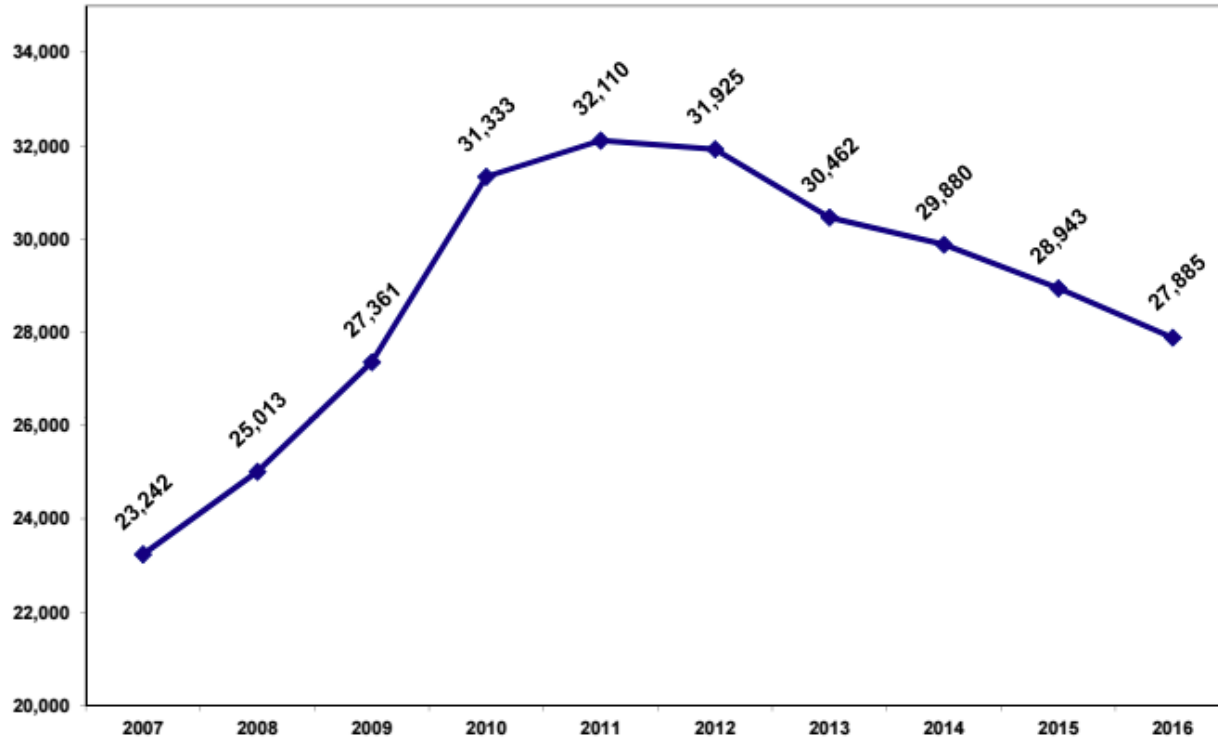


We are on target...



