HAWAI‘I GRADUATION INITIATIVE

SHEEO Annual Meeting
July 8, 2014
David Lassner, President
University of Hawai‘i System
State’s Single Public Higher Education System

- Headcount enrollment: approx. 60,000
  - 1 research/doctoral campus
  - 2 baccalaureate campuses
  - 7 community colleges

- Education centers throughout the islands

- Primarily commuter campuses

- No majority ethnic/racial group

- Every campus is Native Hawaiian-serving
“55% of Hawai‘i’s working age adults to have a 2- or 4-year college degree by the year 2025.”

Source: NCHEMS & U.S. Census Bureau, American Community Survey, 1-year estimates, 2006 to 2012
UH will need a 6% annual growth in Associate and Bachelor’s degrees to reach the goal.
Encourage students to enroll in 15 credits per semester to graduate on time
Analysis of <15 and ≥15 Credits

Students who took ≥15 credits tended to be more prepared and have better academic success.

More importantly, at all but the lowest levels of academic preparation, students who took ≥15 credits generally had more academic success.

This held for Pell and URM students.
Credits Attempted

UH Mānoa First-Time Freshmen, Fall 2009 to 2011

- <12 credits (1.9%)
- 12–14 credits (61.0%)
- ≥15 credits (37.1%)

Total credits attempted: 1,400
Credits Attempted

UH Community Colleges
First-Time Freshmen Fall 2009 to 2011

- <12 credits (39.1%)
- 12–14 credits (53.6%)
- ≥15 credits (7.3%)
Communications Strategy
Engaging External Audiences

• Developed a branding theme for consistency in communications
• Created key messages by audience group
• Developed a media strategy—paid and earned
• Developed collateral material, website
• Enlisted partners to help spread the word
Communications Strategy
Engaging Internal Audiences

‣ Encouraged buy-in of advisors and other internal stakeholders through presentations of data analysis

‣ Developed informational handouts and videos

‣ Incorporated the 15 to Finish message at New Student Orientations
Systemwide Credits Attempted
Classified Undergraduates

Fall Semester

2009 2010 2011 2012 2013

12–14 Credits
19,098 19,975 19,780 19,009 18,329
-3.9% -3.6%

1–11 Credits
14,186 15,190 16,011 15,956 15,071
-0.3% -5.5%

≥15 Credits
9,038 9,244 9,326 10,699 11,252
+14.7% +5.2%
Institutionalize “15” as the New Norm

- Revise definition of class standing
- Modify scholarship requirements
- Continue to establish partnerships, e.g., UH Bookstore promotion
- Implement 2- and 4-year academic maps
Complementary Strategies
In 2010, created campus scorecards identifying measures that improve graduation rates based on academic literature and updated annually.
Campus Strategies

- Campuses reduced credit requirements for a bachelor’s degree to 120
- Developed academic maps
- Created block and cohort scheduling
- Promoted English and math in the first year
- Improved course scheduling and availability (waitlist, monitor gateway courses, track failed registration attempts, etc.)
Campus Strategies Con’t

- Undergraduate research opportunities
- Outreach to non-returning students
- Veteran’s Taskforce
- Prior learning assessment
- Multiple remedial/developmental education strategies
- Supplemental instruction and course redesign
Campus Strategies Con’t

- Financial aid centralization for CCs
- Reduced summer tuition
- Provided targeted scholarships
- Federal Workstudy Pilot Project (Mānoa)
- Project Wai‘ale‘ale (Kaua‘i) and Paipai o Ko‘olau (Windward)
- Agree to Degree
Systemwide Automatic Admission

- Started in Spring 2010 for Fall 2010 admission
- Initially offered to AA students and expanded to include articulated programs
- Application fee waived and offer/acceptance all done electronically
- Participation increased by 138% since 2010
- In Spring 2014, 774 students took advantage of the program
Systemwide Reverse Credit Transfer

- Piloted in Spring 2013 with one campus and identified 300 eligible students
- Expanded to all seven community colleges in Fall 2013 and identified 600 students
- No cost to the student (all done electronically and student only pays a fee if they would like a diploma)
- To date, over 1,000 Reverse Credit Transfer degrees have been awarded
Graduation Pathway System (GPS)

- My Academic Planner (MAP) – intuitive, online academic map that continually recalculates and provides the students with their optimal path to completion

- Academic Pathway Velocity (APV) – measurement of academic program efficiency

- Communication campaign focused on completion – 15 to Finish
Philanthropic Support

Financial and intellectual support make these initiatives a reality.