



15^{to}
FINISH™

A University of Hawai'i Success Story

What Matters for Student Success

- ▶ Preparation: completing any remedial need immediately upon entry
- ▶ Credit Momentum: taking and completing a full-time credit load in 1st semester
- ▶ Early Academic Success: high credit completion ratio and grade point average in first semester
- ▶ Gatekeeper Courses: completing college level English and math within 1st academic year

What Matters to the Institution

- ▶ Improving Retention: students return in subsequent spring and fall semesters
- ▶ Reducing Stop-Out: keeping students continuously enrolled
- ▶ Excess Credits: reducing credits accumulated beyond the 120 needed for graduation
- ▶ Improving 4-year and 6-year graduation rates

Messaging Needed

- ▶ To change the institutional culture around full-time enrollment: 15 credits, not 12 credits
- ▶ To challenge the perception that students can't handle the extra credit load
- ▶ To promote on-time graduation to students:
 - ▶ Save money; reduce debt
 - ▶ Save time: get into the workforce / on with life faster

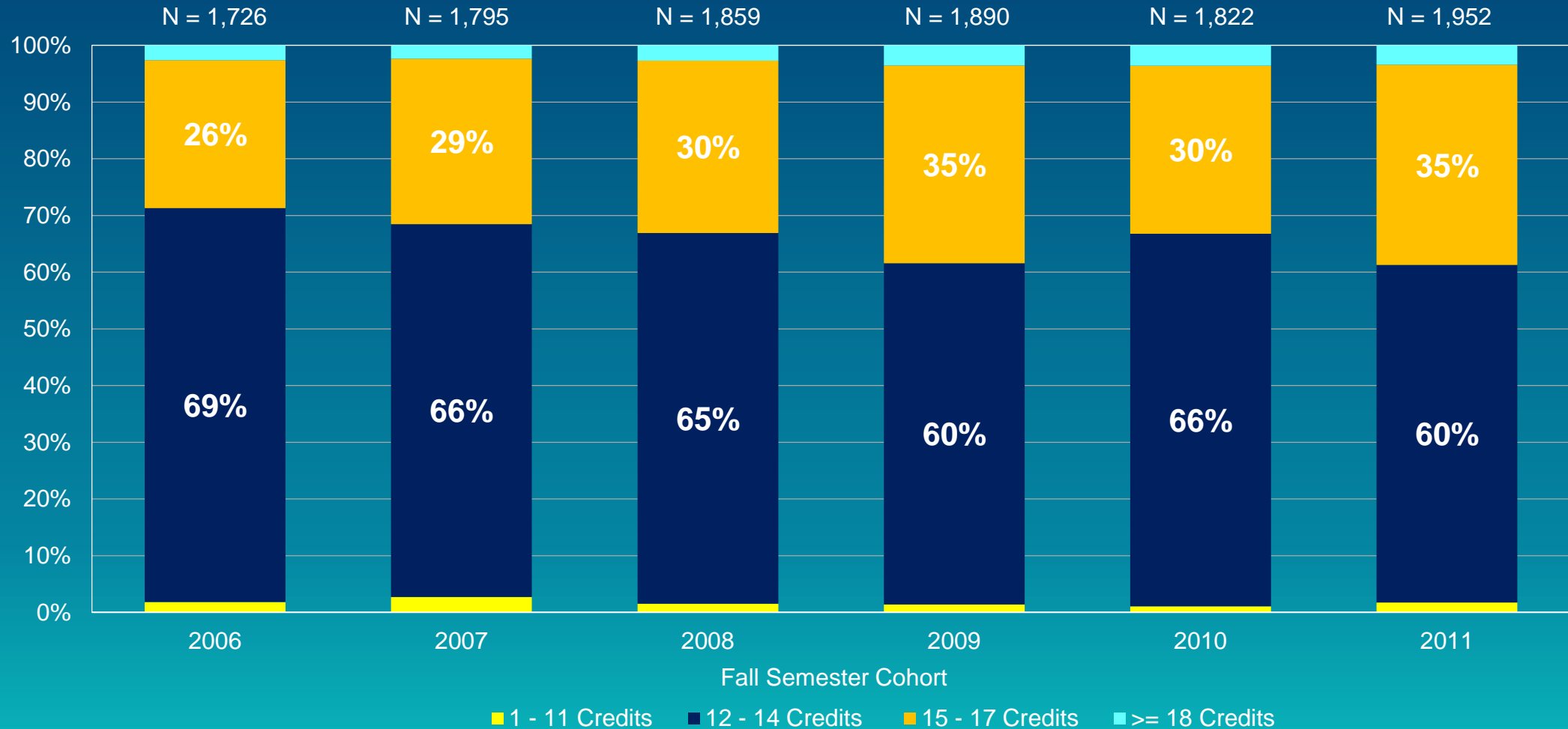
Analysis of Credit Taking Patterns

The majority of first-time freshmen took 12 to 14 credits

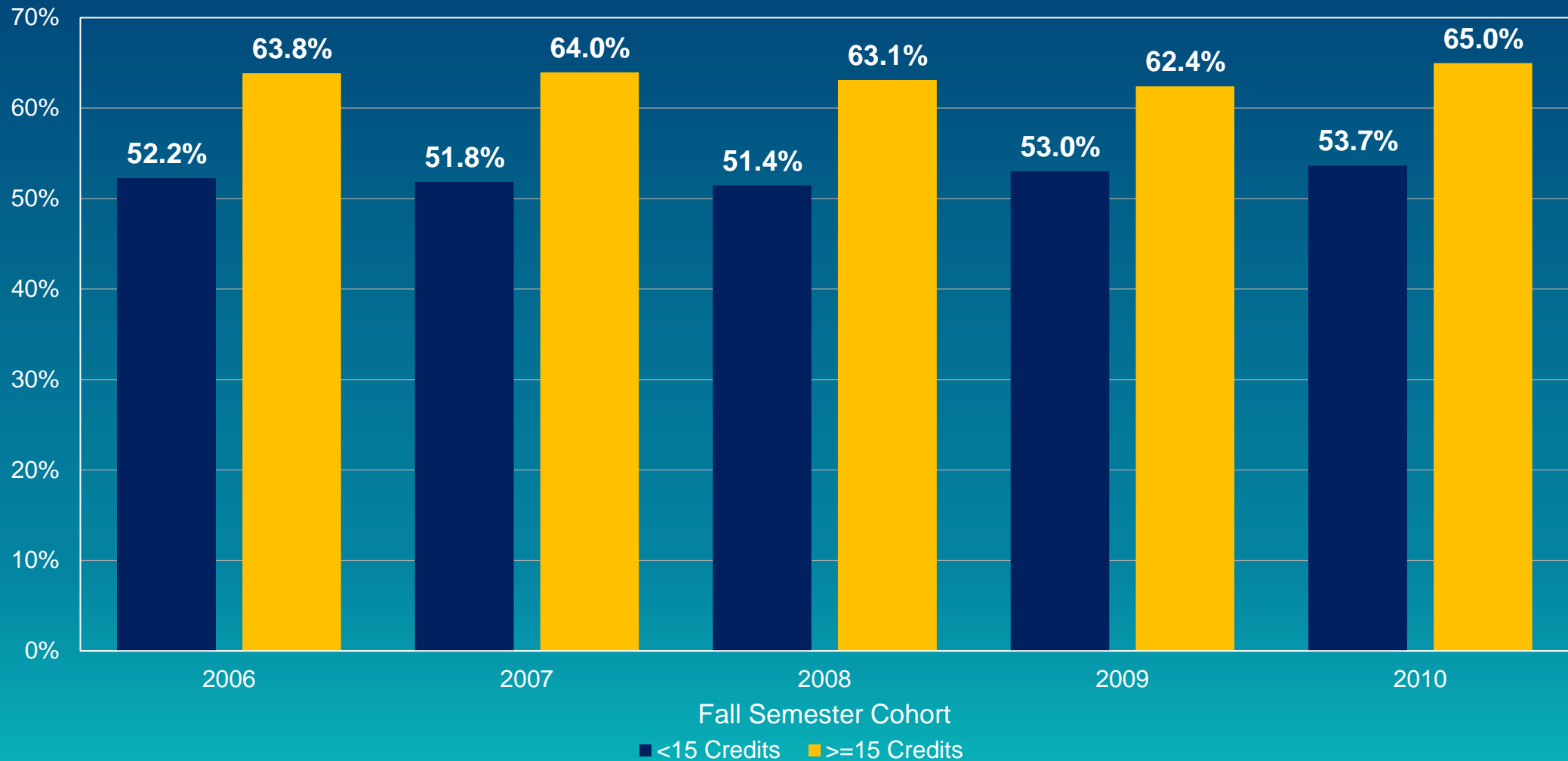
Students who took 15 or more credits tended to be better prepared and to have greater academic success

At all levels of academic preparation, students who took 15 or more credits had greater academic success overall (true for Pell and URM students as well)

