

2015 EDUVENTURES SURVEY OF ADMITTED STUDENTS

*The University of Hawaii at
Manoa Undergraduate Results*

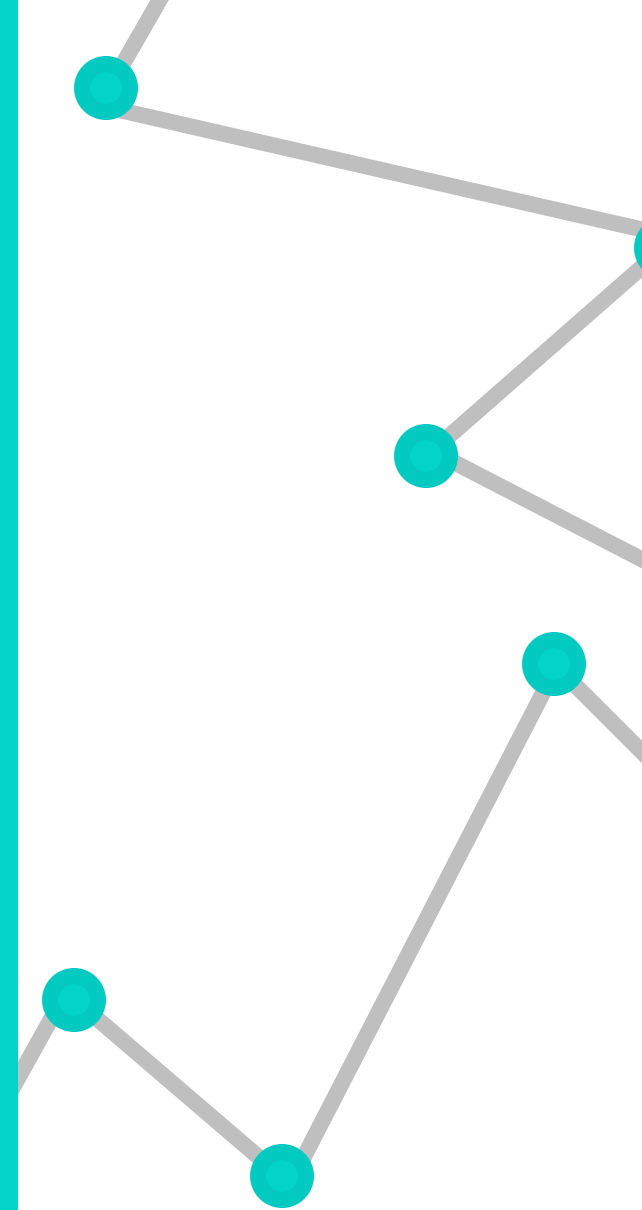


TABLE OF CONTENTS

THIS REPORT ADDRESSES:

- Enrolling & non-enrolling student profiles
- Enrollment decision & competitive set
- Prospective student perceptions
- Communications preferences
- Financial aid
- Transfer students

ABOUT THE STUDY

- The Eduventures Survey of Admitted Students delivers essential insights for you and your enrollment management team to:
 - Learn what your applicant pool thinks about your institution relative to competitors.
 - Make data-driven decisions to improve programming, communication, and financial aid.
 - Tailor your recruitment and yield strategy holistically and for specific student types.
- Between May 2015 and June 2015, 1,450 of your institution's admitted students responded to an online survey:
 - 1,065 Enrolling Students
 - 385 Non-Enrolling Students
 - 17% Response Rate
- Throughout this report, the acronym “SMLTA” means “School Most Likely to Attend” to denote the college or university the student has identified he/she will be attending in Fall 2015.

HOW TO USE THIS REPORT

The information contained within this report will help you:

Learn how students think and feel about your institution.

Learn why students enroll at your institution and why they enroll elsewhere.

Identify the perceptions that most strongly **predict enrollment decisions**.

Understand your institution's **brand** strengths and weaknesses.

Measure how perceptions vary by **student type**.

Identify the **communication methods** that are most used/useful to students.

Eduventures recommends putting this information into action in the following ways:

Teach colleagues about what drives enrollment so that strategic decisions – whether in marketing and financial aid, department-level, or university-wide – will have the greatest impact on future enrollments.

Refine messaging to resonate with students during the recruiting process.

Inform outreach strategy to connect students with your institution through the channels that are most effective.

Justify current investments and additional expenditures to key decision-makers.

Determine which campus stakeholders to involve in recruitment and yield activities.

Modify campus policies and activities to align with student expectations.

EXECUTIVE
SUMMARY

TOP THREE RECOMMENDATIONS

- **UH Mānoa must carve out an academic brand in order to compete successfully for both in-state and out-of-state students.** It's known for its superb location and community, but a stronger presence of academic brand must be established to increase the perception of value of the University.
- **The University should develop digital engagement strategies to overcome its unique challenge of distance in recruiting.** Few students are able to come to campus relative to most other institutions. Students are heavily reliant on the web, admissions counselors, or in person visits. In order to leverage resources more effectively UH Mānoa should consider developing webcast or other types of digital events for prospects and admitted students.
- **The website is the most heavily utilized non-personalized recruiting tool the institutions has (especially by stealth applicants) and must continue to be as accessible as possible for prospective students.** It already looks first class, but easy navigation to information that students care about is paramount. In addition, UH Mānoa should seek to drive inquiry engagement via the web or digital events to combat the large numbers of stealth applicants it is seeing.

KEY FINDINGS: STUDENT PROFILE

- **Overall 82% of in-state and 66% of out-of-state students say they are enrolling at UH Mānoa.** These are likely higher than actual yield given higher response rates of enrolling students but serve as benchmarks for subgroup differences.
- **In-state students interested in social sciences (86%) or education (85%) are most likely to enroll.** They are less likely to enroll if interested in business (80%) or STEM (79%).
- **Similarly, out-of-state students interested in social sciences (76%) or education (76%) are also most likely to enroll.** They are less likely to enroll if interested in business (60%) or health (59%).
- **Both in-state and out-of-state students' decision to enroll drops off across skill levels.** Out of state, 67% of the lowest quartile of SAT/ACT students enroll while 59% of the highest quartile do the same. In state, 85% of admitted students in the lowest quartile enroll while 73% of the highest quartile enroll.

KEY FINDINGS: ENROLLMENT DECISION

- **In-state students choose UH Mānoa for three main reasons: affordability (22%), being close to home (21%), and a specific program (20%).** Non-enrolling in-state students choose to attend a different institution primarily due to affordability (26%), reputation (22%), and specific program (10%).
- **Among enrolling in-state students for whom UH Mānoa is not a first choice (19%), affordability is the largest factor in their decision to enroll at the University.** Three-quarters say their first choice is too expensive and slightly more than a fifth (22%) say they are offered better financial aid at UH Mānoa.
- **Out-of-state students choose UH Mānoa almost equally for a specific program (24%) and its location (20%).** Non-enrolling out-of-state students choose to attend a different institution due to affordability (25%), proximity to home (21%), and reputation (16%).
- **Among enrolling out-of-state students for whom UH Mānoa is not a first choice (13%), the majority enroll because they are not accepted into their first choice (50%).** Another third say that their first choice is too expensive.

KEY FINDINGS: COMPETITIVE SET

- **More than half (54%) of non-enrolling in-state students choose to attend a private institution while 41% choose to attend an out-of-state public.** They are attending a very wide variety of institutions, most of which are on the mainland. 37 students choose to attend a community college.
- **Most non-enrolling out-of-state students (47%) choose to attend an in-state public institution while approximately one-third (31%) choose another out-of-state institution.** Top competitors include many UC and Pac-12 schools such as Cal Poly, San Diego State, and University of Arizona.

KEY FINDINGS: PERCEPTIONS

- **Enrolling students and non-enrolling students agree about the characteristics of UH Mānoa.** They believe it is diverse (enrolling 64%, non-enrolling 57%), fun/exciting (53%, 52%), friendly/inclusive (51%, 48%), and comfortable (51%, 45%). But neither group believes that UH Mānoa is particularly well-known (35%, 30%).
- **Among enrolling students the top strengths of UH Mānoa (percent rating UH Mānoa better than other choices) are:**
 - Off campus environment (75%)
 - Location (72%)
 - Attractiveness of campus (69%)
 - Fit (69%)
 - Program of interest (68%)
- **Among non-enrolling students the top weaknesses of UH Mānoa (percent rating UH Mānoa worse than their choice) are:**
 - Academic quality of instruction (50%)
 - Value (48%)
 - Reputation (48%)
 - Distance from home (48%)
 - Cost of attendance (47%)

KEY FINDINGS: COMMUNICATIONS PREFERENCES

- **About two-thirds of non-enrolling students (65%) are stealth applicants.** In comparison slightly more than half (53%) of enrolling students are stealth applicants.
- **Your admitted students are using your college website (90%) more so than your print publications (74%). Social media is used by approximately half (53%) of students.** Of those three elements the website is most useful (68% rated high usefulness) and social media is the least useful (57%).
- **Students' primary means of personal communication is communications with admission staff (66%).** Very few students are able to make an official campus visit, relying instead on college fairs (42%) and group presentations at their high schools (41%).
- **The most cited improvement to make to the website is easier navigation (69%).**
- **The top suggested improvements UH Mānoa could make in admissions staff communications is personalizing communication.** Students would like staff to be more enthusiastic and interested in them (37%) and have more contact (36%).

KEY FINDINGS: FINANCIAL AID

- **69% of non-enrolling in-state students and 54% of non-enrolling out-of-state students are offered financial aid at the institution they choose to attend.**
- **Even in the highest income band, \$160K annual income or more, 69% of non-enrolling in-state and 68% of non-enrolling out-of-state students could be influenced by additional financial aid.** In the lowest income band, \$60K of annual income or less, the influence of financial aid is only slightly more acute for out-of-state students (91%) than in-state students (86%).
- **Financial aid has a stable influence across skill bands for non-enrolling students.** Almost three-quarters (73%) of top quartile and bottom quartile in-state students could have been influenced by additional aid. For out-of-state students, 81% of top quartile and 80% of bottom quartile non-enrolling students could have been influenced by additional aid.

KEY FINDINGS: TRANSFERS

- **Transfer students make up 41% of enrolling students, but only 20% of non-enrolling students.**
- **80% of enrolling transfer students say that the ability to transfer credits had any impact on their decision to attend UH Mānoa.** Conversely only 56% of non-enrolling transfer students say the ability to transfer credits had anything to do with their choice not to attend UH Mānoa.

ENROLLING & NON-ENROLLING STUDENT
PROFILES

IN-STATE ENROLLMENT PROFILE

		Enrolling		Non-Enrolling	
		Row N %	Count	Row N %	Count
Gender	Male	83%	213	17%	45
	Female	82%	363	18%	82
Area of Study	Business	80%	73	20%	18
	STEM	79%	206	21%	55
	Education	85%	35	15%	6
	Health	84%	74	16%	14
	Arts and Humanities	85%	78	15%	14
	Social Sciences	86%	51	14%	8
	Other	83%	66	17%	14
Race	Asian / P. Islander	81%	77	19%	18
	Black / African-American	75%	6	25%	2
	Hispanic / Latino	78%	18	22%	5
	White	79%	192	21%	50
	Other	88%	21	12%	3
Region	Northeast		0		0
	South		0		0
	Midwest		0		0
	West	82%	587	18%	129
First Generation	Not 1st Gen	78%	336	22%	93
	1st Gen	87%	250	13%	36
Income	Under \$60K	86%	201	14%	34
	\$60K - \$99K	87%	108	13%	16
	\$100K - \$160K	80%	68	20%	17
	\$160K+	59%	20	41%	14
SAT/ACT Concordance Quartiles	<= 1110	85%	138	15%	24
	1120 - 1230	78%	80	22%	23
	1240 - 1340	74%	65	26%	23
	1350+	73%	72	27%	27

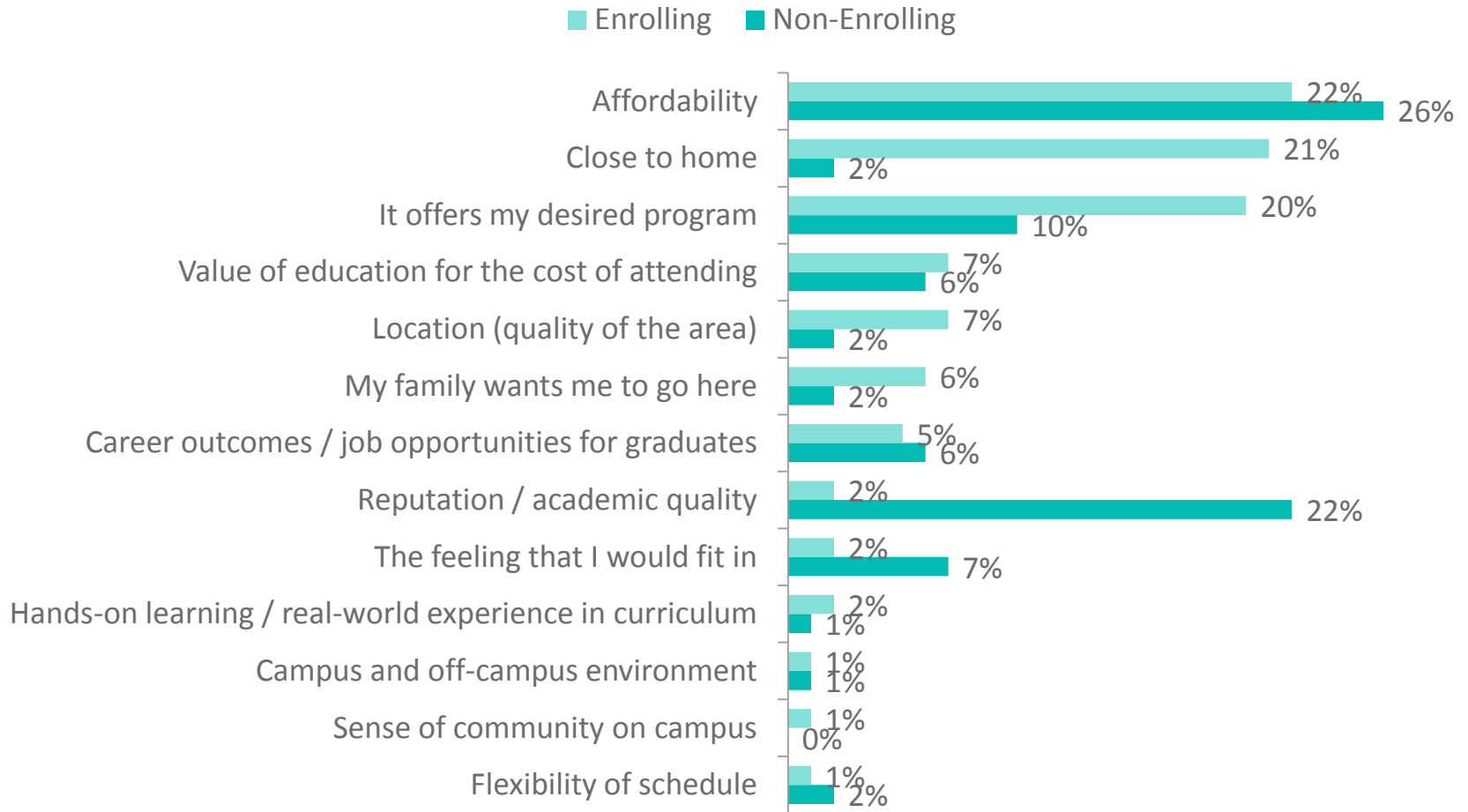
OUT-OF-STATE ENROLLMENT PROFILE

		Enrolling		Non-Enrolling	
		Row N %	Count	Row N %	Count
Gender	Male	65%	98	35%	52
	Female	66%	295	34%	152
Area of Study	Business	60%	59	40%	39
	STEM	69%	154	31%	70
	Education	76%	13	24%	4
	Health	59%	33	41%	23
	Arts and Humanities	64%	47	36%	27
	Social Sciences	76%	39	24%	12
	Other	60%	50	40%	33
Race	Asian / P. Islander	71%	20	29%	8
	Black / African-American	80%	12	20%	3
	Hispanic / Latino	72%	52	28%	20
	White	63%	244	37%	142
	Other	83%	15	17%	3
Region	Northeast	52%	14	48%	13
	South	59%	37	41%	26
	Midwest	46%	18	54%	21
	West	68%	315	32%	149
First Generation	Not 1st Gen	64%	269	36%	154
	1st Gen	69%	127	31%	56
Income	Under \$60K	69%	105	31%	47
	\$60K - \$99K	71%	64	29%	26
	\$100K - \$160K	64%	61	36%	34
	\$160K+	51%	44	49%	43
SAT/ACT Concordance Quartiles	<= 1110	67%	123	33%	60
	1120 - 1230	59%	61	41%	42
	1240 - 1340	50%	33	50%	33
	1350+	59%	60	41%	42

ENROLLMENT
DECISIONS
& COMPETITIVE SET

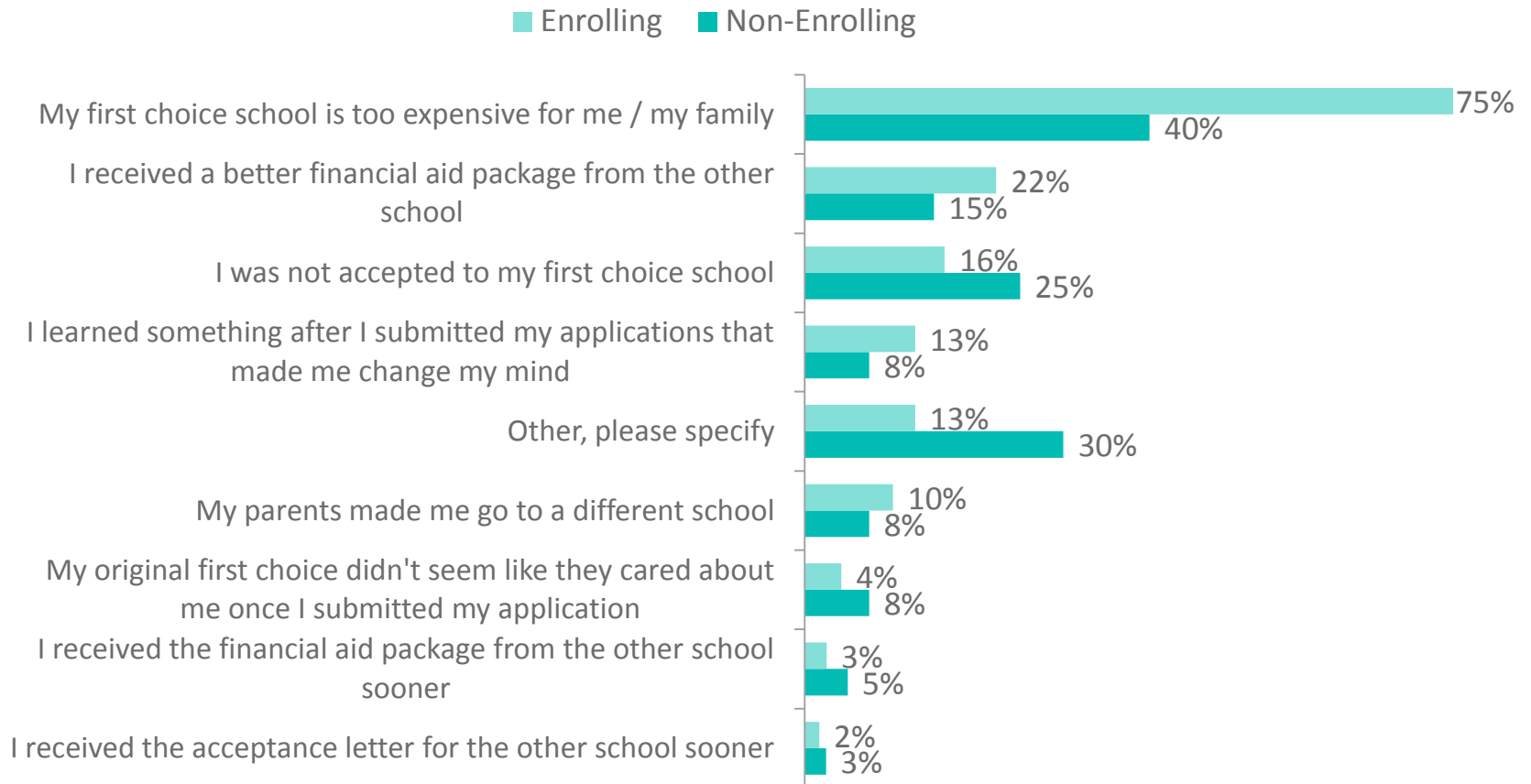
IN-STATE: TOP ENROLLMENT DRIVERS

What is the most important reason why you have decided to attend [SMLTA]?