CAMPUS	HISTORICAL						PROJECTED						Averages		Percent Change	
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	11-16	17-22	10-16	16-22
UH SYSTEM TOTAL .....	0.4	-0.1	-2.2	-3.2	-2.3	-4.2	-1.8	-0.5	-0.7	-0.4	-0.1	0.0	-1.9	-0.6	-11.1	-3.4
UH AT MĀNOA .....	0.5	0.0	-2.1	-2.5	-3.3	-4.3	-2.3	-0.8	-0.8	-0.5	-0.3	-0.1	-2.0	-0.8	-11.2	-4.7
UH AT HILO .....	1.5	0.4	-2.7	-2.9	-2.4	-4.3	-2.4	-1.1	-0.5	-0.4	0.0	0.3	-1.7	-0.7	-10.1	-3.9
UH - WEST O'AHU .....	13.0	20.2	18.2	12.7	1.2	9.2	3.1	3.5	2.4	1.8	1.9	1.7	12.4	2.4	99.8	15.1
UH COMMUNITY COLLEGES .....	-0.3	-1.1	-3.5	-4.8	-1.9	-5.3	-2.0	-0.6	-1.0	-0.7	-0.2	-0.1	-2.8	-0.8	-15.9	-4.5
Hawai'i Community College .....	2.7	-6.5	-7.0	-6.5	-3.1	-4.2	-2.6	-1.0	-0.3	-1.1	-0.5	-0.4	-4.1	-1.0	-22.5	-5.9
Honolulu Community College .....	-2.6	-0.4	-4.7	-5.1	4.4	-9.8	-0.6	0.2	-0.4	-0.2	-0.1	0.1	-3.0	-0.2	-17.4	-0.9
Kapi'olani Community College .....	-3.0	-1.5	-5.8	-4.6	-2.2	-5.6	-2.2	-0.6	-0.8	-0.5	-0.2	0.0	-3.8	-0.7	-20.6	-4.1
Kaua'i Community College .....	0.4	4.3	2.3	-6.9	-1.6	0.0	-1.6	0.1	-0.9	-0.6	0.3	0.3	-0.3	-0.4	-1.9	-2.4
Leeward Community College .....	-0.6	0.8	0.2	-2.9	-2.7	-3.6	-1.8	-0.7	-1.1	-0.7	-0.1	-0.1	-1.5	-0.8	-8.6	-4.4
UH Maui College .....	3.7	-3.2	-7.0	-6.6	-5.7	-7.0	-2.5	-1.3	-2.4	-1.3	-0.5	-0.4	-4.3	-1.4	-23.5	-8.1
Windward Community College .....	3.0	1.3	2.1	-4.9	-1.9	-3.8	-3.3	-1.3	-0.9	-0.5	-0.1	-0.1	-0.7	-1.0	-4.3	-6.1

### UHCC Spring Preliminary Enrollment



VPCC- APAPA

Is there good news?

# Top Transfer Patterns

KAP 2014 to 2017

Rank	Program	Trans	To
1	Travel Industry Management	94	MAN
2	General Arts and Sciences	68	MAN
3	General (Pre-Psychology)	66	MAN
4	General (Pre-Business)	63	MAN
5	Exploratory Business	62	MAN
6	Public Administration	52	WOA
7	Communication	49	MAN
8	Business Administration	45	WOA
9	Exploratory	42	MAN
10	Accounting	38	MAN

Liberal Arts Transfer  
Transfer

KAP 2014 to 2017

Rank	Program	Trans	To
1	Applied Science	68	WOA
2	Business Administration	65	WOA
3	Nursing	55	MAN
4	Mechanical Engineering	33	MAN
5	Public Administration	32	WOA
6	Biology	29	MAN
7	Electrical Engineering	27	MAN
8	Pre-Engineering	23	MAN
9	Nursing	19	HIL
10	Civil Engineering	16	MAN

Associate in Science



# Real System **Targets**

<b>Student Category</b>	<b>Base Enrollment</b>	<b>Targeted Increase</b>	<b>2021 Target Enrollment</b>
High school graduates direct entry	3,507	1,013	4,520
GED recipients	1,779	265	2,044
Pacific Islanders	617	232	849
Working age (25-44) Adults	9,058	5,410	14,468
International Students	1,030	200	1,230

# UHCC Enrollment Targets, 2017-20

Priority	Measure	Actual	Past 3-Year Average Growth	Targeted Enrollment Count	
		2016		5-Year Total Enrollment	5-Year % Change
	<b>Total Enrollment</b>	<b>28,757</b>	<b>30,029</b>	<b>36,703</b>	<b>27.6%</b>
	<b>Total enrollment of targeted group</b>	<b>14,067</b>	<b>15,058</b>	<b>23,111</b>	<b>64.3%</b>
1	High School Graduates Direct Entry	2,725	3,116	4,520	65.9%
2	GED Recipients	1,490	1,635	2,044	37.2%
3	Pacific Islanders	604	638	849	40.6%
4	Working Age (25-44) Adults	8,245	8,652	14,468	75.5%
5	International Students	1,003	1,017	1,230	22.6%