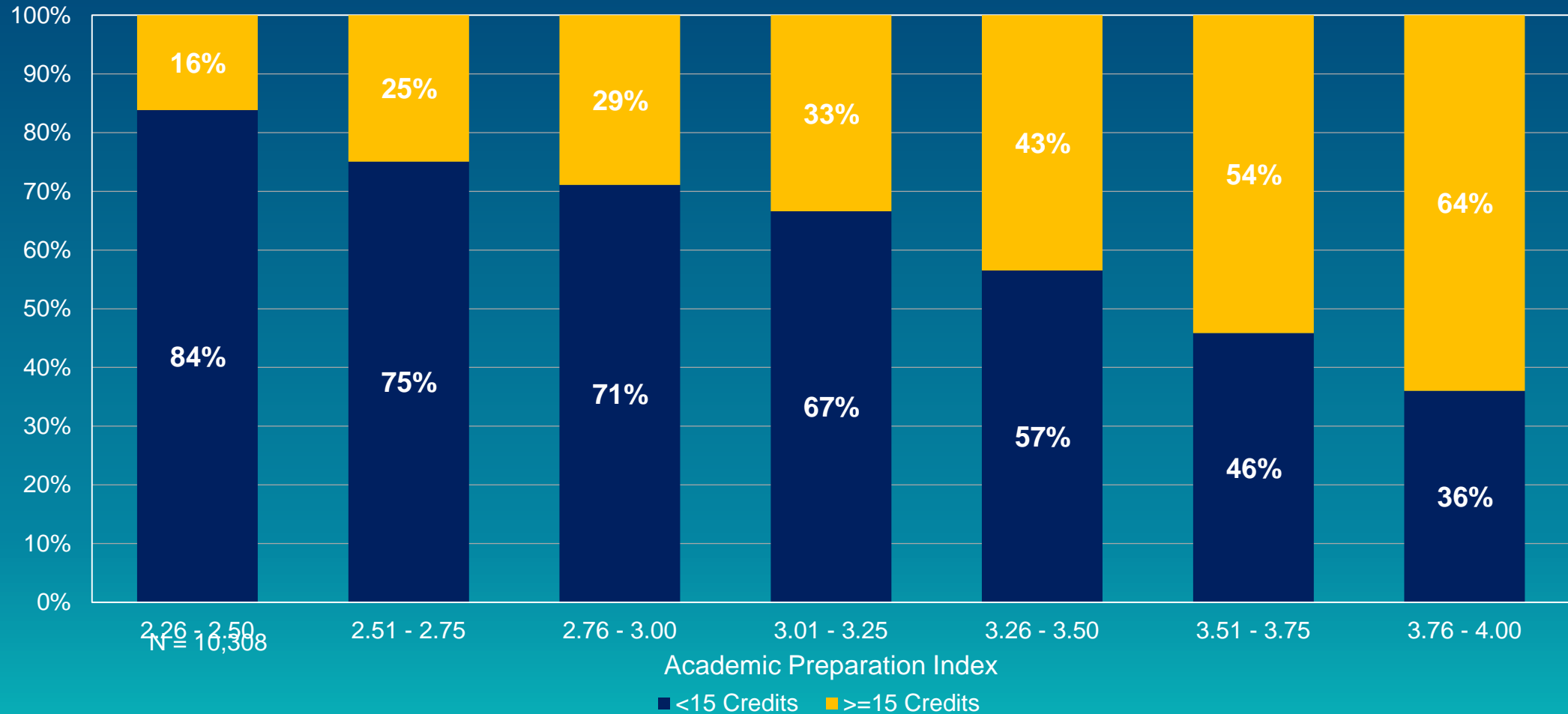
Percentage of First-Time Freshmen By Credits Taken in the Initial Fall Semester University of Hawai'i at Mānoa



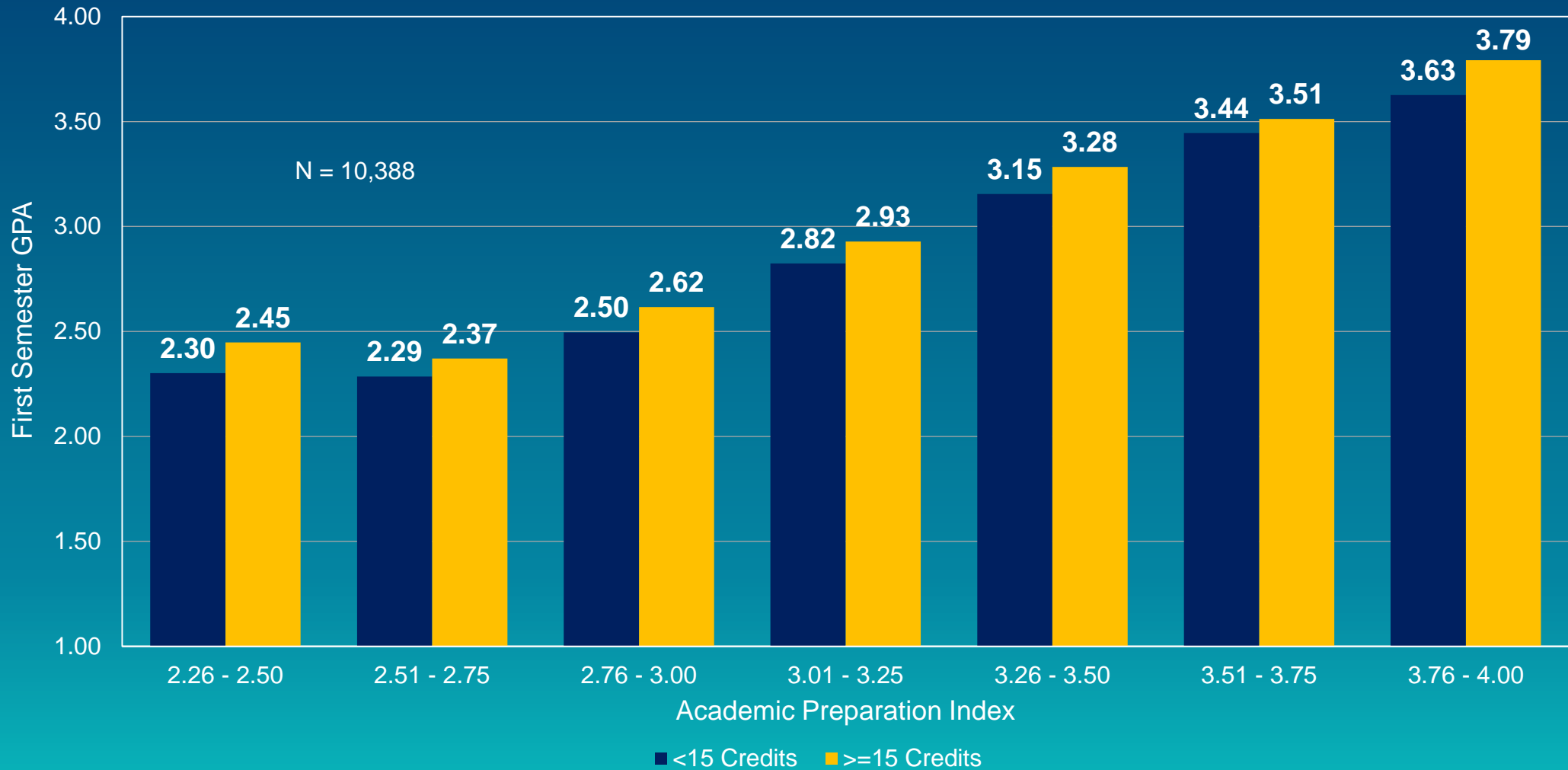
Six-Year Graduation Rate of First-Time Freshmen By 15 Credit Breakpoint in Initial Semester University of Hawai'i at Mānoa



