

2015 EDUVENTURES SURVEY OF ADMITTED STUDENTS

*The University of Hawaii at
Manoa Graduate Results*

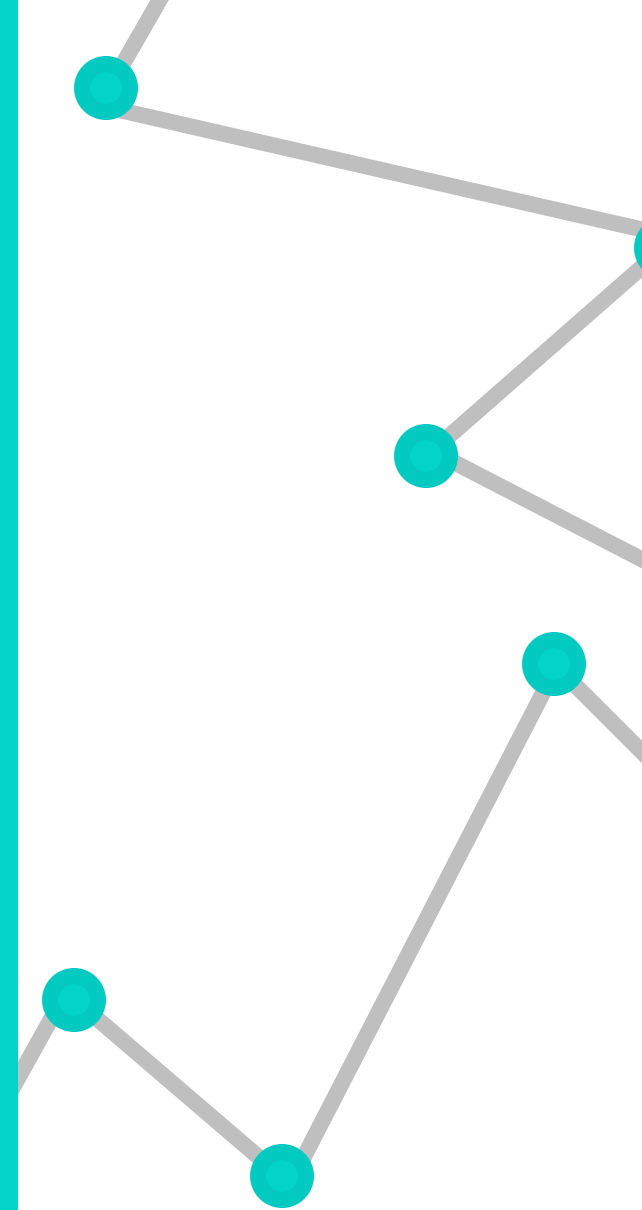


TABLE OF CONTENTS

THIS REPORT ADDRESSES:

- Enrolling & non-enrolling student profiles
- Enrollment decision & competitive set
- Prospective student perceptions
- Communications preferences

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, 478 of your institution's admitted students responded to an online survey:
 - 379 Enrolling Students
 - 99 Non-Enrolling Students
- 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 FOUR RECOMMENDATIONS

- **If you haven't already, work with academic departments to develop marketing and recruiting plans for critical programs.** Even though the University has great strengths in its location, decisions are dominated by program-specific choices, interactions with current students, and conversations with faculty.
- **Assess availability of assistantships and fellowships.** Non-enrolling out-of-state students primarily feel the pressures of affordability in their choice to attend elsewhere.
- **Ensure that your institutional website functions as a full reference for potential graduate students.** Almost all graduate students rely on this source of information, and it must be well developed to meet their needs. This is a difficult task when working with decentralized needs of graduate admissions. Consider how you might work with schools and departments to bring their materials into alignment with student needs.
- **Work on creating highly responsive graduate admissions practices.** Graduate admissions counselors should not only be responsive and maintain good contact with admitted students, but they should work to give those students access to faculty and current students to round out their decision making.

KEY FINDINGS: ENROLLMENT DECISION

- **One quarter of enrolling in-state students (25%) choose UH Manoa because it offers the desired program.** Almost the same percentage (24%) choose UH Manoa because it is close to home.
 - We did not receive enough responses from non-enrolling in-state students to analyze their responses.
- **Enrolling out-of-state students choose UH Manoa because of a specific program (28%) or for its research opportunities (21%).** Non-enrolling students choose to attend another institution primarily due to the availability of assistantships/fellowships (35%), while approximately a fifth do so due to affordability (21%).
- **More than half (54%) of non-enrolling out-of-state students are attending another out-of-state public institution.** It's a widely varied list of institutions including a who's who of high research activity institutions.
- **Two-thirds of non-enrolling out-of-state students (65%) say that they were very or extremely close to enrolling at UH.**
- **As you would expect, the strongest influencers for both enrolling (50%) and non-enrolling students (61%) are professors at the institution they choose.** But current students at the institution are also influential (enrolling 26%, non-enrolling 39%).

KEY FINDINGS: PERCEPTIONS

- **Enrolling and non-enrolling students perceive UH Manoa as diverse (60%, 54%) and friendly/inclusive (43%, 47%).** Enrolling students see the institution as affordable (35%) while non-enrolling students see it as expensive (39%).
- **The top areas in which enrolling students rate UH Manoa better than their other choices are quality of faculty/advisors (76%), location (76%), fit (74%), and off-campus environment (72%).** Non-enrolling students also rate UH Manoa better than their choice on attractiveness of campus (59%), location (57%), and off-campus environment (55%).
- **The area in which non-enrolling students rate UH Manoa worse in comparison to their choice is affordability.** The lowest rating is for availability of financial aid (69%).

KEY FINDINGS: COMMUNICATIONS PREFERENCES

- **Meeting faculty is far and away the most useful (92%) means of in-person communication for admitted graduate students, but less than half (47%) have used this information source.** More often students have communicated with admissions staff (87%) and rate this interaction fairly useful (75%).
- **Nearly all students have used the University's website (94%), but its usefulness lags behind (68%).** Approximately half of students (53%) have used UH Manoa's print materials with 60% finding them useful.
- **Approximately one-third (35%) of students have used UH Manoa's social media, and they rate it lowest in usefulness (46%) among digital information sources.** A vast majority of student say that social media had no influence on their enrollment decision.
- **UH Manoa could improve communication through better website navigation (65%) and more up-to-date information on its website (48%).** The university could also improve its admissions communications by contacting students more (47%), being more enthusiastic (42%), and responding sooner (41%).

ENROLLING & NON-ENROLLING STUDENT
PROFILES

IN-STATE ENROLLMENT PROFILE

		Enrolling		Non-Enrolling	
		Row N %	Count	Row N %	Count
Gender	Male	95%	60	5%	3
	Female	96%	134	4%	5
Academic Area of Interest	Business	100%	6	0%	0
	STEM	83%	15	17%	3
	Education	100%	42	0%	0
	Health	98%	41	2%	1
	Arts and Humanities	100%	25	0%	0
	Social Sciences	89%	25	11%	3
Ethnicity	Asian / P. Islander	96%	25	4%	1
	Black / African-American	100%	3	0%	0
	Hispanic / Latino	100%	8	0%	0
	White	98%	79	2%	2
Region	Northeast		0		0
	South		0		0
	Midwest		0		0
	West	96%	203	4%	8
Plan of Study	Full-time	96%	150	4%	7
	Part-time	100%	51	0%	0
Delivery Mode	100% on-campus, in person	96%	111	4%	5
	Most courses on campus	98%	42	2%	1
	Most courses online	100%	15	0%	0
	Even mix	94%	15	6%	1
	All courses online	100%	12	0%	0
Experience	1-5 Years	95%	69	5%	4
	6-10 Years	97%	36	3%	1
	11-20 Years	100%	30	0%	0
	21-30 Years	100%	7	0%	0
	31+ Years	100%	6	0%	0

OUT-OF-STATE ENROLLMENT PROFILE

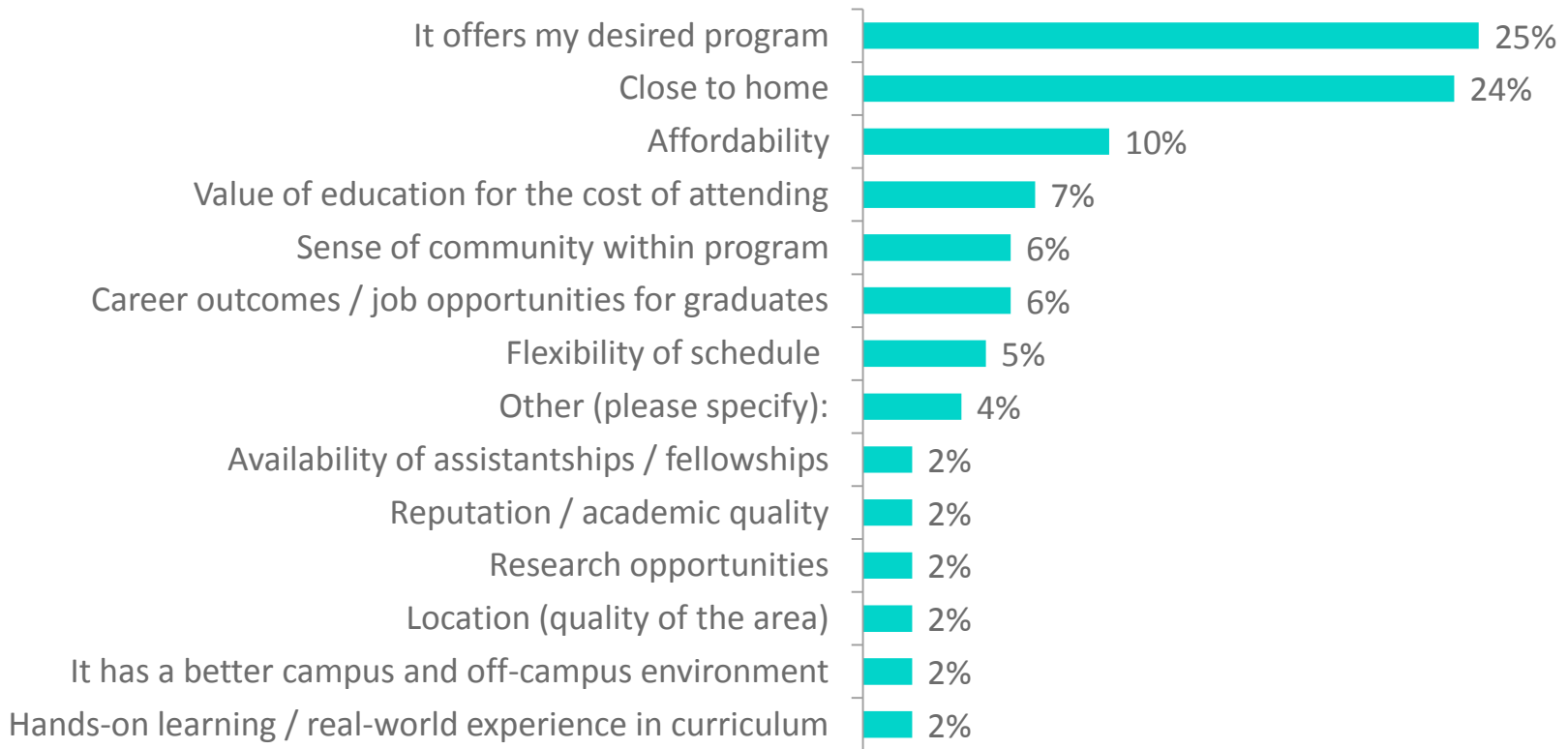
		Enrolling		Non-Enrolling	
		Row N %	Count	Row N %	Count
Gender	Male	52%	34	48%	32
	Female	58%	65	42%	47
Academic Area of Interest	Business	80%	4	20%	1
	STEM	60%	24	40%	16
	Education	88%	7	13%	1
	Health	73%	8	27%	3
	Arts and Humanities	51%	24	49%	23
	Social Sciences	46%	13	54%	15
Ethnicity	Asian / P. Islander	83%	5	17%	1
	Black / African-American	0%	0	100%	3
	Hispanic / Latino	50%	5	50%	5
	White	54%	68	46%	57
Region	Northeast	45%	15	55%	18
	South	59%	16	41%	11
	Midwest	66%	25	34%	13
	West	53%	41	47%	37
Plan of Study	Full-time	57%	96	43%	72
	Part-time	67%	6	33%	3
Delivery Mode	100% on-campus, in person	54%	85	46%	72
	Most courses on campus	100%	7	0%	0
	Most courses online	57%	4	43%	3
	Even mix		0		0
	All courses online	50%	2	50%	2
Experience	1-5 Years	58%	46	42%	33
	6-10 Years	46%	12	54%	14
	11-20 Years	83%	5	17%	1
	21-30 Years	50%	1	50%	1
	31+ Years		0		0