	Fall 2017	% Change from Previous Year	Fall 2018	% Change from Previous Year	Fall 2019	% Change from Previous Year	Fall 2020	% Change from Previous Year	2021-22	% Change from Previous Year
<b>Total Enrollment</b>										
<b>Total enrollment of targeted group</b>	<b>19,162</b>	<b>36.2%</b>	<b>20,407</b>	<b>6.5%</b>	<b>21,350</b>	<b>4.6%</b>	<b>22,205</b>	<b>4%</b>	<b>23,111</b>	<b>4%</b>
1	3,989	28%	4,133	3.3%	4,271	3.1%	4,405	3.1%	4,520	2.6%
2	1,888	2%	1,926	2%	1,964	2%	2,003	2%	2,044	2%
3	726	13.8%	755	4%	785	3.9%	816	3.9%	849	4%
4	11,466	32.5%	12,467	5.7%	13,171	4.7%	13,787	4.7%	14,468	4.9%
5	1,093	3%	1,126	3%	1,159	3%	1,194	3%	1,230	3%



## Real Goals

<b>Student Category</b>	<b>Fall 2014 Base Enrollment</b>	<b>Goal Enrollment 2017</b>	<b>Percent Growth</b>
High school graduates direct entry	794	827	5% per year
GED Recipients	309	328	2% per year
Pacific Islanders	123	133	4% by 2021
Working age (25-44) Adults	2,293	2,911	4% per year
International Students	751	797	3% per year

Strategic Directions Enrollment Measures

Student Category	UHCC			KapCC				
	Base Enrollment	Targeted Increase	2021 Target Enrollment	Baseline	Targeted Increase	2021 Targeted Enrollment	Fall 2017*	% to 2021 Targeted Enrollment
High School Graduates Direct Entry <sup>1</sup>	3507	1013	4520	794	72	866	568	65.59%
GED Recipients <sup>2</sup>	1179	265	2044	309	46	355	228	64.23%
Pacific Islanders <sup>3</sup>	617	232	849	123	44	167	137	82.04%
Working Age (25-44) Adults <sup>4</sup>	9058	5410	14468	2293	1447	3740	1751	46.82%
International Students <sup>5</sup>	1030	200	1230	892	205	1097	589	53.69%

## Enrollment Comparison between Fall 2016 and Fall 2017

### Overall Enrollment

Student Type	Fall 2017 (as of August 25, 2017)	Fall 2016 Census	% Change
First Time Classified	1128	1052	7.22%
First Time Unclassified	472	281	67.97%
Transfer	647	817	-20.81%
Returning	357	374	-4.55%
Continuing	3185	3435	-7.28%
Non-KCC Home Based	1401	1423	-1.55%
<b>Total</b>	<b>7190</b>	<b>7382</b>	<b>-2.60%</b>

	Fall 2017 (as of August 25, 2017)	Fall 2016 Census	% Change
<b>First Time and Transfer Aggregated</b>	<b>2247</b>	<b>2150</b>	<b>4.51%</b>

Note: Increase in "First Time Unclassified" population is due to a change in admissions processing. Previously, incoming students who were "Unclassified" could be labeled as other classifications, such as "Transfer." Currently, all "Unclassified" students are assigned the "First Time Unclassified" classification, causing the inflation in "First Time Unclassified" and decrease in "Transfer."