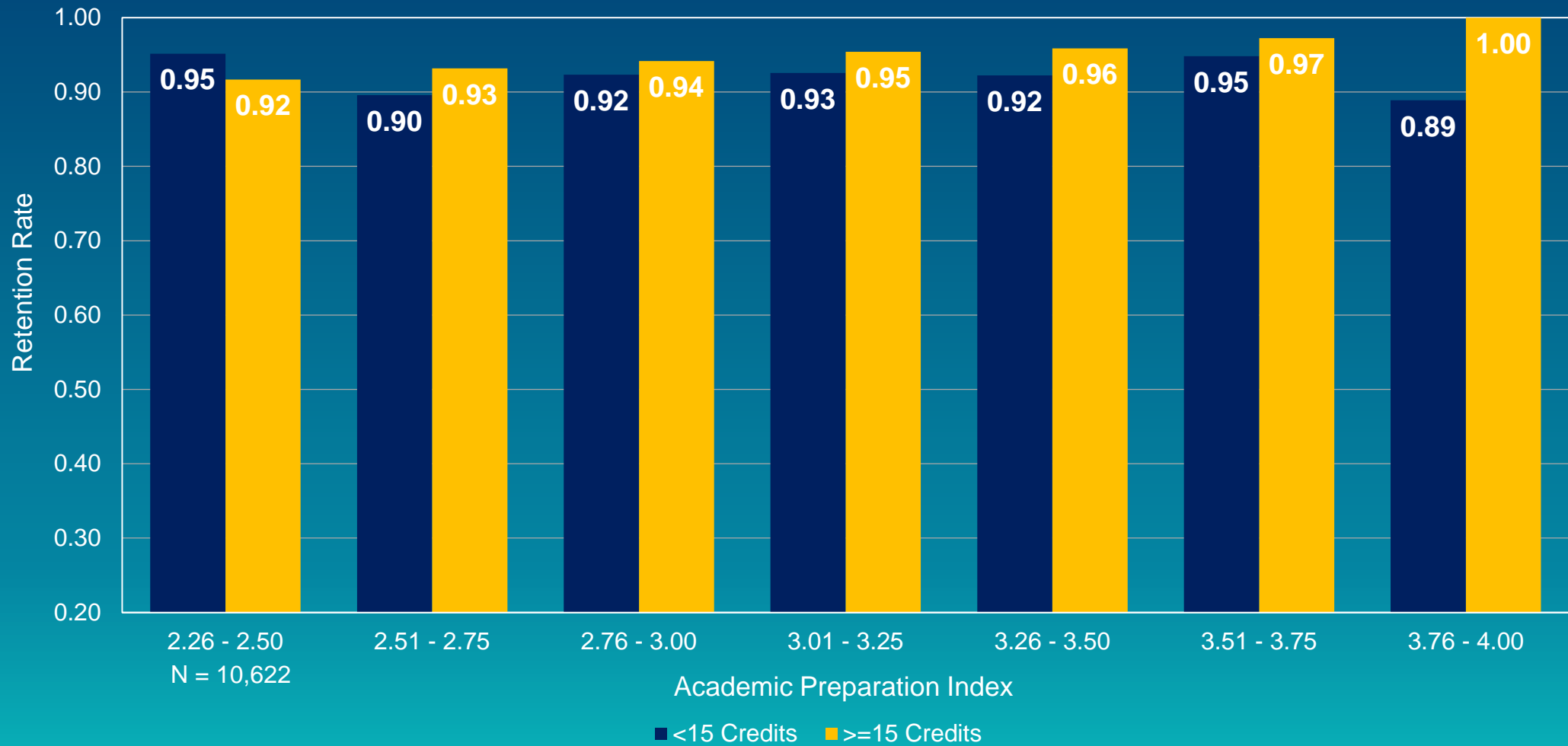
First-Time Freshmen by the 15 Credit Breakpoint In the Initial Fall Semester and by Academic Preparation Index Fall 2006 to Fall 2011 Cohorts - University of Hawai'i at Mānoa



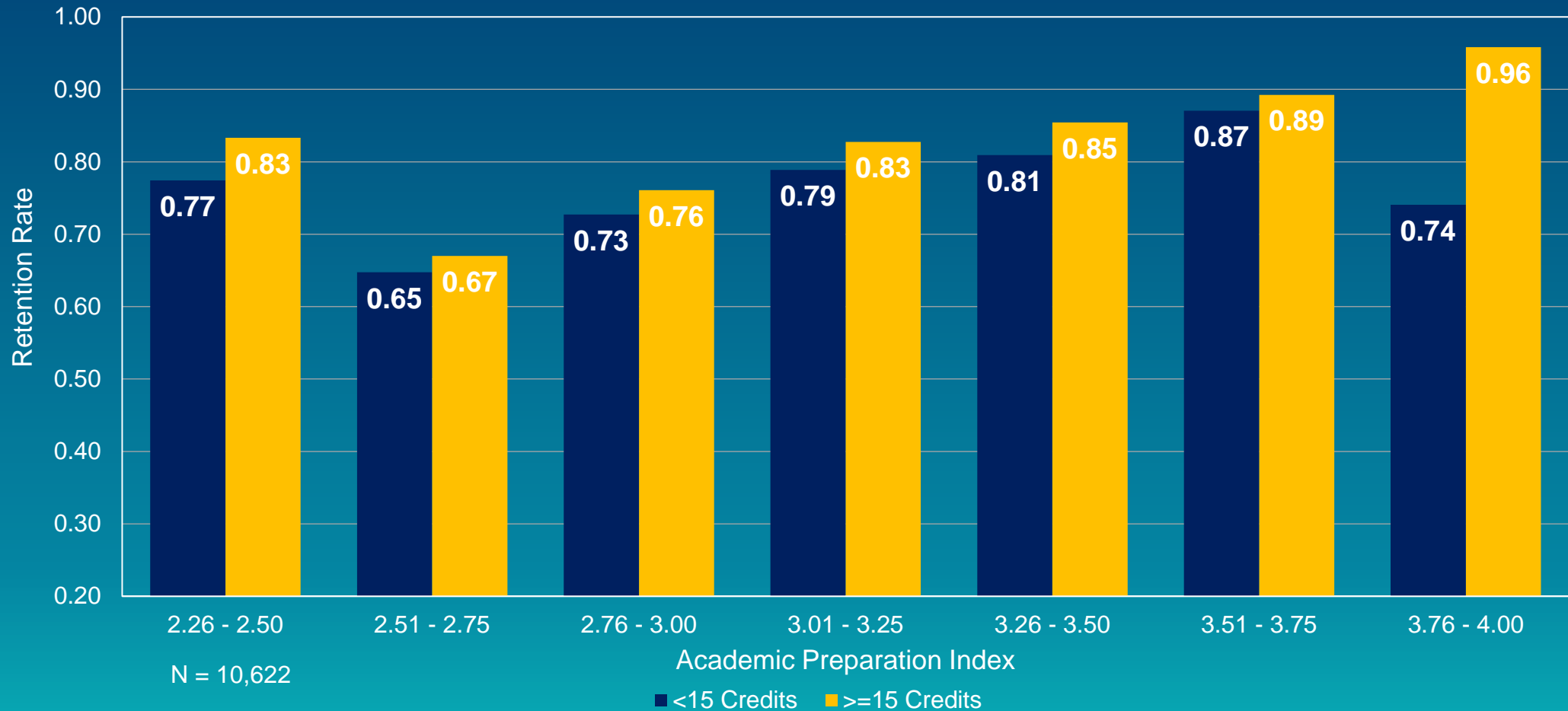
First Semester Grade Point Average First-Time Freshmen Fall 2006 to Fall 2011 Cohorts University of Hawai'i at Mānoa



First Fall to First Spring Retention First-Time Freshmen Fall 2006 to Fall 2011 Cohorts University of Hawai'i at Mānoa



First Fall to Second Fall Retention First-Time Freshmen Fall 2006 to Fall 2011 Cohorts University of Hawai'i at Mānoa