ENROLLMENT
DECISIONS
& COMPETITIVE SET

IN-STATE: TOP ENROLLMENT DRIVERS

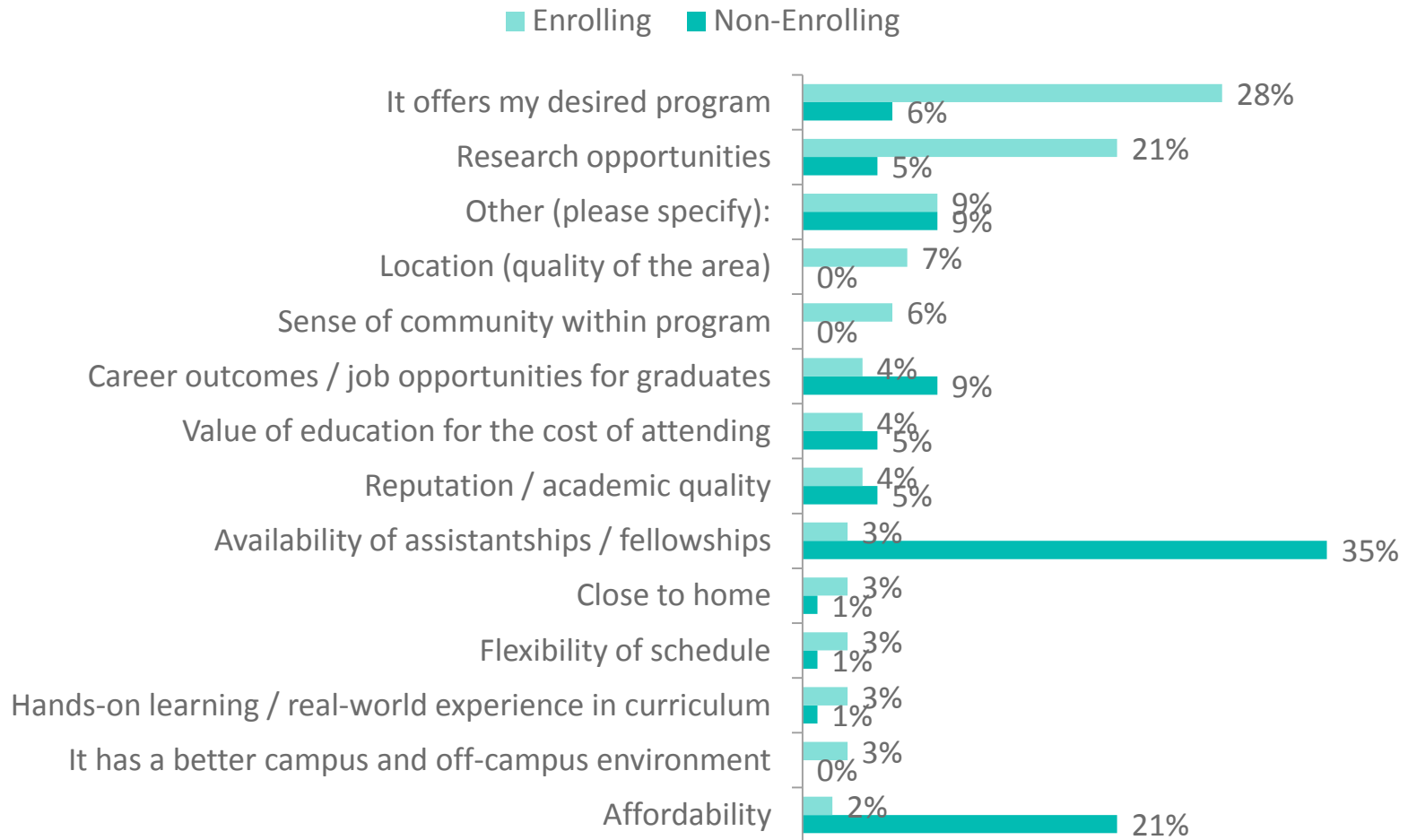
What is the most important reason why you have decided to attend the University of Hawaii at Manoa?

■ Enrolling



OUT-OF-STATE: TOP ENROLLMENT DRIVERS

What is the most important reason why you have decided to attend University of Hawaii at Manoa/SMLTA?



TOP COMPETITORS

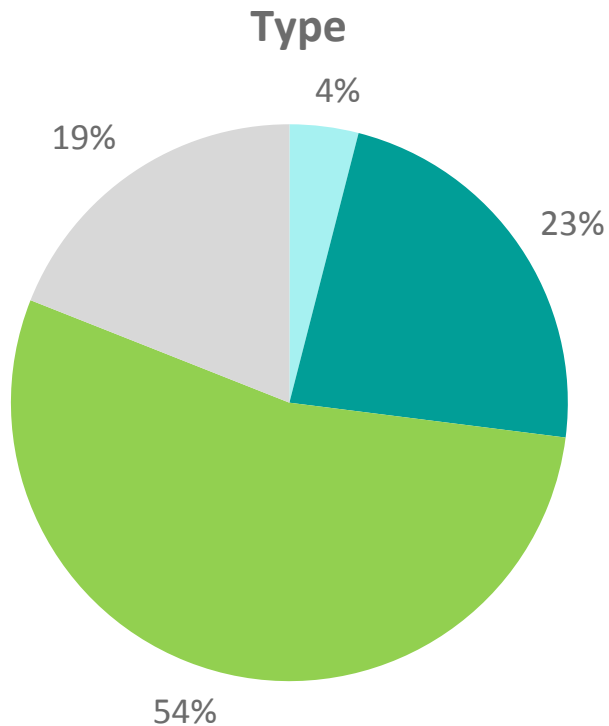
Which college or university are you most likely to attend in Fall 2015?

In-State	Count
Hawaii Pacific University	2
SUNY Binghamton	1
University of California-Riverside	1
University of California-Santa Barbara	1
University of Illinois at Urbana-Champaign	1
University of Michigan-Ann Arbor	1

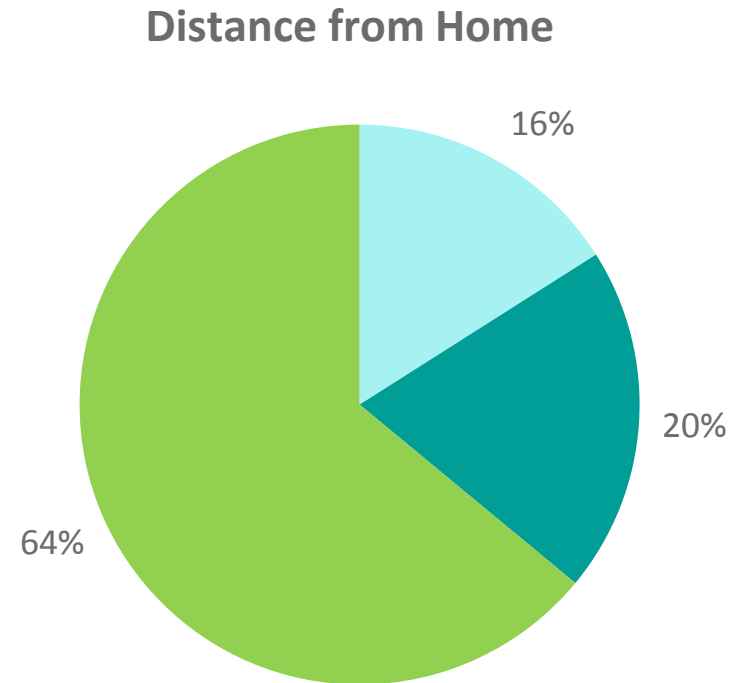
Out-of-State	Count
University of California-Irvine	3
University of Illinois at Urbana-Champaign	3
Kent State University	2
Ohio State University, The	2
University of California-Santa Barbara	2
University of Michigan-Ann Arbor	2
University of Oklahoma	2
University of Utah	2
University of Washington-Seattle	2
Washington State University	2

OUT-OF-STATE: SMLTA INSTITUTION

What type of institution is the college you are planning on attending?



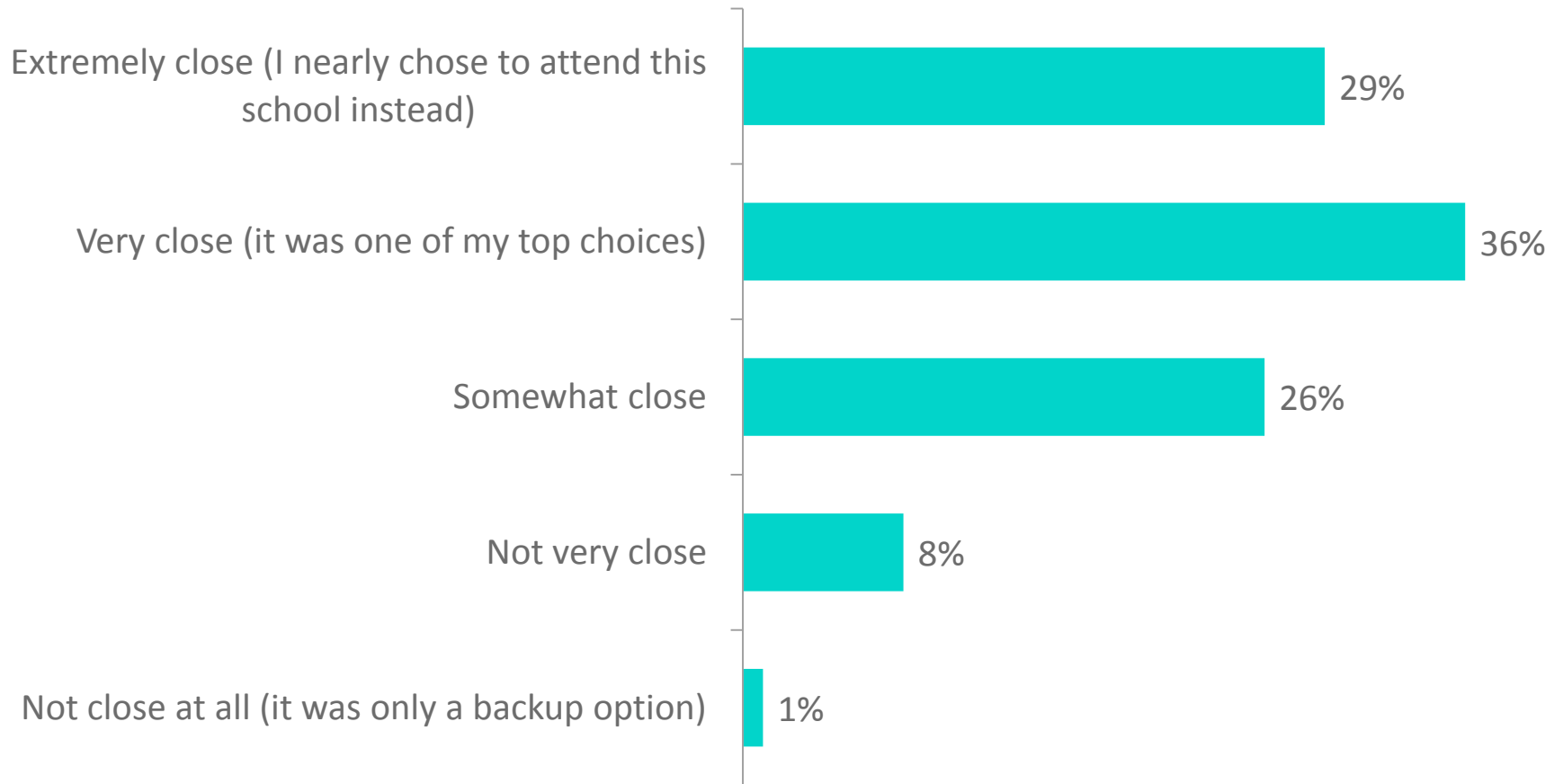
- Private institution in my home state
- Public institution in my home state
- Public institution in another state
- Private institution in another state