IN-STATE: FIRST CHOICE SCHOOL

Why did you not enroll at your first choice school?

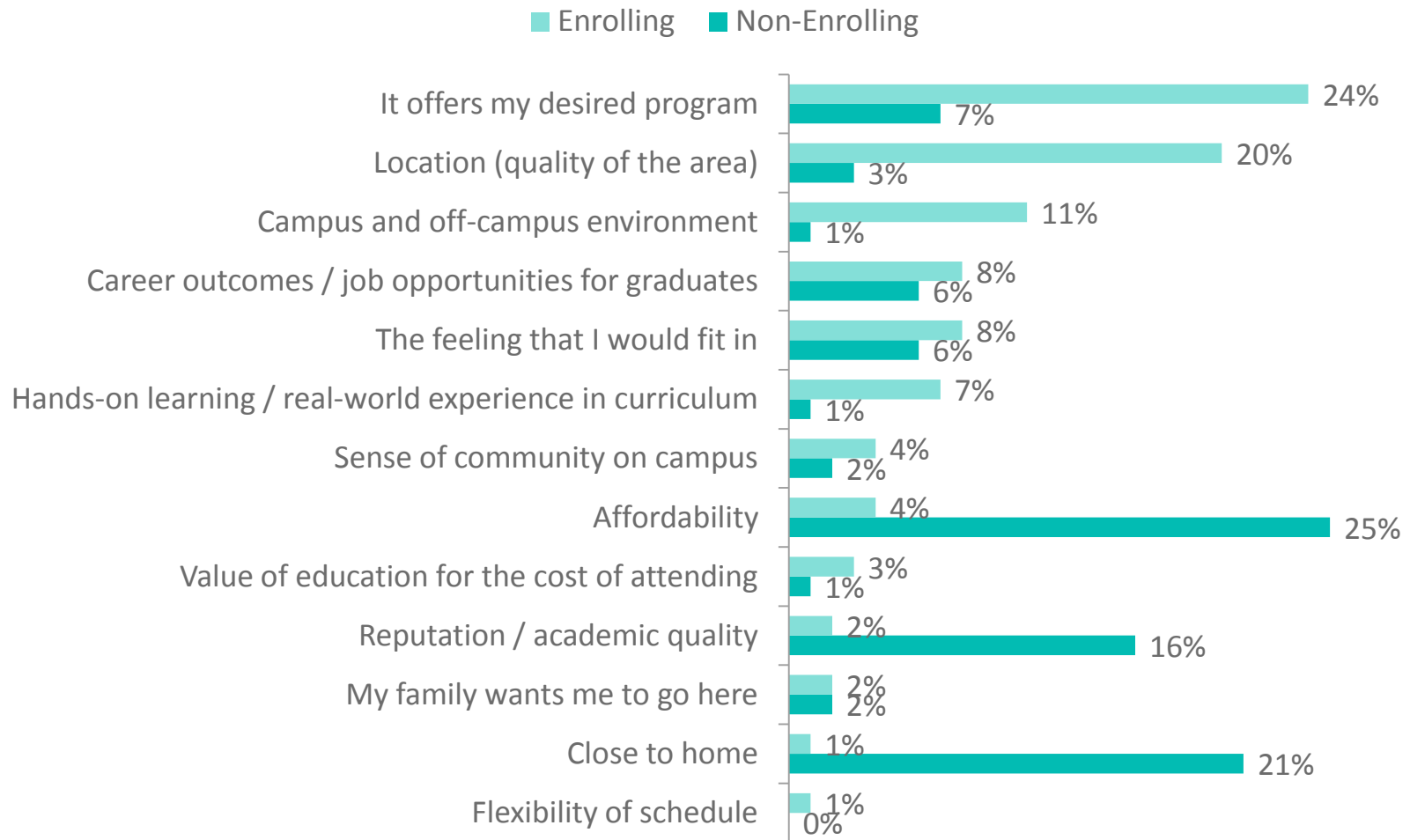


Attending first choice institution:

- 81% of enrolling students attending first choice
- 69% of non-enrolling

OUT-OF-STATE: TOP ENROLLMENT DRIVERS

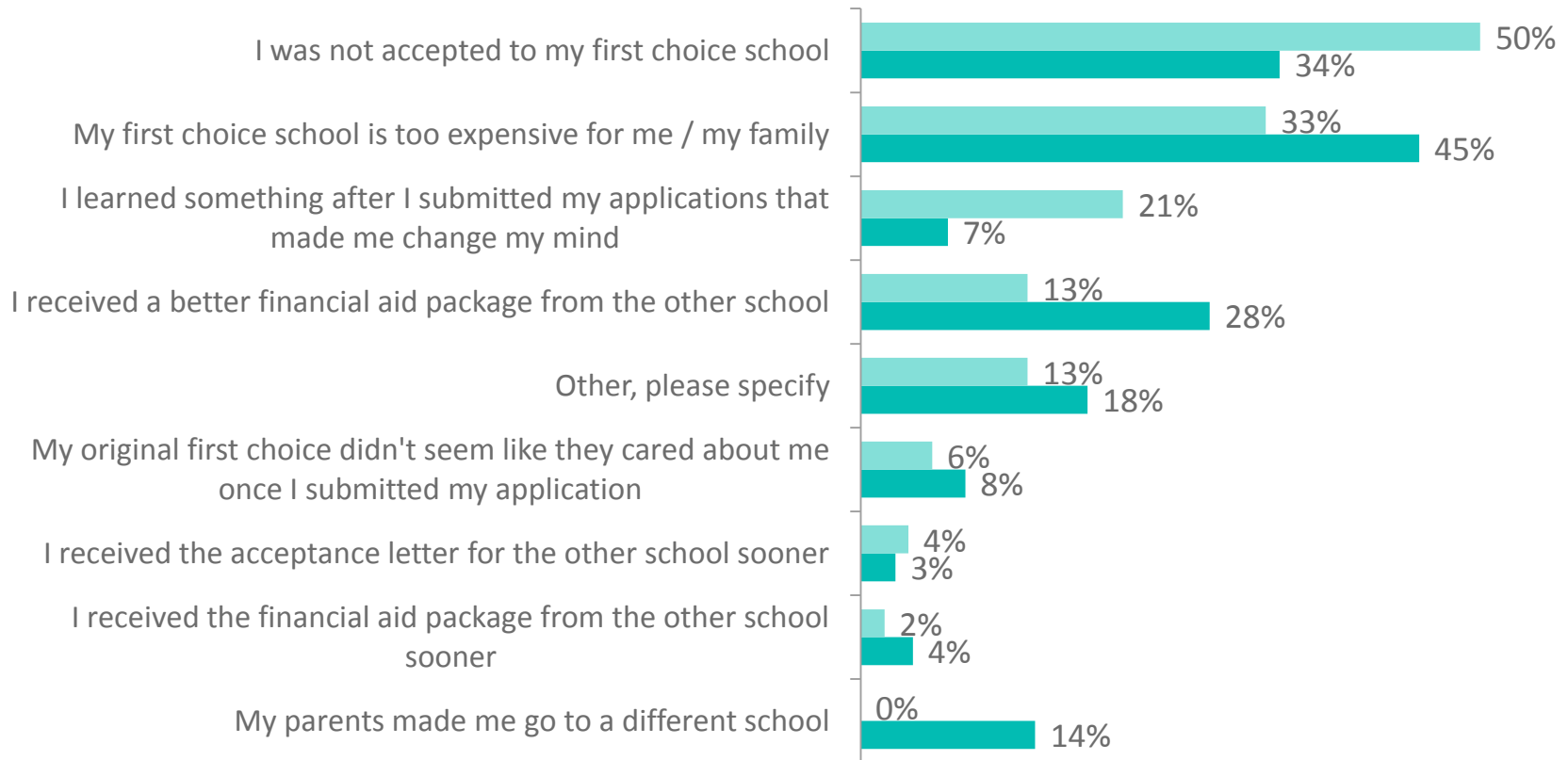
What is the most important reason why you have decided to attend [SMLTA]?



OUT-OF-STATE: FIRST CHOICE SCHOOL

Why did you not enroll at your first choice school?

■ Enrolling ■ Non-Enrolling



Attending first choice institution:

- 87% of enrolling students attending first choice
- 66% of non-enrolling

TOP COMPETITORS

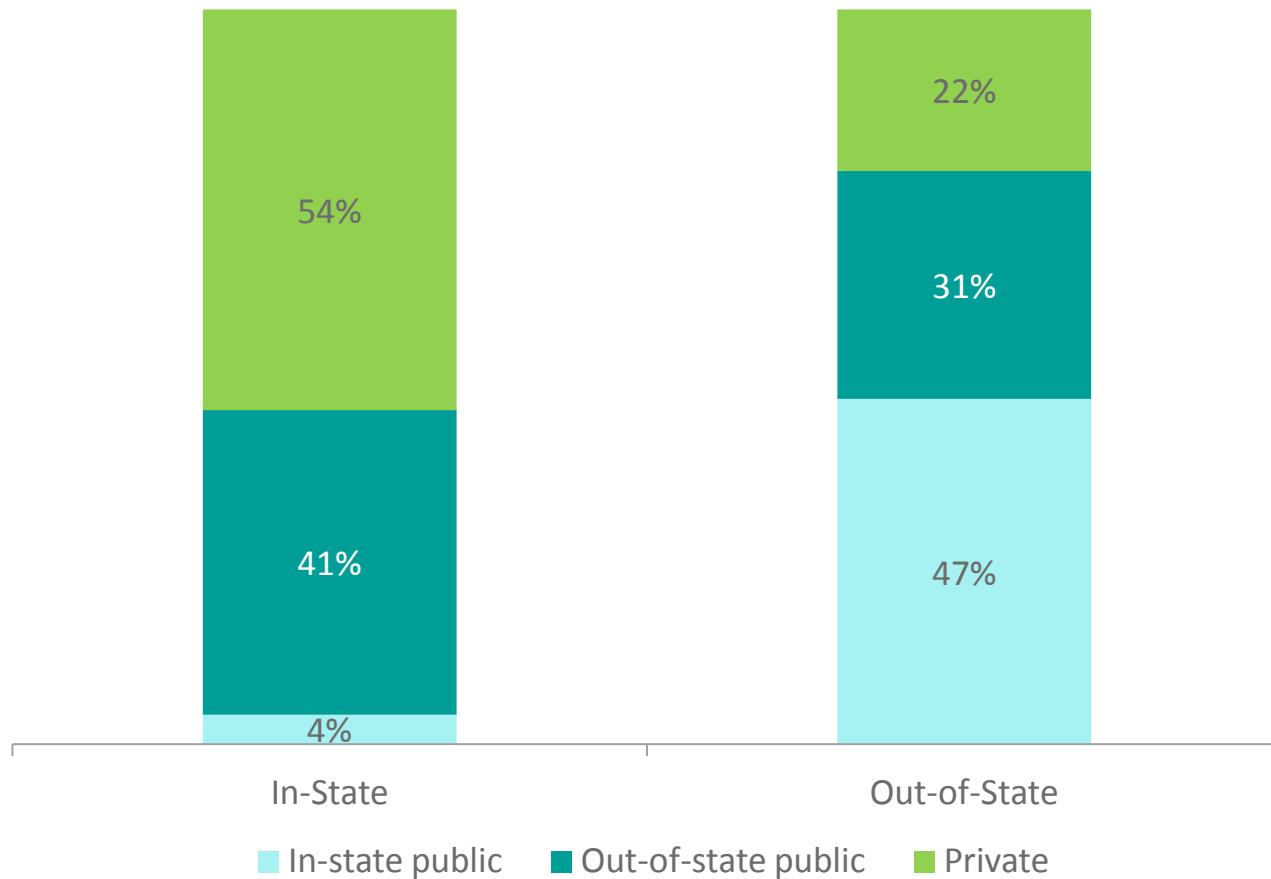
Which college or university are you most likely to attend in Fall 2015?

In-State	Count
Community College	37
University of Washington-Seattle	5
Creighton University	3
Loyola Marymount University	2
Occidental College	2
Oregon State University	2
Pacific University	2
University of California-Irvine	2
University of Hawaii at Hilo	2
University of Northern Colorado	2

Out-of-State	Count
Community College	22
Cal Polytech – San Luis Obispo	8
San Diego State University	6
University of Arizona	5
Western Washington University	5
San Jose State University	4
University of California-Santa Cruz	4
University of Hawaii at Hilo	3
New York University	3
Oregon State University	3

SMLTA INSTITUTION TYPE

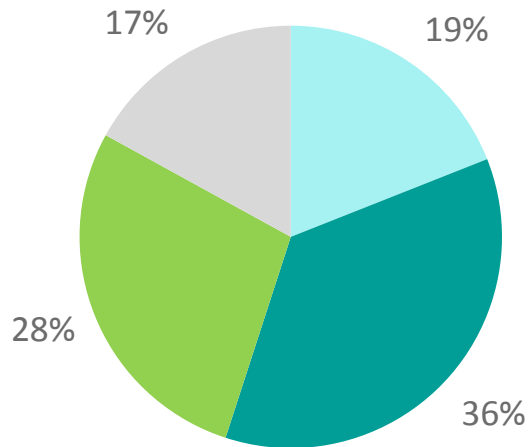
What type of institution is the college you are planning on attending? Non-enrolling only



IN-STATE: INSTITUTION CHARACTERISTICS

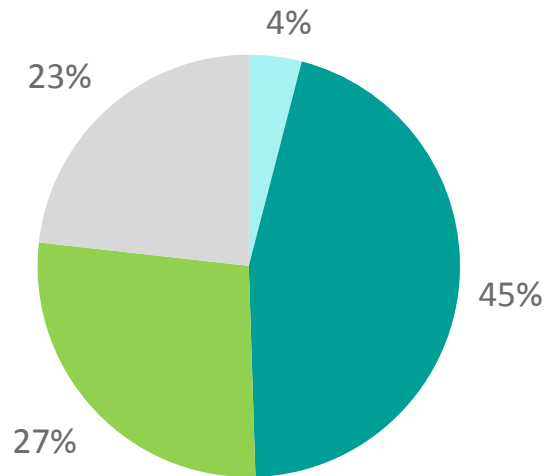
What are the characteristics of the college you are attending? Non-enrolling only

Location



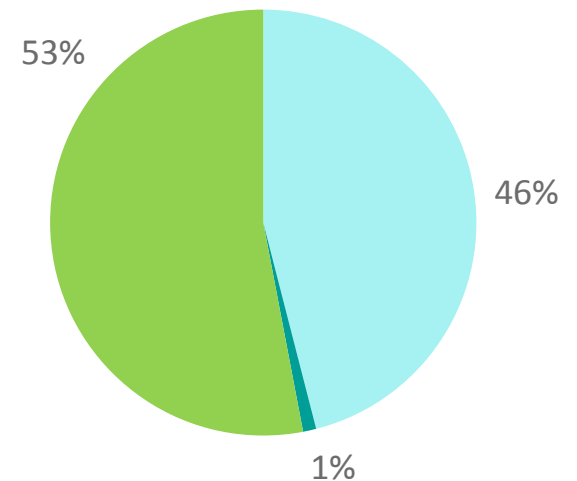
- Major metropolitan city
- Suburban area near a city
- Small city
- Small town

Student Population



- Less than 1,000
- 1,000 to 4,999
- 5,000 to 9,999
- 10,000 or more

Distance from Home

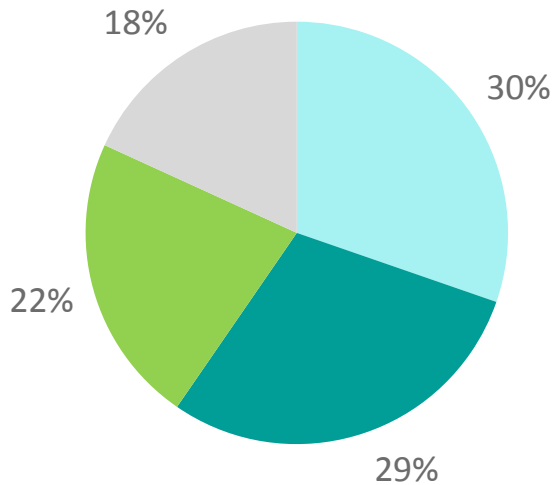


- Within 1 hour drive from my home
- From 1 to 5 hour drive from home
- Farther than a 5 hour drive from my home