### International Enrollment

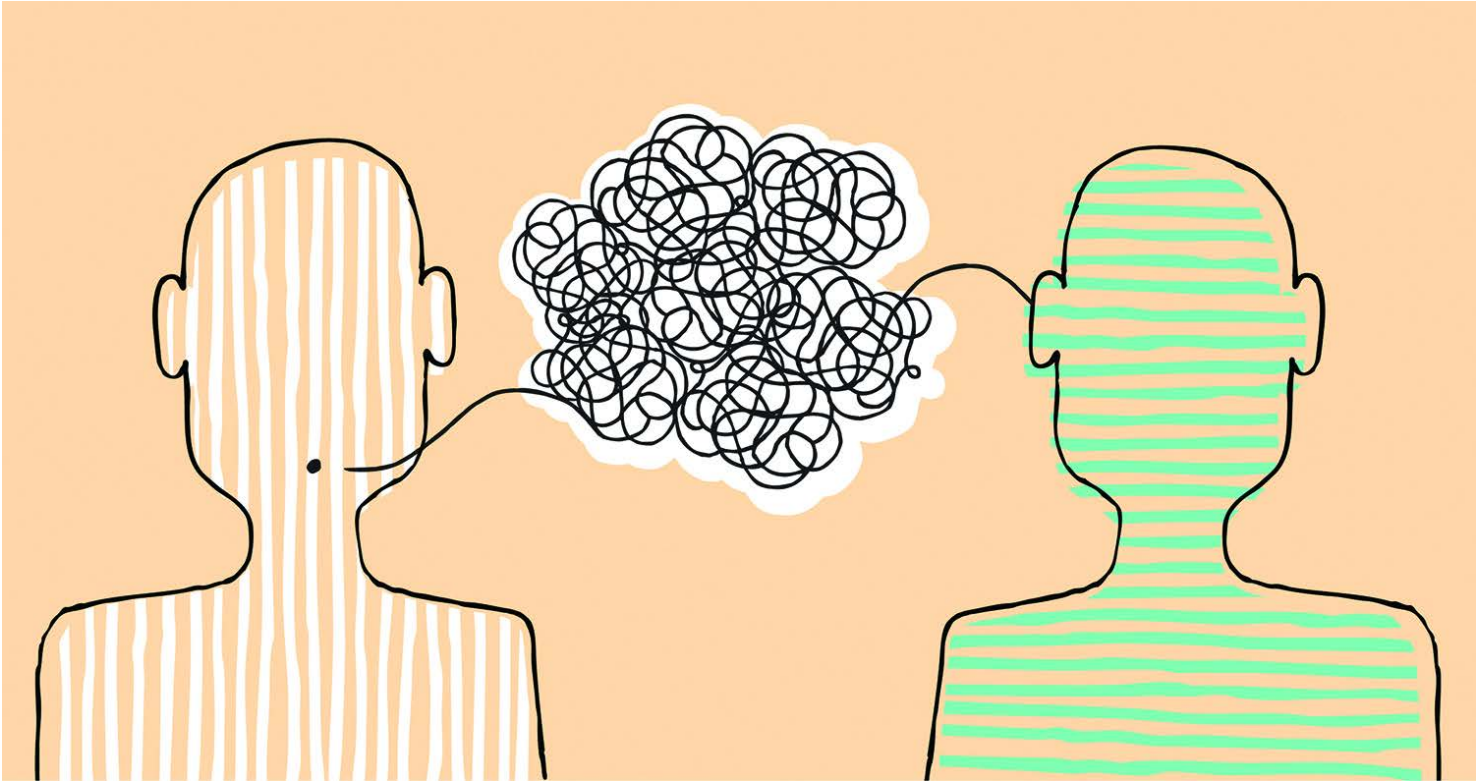
	Fall 2017 (as of August 25, 2017)
First Time Classified	207
Transfer	20
Returning	18
Continuing	345
Non-KCC Home Based	22
<b>Total</b>	<b>613</b>

Note: "International Enrollment" is a subset of the "Overall Enrollment" table and is based on students classified with a visa type of "F1."



# Where we need to go

---



# Next Steps

**Bring in  
Academic  
Affairs**

**Campus  
Buy In**

**Keep it  
Simple**

*Three simple steps.*

A close-up photograph of a hand holding a black smartphone. The background is a blurred red and white striped pattern. The text "Together we can create the change." is overlaid on the image in a bold, sans-serif font. The word "Together" is orange, "we can" is white, "create the" is white, and "change." is orange.

**Together** we can  
create the **change.**