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

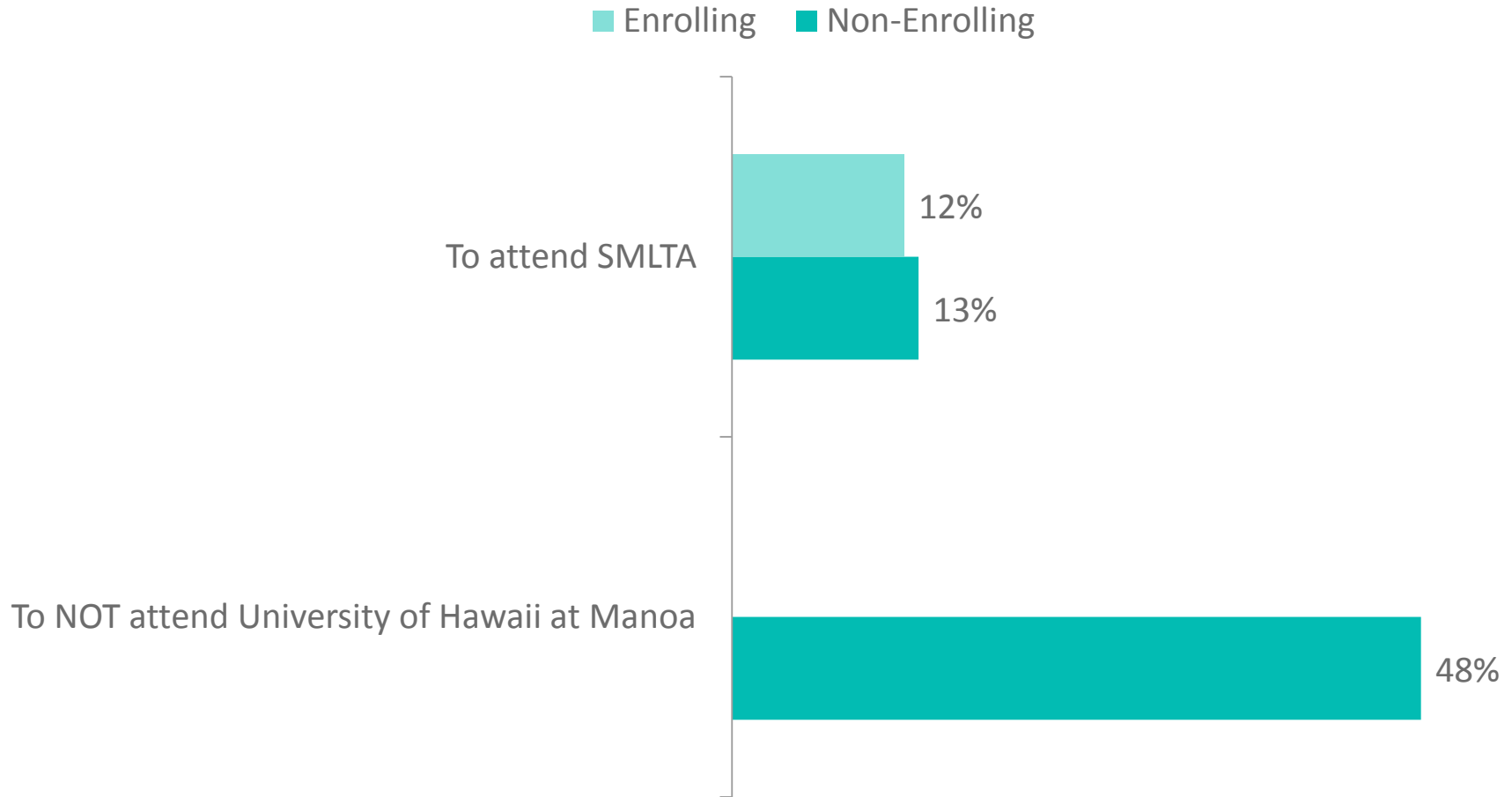
OUT-OF-STATE: CLOSENESS OF DECISION

How close were you to choosing to attend the University of Hawaii at Manoa?



INDEPENDENT DECISION-MAKERS

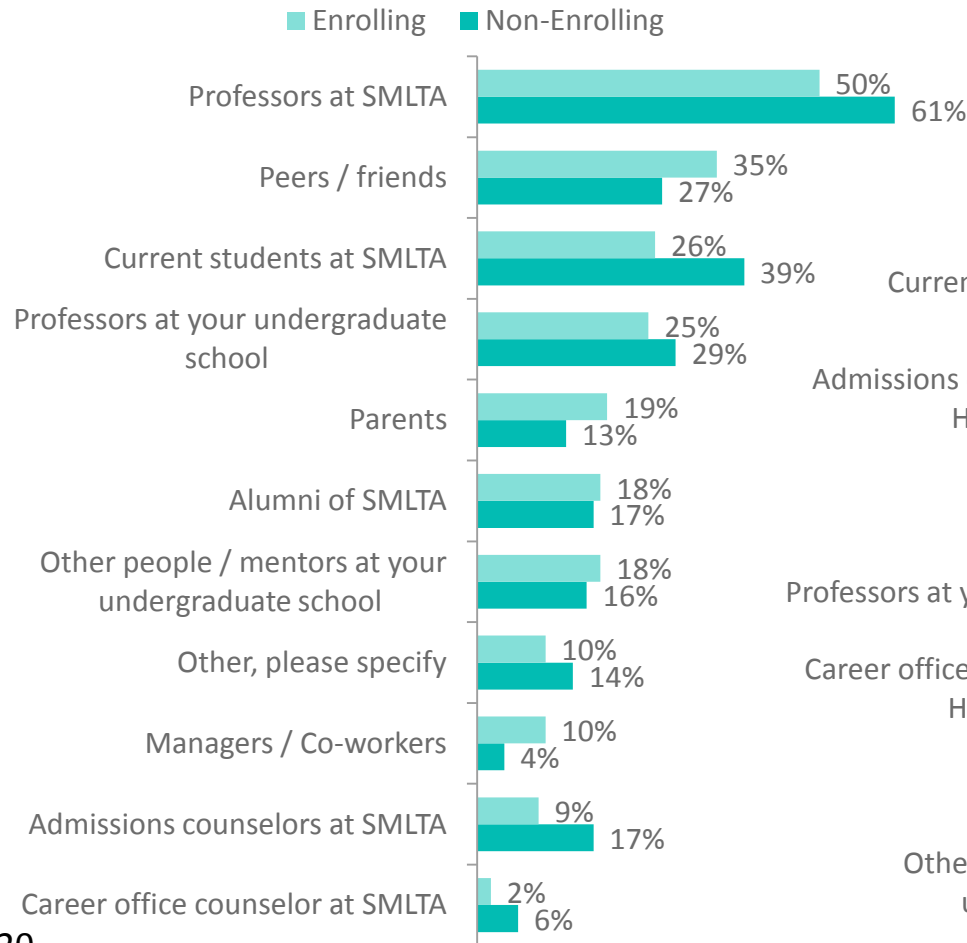
“No one else strongly influenced my decision.”



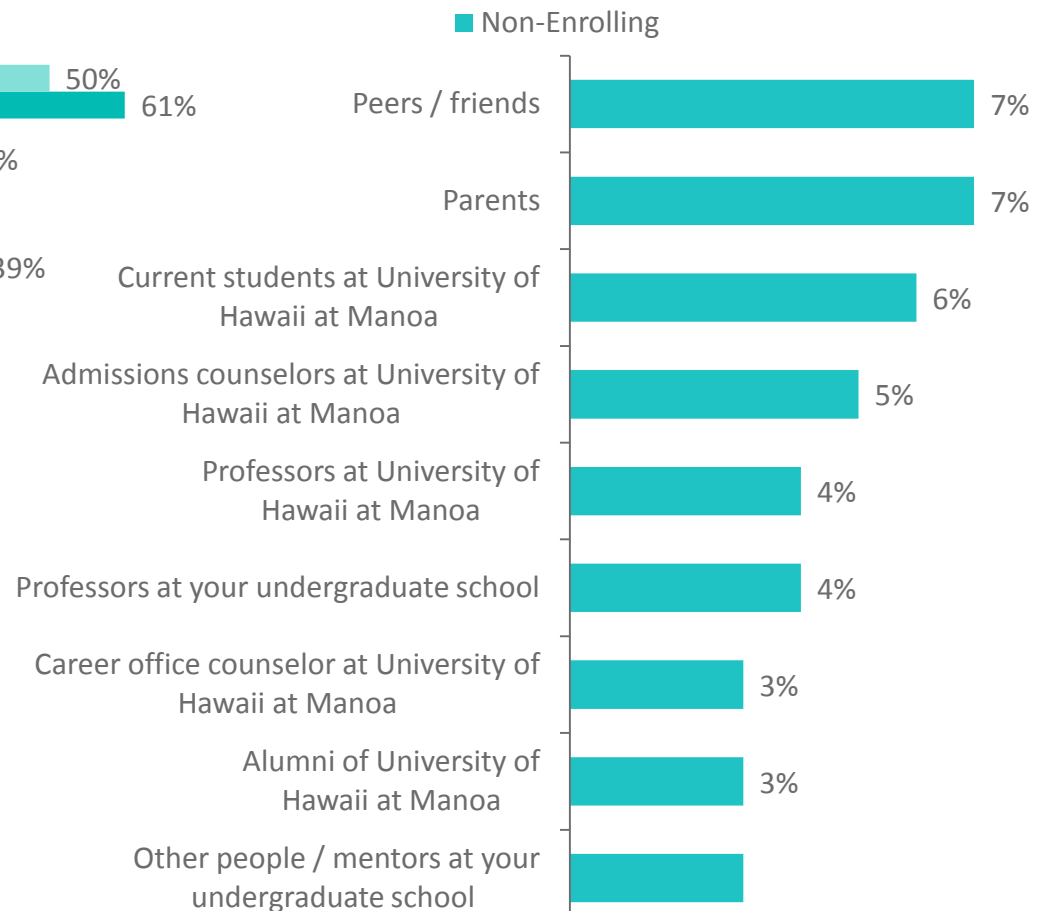
INFLUENCERS

Who strongly influenced your decision to:

