UNIVERSITY OF HAWAI‘I SYSTEM
Hawai‘i Graduation Initiative
Returning Adults Initiative
April 4, 2019
UH System
Hawai‘i Graduation Initiative Priorities
2018-19 targeted milestones

First Year Success
Students complete Math and English in first year
Systemwide agreement and plan for “informed choice” of major (academic focus areas)

Online Education
Enrollment opens for online, 5-week AA for Fall 2019
Announcement of online, 5-week bachelors for Fall 2020

Transfer
Students secure 4-year pathway early.

Returning Adults
Student supports implemented for returning students
Campaign launched to enroll students with “some credit, no degree” in Fall 2019
UH Returning Adults Initiative

Objectives

• Increase residents’ educational attainment for personal and community benefits

• Develop Hawai‘i’s human capital

• Achieve social justice and equity

Median wages (2010-14), DBEDT, 2016.

38% vs 24%

Recent stop outs (5 years) vs Current enrollment

Native Hawaiian representation, Fall 2018
95K of Hawaii’s 25-44 year olds have “some college”

- Less than 9th grade, 6,509
- 9th to 12th grade, no diploma, 17,286
- Graduate or professional degree, 37,754
- Bachelor's degree, 91,699
- Associate's degree, 43,737
- Some college, no degree, 95,275
- High school graduate (includes equivalency), 101,913

June 4 Meeting Road Map

• Develop and/or revise **campus plan to support returning adults**
  • Experiences of returning adults (their stories and institutional data)
  • Ideas from colleagues
  • Research and best practices
  • Supports for returning adults which are “in the pipeline”
Returning Adults Initiative
Push for Fall 2019 enrollment

March – May  Outreach by campuses to stopped out UH students who previously expressed interest in returning to their campus

April 4  Systemwide meeting on returning adults

June – July  Systemwide outreach to stopped out UH students

Next academic year

Plan for comprehensive campaign for returning adults (both UH and non-UH students)
UH “recently stopped out” students

- Last attended Fall 2013 or more recently but *not enrolled Fall 2018*
- Undergraduate degree seeking but did not earn a degree or certificate
- Hawaii permanent address
- Earned at least 1 credit
- Did not transfer out of UH

- CC as last home campus: 27,851 (86%)
- 2.0+ GPA: 19,581 (61%)
- Ages 18-24: 11,371 (35%)
- Ages 25-44: 17,901 (55%)
- Underrepresented ethnic groups: 15,785 (48%)

Cumulative credits earned: 1,002,829
Recently stopped out students
Not attending Fall 2018

<table>
<thead>
<tr>
<th>Last Home Campus</th>
<th># of Students</th>
<th>Credits Earned (Avg)</th>
<th>Total Credits Earned</th>
<th>&quot;Near Completers&quot;*</th>
<th>Stopped out 1 term (last attended Spr/Sum 2018)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HAW</td>
<td>3,388</td>
<td>26</td>
<td>88,285</td>
<td>655</td>
<td>420</td>
</tr>
<tr>
<td>HIL</td>
<td>880</td>
<td>63</td>
<td>55,611</td>
<td>229</td>
<td>142</td>
</tr>
<tr>
<td>HON</td>
<td>3,639</td>
<td>22</td>
<td>80,921</td>
<td>546</td>
<td>423</td>
</tr>
<tr>
<td>KAP</td>
<td>5,504</td>
<td>30</td>
<td>164,638</td>
<td>1,358</td>
<td>877</td>
</tr>
<tr>
<td>KAU</td>
<td>1,473</td>
<td>24</td>
<td>34,907</td>
<td>235</td>
<td>182</td>
</tr>
<tr>
<td>LEE</td>
<td>7,477</td>
<td>24</td>
<td>179,622</td>
<td>1,300</td>
<td>999</td>
</tr>
<tr>
<td>MAN</td>
<td>2,599</td>
<td>66</td>
<td>171,159</td>
<td>713</td>
<td>549</td>
</tr>
<tr>
<td>MAU</td>
<td>4,052</td>
<td>27</td>
<td>110,545</td>
<td>907</td>
<td>488</td>
</tr>
<tr>
<td>WIN</td>
<td>2,328</td>
<td>24</td>
<td>54,831</td>
<td>378</td>
<td>308</td>
</tr>
<tr>
<td>WOA</td>
<td>1,048</td>
<td>59</td>
<td>62,310</td>
<td>243</td>
<td>237</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>32,388</strong></td>
<td><strong>31</strong></td>
<td><strong>1,002,829</strong></td>
<td><strong>6,564</strong></td>
<td><strong>4,625</strong></td>
</tr>
</tbody>
</table>