OUT-OF-STATE: INSTITUTION CHARACTERISTICS

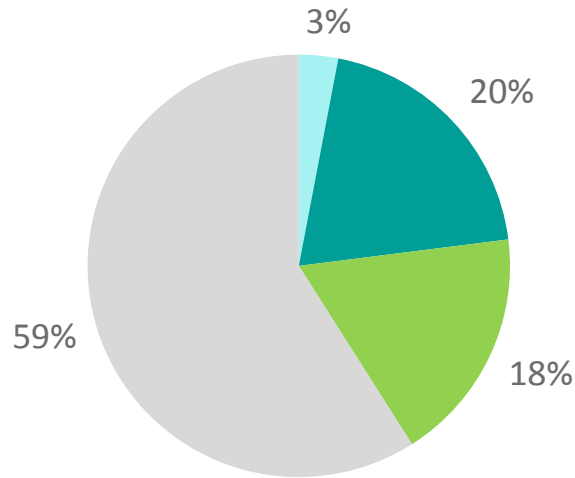
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Location



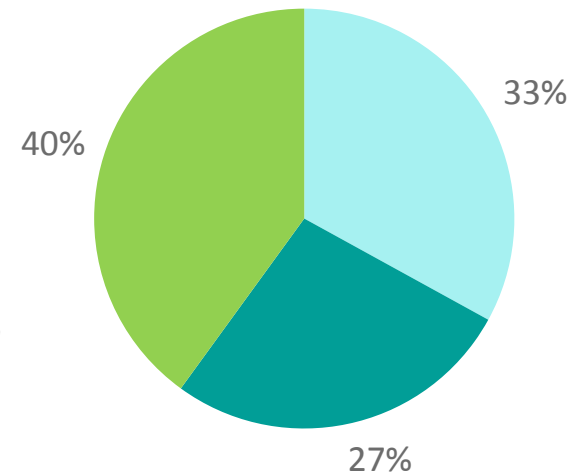
- Major metropolitan city
- Suburban area near a city
- Small city
- Small town

Student Population



- Less than 1,000
- 1,000 to 4,999
- 5,000 to 9,999
- 10,000 or more

Distance from Home

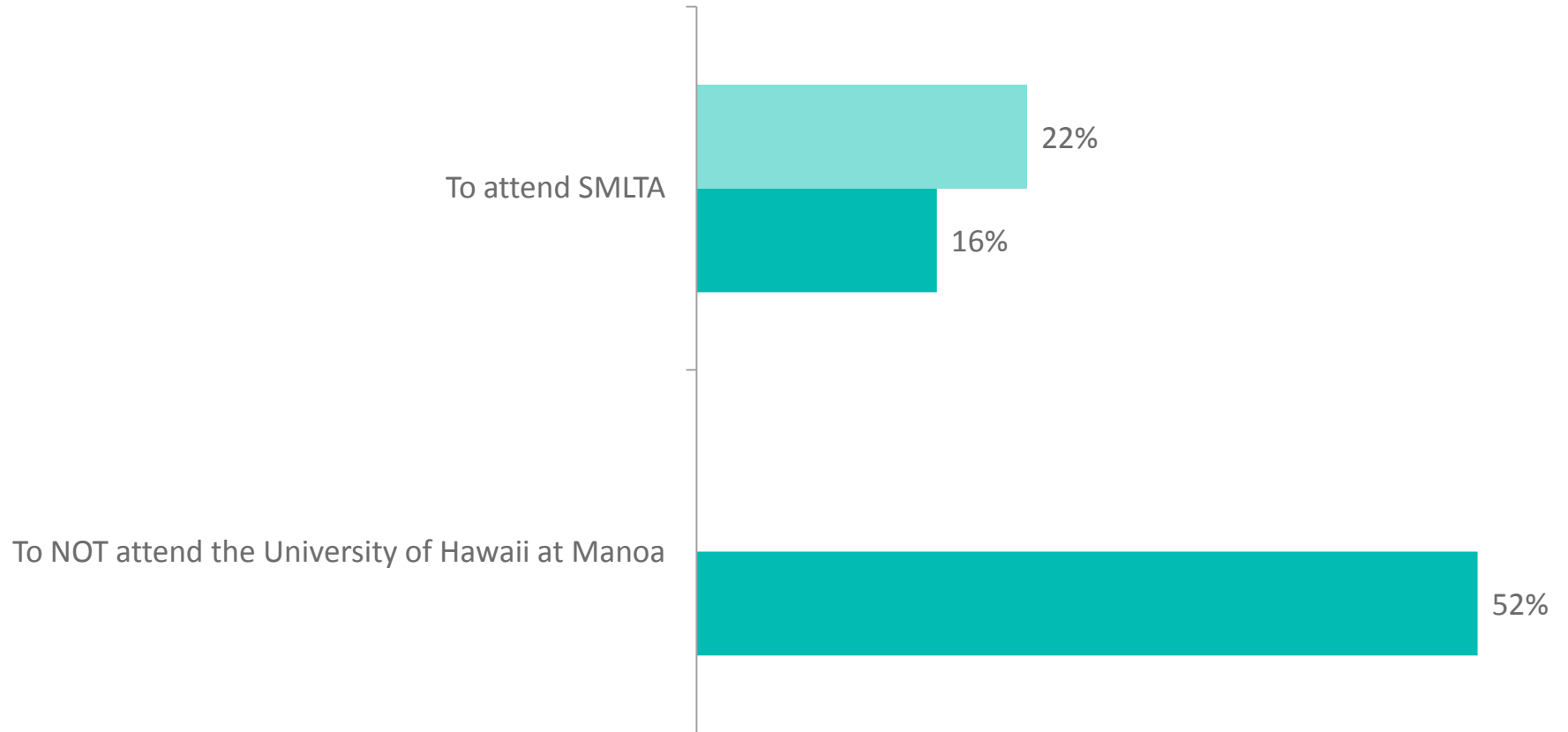


- Within 1 hour drive from my home
- From 1 to 5 hour drive from home
- Farther than a 5 hour drive from my home

INDEPENDENT DECISION-MAKERS

“No one else strongly influenced my decision.”

■ Enrolling ■ Non-Enrolling

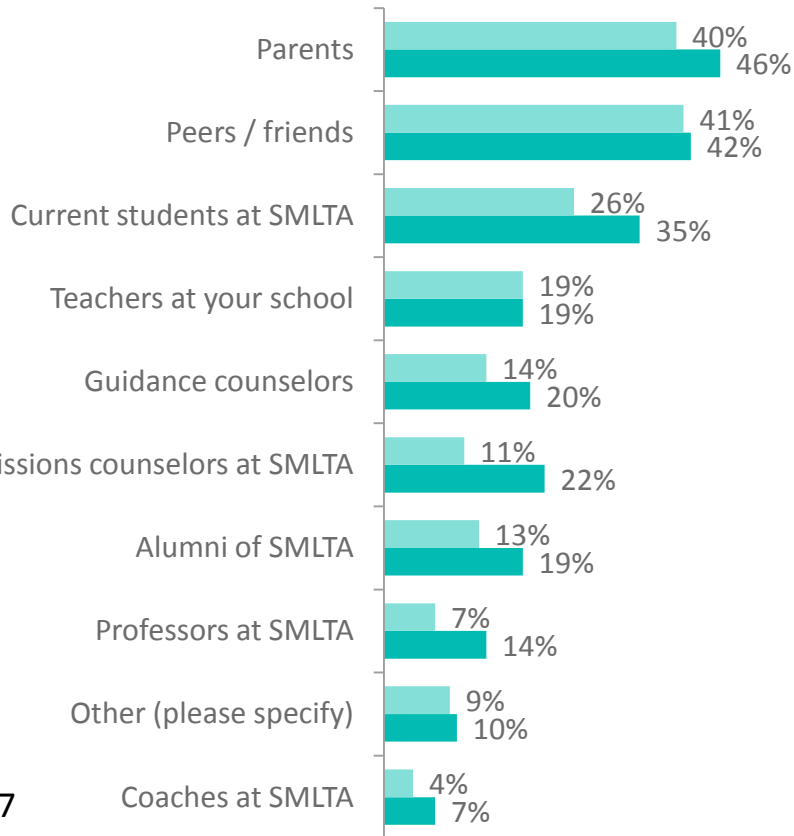


INFLUENCERS

Which of the following people strongly influenced your decision to:

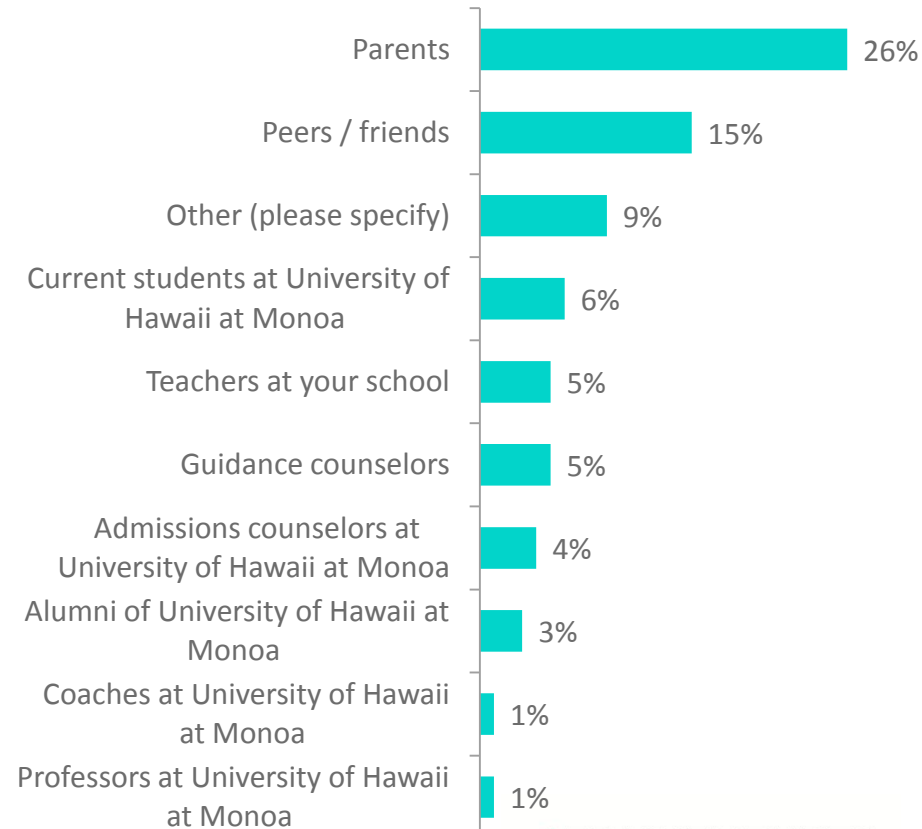
Attend SMLTA

■ Enrolling ■ Non-Enrolling



Not Attend the University of Hawaii at Manoa

■ Non-Enrolling

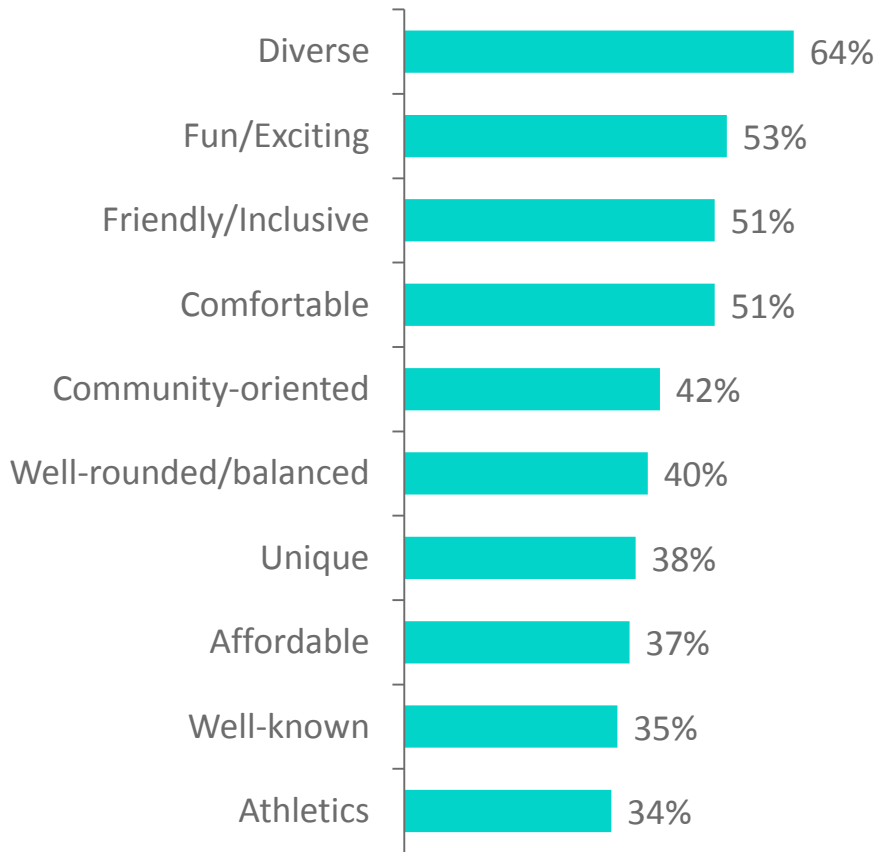


PROSPECTIVE STUDENT
PERCEPTIONS

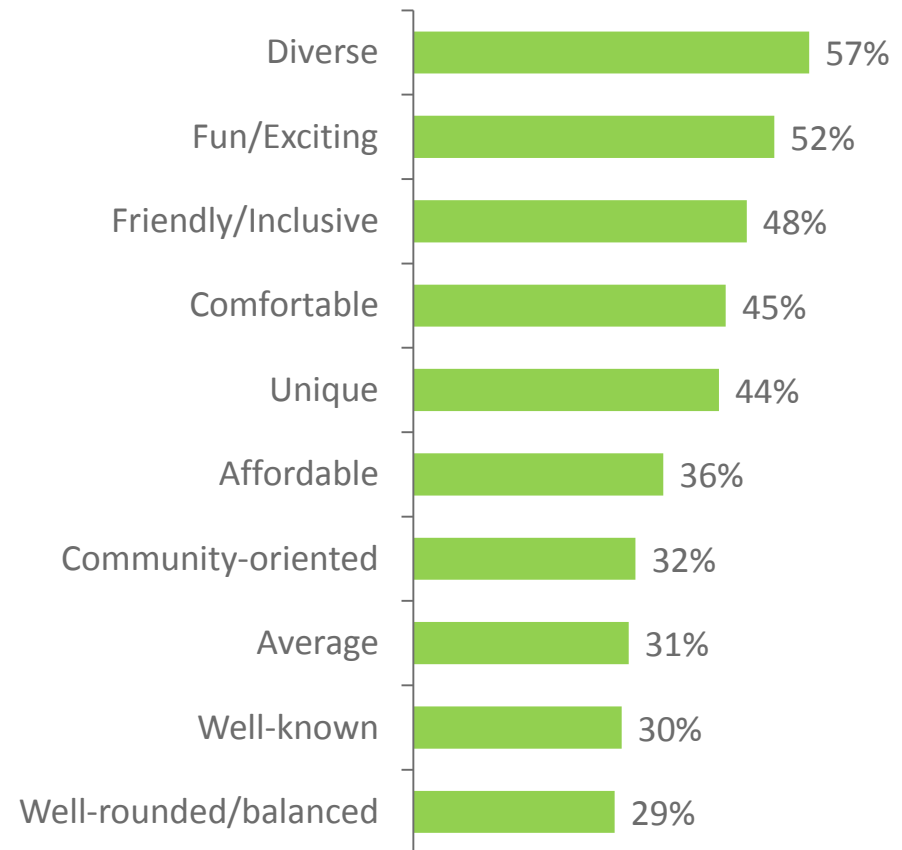
ATTRIBUTES

Please select the attributes that best describe the University of Hawaii at Manoa:

Enrolling

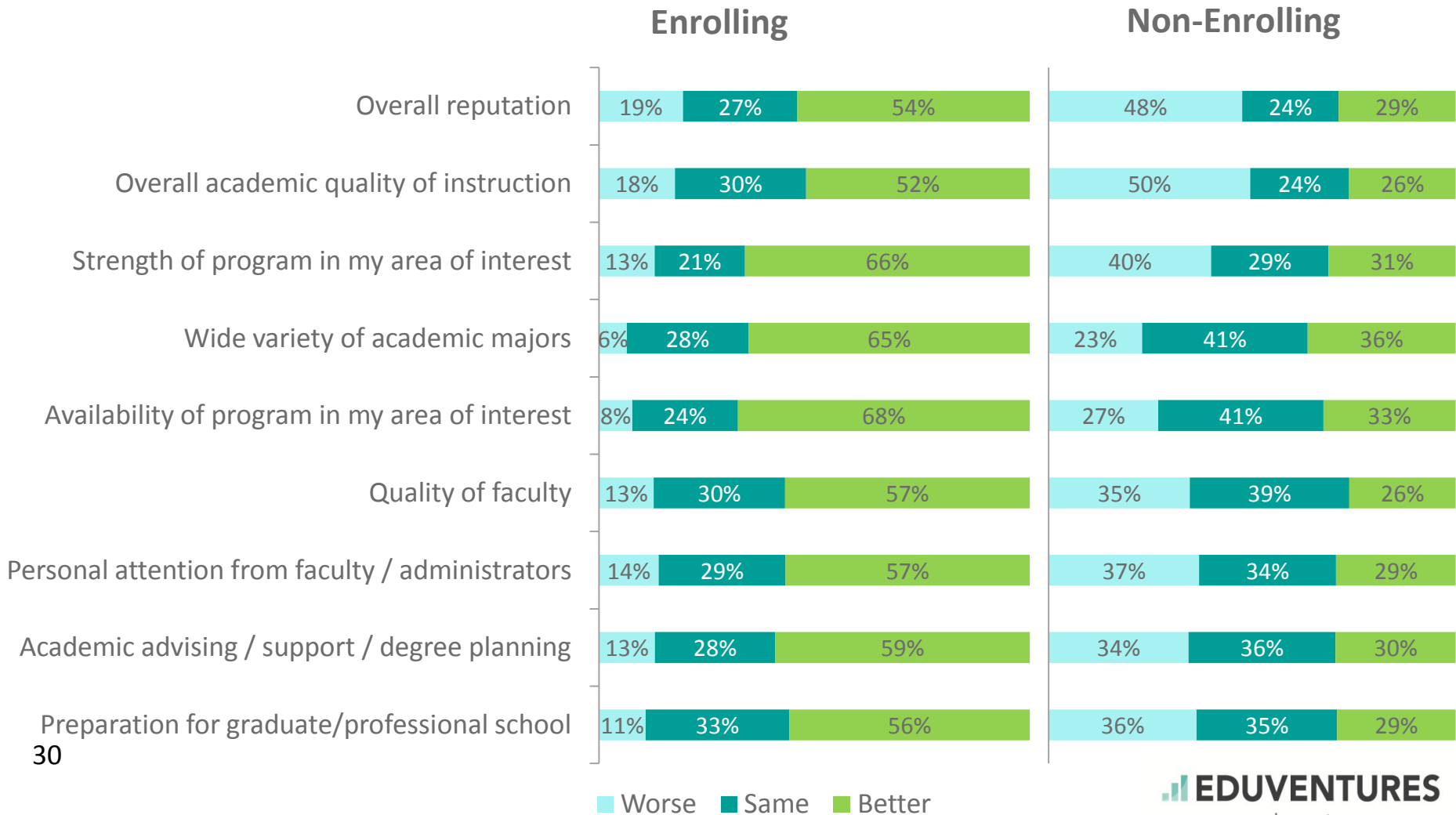


Non-Enrolling



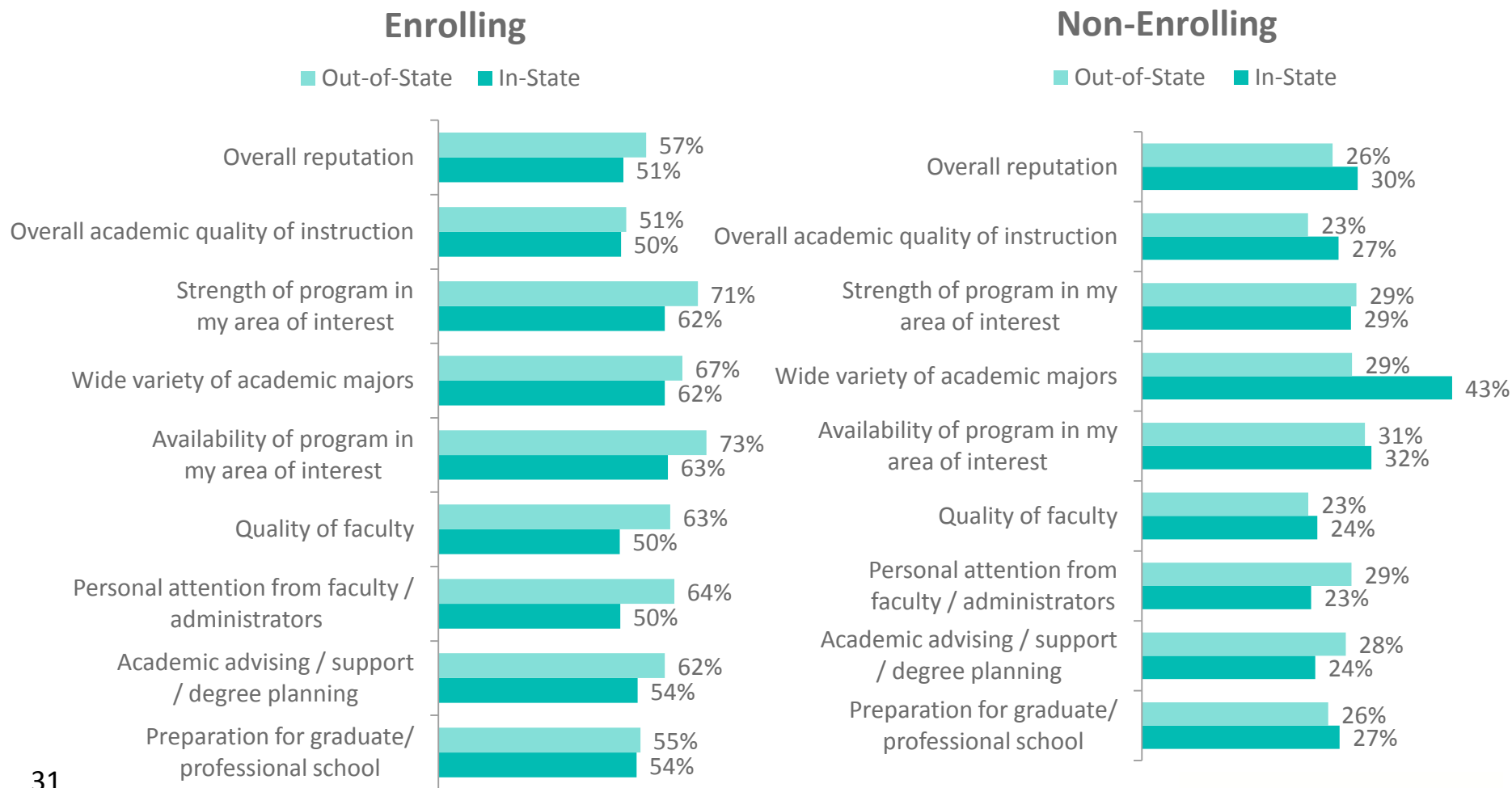
PERCEPTIONS OF QUALITY: ACADEMICS

Please rate the University of Hawaii at Manoa compared to SMLTA or other schools you were considering in the following areas related to its academics:



PERCEPTIONS OF QUALITY: ACADEMICS

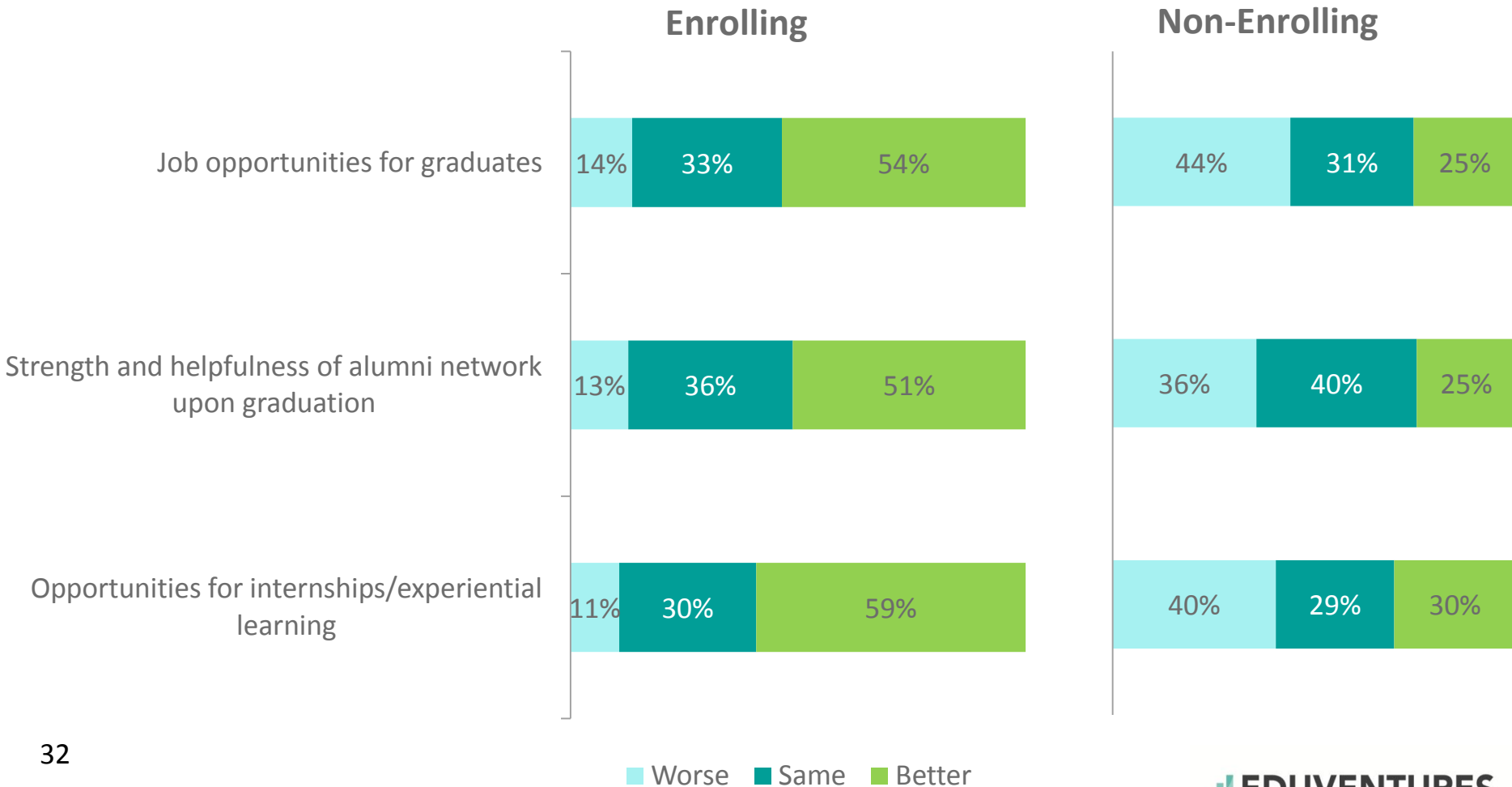
Please rate the University of Hawaii at Manoa compared to SMLTA or other schools you were considering in the following areas related to its academics:



Percent rated U of Hawaii at Manoa better

PERCEPTIONS OF QUALITY: CAREER PREPARATION

Please rate the University of Hawaii at Manoa compared to SMLTA or other schools you were considering in the following areas related to its career preparation:



PERCEPTIONS OF QUALITY: CAREER PREPARATION

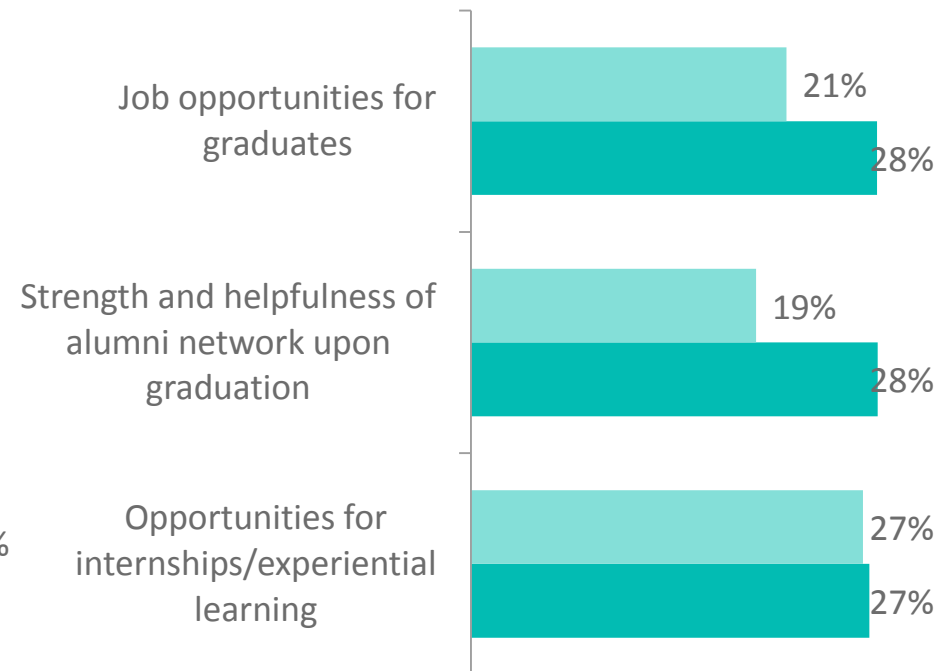
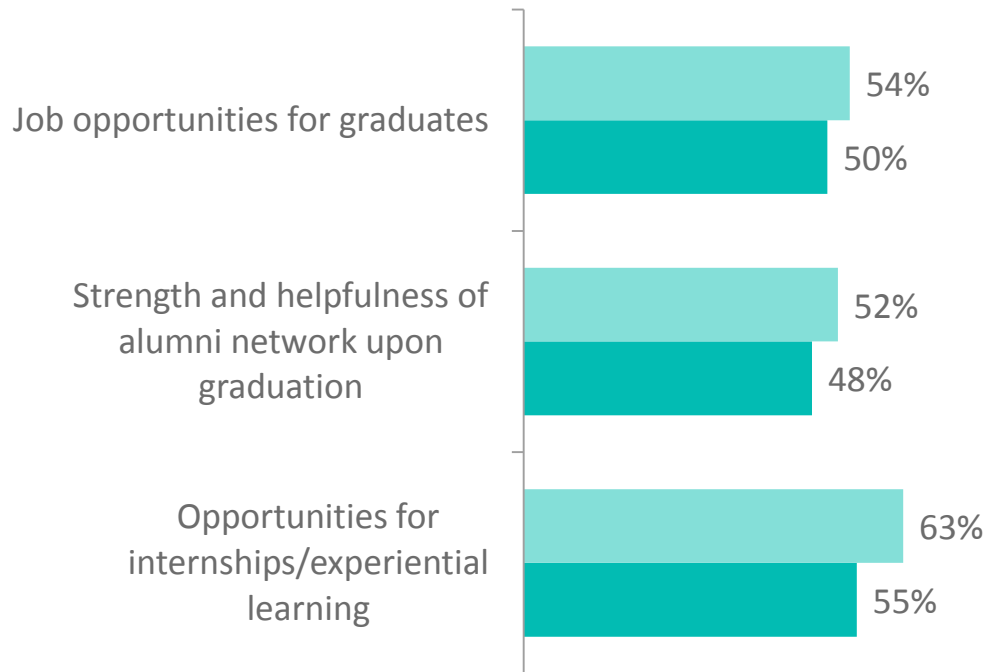
Please rate the University of Hawaii at Manoa compared to SMLTA or other schools you were considering in the following areas related to its academics:

Enrolling

Non-Enrolling

■ Out-of-State ■ In-State

■ Out-of-State ■ In-State

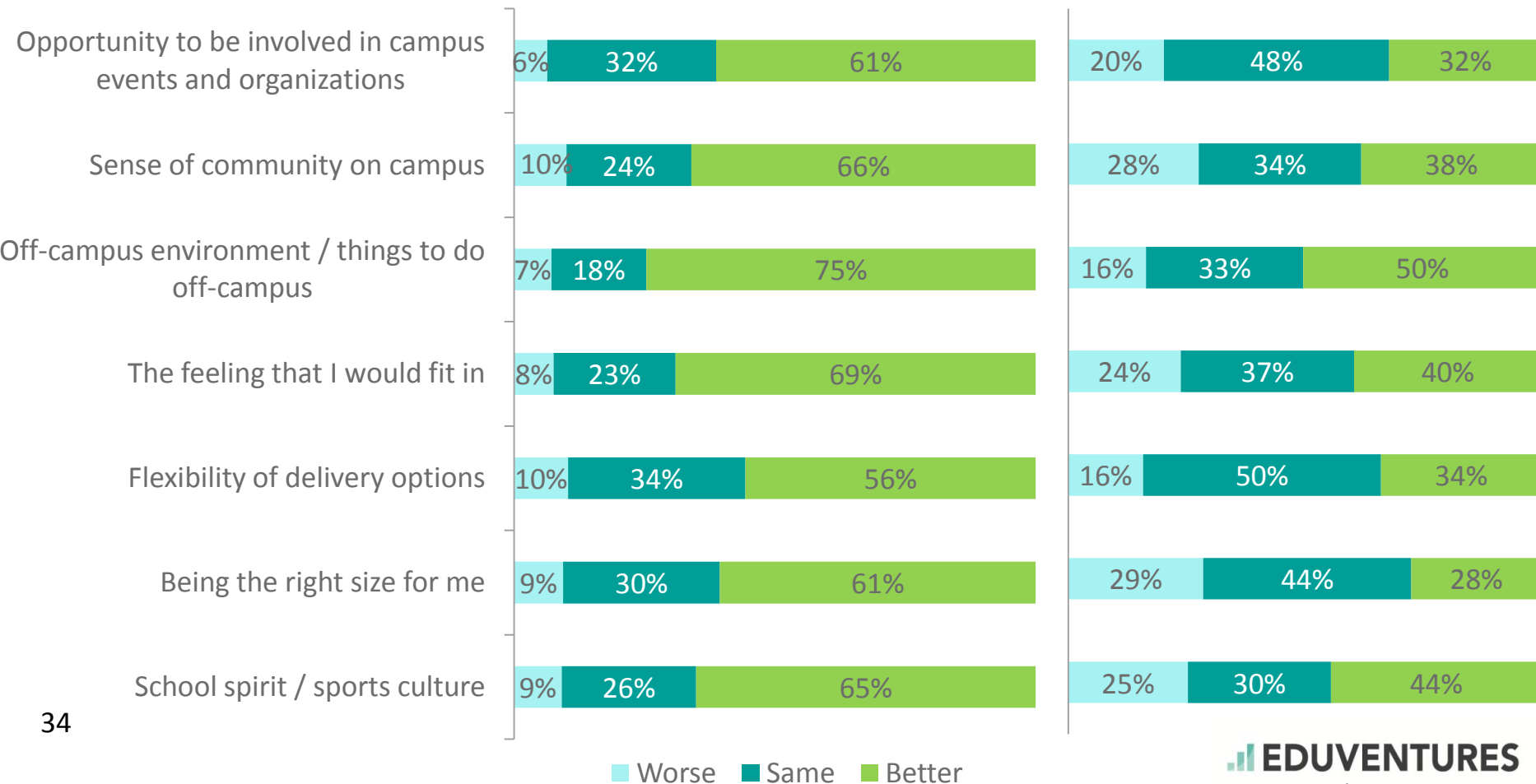


PERCEPTIONS OF QUALITY: SOCIAL ENVIRONMENT

Please rate the University of Hawaii at Manoa compared to SMLTA or other schools you were considering in the following areas related to its social environment:

