Committee on Enrollment Planning  
Meeting Notes  
August 24, 2011

Present: Amy Agbayani, Krystyna Aune, Tom Bingham, Ron Cambra, Pat Cooper, Reed Dasenbrock, Michael Kaptik, Todd Sammons, Joel Weaver, Erin Wright, Alan Yang

**Report on Enrollment**
Alan informed the group that he is reporting on the end of the first cycle of the new self-reporting application forms. The new application form is more complex and asks applicants to fill in their GPA and courses in a self-reporting style. The Admissions staff ensure accuracy after the application is submitted. It was felt that the new form was more efficient because admission decisions were made two to four weeks (or less) faster than the previous method which could take four or more weeks. Quicker decisions helped both applicant and other Student Services offices such as Student Housing in getting prospective students ready for the semester. It seemed that more serious, committed students submitted applications.

As of today, Alan announced that the total applications was down about 4% compared to last year, however, acceptances with paid deposits were up 8.9%. The specific numbers provided by Alan are:
- total applications are down 3.9% or 470 less
- acceptances with tuition deposit are up 8.9% (398 more)
- refusals (denied admission) are down 24.4% (739 less)
- accepted students are 48% traditional freshmen and 52% transfer students. Last year, the numbers were 49% and 51% respectively.

It was felt that the transfer ratio will increase in the future and that we will be even more dependent on WUE agreement as non-resident tuition goes up.

Tom asked if the deans making calls to prospective students and parents made a difference. Alan felt it did and informed the group that the deans will be asked to make calls in January so parents and students may be encouraged to participate in the Mānoa Experience activities. Reed shared the a parent’s positive feedback on meeting a dean in person after having received a call from that dean earlier. Reed asked if Alan needed information from the deans for the next round, but Alan said he would like to attend a future deans’ meeting to encourage continued participation in this recruitment effort. It was mentioned that we should look into whether going to new places for recruitment, i.e., Denver, was fruitful or not.

**WASC Letter**
Reed mentioned that a lot of CEP’s work was the reason for UHM's positive review. It was pointed out that on page 2, our low graduation numbers were mentioned. On page 3, it states that an interim report is due on March 1, 2015, and we are asked to report on
substantial achievements by then. Reed asked the group to think about how CEP might re-conceptualize the work we are doing given that we have three and a half years to meet the goals expressed in the letter. Some ideas brought forward were: delve into the leavers survey to find out why students did not graduate on time or why students left before graduating; look into reasons for non-resident students dropping out; and identifying target groups that are having difficulty staying on course. Two suggestions were brought forward: focus less on WUE students and take a look at what causes students to leave without completing.

It was suggested to look at NSSE information and form focus groups based on NSSE results. We could look at the impact of attrition and increasing retention. It was proposed to have a cross group on returning and transfer students and a workgroup on out-of-state students. Reed told the workgroups that it was optional if they wanted to reshuffle the members as appropriate. Another Mānoa Faculty Senate representative to take Lei Wakayama’s place should be solicited from MFS. Possible members for the out-of-state workgroup would include someone from Admissions, Housing, Student Life, an advisor, and a few out-of-state students.

**Action Lists**
Reed went over the green colored list which contained the items that were done or are being implemented. The group then went through the Action Items List. Alan reiterated that the deans will be asked to help with recruitment calls again in January 2012 and that he will be working with departments with large numbers of majors such as Psychology and Communicology.

Reed updated the group on the early admit proposal which targets up to 200 freshmen to sign up for summer courses instead of waiting for the fall. Transfer students may be also asked to start in the summer as well. Dean Chismar will be sending his proposal to Reed which will need to be vetted by Francisco and Chancellor. Automatic admission also encourages summer admits.

Alan gave an update on the document imaging project. A contract will be signed this week and some features/services will be implemented quickly.

Reed shared what was discussed at the Council of Chief Academic Officers meeting this morning on common course numbering. There was some progress being made at the system level on equivalent courses with different numbers as well as same numbered courses that are not equivalent. Reed asked Dean Ditto to discuss the mathematics numbering issue with the math department.

Reed said that the transfer student website project is on hold for now because the IT person is dealing with more pressing assignments.
Ron reported that his initiatives are progressing well. Academic actions are almost done; we need to report to the Mānoa Faculty Senate (MFS) this semester with our recommendations.

Reed further reported that MFS did not support our proposal on mid-term grades. MFS passed a motion on grade point average substitution which will slow down time to degree. Ron was asked to chair a workgroup to study the implementation of this motion and make a recommendation to Reed. The 148 credit policy was resubmitted to MFS for reconsideration based on a misunderstanding of the data.

Todd will ask Reed to attend a future GEC subcommittee meeting to talk about the high failure rates of certain courses.

In the future, CEP should comment on the early registration system and the waitlist feature that was implemented for the first time this semester.

Joel reported for workgroup 5. The action item on a one-stop financial assistance webpage is making progress as work of identifying scholarships that international students can apply for is done. The next step is to put this information on the web. The second item on faculty participation in international recruitment is still being refined. As an example, it was mentioned that Pat will be traveling to India in November and will be bringing both undergraduate and graduate recruitment material with her. Joel felt a more coherent international strategy was needed and that he would have further conversations with Interim AVCIEP Ned Shultz. It was suggested that Ned be asked to include Ryan Yamaguchi and Jan Taniguchi as members of MIEC.

For the next CEP meeting on September 28, Reed announced that John Stanley from MIRO and Ron Cambra will do a presentation on predictive analytics. For this meeting, Reed asked to have a report on the final enrollment numbers; progress reports from the workgroups; and decide on the membership of the out-of-state workgroup.

Submitted by Avis Morigawara