* 45 or more credits at CC; 90 or more credits at 4 year
UHCC “First Class Free” Scholarship

Proof of Concept

- **Targeted returning students (n=969):** Last attended within 2 years and at least 15 credits
- **Direct marketing:**
  - Postcard to last address
  - 2 rounds of email to all emails on record (50% opened email)
  - Calls (some campuses)
- **First class free scholarships awarded:** 124 scholarships

<table>
<thead>
<tr>
<th>Last Home Campus (Inviting Campus)</th>
<th># Invited</th>
<th># Enrolled in UH System for Spring 2018</th>
<th># Maintained home campus</th>
<th>Yield to UH System</th>
<th>Avg credits registered per invited student</th>
<th>Total credits registered</th>
</tr>
</thead>
<tbody>
<tr>
<td>HAW</td>
<td>173</td>
<td>18</td>
<td>17</td>
<td>10%</td>
<td>5.1</td>
<td>91</td>
</tr>
<tr>
<td>HON</td>
<td>209</td>
<td>23</td>
<td>19</td>
<td>11%</td>
<td>7.3</td>
<td>168</td>
</tr>
<tr>
<td>KAP</td>
<td>128</td>
<td>24</td>
<td>19</td>
<td>19%</td>
<td>8.1</td>
<td>195</td>
</tr>
<tr>
<td>KAU</td>
<td>41</td>
<td>7</td>
<td>6</td>
<td>17%</td>
<td>7.3</td>
<td>51</td>
</tr>
<tr>
<td>LEE</td>
<td>123</td>
<td>23</td>
<td>23</td>
<td>19%</td>
<td>5.5</td>
<td>126</td>
</tr>
<tr>
<td>MAU</td>
<td>174</td>
<td>31</td>
<td>29</td>
<td>18%</td>
<td>6.3</td>
<td>196</td>
</tr>
<tr>
<td>WIN</td>
<td>121</td>
<td>24</td>
<td>23</td>
<td>20%</td>
<td>7.3</td>
<td>176</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>969</strong></td>
<td><strong>150</strong></td>
<td><strong>136</strong></td>
<td><strong>15%</strong></td>
<td><strong>6.7</strong></td>
<td><strong>1,003</strong></td>
</tr>
</tbody>
</table>
Summer 2018 outreach to stopped out CC students

Message testing via experimental design

- **Targeted students**: Last attended within 5 years, earned at least 6 credits, and 2.0 GPA
- System-branded direct marketing
  - 3 rounds of email to all emails on record
  - Personalized postcard to last address on record or "enriched" address if available
  - Randomly assigned messages

<table>
<thead>
<tr>
<th>Trait</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targeted students</td>
<td>11,240</td>
</tr>
<tr>
<td>% opened at least one email</td>
<td>49%</td>
</tr>
<tr>
<td>Completed survey about intent to return</td>
<td>4%</td>
</tr>
<tr>
<td># enrolled in Fall 2018</td>
<td>775</td>
</tr>
<tr>
<td>Yield to UH System</td>
<td>7%</td>
</tr>
<tr>
<td>Average credits registered upon return</td>
<td>7.9</td>
</tr>
<tr>
<td>Total credits registered upon return</td>
<td>6,143</td>
</tr>
</tbody>
</table>
Campuses already have returning students

# of students returning to UH after a break (Fall Census)

- **UHCCs**
  - Total System Count: 2,633, 2,522, 2,359, 2,372, 2,255, 2,393

- **Manoa**
  - Source: UH IRAO DAPIR

- **Hilo**
  - 2013: 91
  - 2014: 86
  - 2015: 81
  - 2016: 91
  - 2017: 80
  - 2018: 90