Enrolling

Non-Enrolling

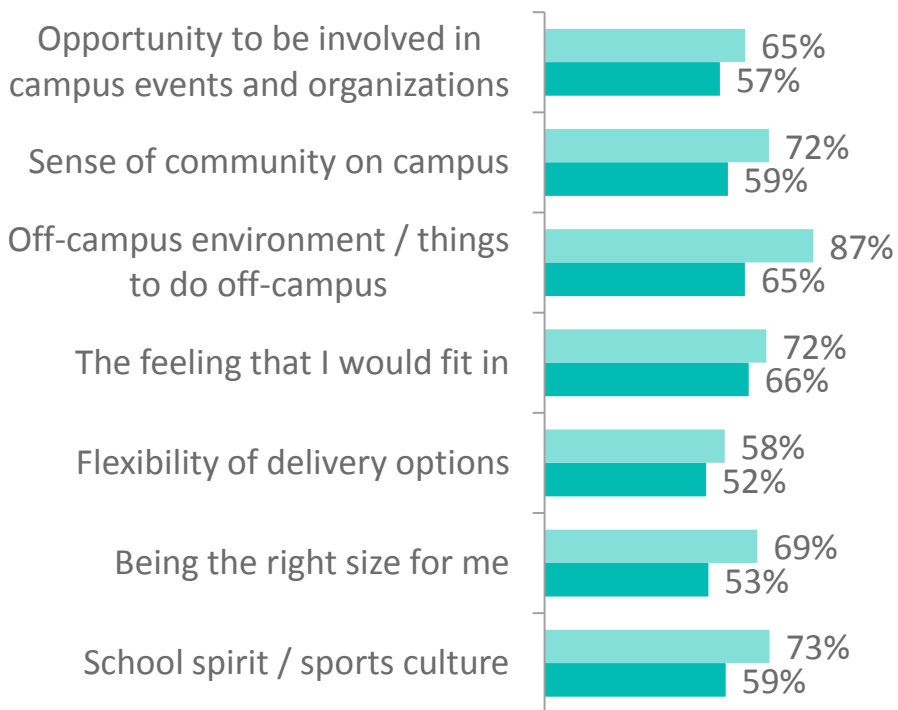


PERCEPTIONS OF QUALITY: SOCIAL ENVIRONMENT

Please rate the University of Hawaii at Manoa compared to SMLTA or other schools you were considering in the following areas related to its academics:

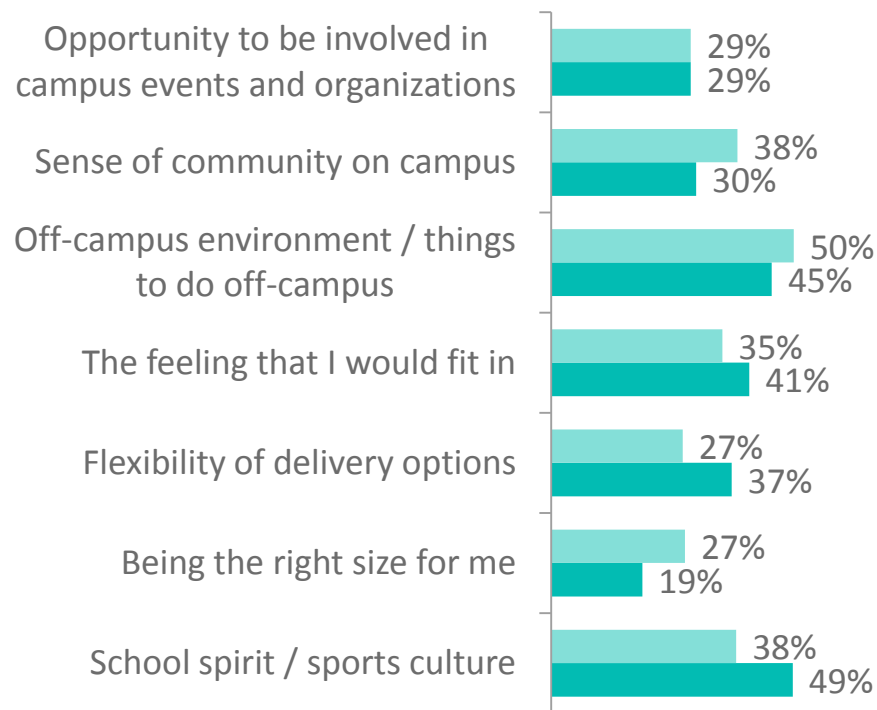
Enrolling

■ Out-of-State ■ In-State



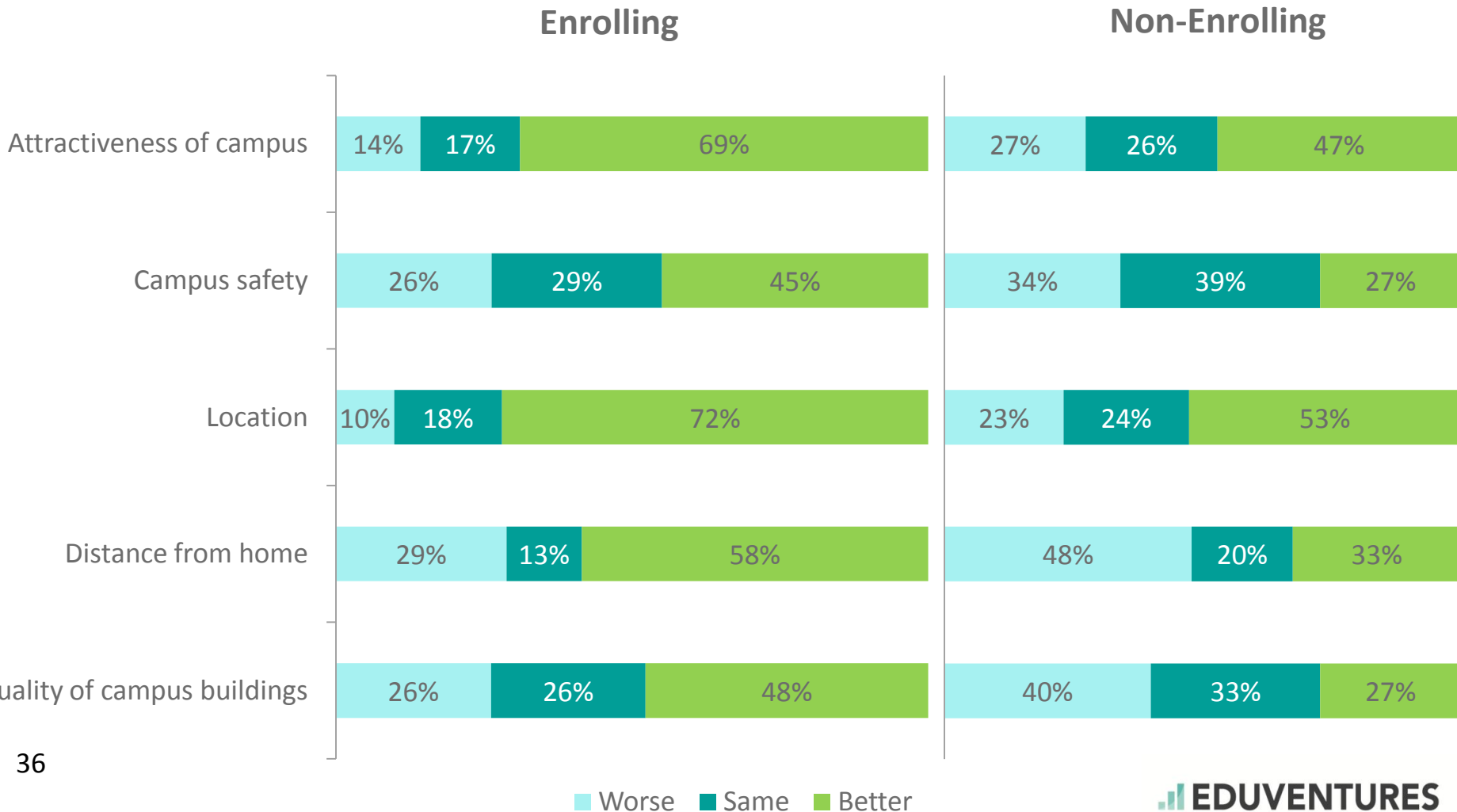
Non-Enrolling

■ Out-of-State ■ In-State



PERCEPTIONS OF QUALITY: PHYSICAL ENVIRONMENT

Please rate the University of Hawaii at Manoa compared to SMLTA or other schools you were considering in the following areas related to its physical environment:



PERCEPTIONS OF QUALITY: PHYSICAL ENVIRONMENT

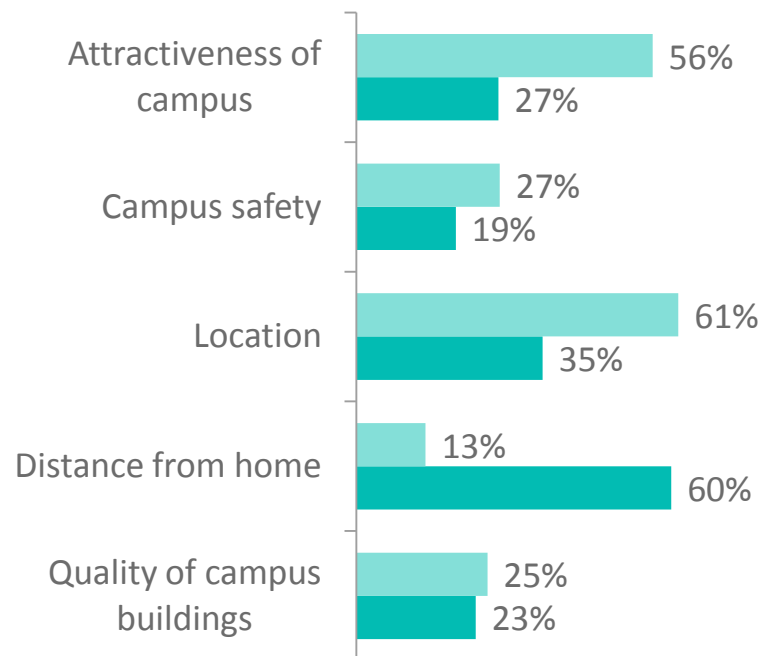
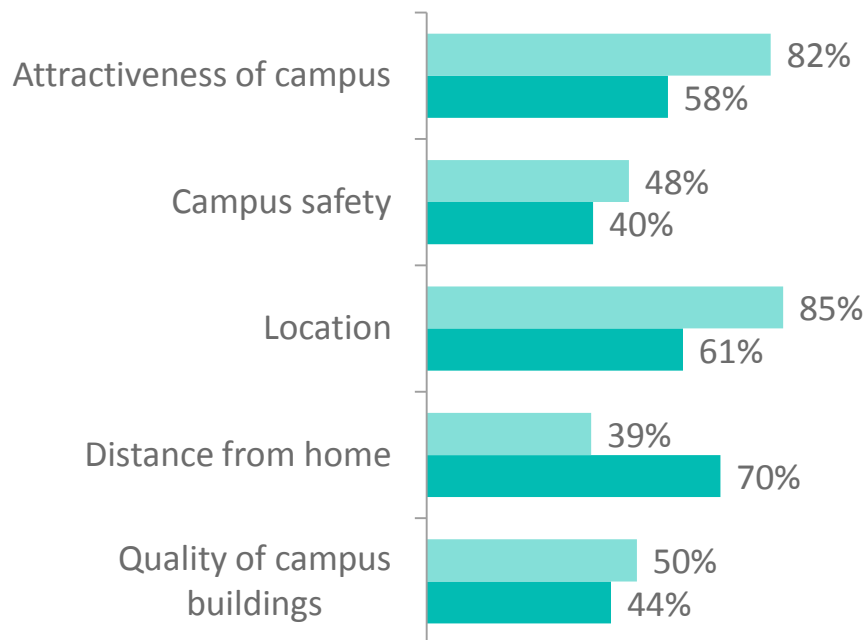
Please rate the University of Hawaii at Manoa compared to SMLTA or other schools you were considering in the following areas related to its academics:

Enrolling

Non-Enrolling

■ Out-of-State ■ In-State

■ Out-of-State ■ In-State

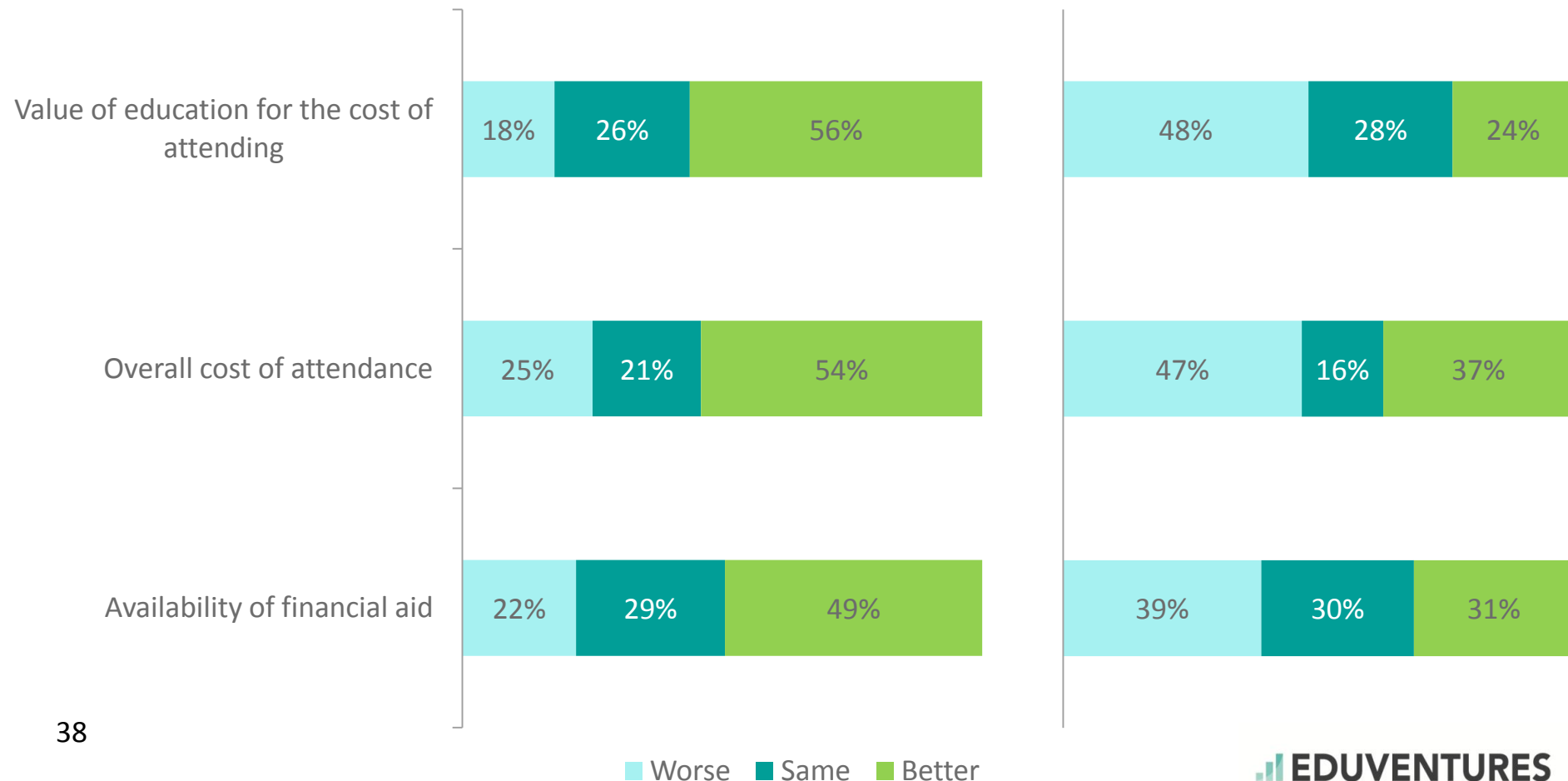


PERCEPTIONS OF QUALITY: AFFORDABILITY

Please rate the University of Hawaii at Manoa compared to SMLTA or other schools you were considering in the following areas related to its affordability:

Enrolling

Non-Enrolling



PERCEPTIONS OF QUALITY: AFFORDABILITY

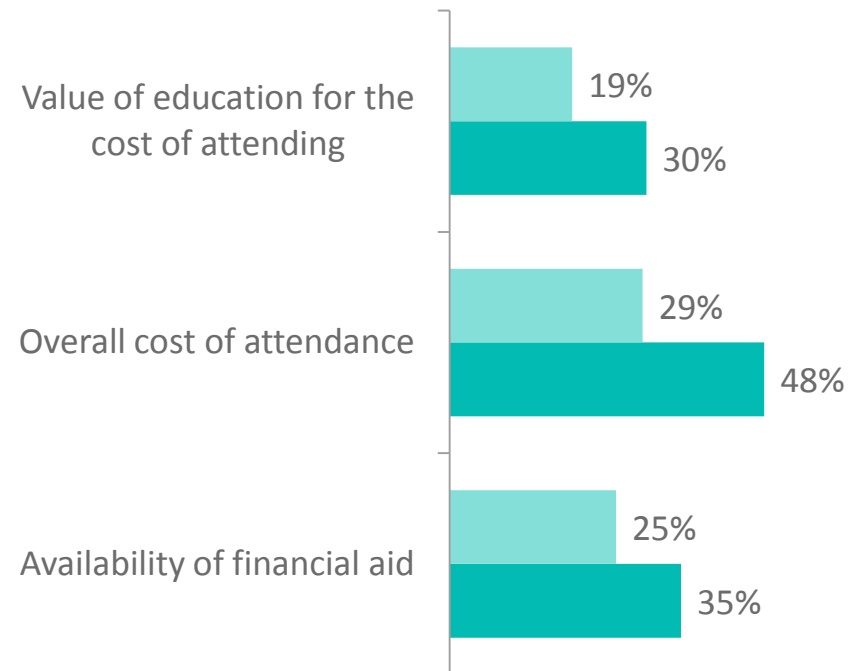
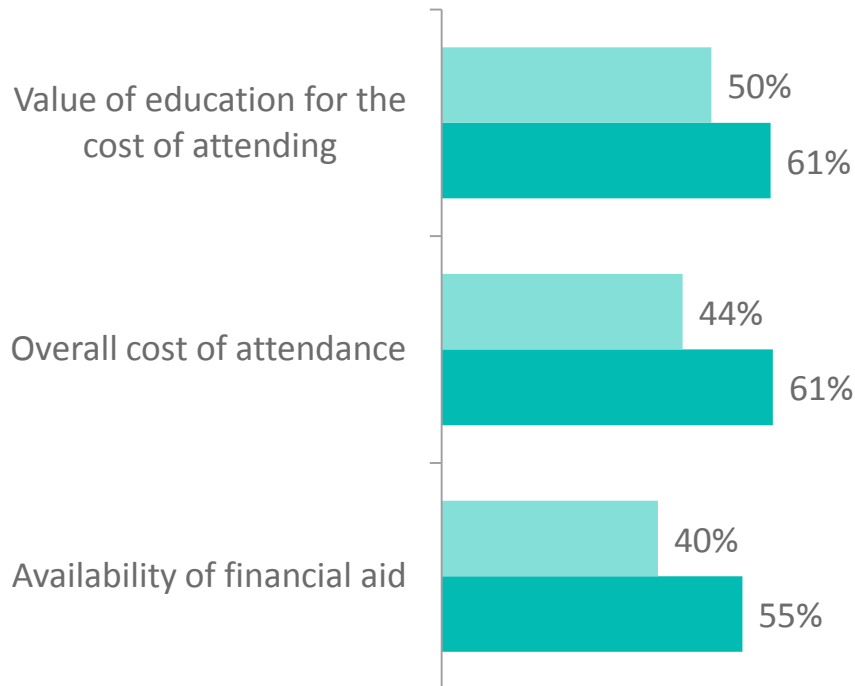
Please rate the University of Hawaii at Manoa compared to SMLTA or other schools you were considering in the following areas related to its academics:

Enrolling

Non-Enrolling

■ Out-of-State ■ In-State

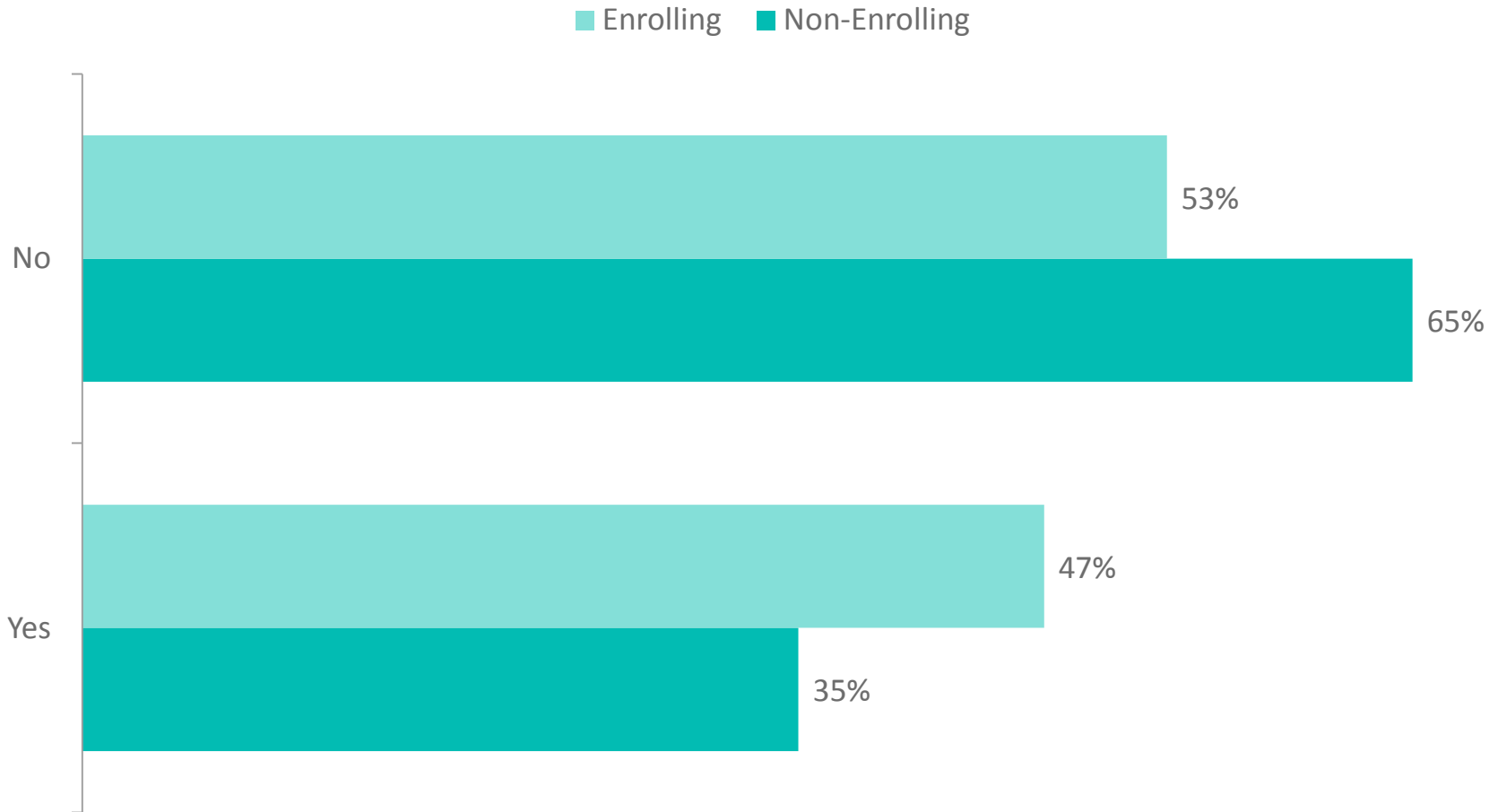
■ Out-of-State ■ In-State



COMMUNICATIONS
PREFERENCES

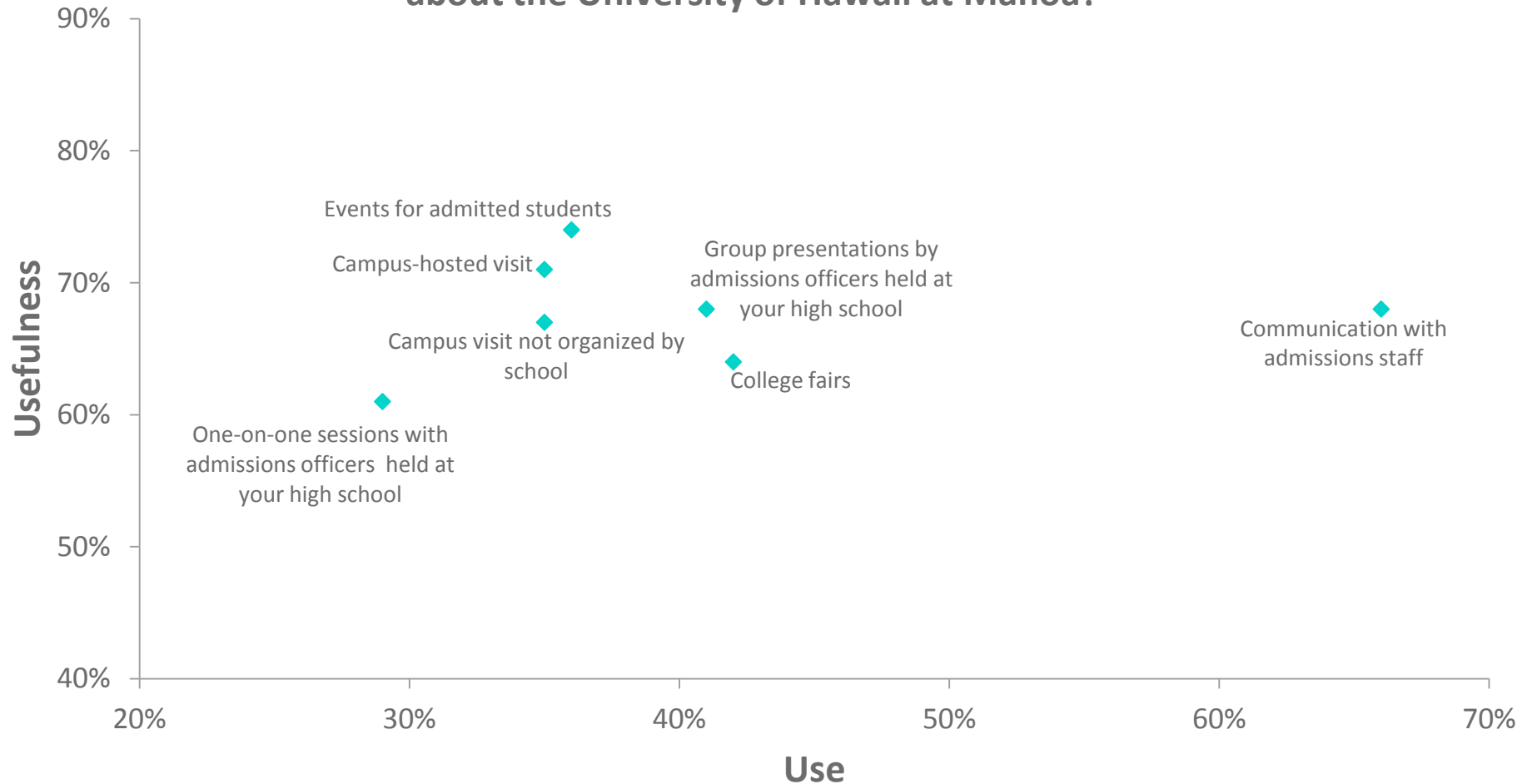
PRE-APPLICATION CONTACT

Before applying to the University of Hawaii at Manoa, did you request any information or attend any events sponsored by the school?



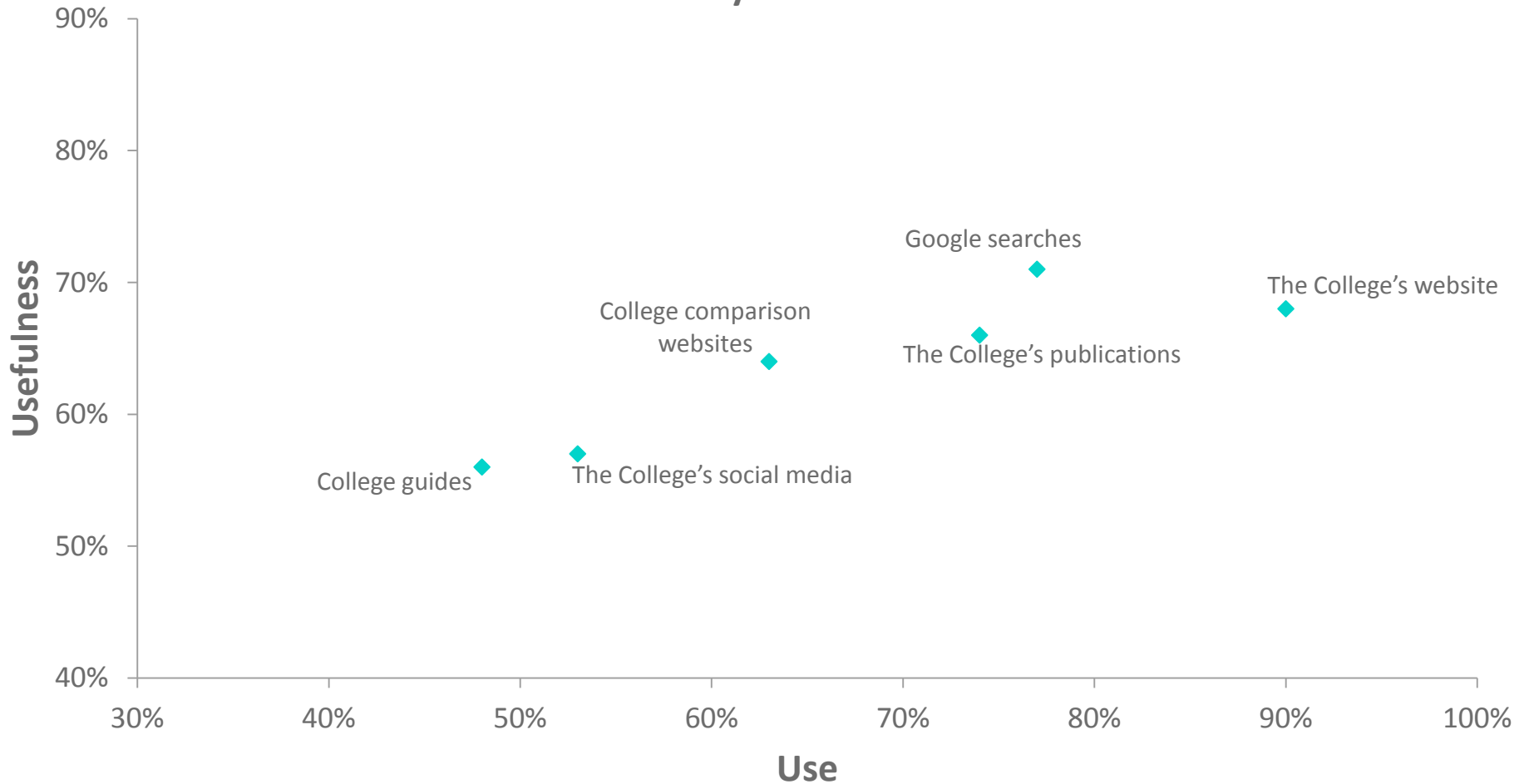
USEFULNESS OF INFORMATION SOURCES: IN-PERSON

How useful were each of the following information sources for learning about the University of Hawaii at Manoa?



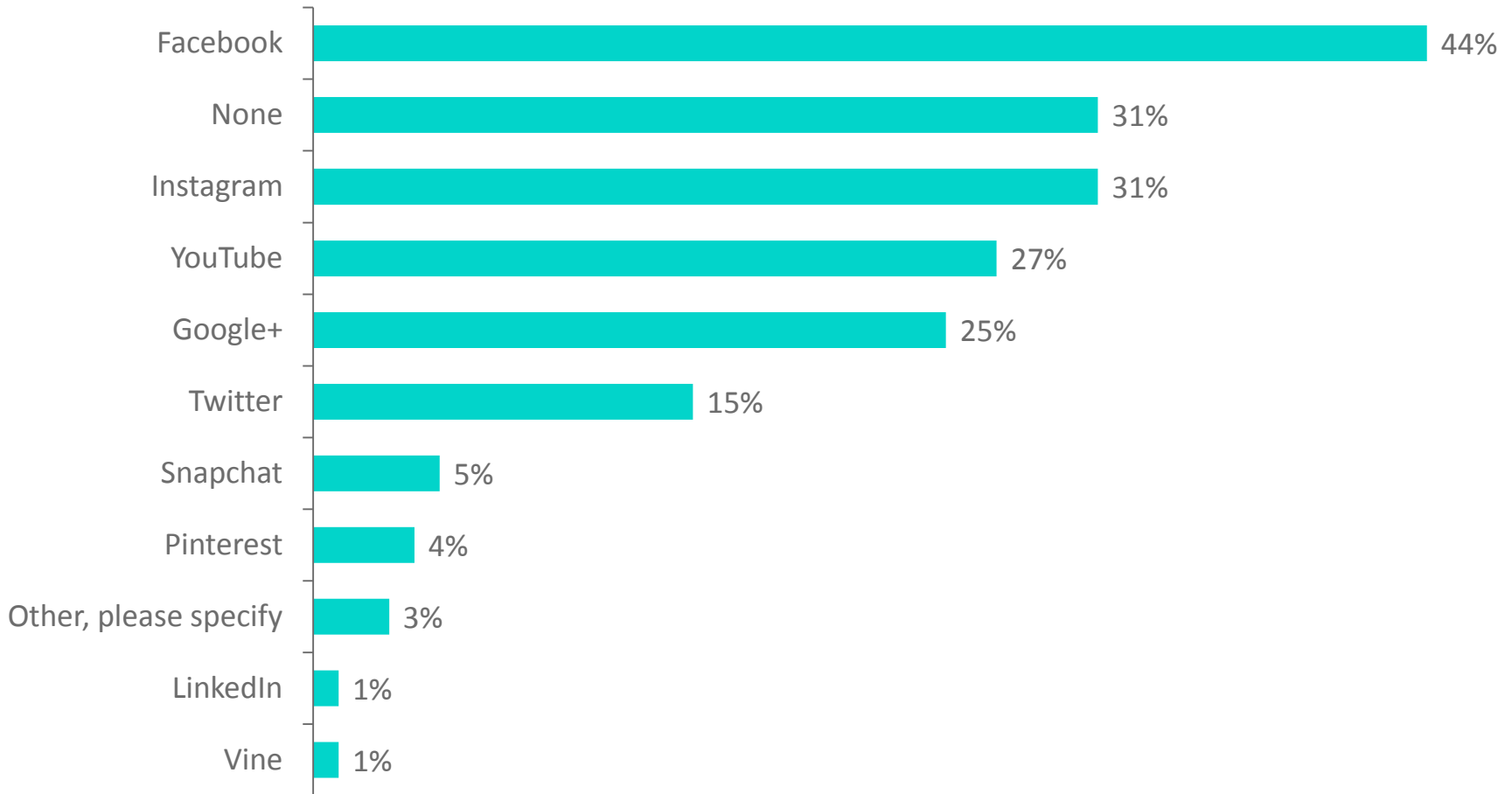
USEFULNESS OF INFORMATION SOURCES: DIGITAL

How useful were each of the following information sources for learning about the University of Hawaii at Manoa?