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

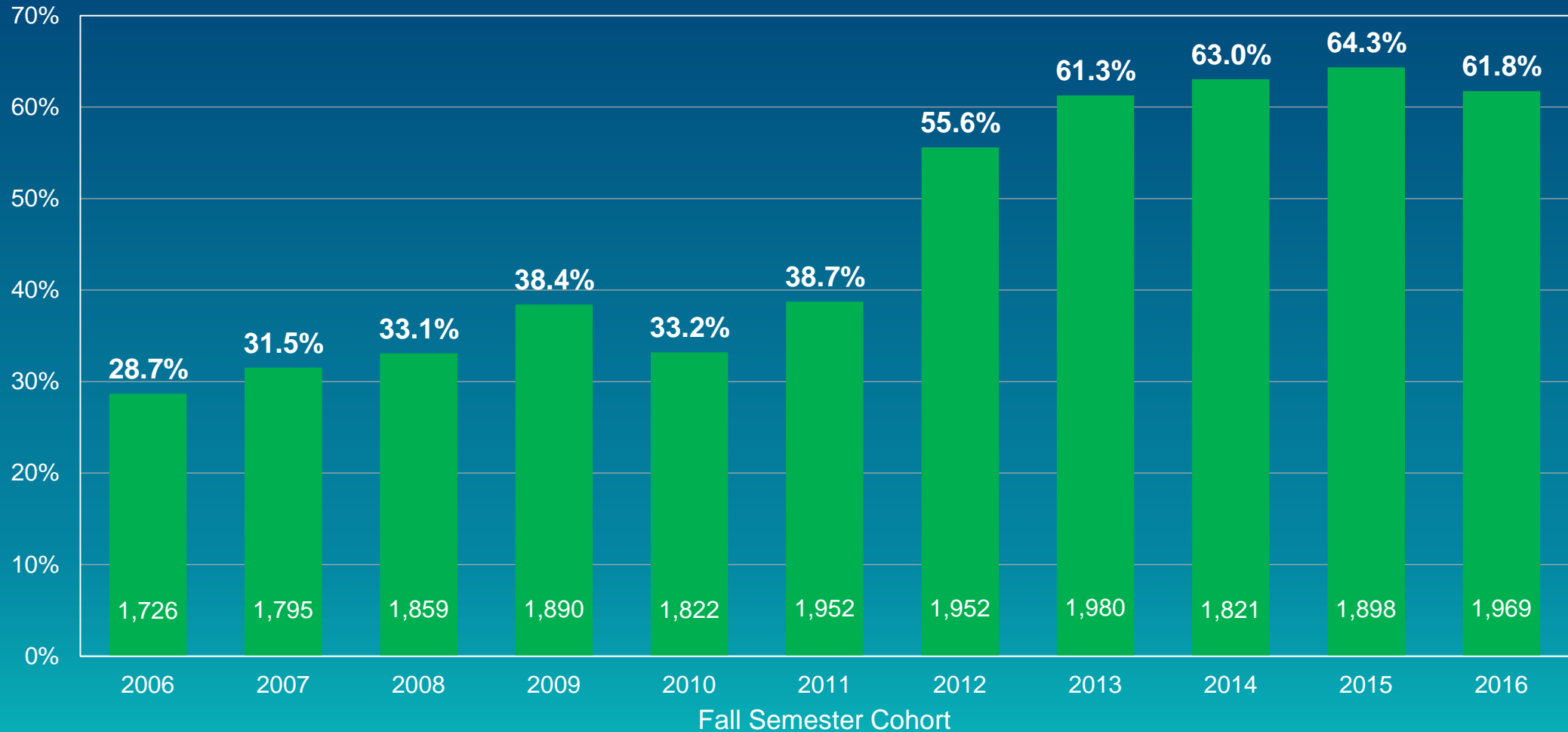


Communications Strategy: Engaging Internal Audiences

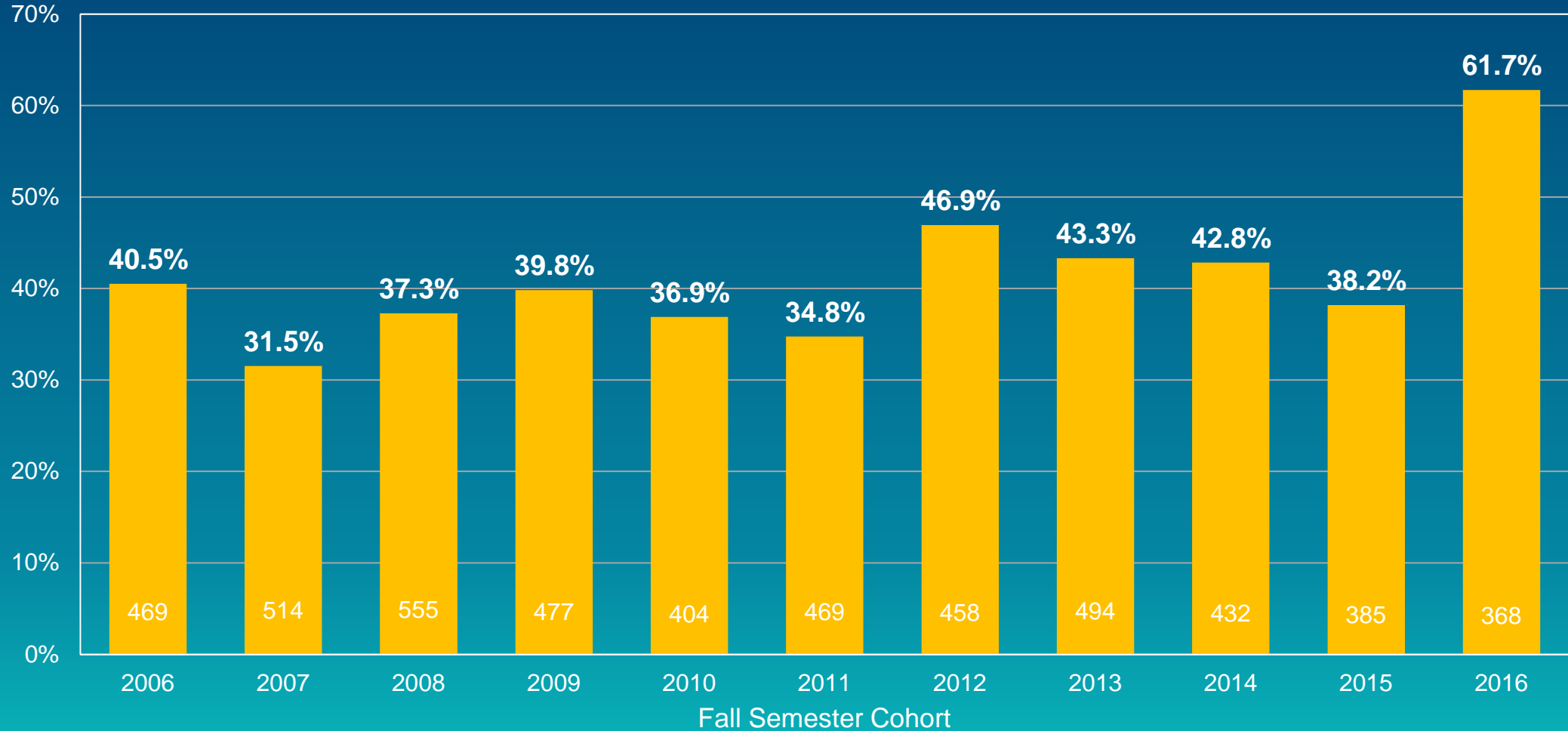
- ▶ Encouraged buy-in of advisors and other internal stakeholders through presentations of data analysis
- ▶ Developed informational handouts and videos
- ▶ Incorporated the 15 to Finish message at New Student Orientations



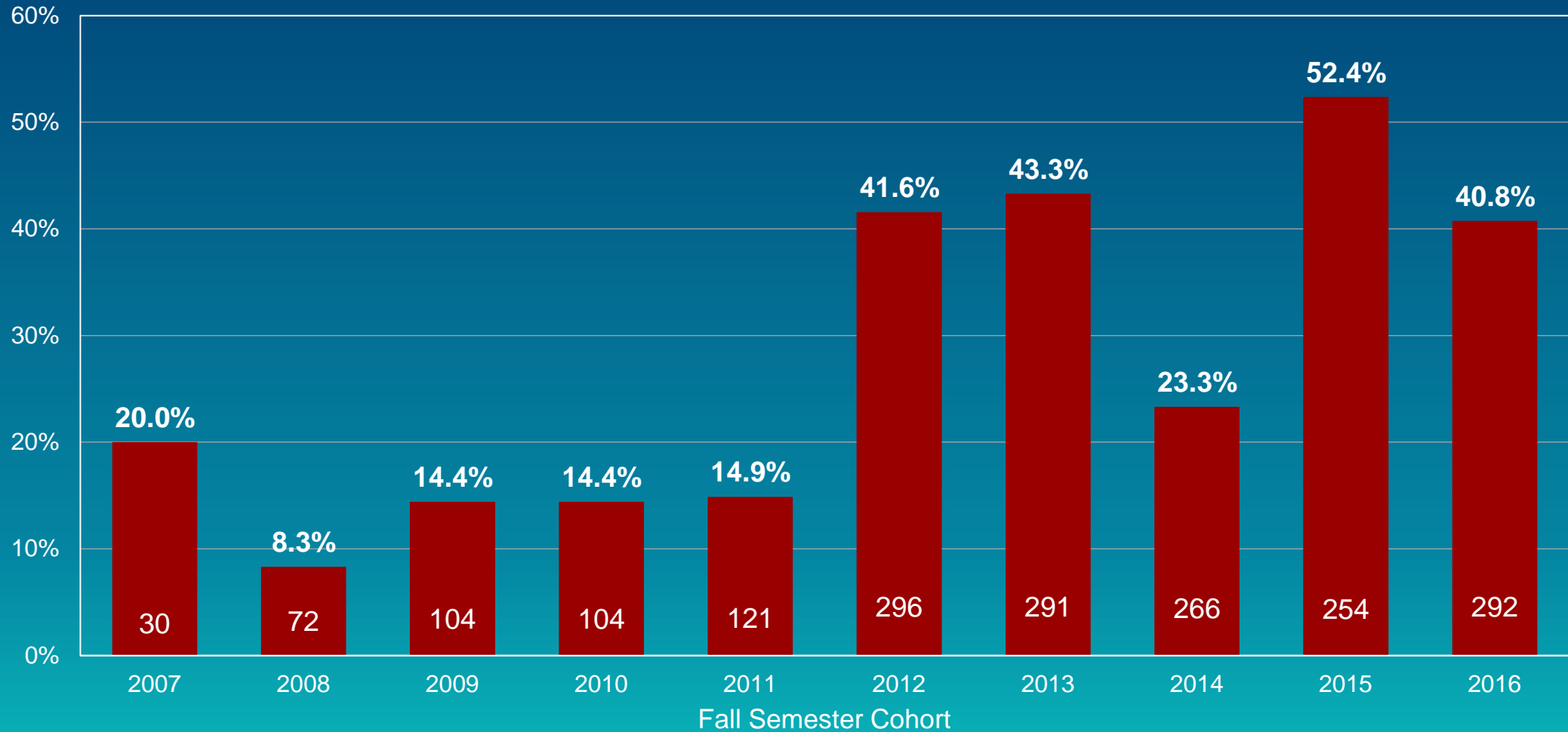
Percentage of First-Time Freshmen Taking 15 or More Credits in Initial Fall Semester University of Hawai'i at Mānoa