Attend SMLTA



Not Attend the University of Hawaii at Manoa

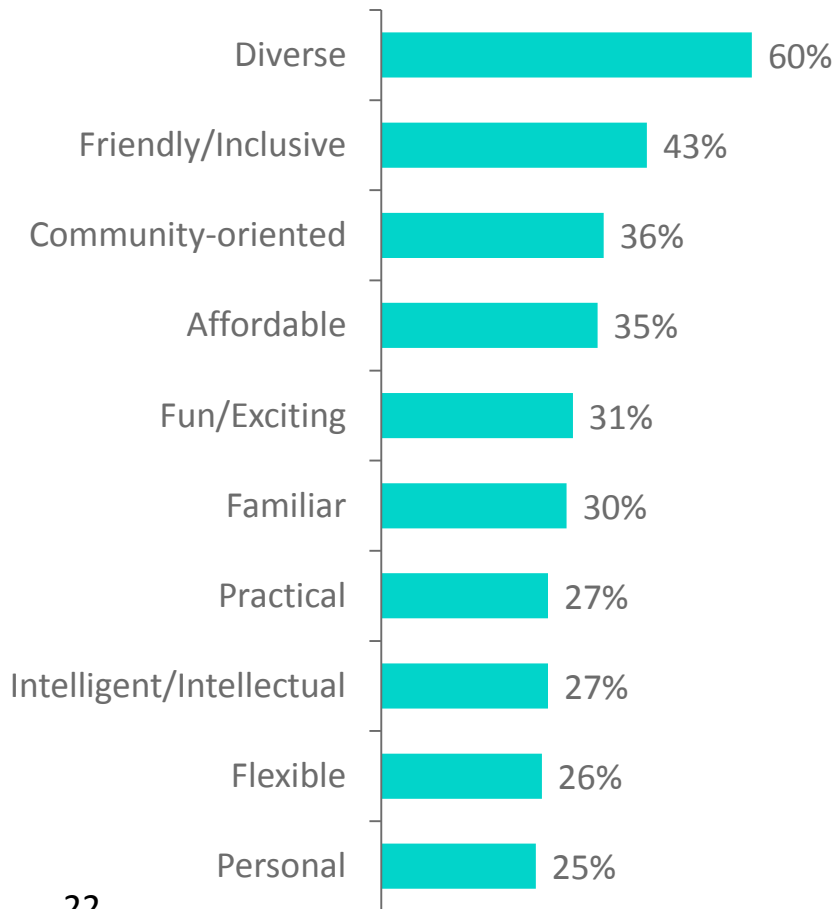


PROSPECTIVE STUDENT
PERCEPTIONS

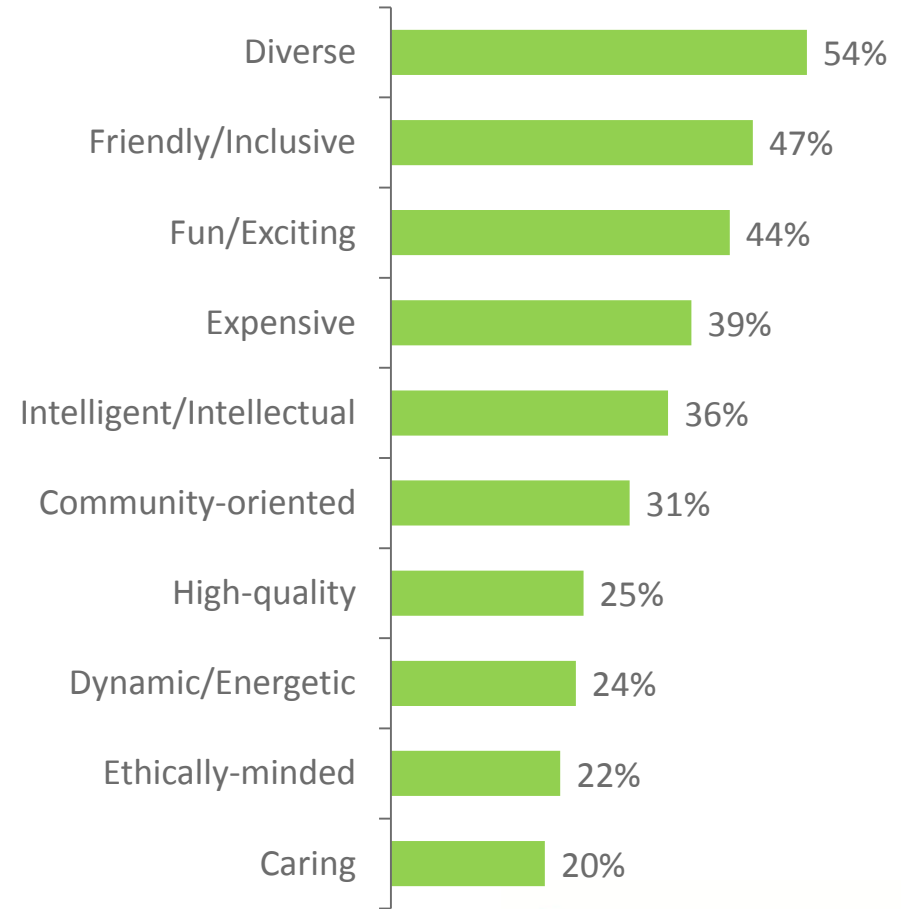
ATTRIBUTES

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

Enrolling

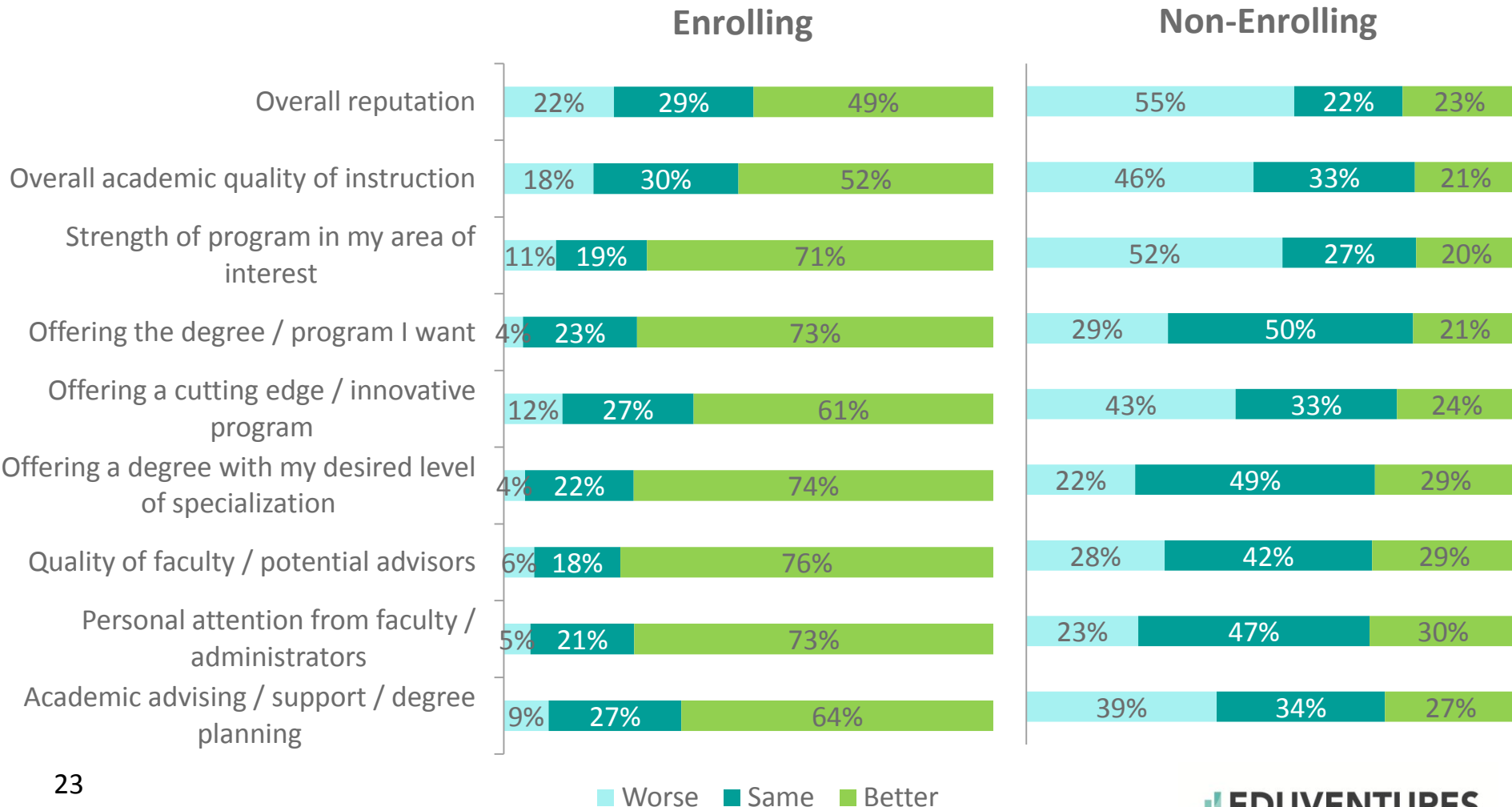


Non-Enrolling



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:

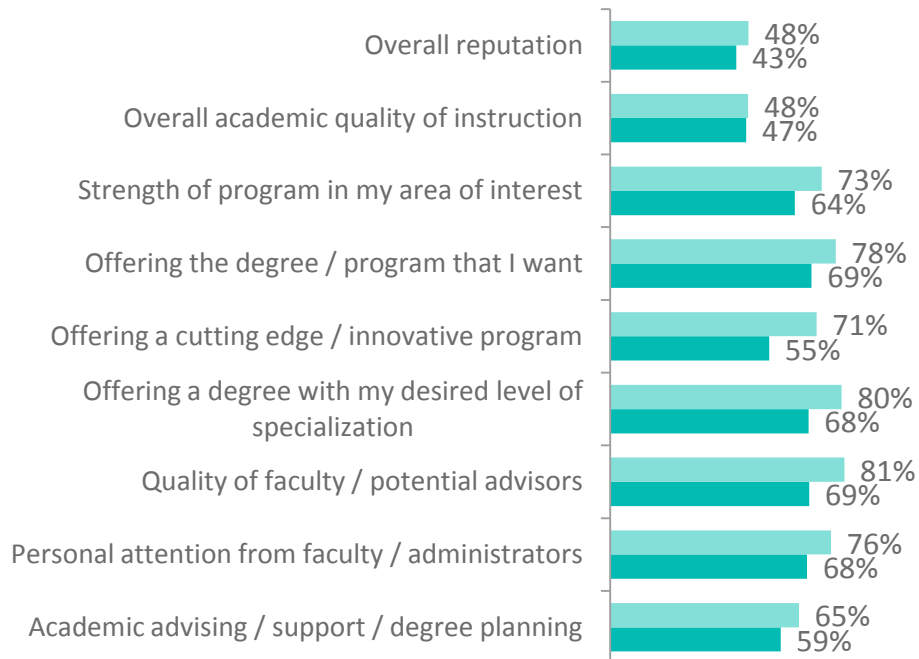


PERCEPTIONS OF QUALITY: ACADEMICS

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:

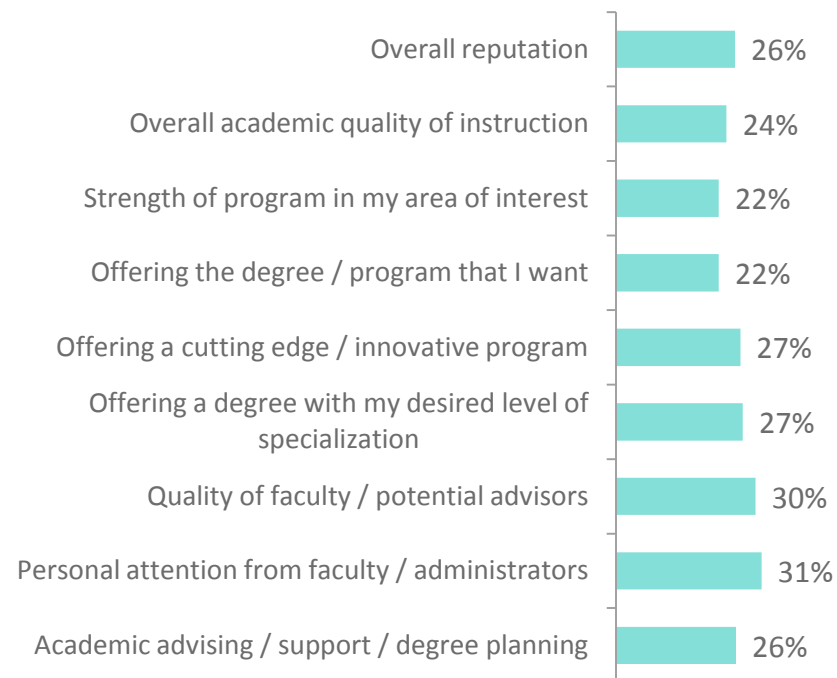
Enrolling

■ Out-of-State ■ In-State



Non-Enrolling

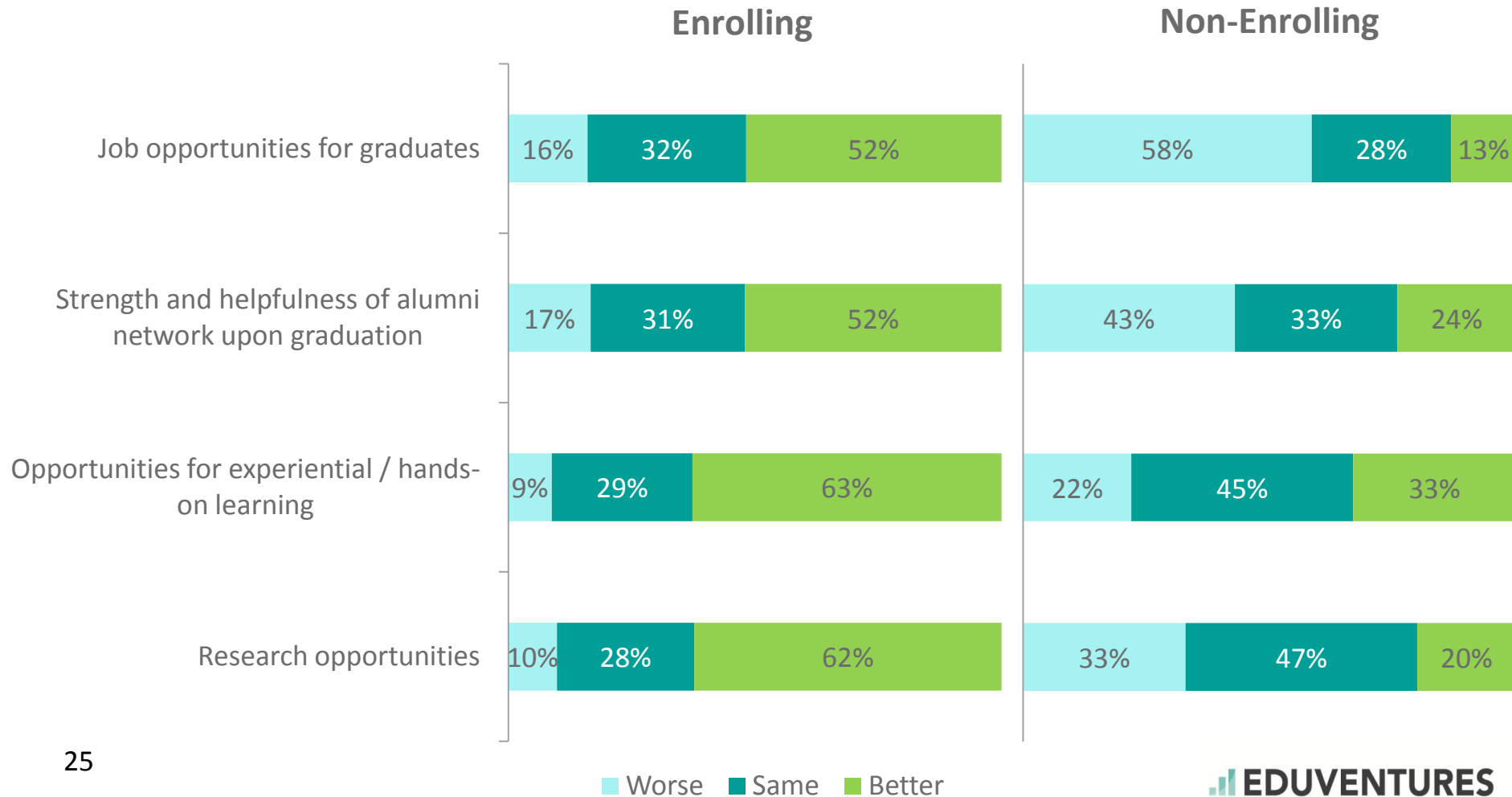
■ Out-of-State



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:

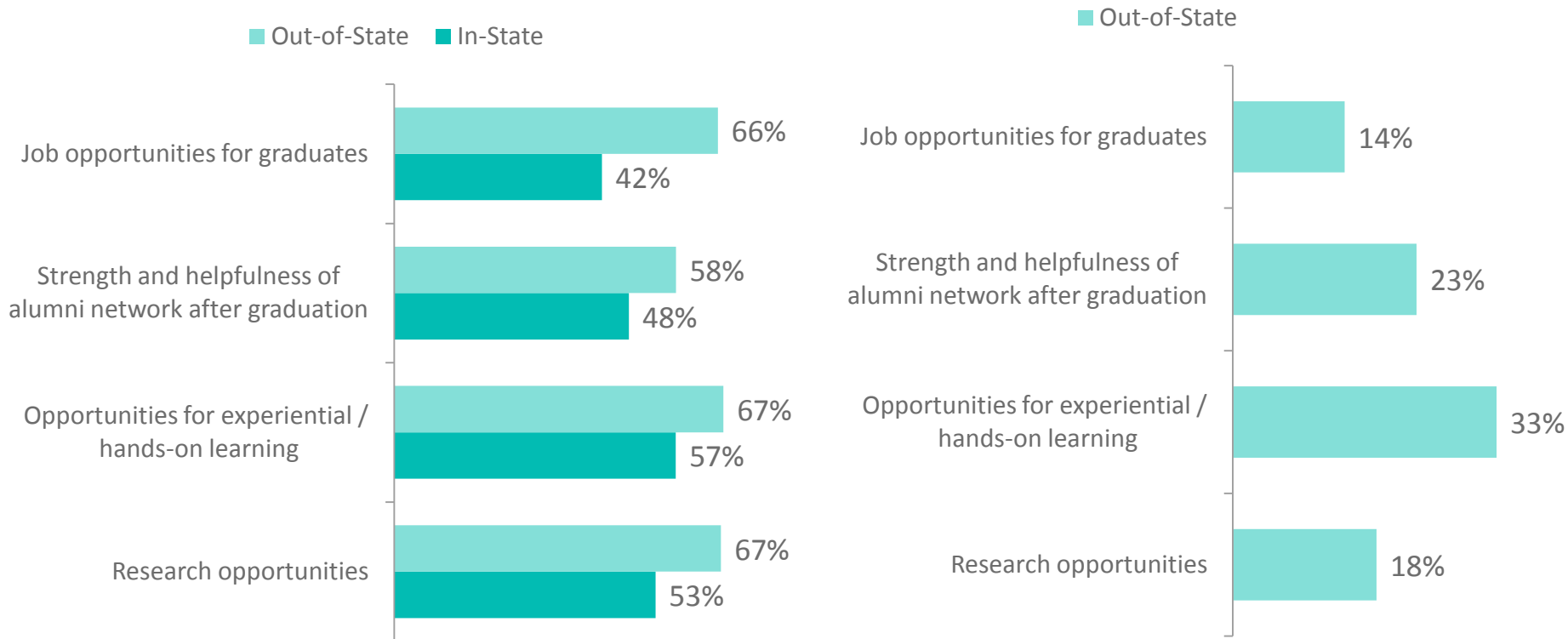


PERCEPTIONS OF QUALITY: CAREER PREPARATION

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

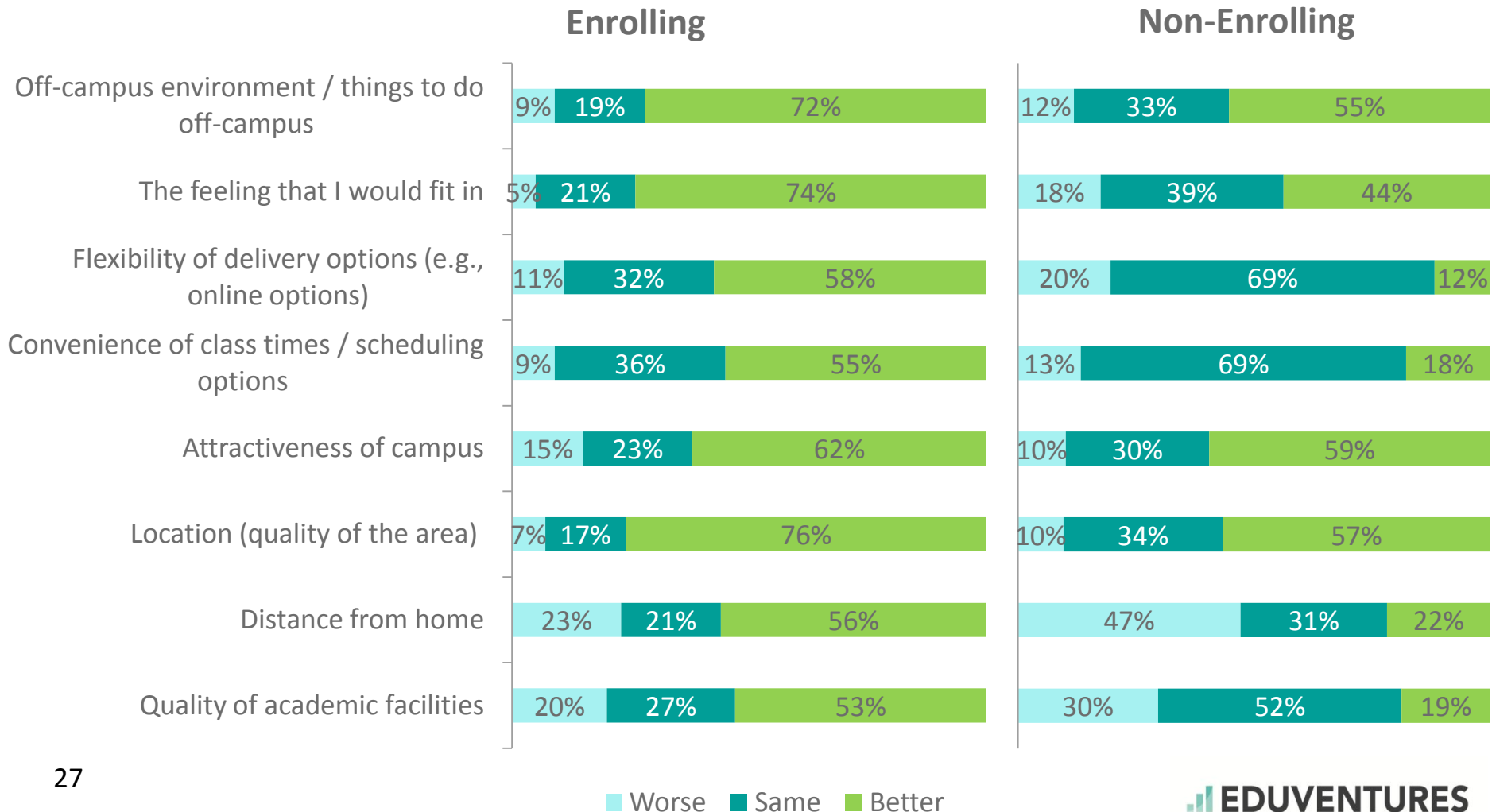
Non-Enrolling



Percent rated U of Hawaii at Manoa better

PERCEPTIONS OF QUALITY: 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 environment:

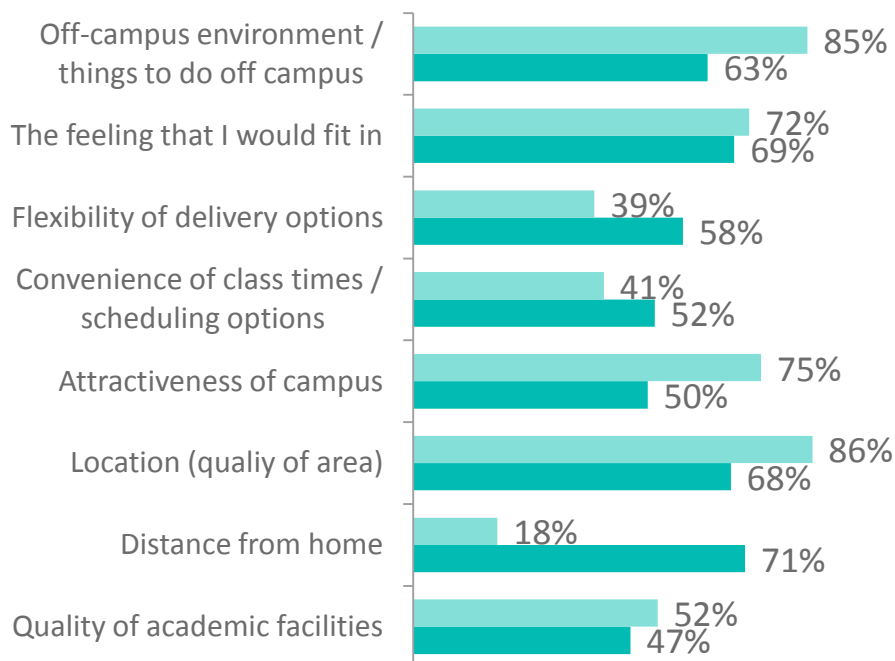


PERCEPTIONS OF QUALITY: ENVIRONMENT

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:

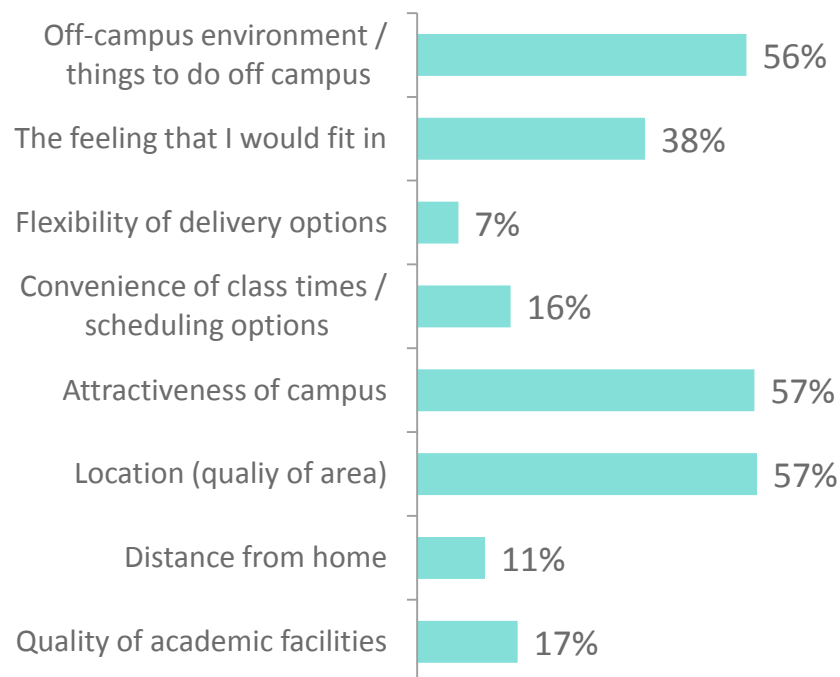
Enrolling

■ Out-of-State ■ In-State



Non-Enrolling

■ Out-of-State

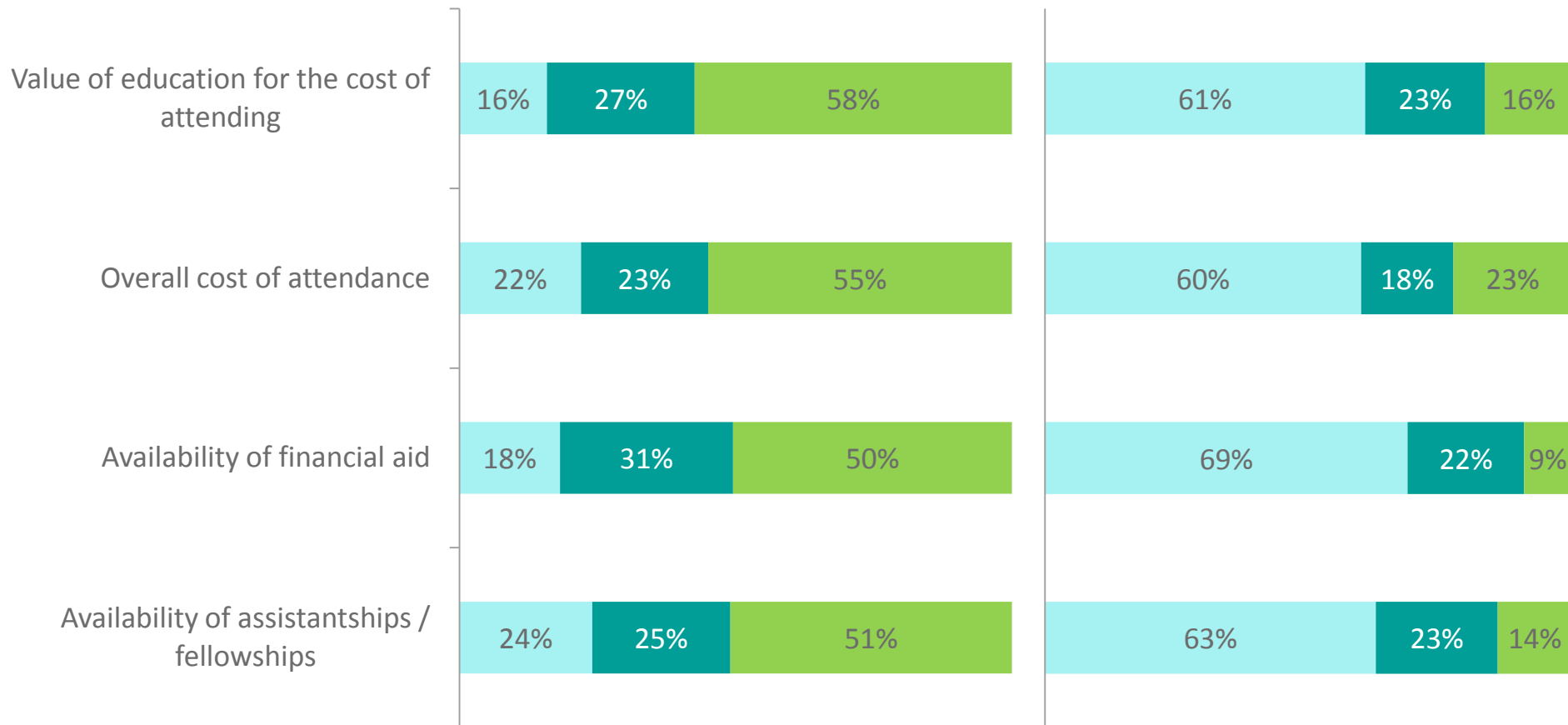


PERCEPTIONS OF QUALITY: AFFORDABILITY

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



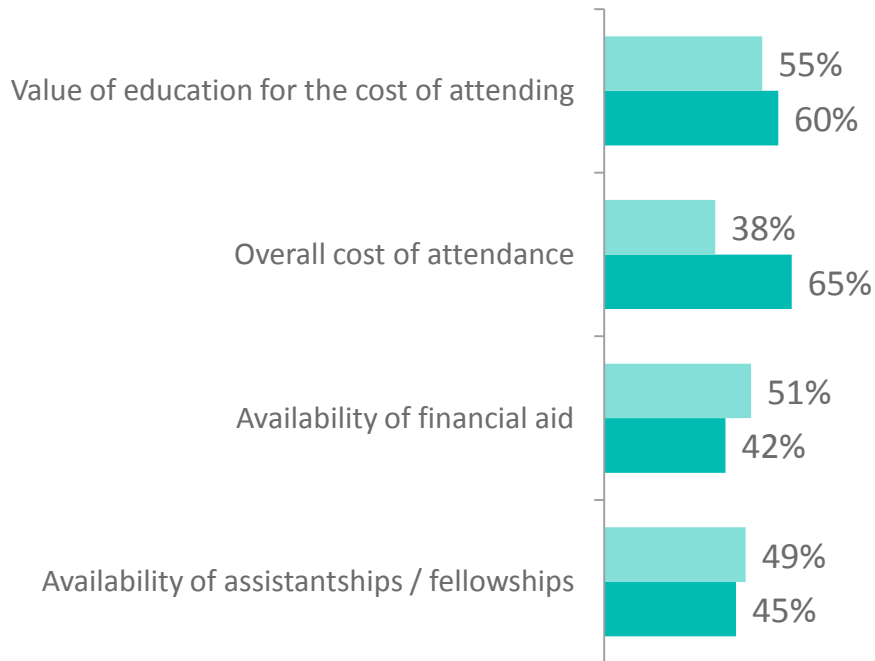
Worse Same Better

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:

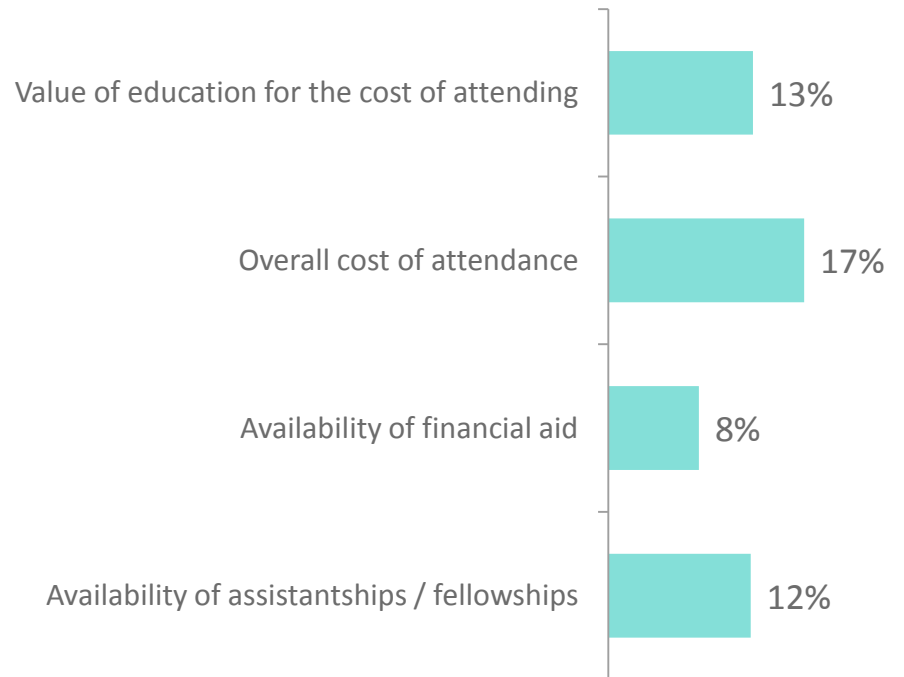
Enrolling

■ Out-of-State ■ In-State



Non-Enrolling

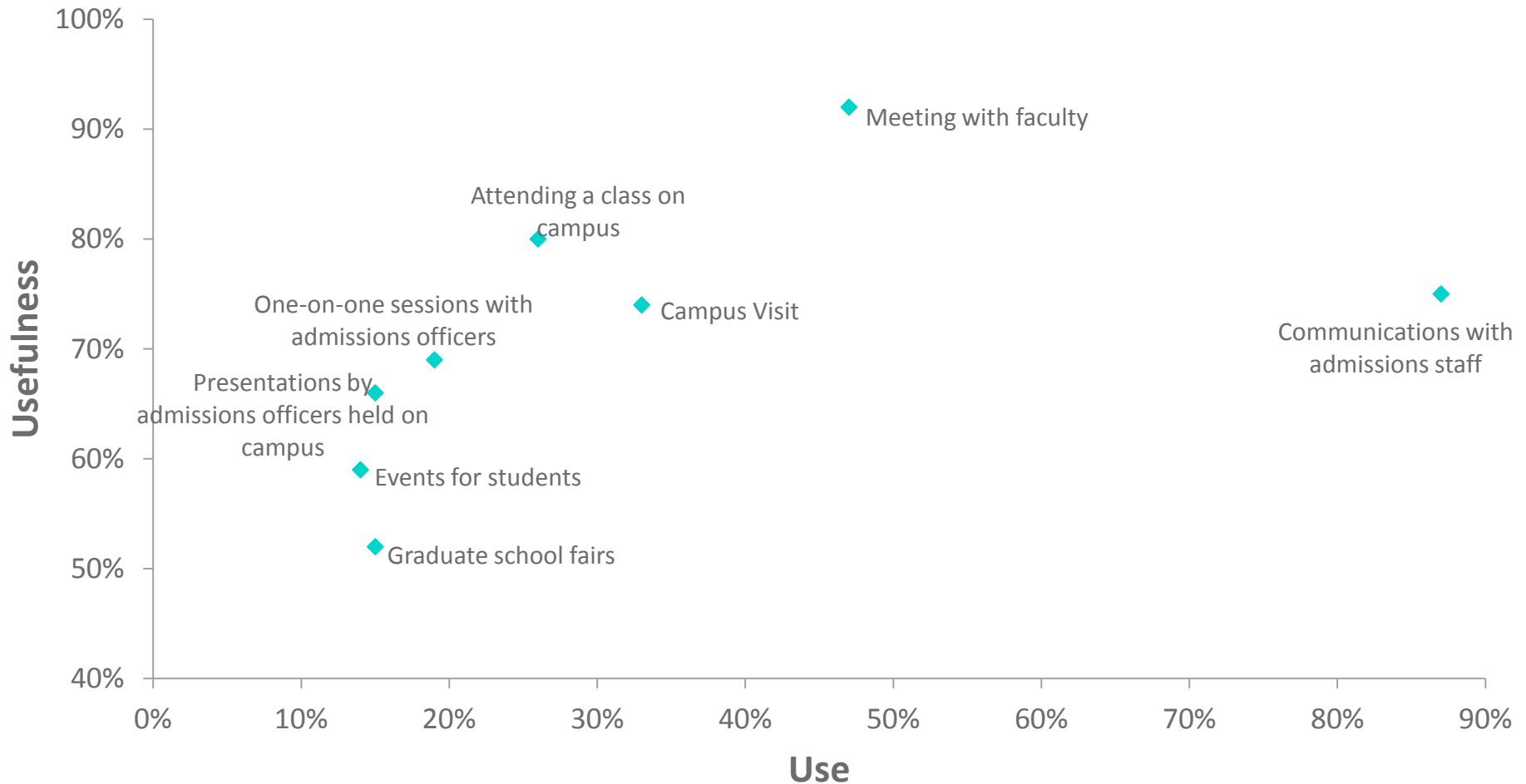
■ Out-of-State



COMMUNICATIONS
PREFERENCES

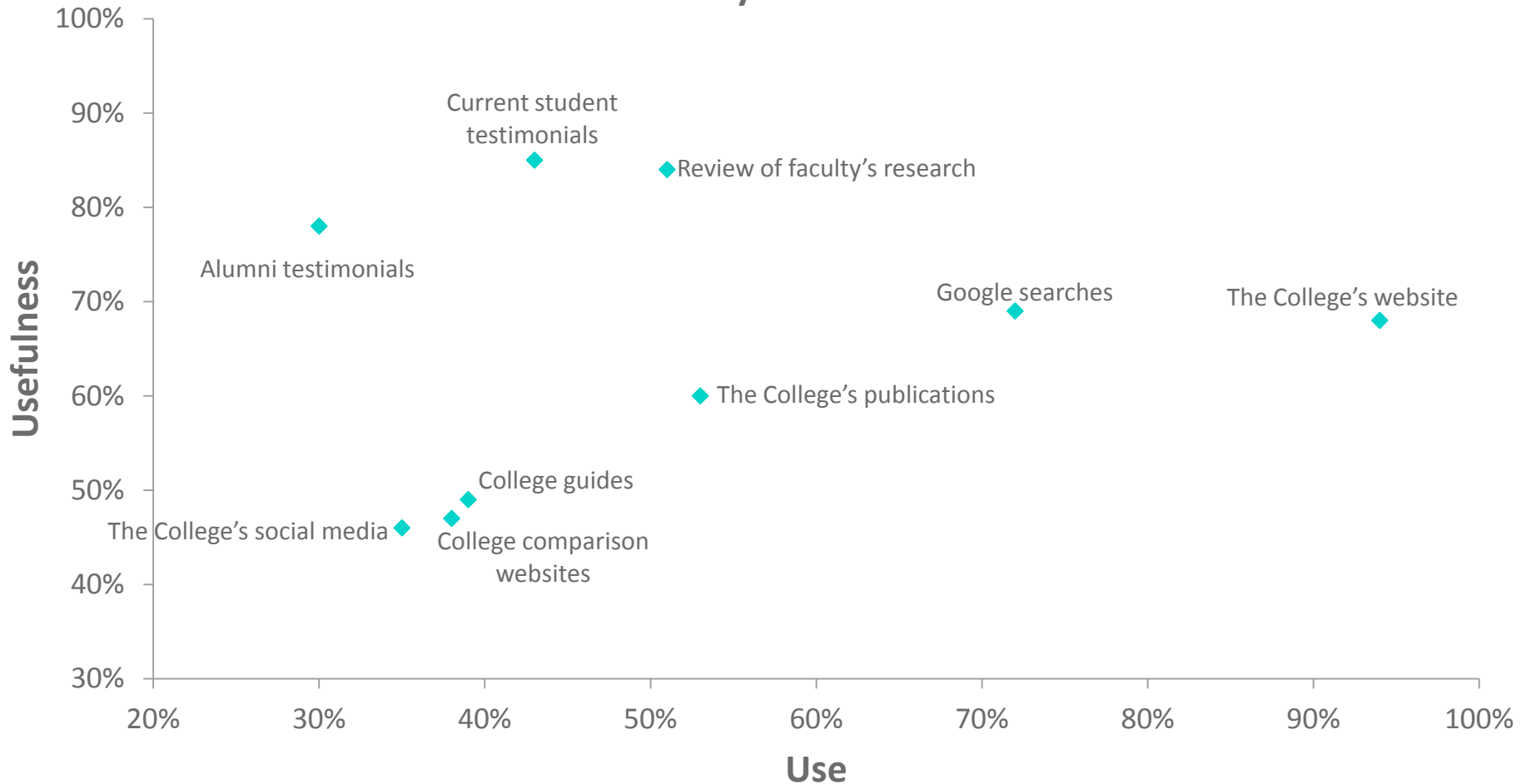
USEFULNESS OF INFORMATION SOURCES: IN-PERSON

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



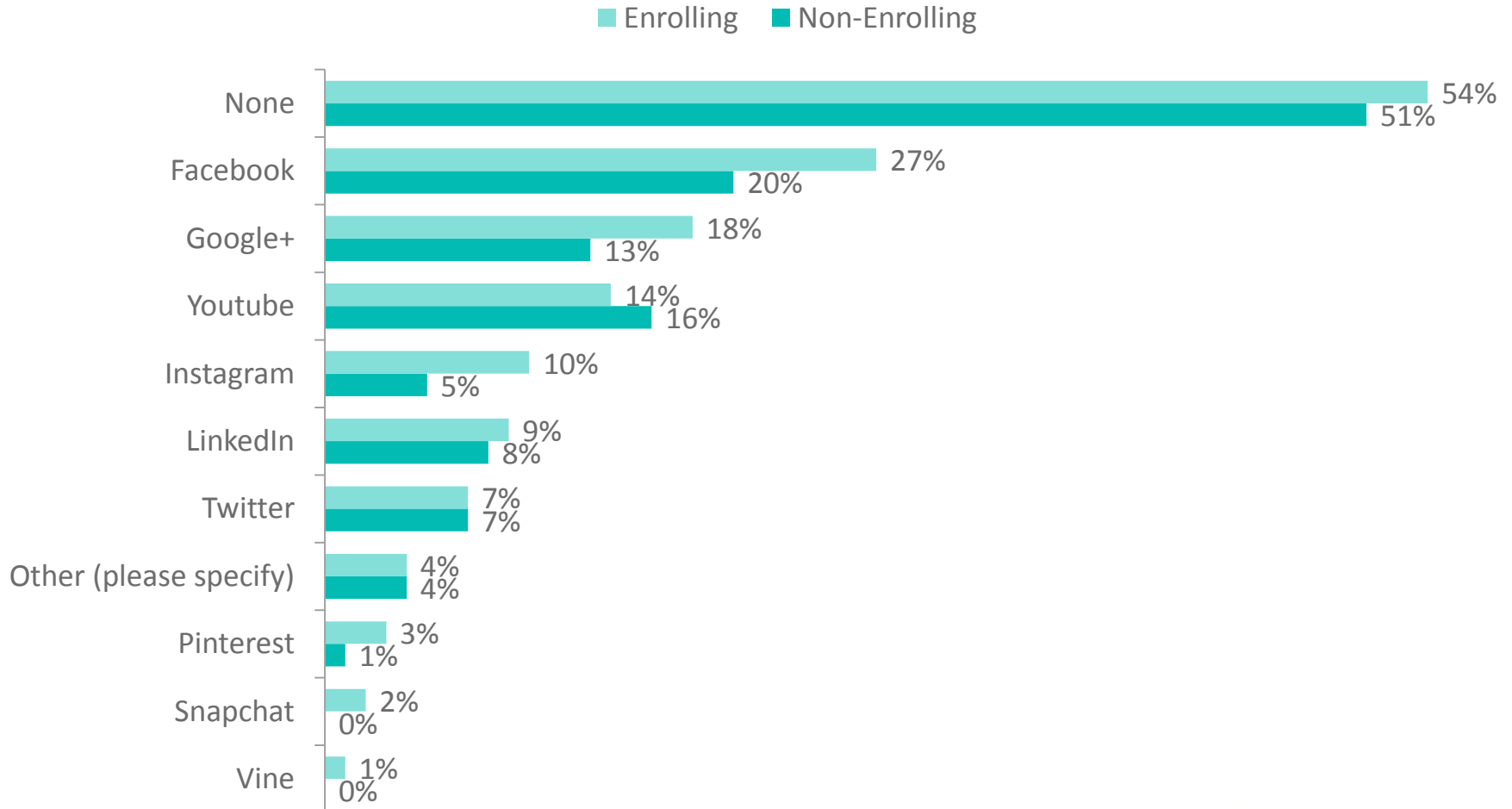
USEFULNESS OF INFORMATION SOURCES: DIGITAL

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



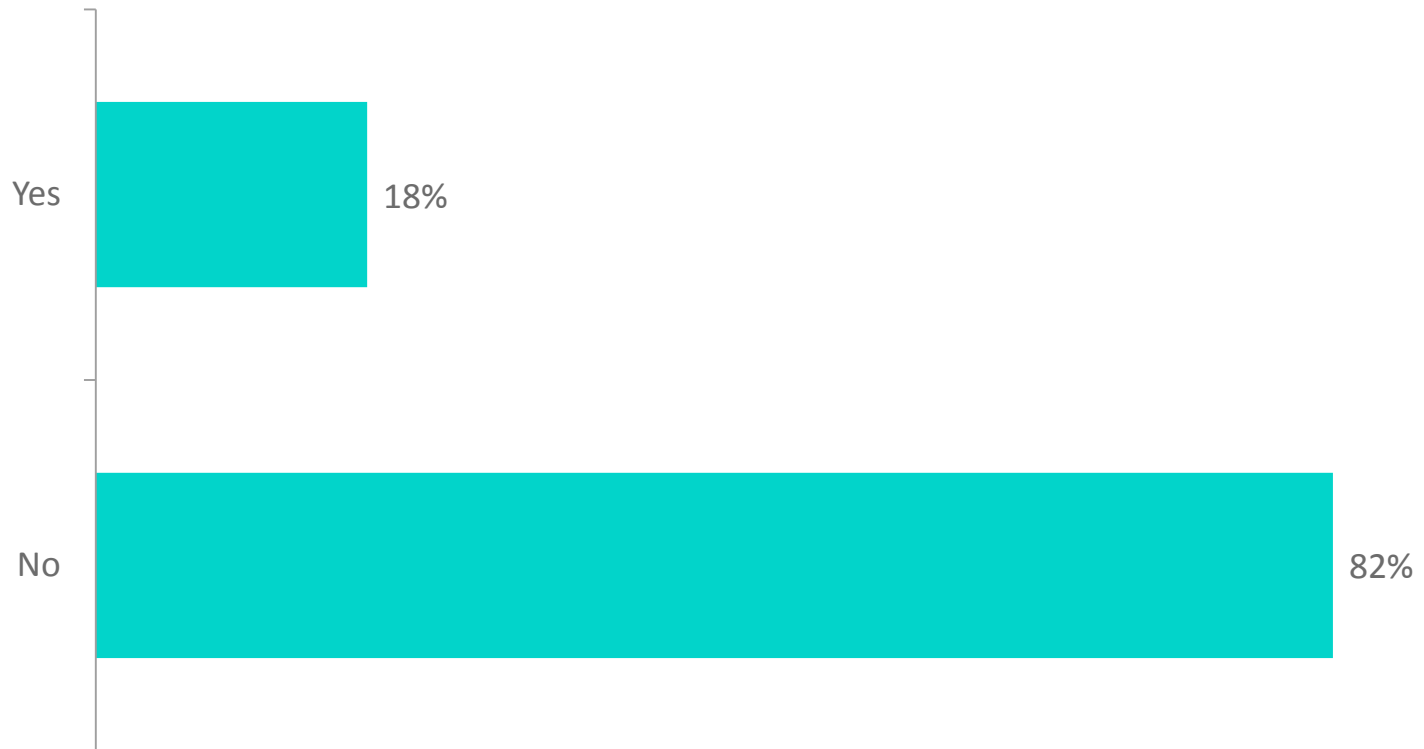
SOCIAL MEDIA USEAGE

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:



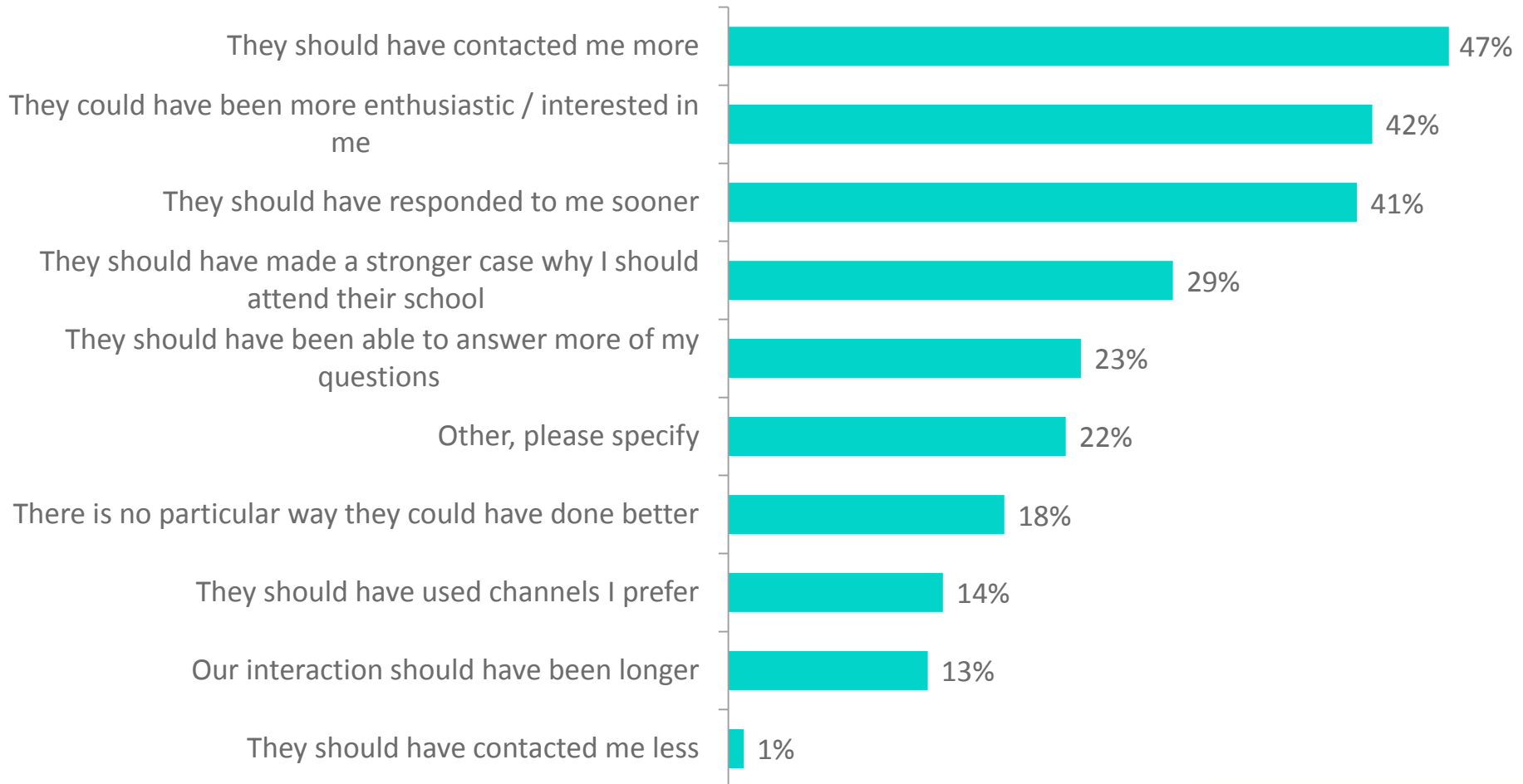
SOCIAL MEDIA INFLUENCE

Did SMLTA use social media in a way that positively influenced your likelihood to attend?