SOCIAL MEDIA USAGE

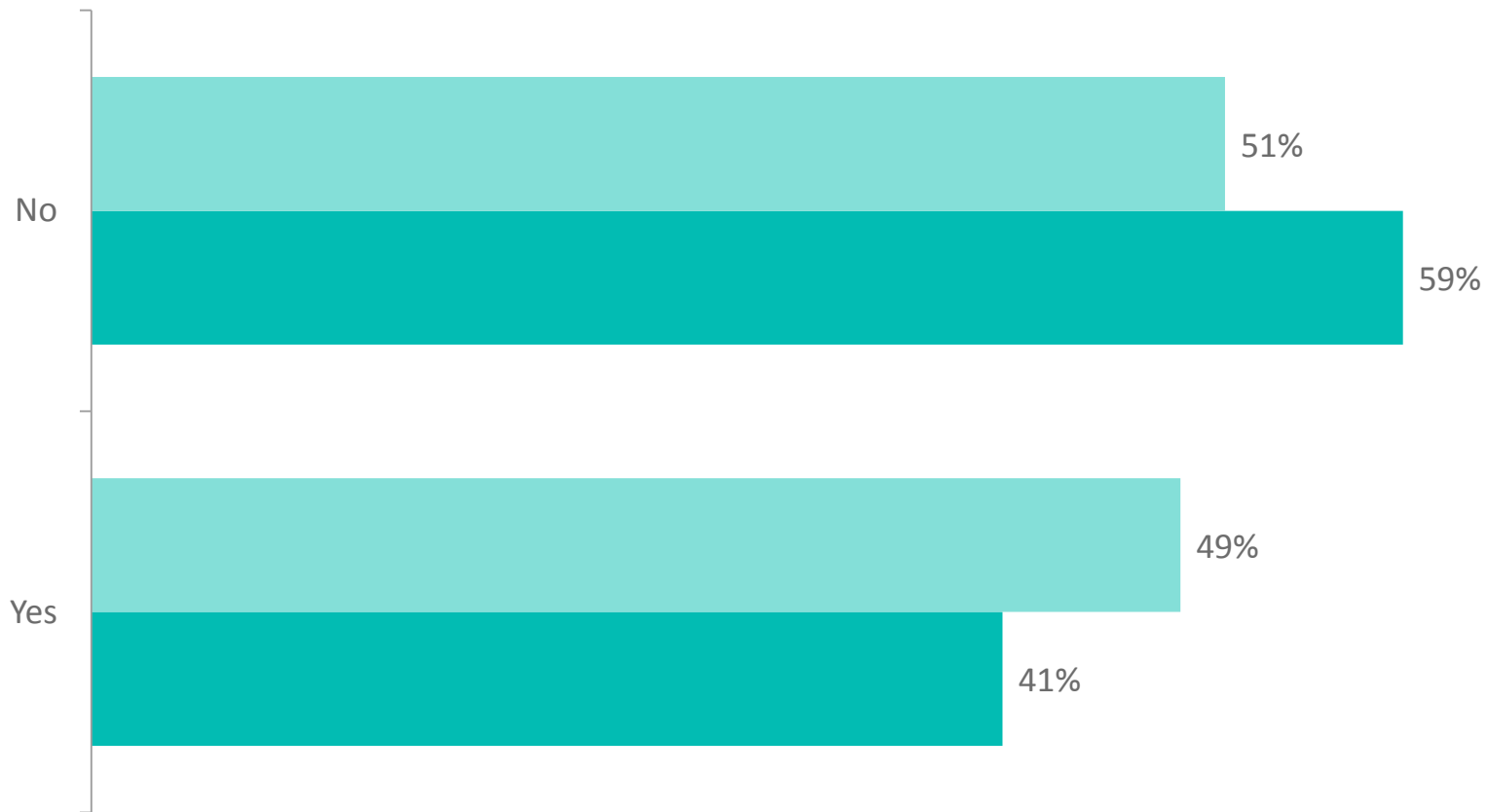
Please select the social media sites you used during your college search process specifically to learn more about, or interact with, schools you were considering attending:



SOCIAL MEDIA INFLUENCE

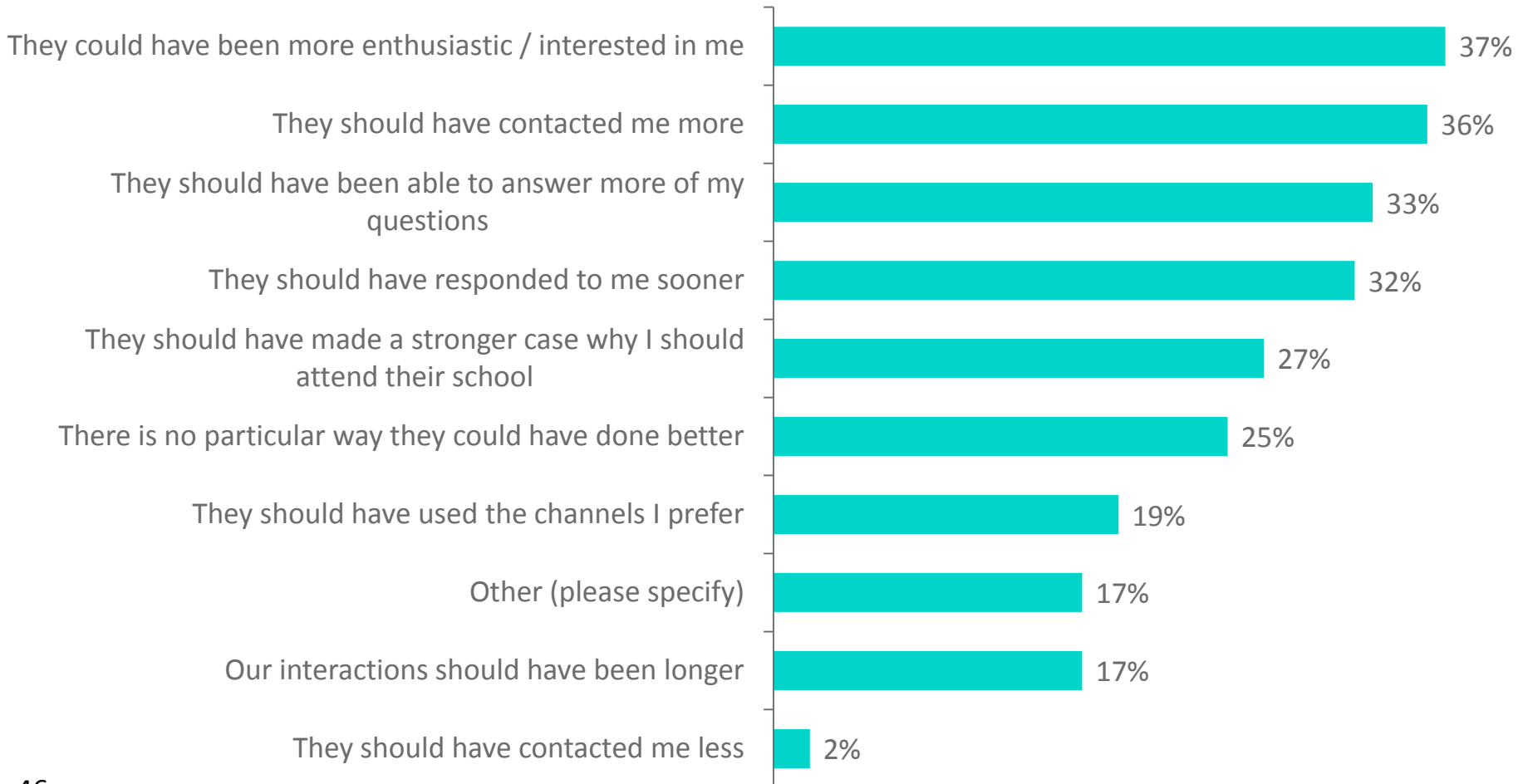
Did the University of Hawaii at Manoa or SMLTA use social media in a way that positively influenced your likelihood to attend?

■ Enrolling ■ Non-Enrolling



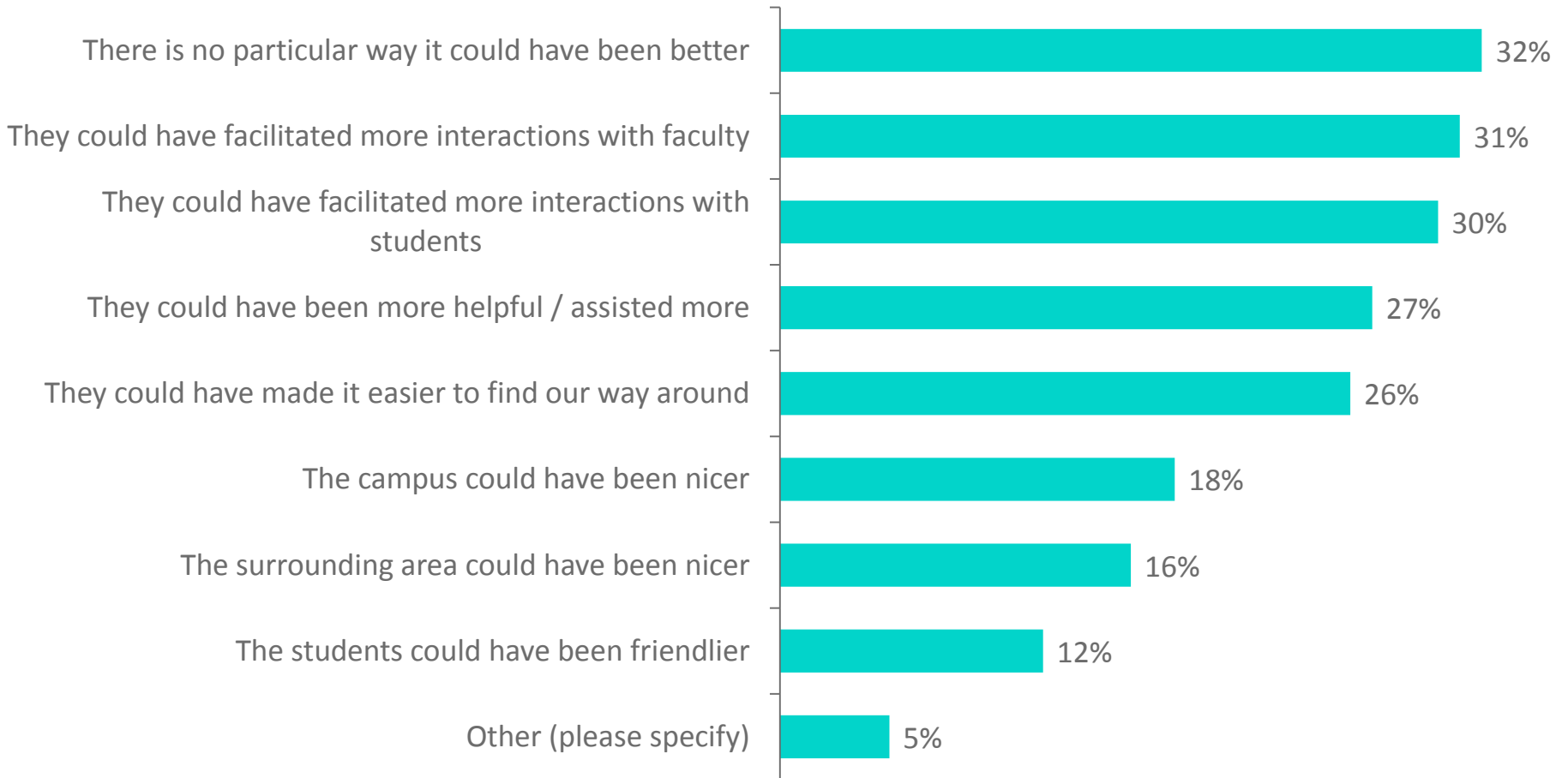
AREAS FOR IMPROVEMENT: ADMISSIONS STAFF

How could the University of Hawaii at Manoa admissions staff have improved its communications with you?



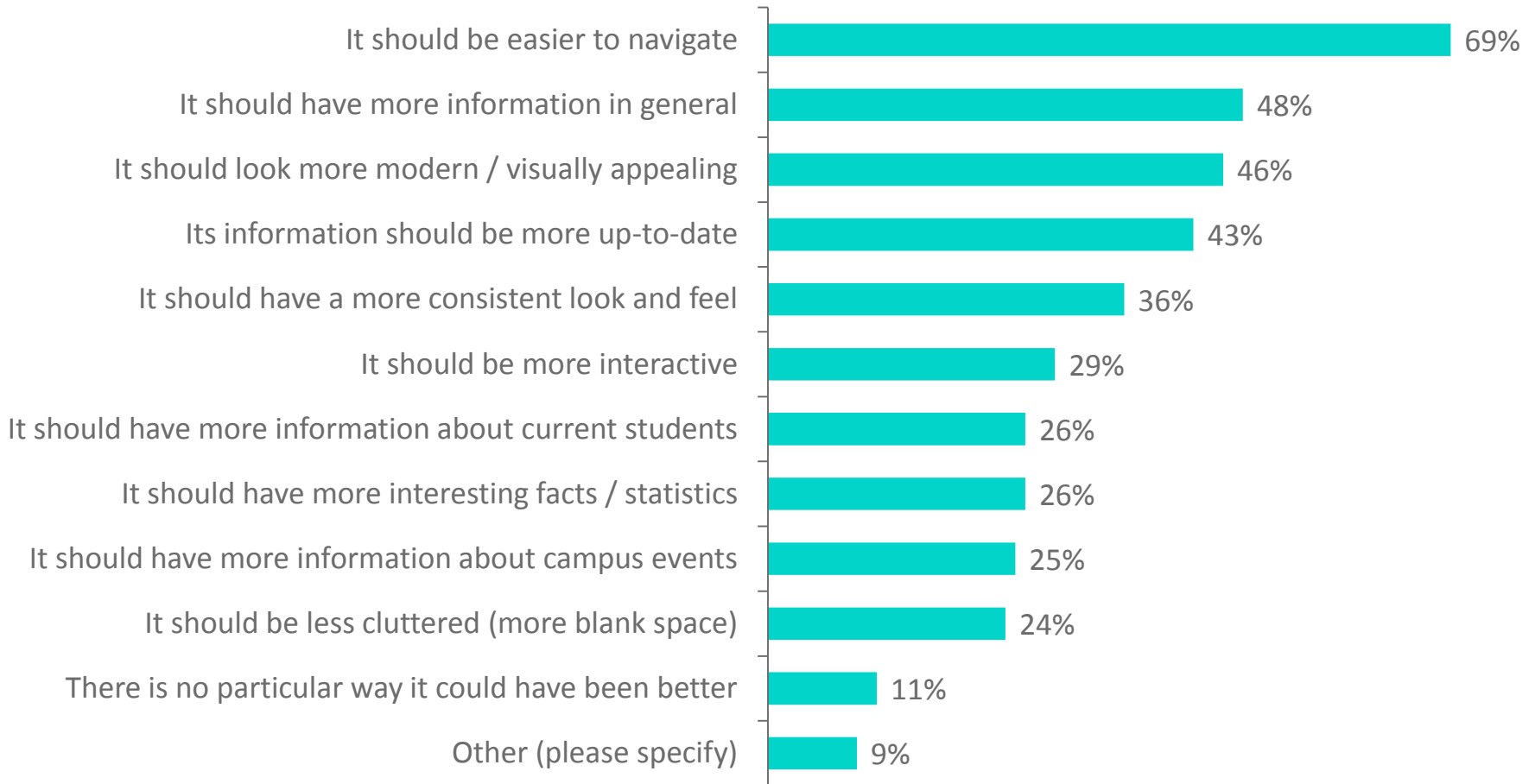
AREAS FOR IMPROVEMENT: CAMPUS VISIT

How could the University of Hawaii at Manoa have improved your visit to campus?



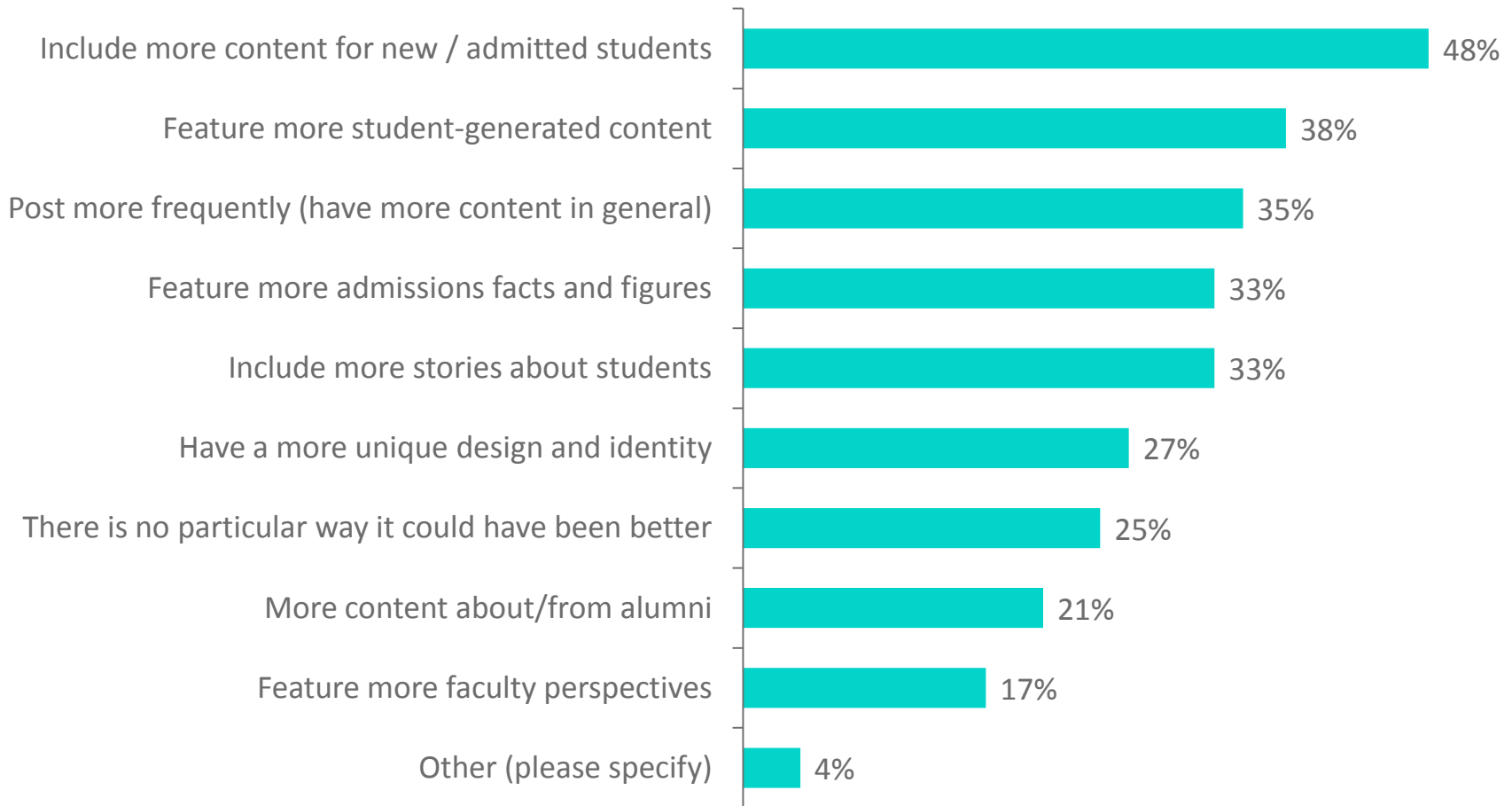
AREAS FOR IMPROVEMENT: WEBSITE

How could the University of Hawaii at Manoa improve its website?