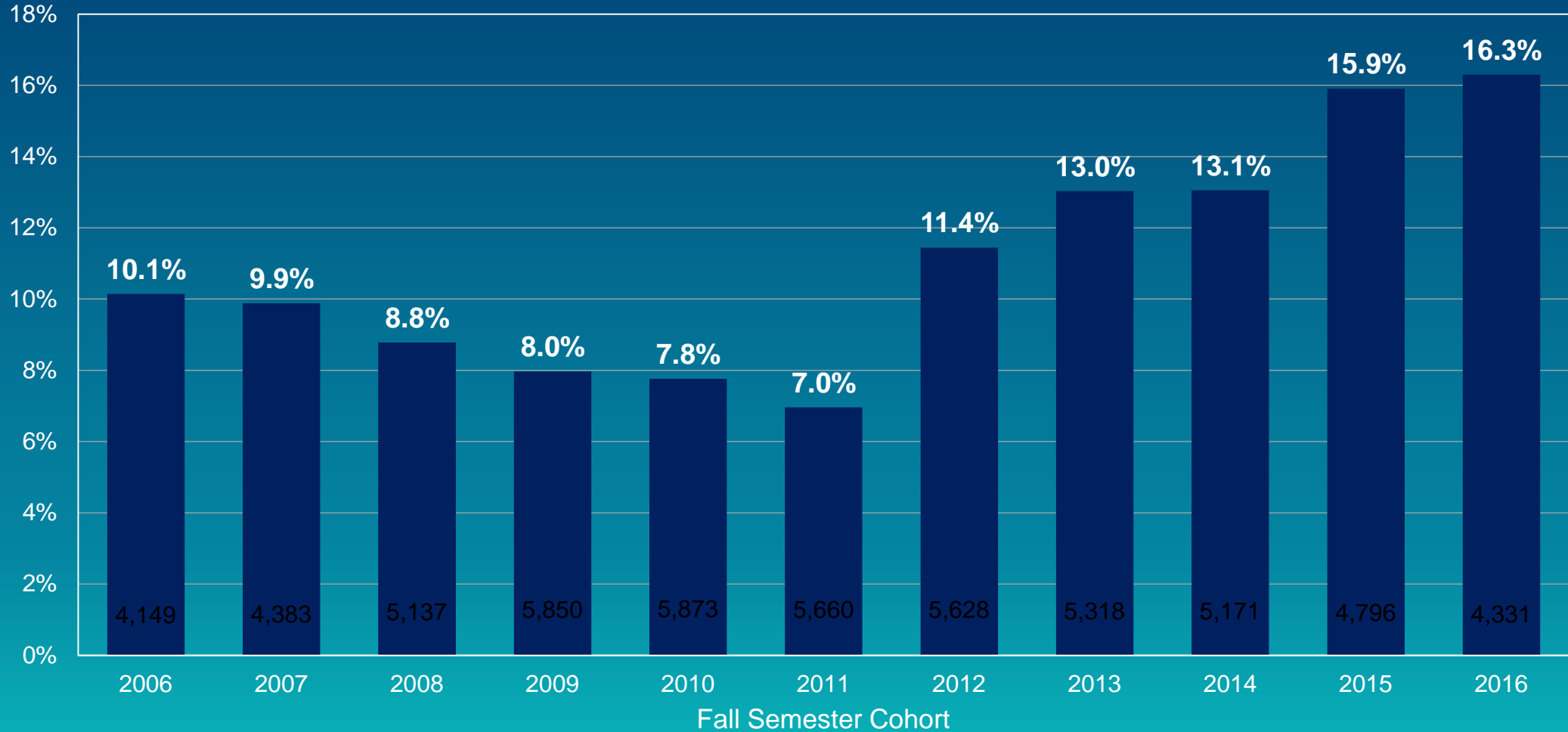
Percentage of First-Time Freshmen Taking 15 or More Credits in Initial Fall Semester University of Hawai'i at Hilo



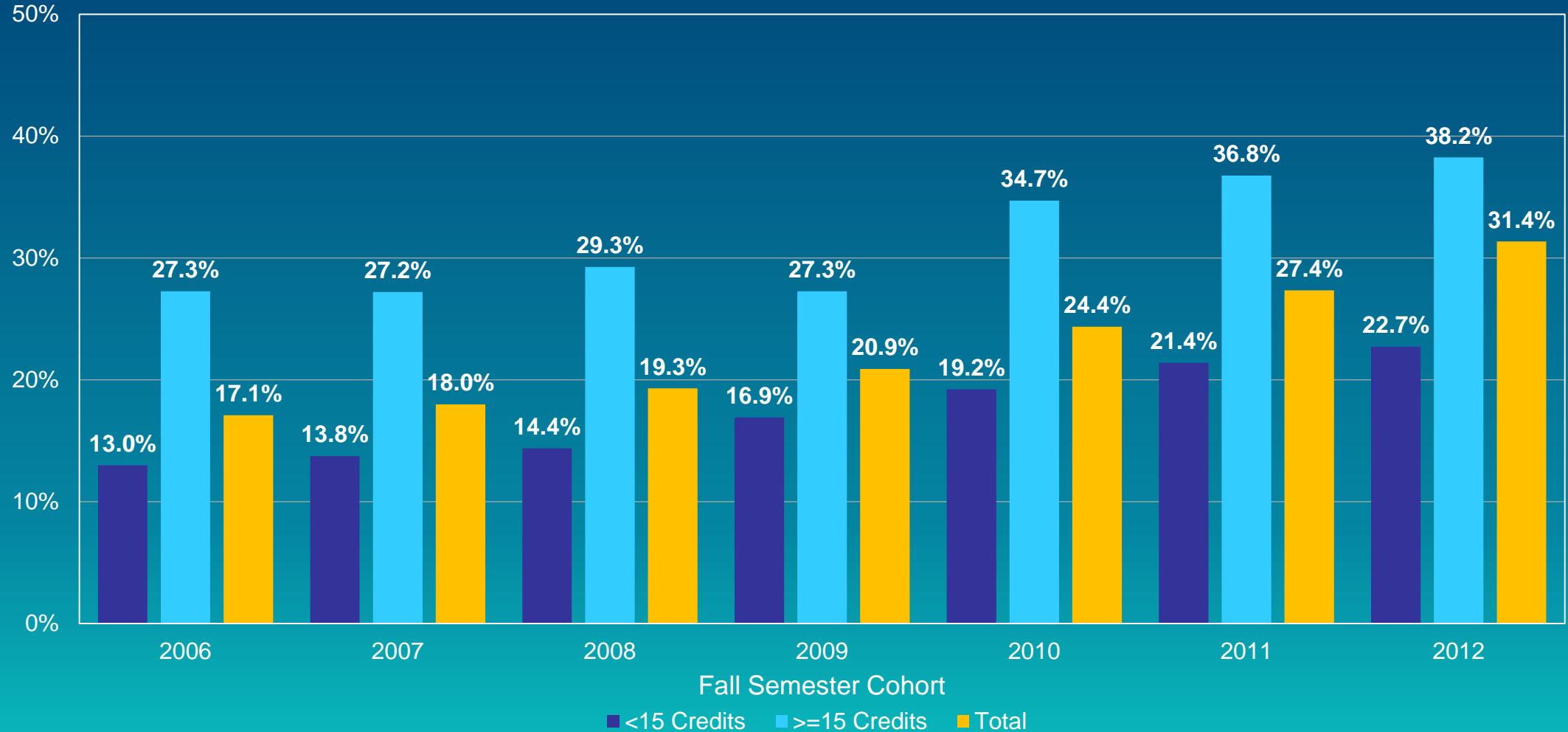
Percentage of First-Time Freshmen Taking 15 or More Credits in Initial Fall Semester University of Hawai'i at West O'ahu