- **West Oahu**
  - 2013: 32
  - 2014: 49
  - 2015: 44
  - 2016: 57
  - 2017: 51
  - 2018: 60

Total System Count: 2,633, 2,522, 2,359, 2,372, 2,255, 2,393
Returning Adults - Characteristics
Fall 2017 cohort (n=2,209 students seeking first degree)

Re-enrolled in Fall 2017 after a break
- Last term of attendance as far back as Spring 1978
- Median last term: Spring 2016

Age of returning student
- Median: 24
- Average: 27

Cumulative credits earned previously by those returning
- Total: 61,360
- Average: 27.8

Number of returning students by years since last attended

<table>
<thead>
<tr>
<th>Break in attendance (years)</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>723</td>
</tr>
<tr>
<td>1.5</td>
<td>392</td>
</tr>
<tr>
<td>2</td>
<td>182</td>
</tr>
<tr>
<td>2.5</td>
<td>129</td>
</tr>
<tr>
<td>3</td>
<td>87</td>
</tr>
<tr>
<td>3.5</td>
<td>103</td>
</tr>
<tr>
<td>4</td>
<td>67</td>
</tr>
<tr>
<td>4.5</td>
<td>86</td>
</tr>
<tr>
<td>5</td>
<td>45</td>
</tr>
<tr>
<td>5.5</td>
<td>55</td>
</tr>
<tr>
<td>6</td>
<td>49</td>
</tr>
<tr>
<td>6.5</td>
<td>35</td>
</tr>
<tr>
<td>7</td>
<td>41</td>
</tr>
<tr>
<td>7.5</td>
<td>24</td>
</tr>
<tr>
<td>8</td>
<td>24</td>
</tr>
<tr>
<td>8.5</td>
<td>16</td>
</tr>
<tr>
<td>9</td>
<td>23</td>
</tr>
<tr>
<td>9.5</td>
<td>10</td>
</tr>
<tr>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>10.5</td>
<td>13</td>
</tr>
<tr>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>11.5</td>
<td>13</td>
</tr>
<tr>
<td>12</td>
<td>17</td>
</tr>
<tr>
<td>12.5 or more</td>
<td>17</td>
</tr>
</tbody>
</table>
## Returning Adults - Characteristics

Fall 2017 cohort (n=2,209 students seeking first degree)

<table>
<thead>
<tr>
<th>Home Campus (upon return)</th>
<th>Number of students returning to UH</th>
</tr>
</thead>
<tbody>
<tr>
<td>HAW</td>
<td>212</td>
</tr>
<tr>
<td>HIL</td>
<td>47</td>
</tr>
<tr>
<td>HON</td>
<td>275</td>
</tr>
<tr>
<td>KAP</td>
<td>433</td>
</tr>
<tr>
<td>KAU</td>
<td>96</td>
</tr>
<tr>
<td>LEE</td>
<td>467</td>
</tr>
<tr>
<td>MAN</td>
<td>176</td>
</tr>
<tr>
<td>MAU</td>
<td>272</td>
</tr>
<tr>
<td>WIN</td>
<td>172</td>
</tr>
<tr>
<td>WOA</td>
<td>59</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>2,209</strong></td>
</tr>
</tbody>
</table>

- Returned to same home campus: 66%
- Returned to same major: 51%
Returning Adults
Fall 2017 cohort (n=2,209 students seeking first degree)

**Pell eligible** (upon return): 29%

**Financial aid** (upon return)
- Awarded aid: 35%
- Average award: $3,215

**Credits attempted by returning students**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 17</td>
<td>18,805</td>
<td>8.5</td>
</tr>
<tr>
<td>Spr 18</td>
<td>12,077</td>
<td>9.3</td>
</tr>
<tr>
<td>Fall 18</td>
<td>8,978</td>
<td>9.7</td>
</tr>
</tbody>
</table>
Returning Adults – Academic Progress
Fall 2017 cohort (n=2,209 students seeking first degree)