AREAS FOR IMPROVEMENT: SOCIAL MEDIA

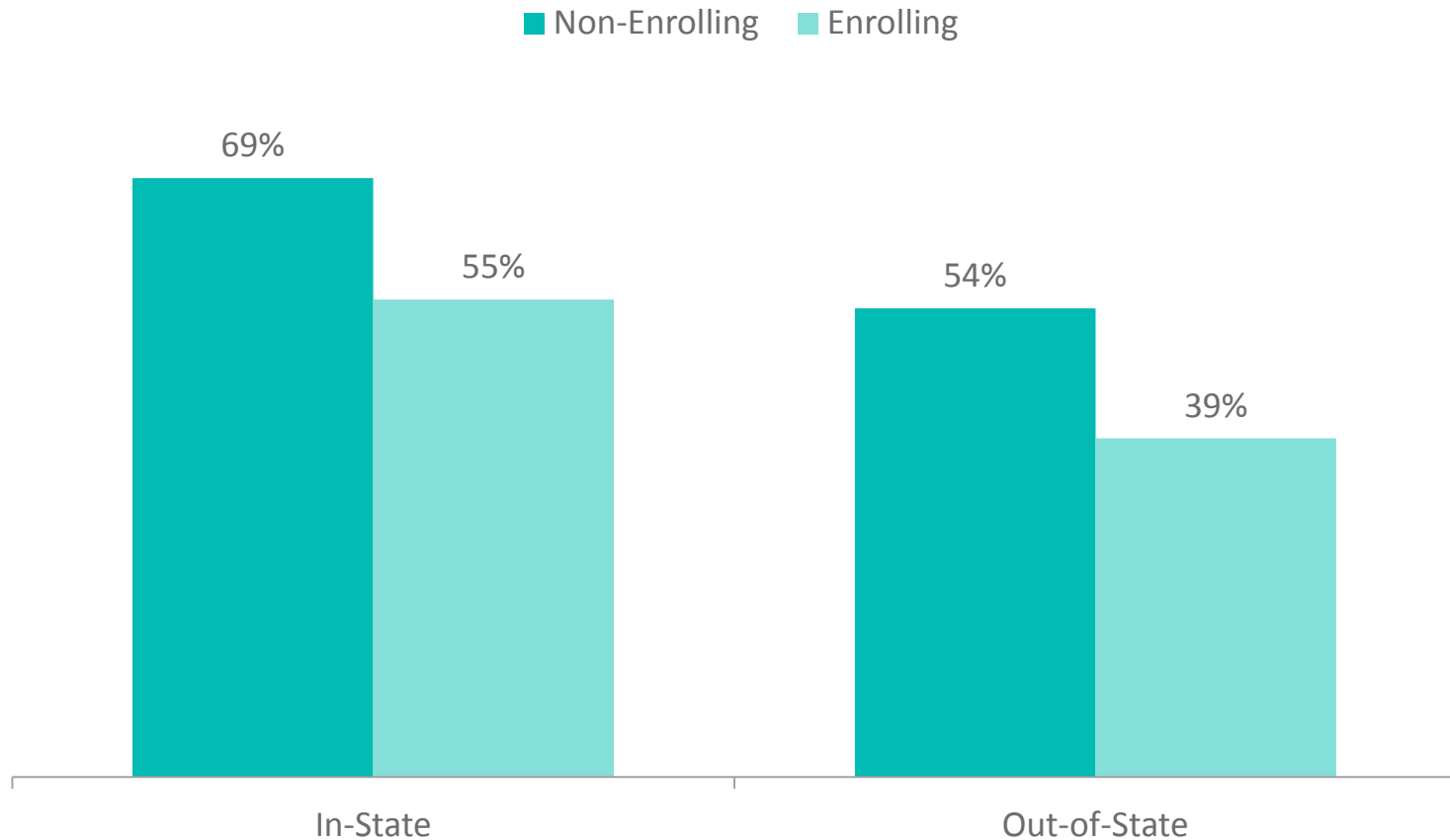
How could the University of Hawaii at Manoa improve its social media?



FINANCIAL AID

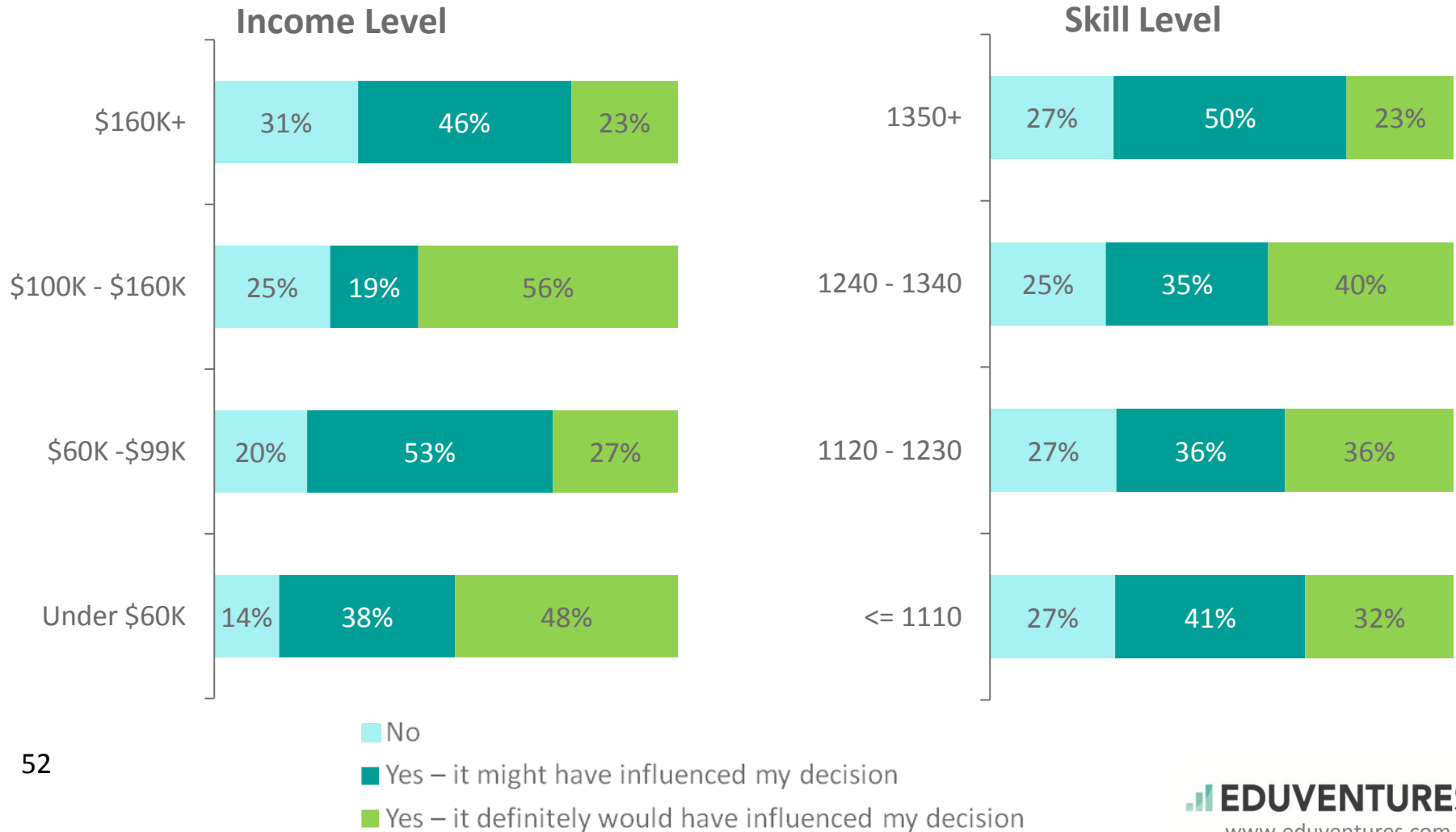
GRANT AID

Have you been offered any grants and scholarships by University of Hawaii at Manoa or SMLTA?



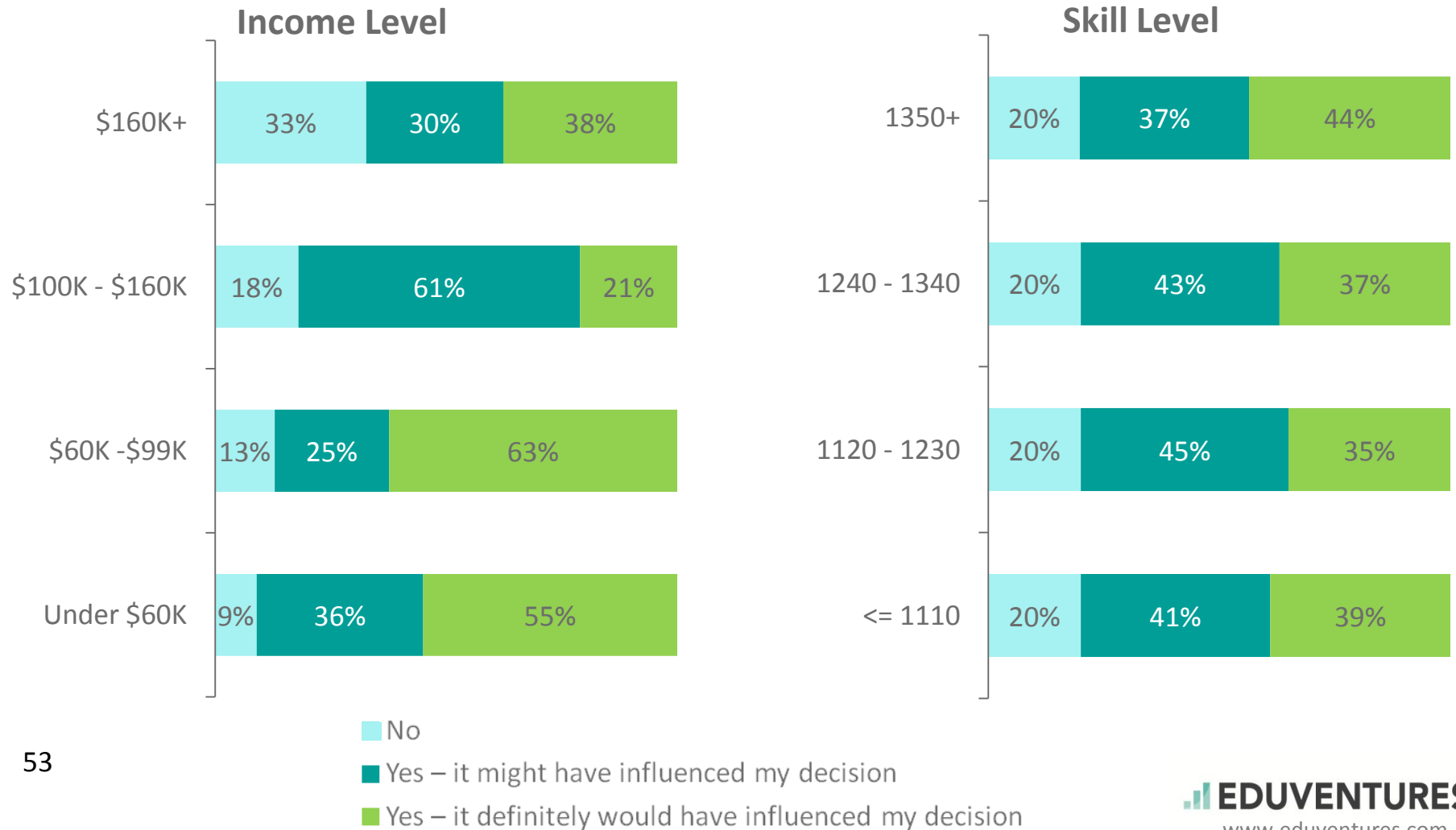
IN-STATE: INFLUENCE OF AID ON DECISION

Would the award of a grant or scholarship have influenced your decision to attend the University of Hawaii at Manoa?



OUT-OF-STATE: INFLUENCE OF AID ON DECISION

Would the award of a grant or scholarship have influenced your decision to attend the University of Hawaii at Manoa?

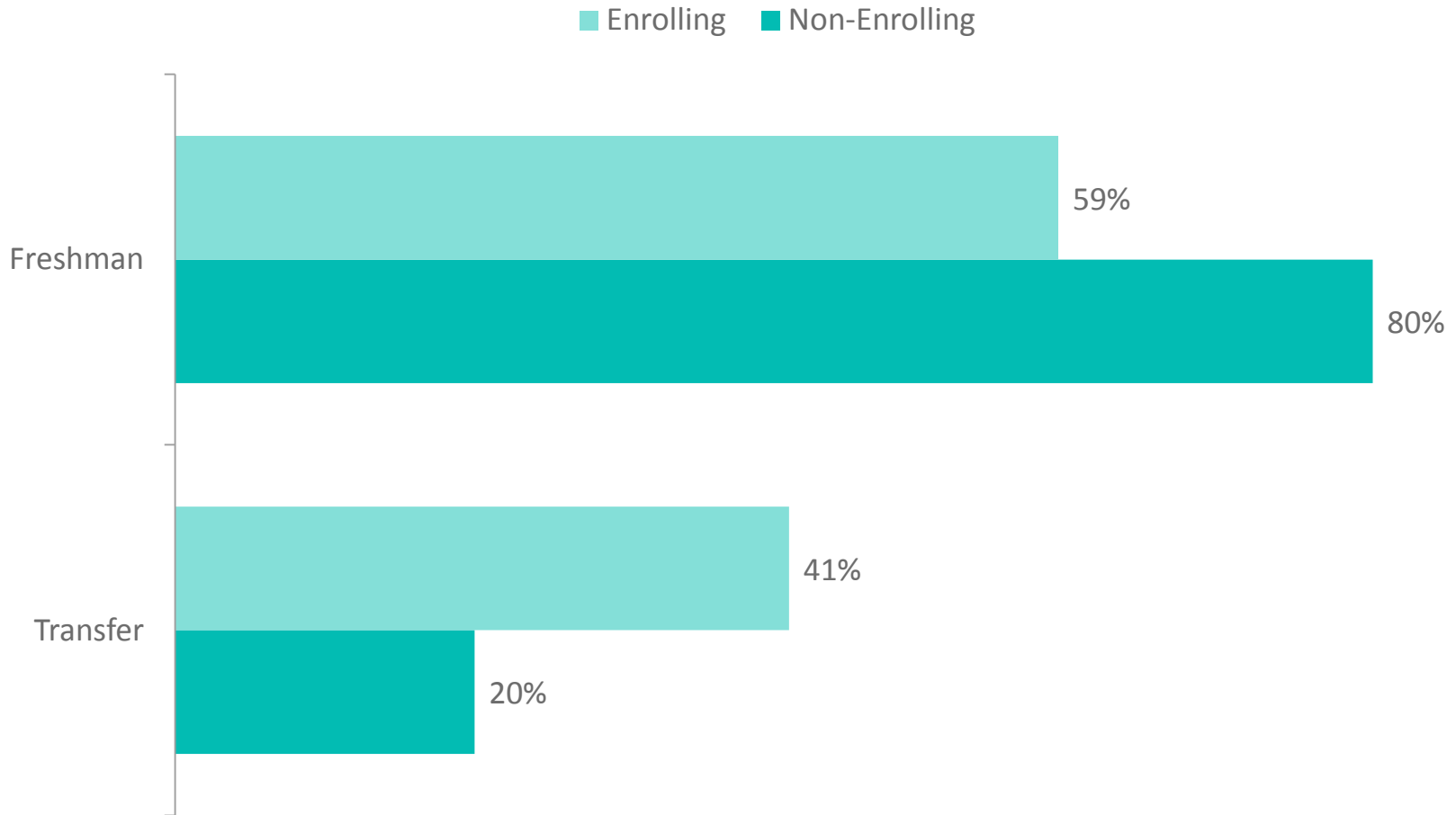


TRANSFER

STUDENTS

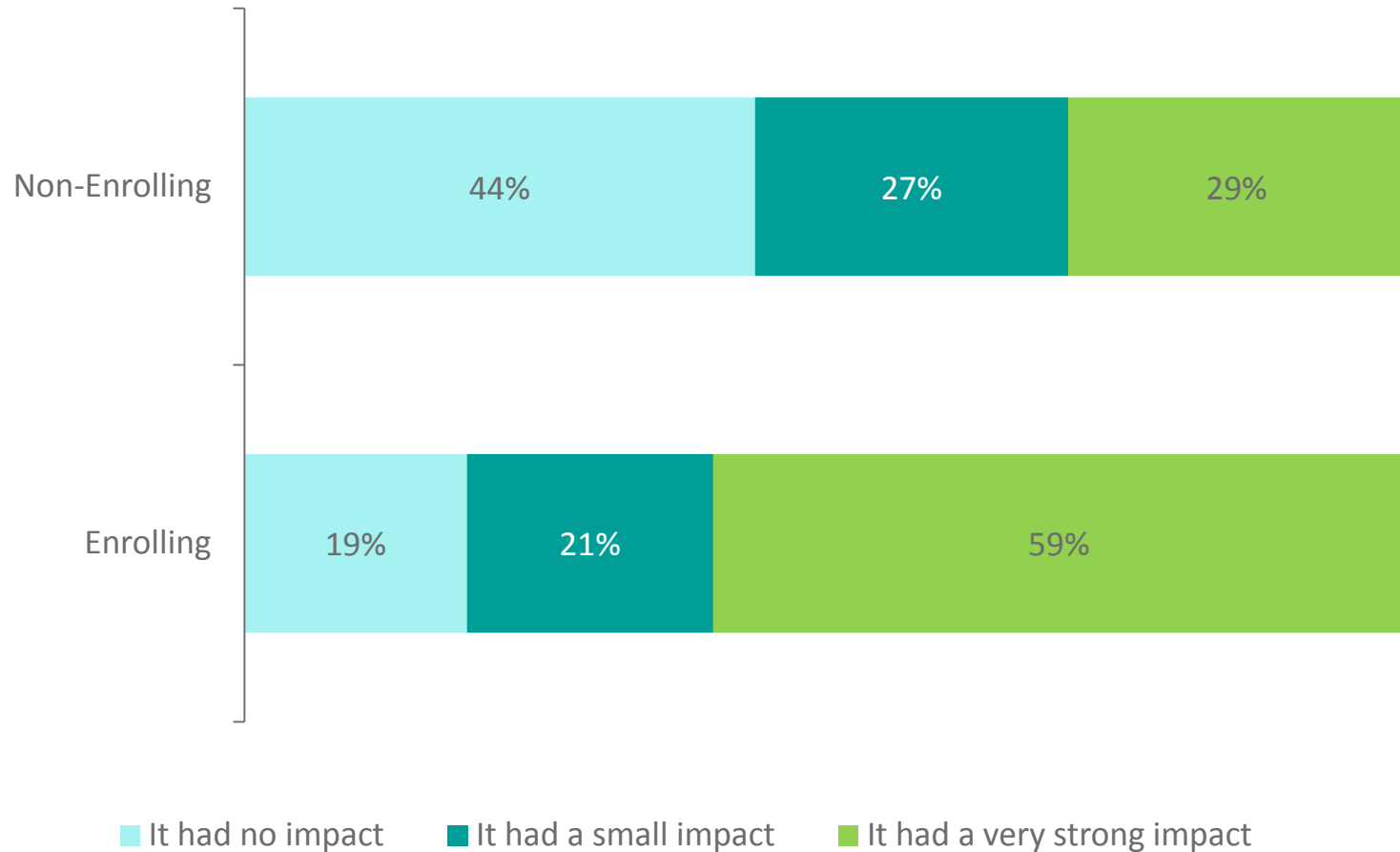
TRANSFER STUDENTS

Will you be enrolling as a freshman or transfer student in Fall 2015?



TRANSFER DECISION

How did your ability to transfer credits affect your decision to attend the University of Hawaii at Manoa or SMLTA?



2015 EDUVENTURES SURVEY OF ADMITTED STUDENTS

The University of Hawaii at Manoa Undergraduate Results

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