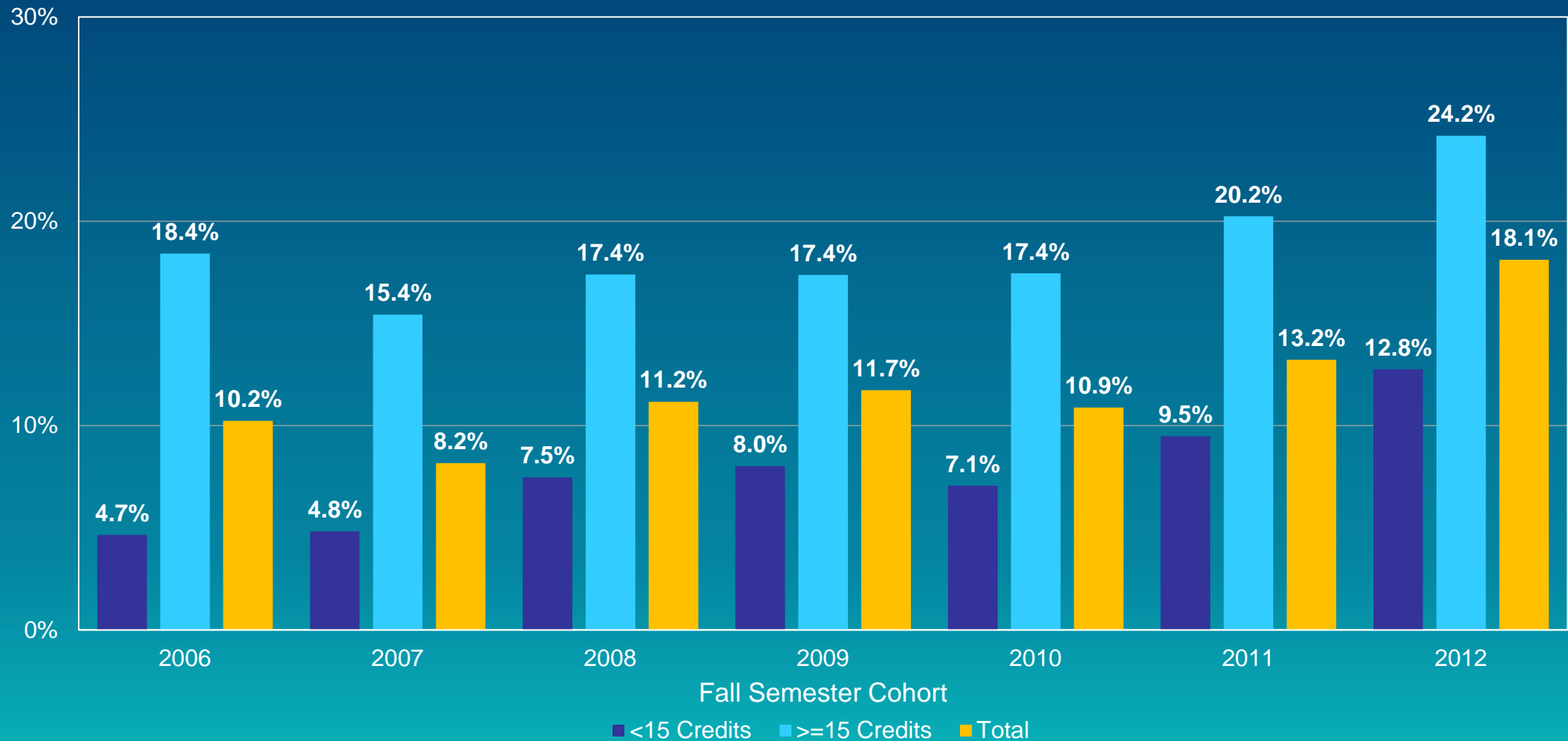
Percentage of First-Time Freshmen Taking 15 or More Credits in Initial Fall Semester University of Hawai'i Community Colleges



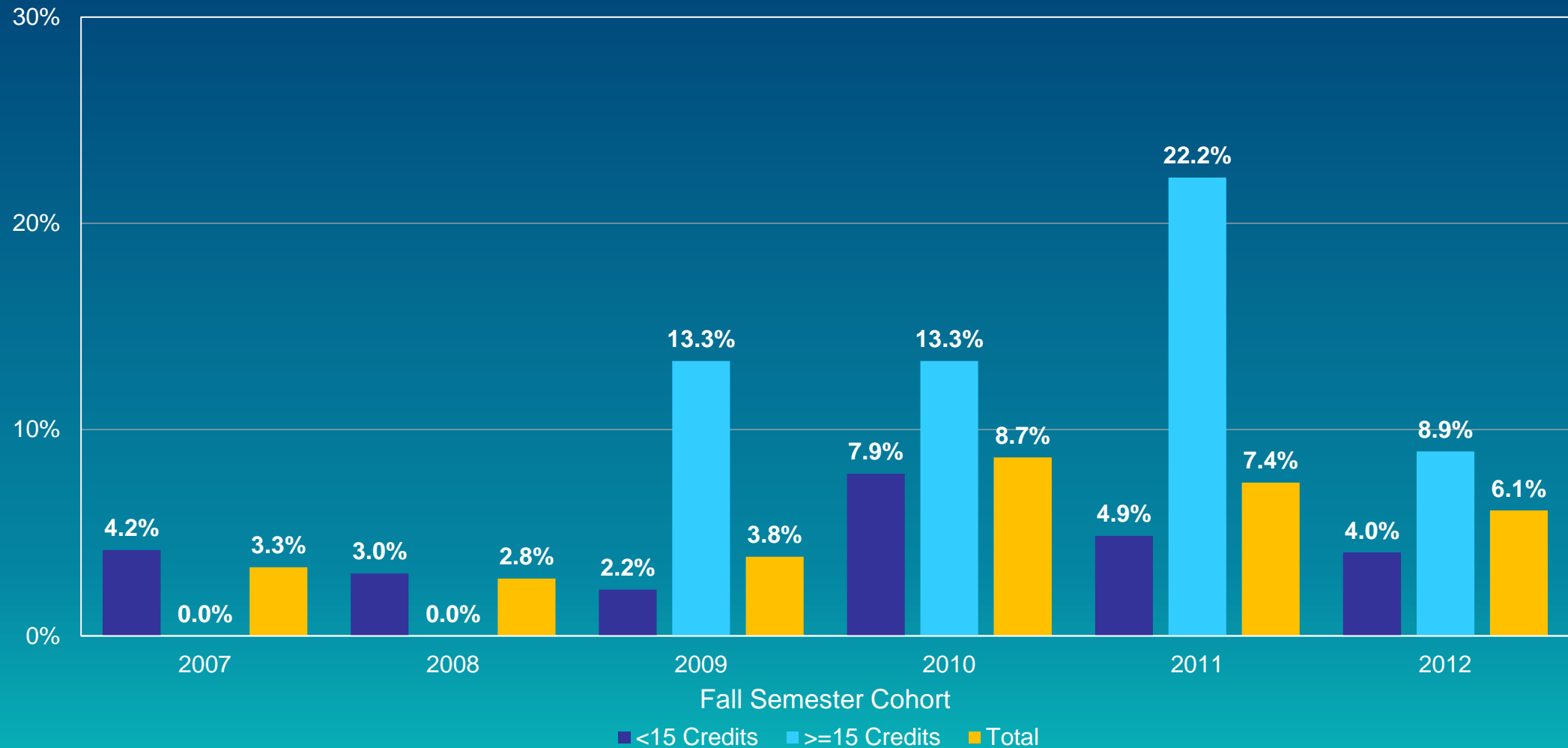
Four-Year Graduation Rate of First-Time Freshmen By 15 Credit Breakpoint in Initial Semester University of Hawai'i at Mānoa