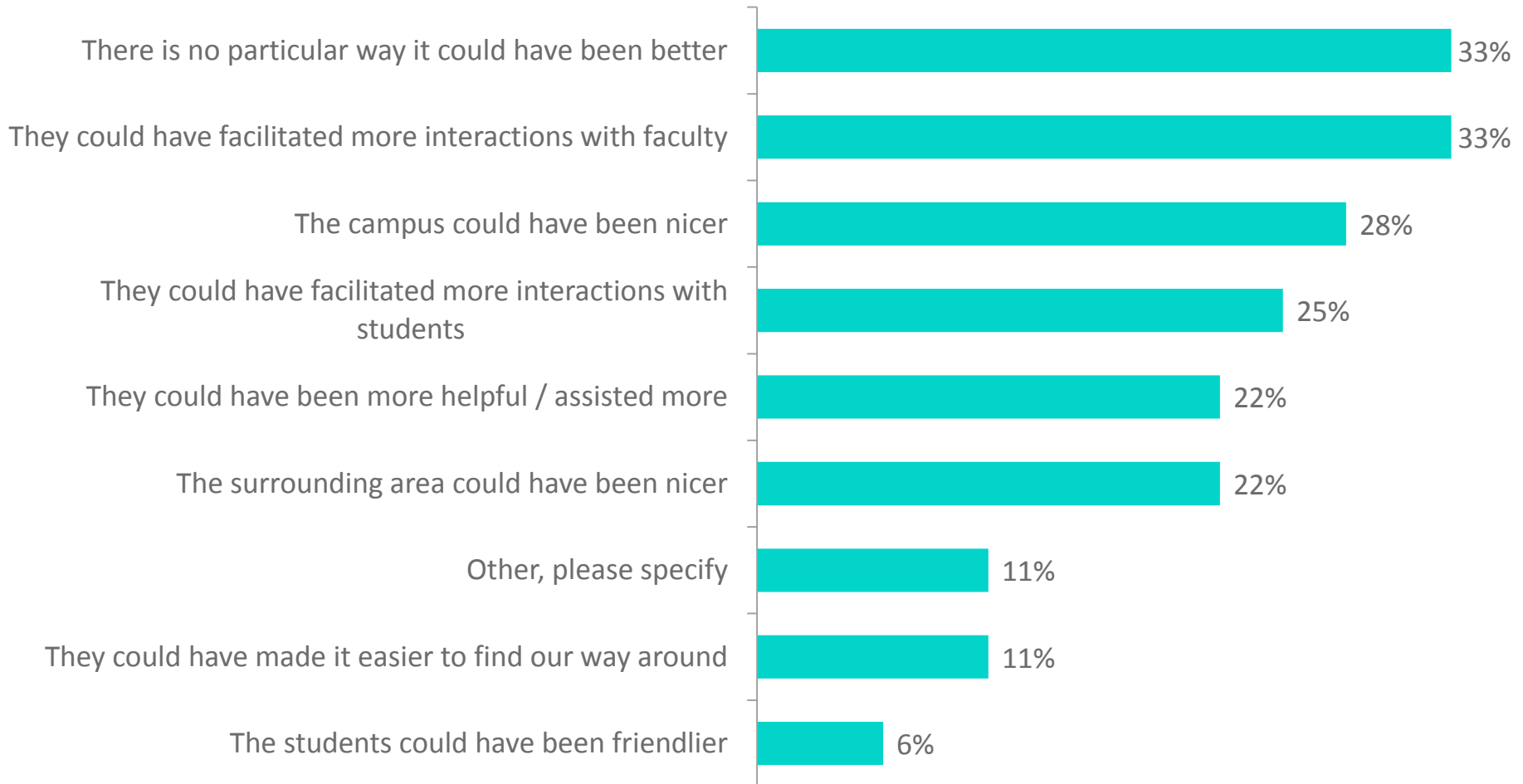
AREAS FOR IMPROVEMENT: ADMISSIONS STAFF

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



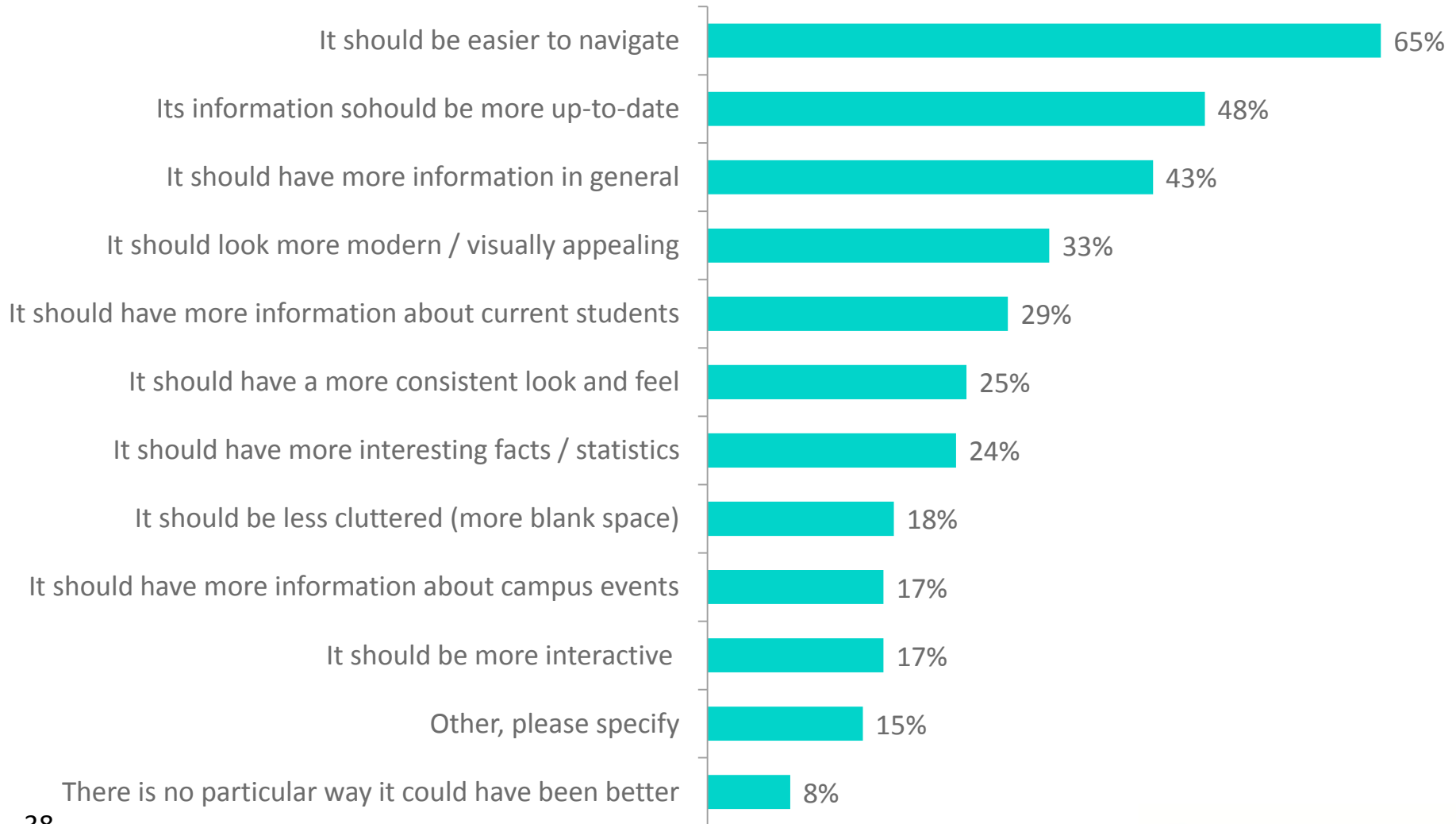
AREAS FOR IMPROVEMENT: CAMPUS VISIT

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



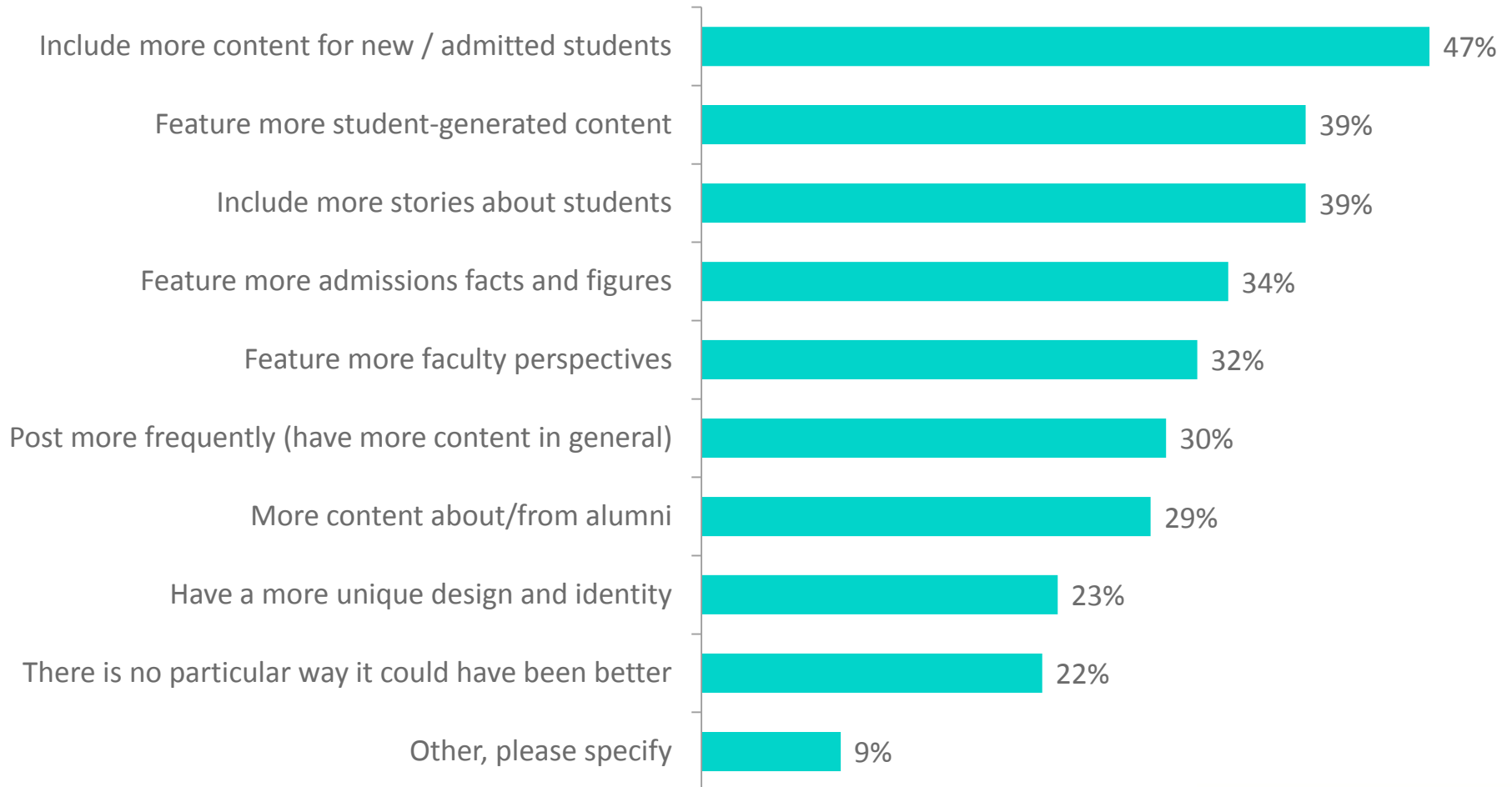
AREAS FOR IMPROVEMENT: WEBSITE

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?



2015 EDUVENTURES SURVEY OF ADMITTED STUDENTS

The University of Hawaii at Manoa Graduate Results

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EDUVENTURES is the leading research and advisory firm that is focused exclusively on analyzing the forces that are transforming higher education. Building on twenty years of success in working with education leaders, Eduventures provides forward-looking and actionable research based on **proprietary market data**, and **advisory services** that support both **strategic and operational decision-making**.

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