<table>
<thead>
<tr>
<th></th>
<th>Fall 2017</th>
<th>Spring 2018</th>
<th>Fall 2018</th>
<th>Spring 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enrolled</strong></td>
<td>100%</td>
<td>60%</td>
<td>46%</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>of cohort not yet awarded degree</td>
<td>of cohort not yet awarded degree</td>
<td>of cohort not yet awarded degree</td>
<td>of cohort not yet awarded degree</td>
</tr>
<tr>
<td><strong>Awarded degree or certificate</strong></td>
<td>68</td>
<td>104</td>
<td>61</td>
<td>11% completed within 3 terms of return</td>
</tr>
</tbody>
</table>
the STUDENT SUCCESS PATHWAY

**CONNECTION**
- Interest to registration

**ENTRY**
- Registration to completion of college level Math and English

**PROGRESS & LEARNING**
- Entry into course of study to 75% completion of requirements

**COMPLETION** (to transfer or career)
- Completion to transfer or career, with receipt of credentials with labor market value
the STUDENT SUCCESS PATHWAY

UHCCs

CONNECTION
• Mandatory NSO for all new and transfer students with career component
• “Areas of Interest” and career connection
• Identification of math pathway
• Multiple/alternative measures for placement
• Cognitive assessment and non-cognitive assessment
• Intake survey
• Admissions and financial aid, and advising

ENTRY
• Co-requisite math and English with academic support services
• Structured program of study (STAR GPS)
• Early alert, just-in-time Services
• First Year Experience
• Career and workforce preparation: Career exploration

PROGRESS & LEARNING
• Early alert, just-in-time services, predictive analytics
• Strategic advising
• Cognitive support
• Non-cognitive support
• Structured program of study (STAR GPS)
• Course scheduling (Ad Astra)
• Career and workforce Preparation
• Internships
• Transfer preparation
• Predictive
• ‘Pinning” for transfer

COMPLETION (to transfer or career)
• Strategic advising
• Reverse transfer
• Automatic admission for transfer
• Financial aid for transfer
• Structured program of study (STAR GPS)
• Course scheduling (Ad Astra)
• Transfer preparation
• Career and workforce Preparation
• Career shadowing
• Job placement
Kaua‘i Community College
Student Success Pathway for Returning Adults

Connection
- Orientation for returning students
- Evening info session for returning students
- Targeted outreach via postcard and phone calls

Entry
- Loaner sets of textbooks at library
- All student support services available for extended hours on Monday evenings
- Re-entry scholarship for students returning after more than 1 year

Progress & Learning
- Child care on Monday evenings
- Third week of term check in with all returning adults
- Special sections of hybrid online classes for returning students

Completion (to transfer or career)
- List of returning students to faculty/dept
- SAMPLE
# Roundtables: Round 1

1. Academic Pathways: Academic Technology to Assist Returning Adults *
2. Onboarding Returning: Adults Portal*
3. Prior Learning Assessment: Prior Learning Assessment via CLEP Testing
4. Onboarding: CRM for Managing Prospective Students*
5. Onboarding: Admissions Portal*
6. Onboarding: Ho'ina: RAds Concierge
7. Academic Pathways: Online 5-week Courses for Returning adults
8. Academic Pathways: "Catalog Year" for Returning Students*
9. Student Support: One Night to Success
10. Student Support: Academic Renewal
Roundtables: Round 2

1. Academic Pathways: Academic Technology to Assist Returning Adults*
2. Onboarding Returning: Adults Portal*
3. Prior Learning Assessment: Prior Learning Assessment 2.0
4. Onboarding: CRM for Managing Prospective Students*
5. Onboarding: Admissions Portal*
6. Onboarding: Returning Adults "Navigator"
7. Student Support: Re-entry Scholarships for Returning Students
8. Academic Pathways: "Catalog Year" for Returning Students*
9. Student Support: Kids' College
10. Student Support: Academic Bankruptcy
11. Student Support: Student Emergency Funds

*repeats in Round 2
# Returning Adults Convening – Planning Worksheet

<table>
<thead>
<tr>
<th>Action Step (&quot;Big Idea&quot;)</th>
<th>Resources</th>
<th>What Changes Are Needed / Desired Outcomes</th>
<th>Key Steps &amp; Milestones (timeline)</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
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