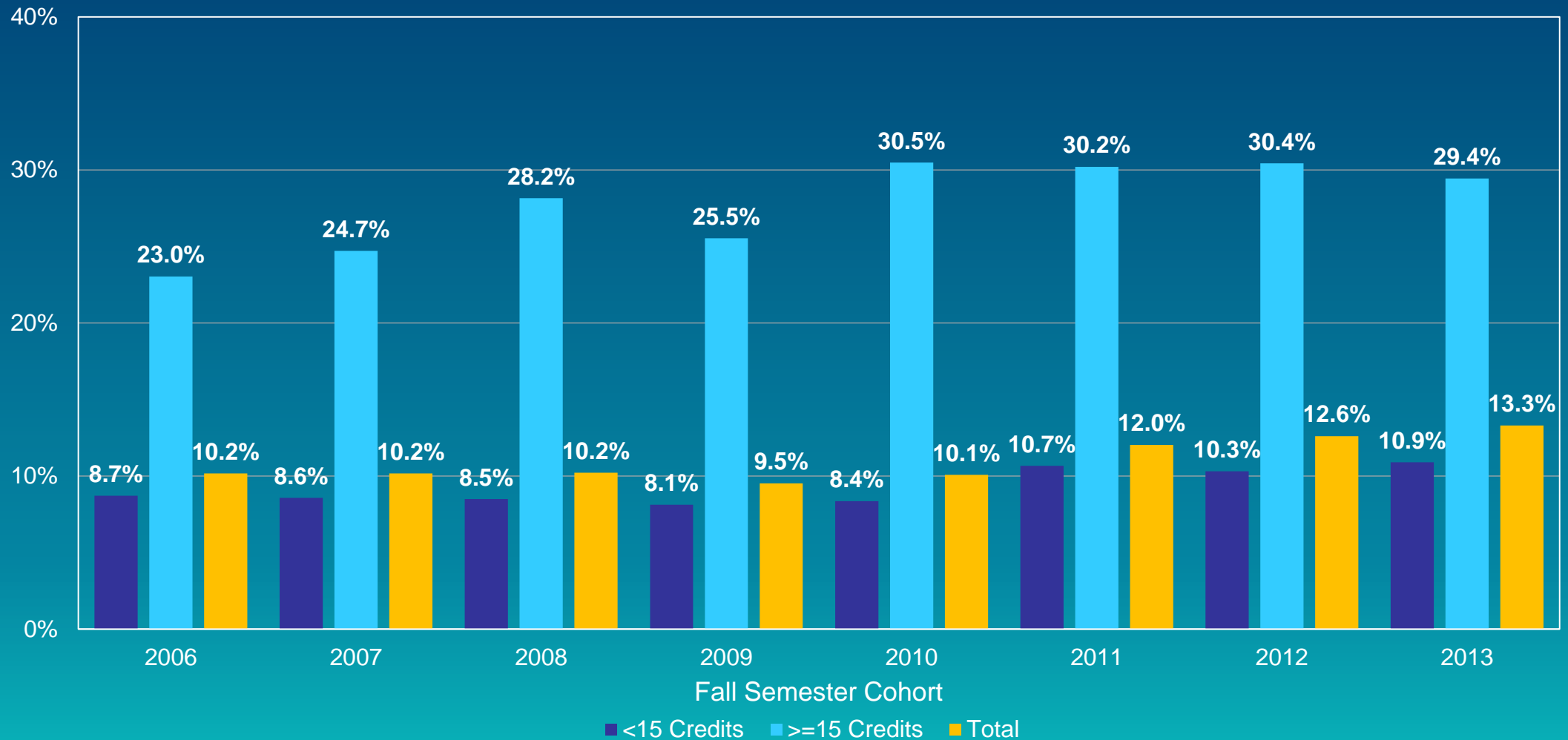
Four-Year Graduation Rate of First-Time Freshmen By 15 Credit Breakpoint in Initial Semester University of Hawai'i at Hilo



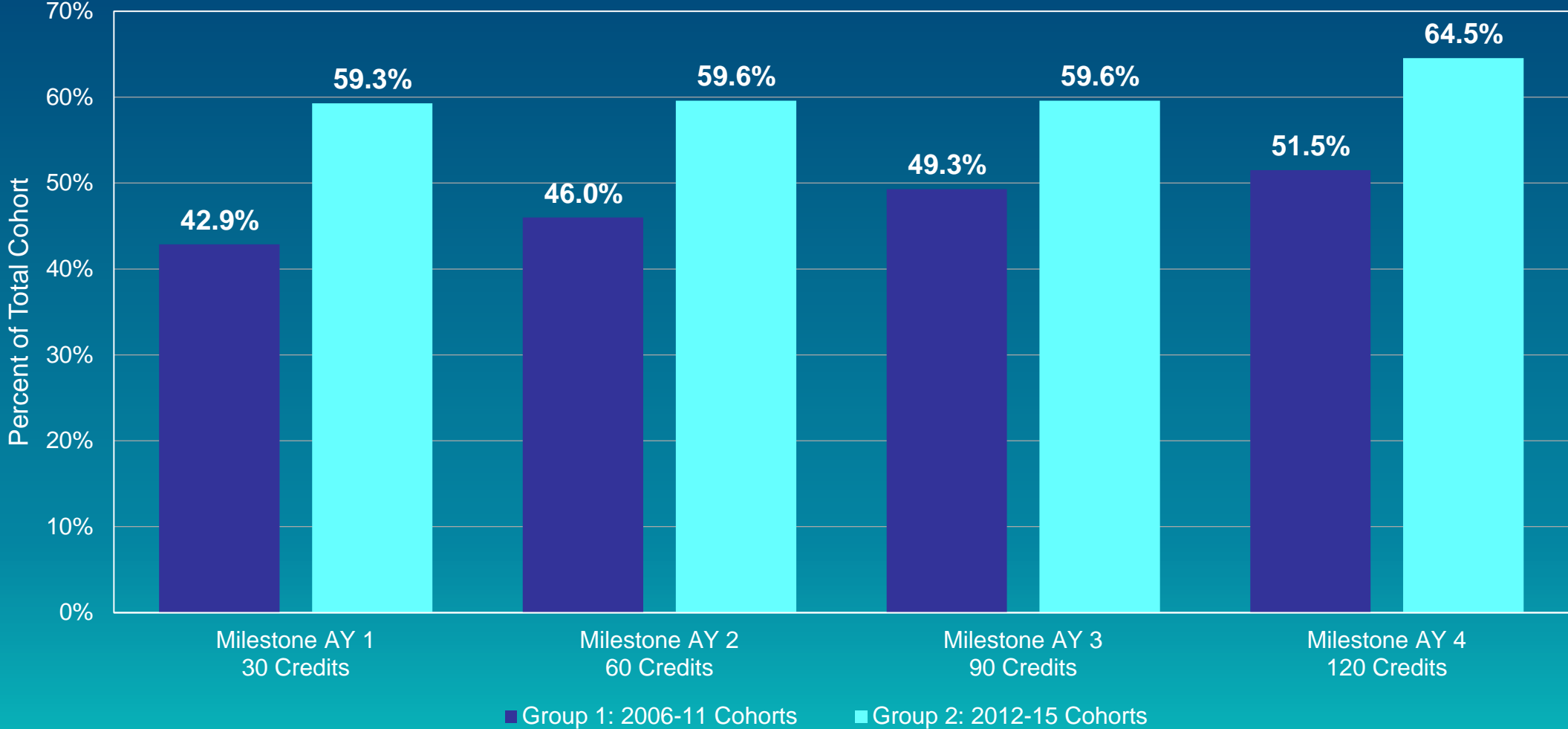
Four-Year Graduation Rate of First-Time Freshmen By 15 Credit Breakpoint in Initial Semester University of Hawai'i — West O'ahu



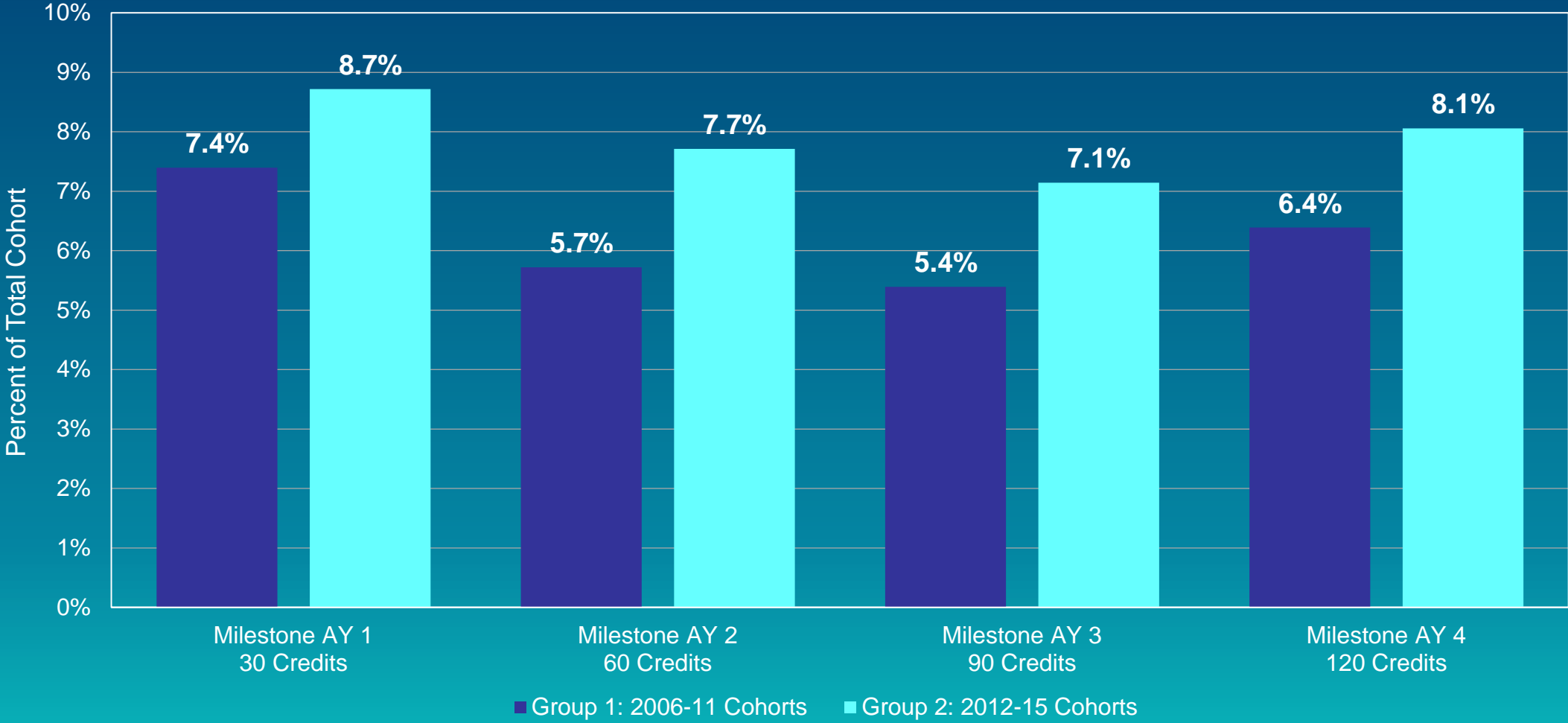
Completion with 150% of Normal Time First-Time Freshmen by the 15 Credit Breakpoint in Initial Semester University of Hawai'i Community Colleges



