Committee on Enrollment Planning  
June 23, 2010  
Meeting Notes

Members Present: Francisco Hernandez, Susan Hippensteele, Krystyna Aune, Amy Agbayani, Kahunawai Wright, Jodi Kuba, Joel Weaver, Lei Wakayama, Peter Garrod, Ron Cambra, Myrtle Yamada

Updates:

• Progress is occurring in the development of a Mānoa requested application form with self-reported information. The other four-year campuses have agreed to use the same form as Mānoa. The target date for going “live” with the new application form is September 1.

• Hernandez and Yang met with the academic deans to request assistance with recruitment efforts (phone calls to potential applicants). VCS will be providing call lists with student profiles for each dean in October/November to call for recruiting purposes; a second call list will be provided in January/February consisting of students who have been admitted but who have not committed to come to Mānoa. Financial Aid and Housing will have staff available to answer questions. Deans were encouraged to attend and use high school ceremonies to present scholarships to incoming students and admission certificates. Deans were also asked to design and participate in campus tours for accepted students in March and April.

• EDUVENTURES discussion: The OVCS has been meeting with EDUVENTURES to discuss areas of future analysis. Four issues emerged as areas of focus: (1) What pricing strategy is optimal for Mānoa undergraduate tuition? (2) How can Mānoa grow enrollment against public two- and four-year competitors in Hawai‘i? (3) What is an appropriate level of WUE participation for Mānoa? and (4) What is the appropriate return to aid for public tuition increases? (See attached summary sheet.)

Proposed New Action Items:

Workgroup 2: Addressing differential rates of attainment across Hawai‘i’s population (Amy Agbayani and Kahunawai Wright)
Recommendation: Provide resources and support to Hawaiian, Filipino, and Pacific Island groups to (1) establish more student RIOs and (2) to inform their communities about Manoa activities via print media and radio announcements in Filipino newspapers, selected radio stations, etc.
  • Recommendation endorsed by CEP.
  • Hernandez will follow up regarding RIOs.
  • Hernandez and Dasenbrock will talk to Takeyama to get assistance of Mānoa Advancement Team with print and radio media.
Workgroup 5: International enrollment management (Joel Weaver)
Recommendation: Put Hawai‘i English Language Program (HELP) students into the Banner system to facilitate better tracking of student progress.
• The goal is to make Mānoa more attractive to international students. Insuring better tracking of students would facilitate advising and transitioning to appropriate programs.
• If students are “registered” via Outreach, they can be entered into Banner as “unclassified—Outreach only” students. This would insure that the students are restricted to HELP courses until they are transitioned into ELI and formal admittance.
• Weaver will follow up with Outreach (Wakayama).
• This issue is pointing to the need to have a broader discussion about who is a Mānoa student? When are students “officially” recognized as Mānoa students? Hernandez and Dasenbrock will follow up with this.

Update on Workgroup 3 Action Item: Institute a system policy so that all courses with the same alpha and same number are 100% articulated. (Susan Hippensteele)
• Hippensteele discussed this issue with the SEC. There are nine cross-campus disciplinary groups in existence working on insuring full articulation in the courses offered in that discipline. SEC Chair Rayner will bring the issue to the ACCFSC at their August meeting.

NEXT MEETING: July 28, 2010, 3:00–4:30 pm, Hawai‘i 309