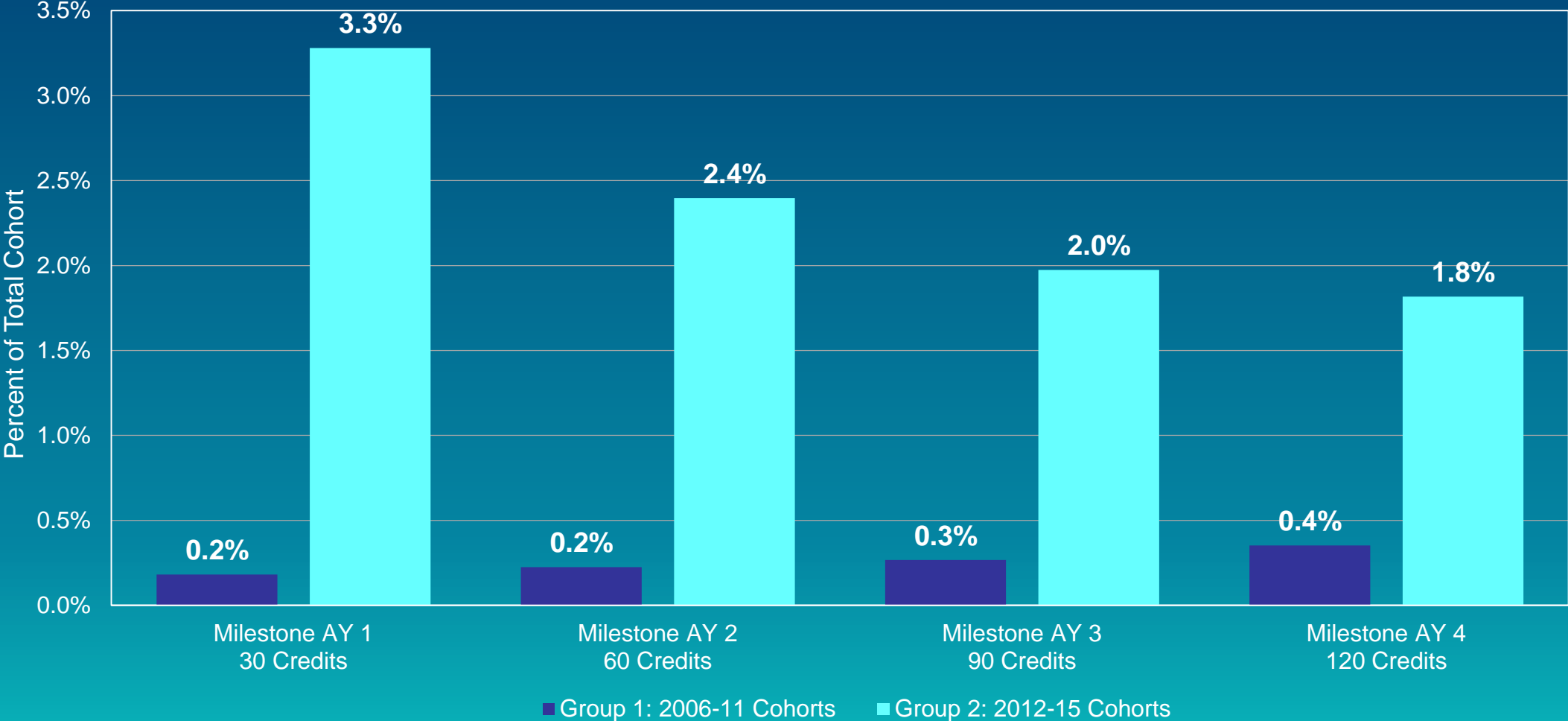
Milestone Achievement per Academic Year Grouped Fall Semester First-Time Freshmen Cohorts University of Hawai'i at Mānoa



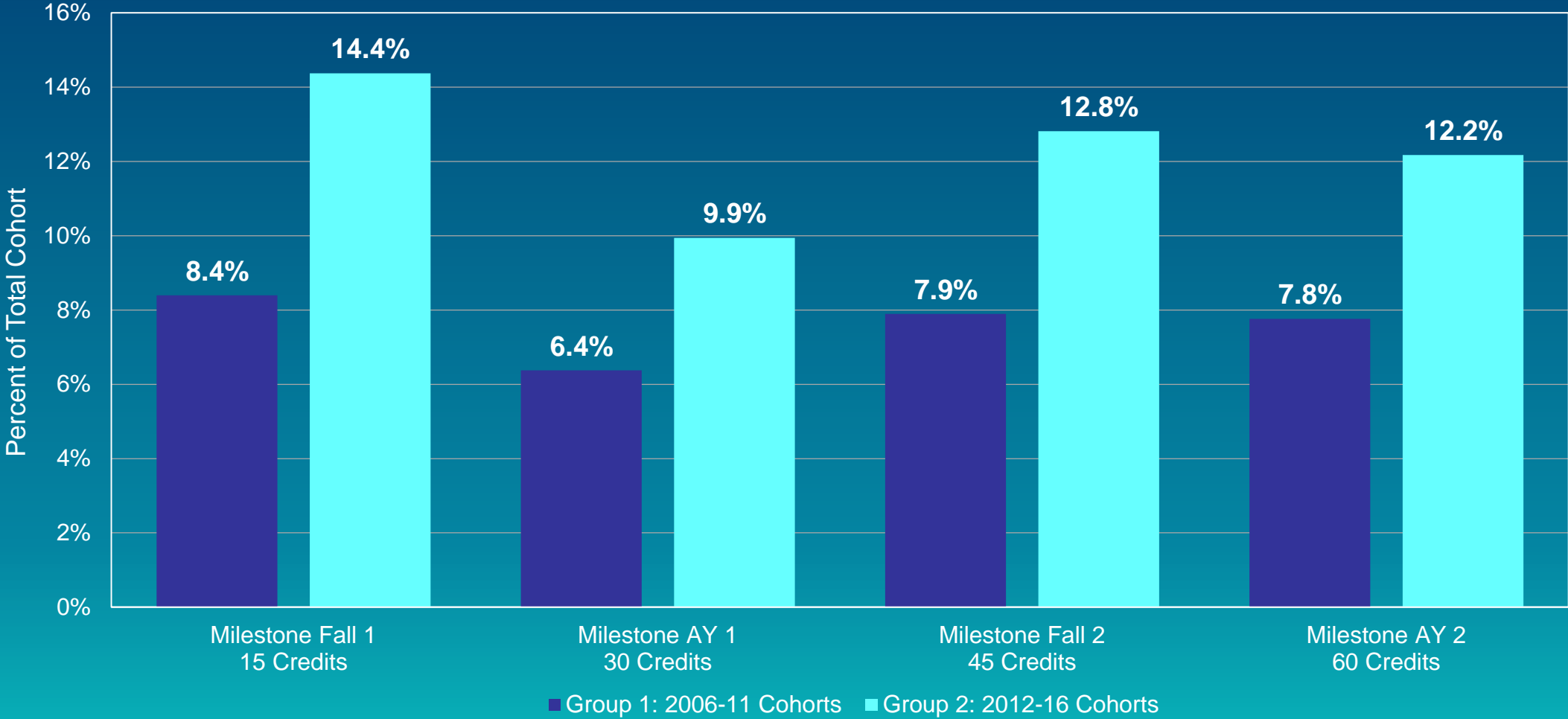
Milestone Achievement per Academic Year Grouped Fall Semester First-Time Freshmen Cohorts University of Hawai'i at Hilo



Milestone Achievement per Academic Year Grouped Fall Semester First-Time Freshmen Cohorts University of Hawai'i – West O'ahu



Milestone Achievement per Academic Year Grouped Fall Semester First-Time Freshmen Cohorts University of Hawai'i Community Colleges



Subsequent Steps:

Institutionalization of “15” as the new norm for full-time enrollment

- ▶ Revised definition of class standing
- ▶ Modified scholarship requirements
- ▶ Continued partnerships, e.g., bookstore promotion
- ▶ Implementation of 2-year and 4-year academic maps



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- www.15tofinish.com
- www.hawaii.edu/hawaiigradinitiative
- <http://completecollege.org/the-game-changers>



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Mahalo!

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