Admissions & Records

COMPREHENSIVE
REPORT OF PROGRAM DATA

AY18-19 to AY20-21

July 1, 2018 through June 30, 2021

UNIVERSITY *of* HAWAI'I®
HAWAI'I
COMMUNITY COLLEGE

Program or Unit Name:

1. Program or Unit Description

Admissions and Records Office (ARO): The ARO is responsible for all admissions, registration, records maintenance, and veterans' administration benefits functions and services. It provides services to the entire Hawaii Community College Kauhale – students, faculty, staff, administrators and the community. The mission of the ARO is to support student success through practices and policies that are fair, accurate, service-oriented, and timely.

The overall functions of the unit include but are not limited to the following:
- Outreach and recruitment assistance
- Application assistance and processing
- Registration inquires and processing
- Transcript evaluation and request
- Enrollment Verifications
- Grades and end of term processing
- Graduation: Diploma and certificate conferrals and orders
- Compliance with federal, state, and institutional requirements
- Residency review and determinations
- Medical document review and processing
- Veteran certifications and Department of Defense compliance
- Processing various Admissions & Records Forms
- Customer inquiry (in-person, phone, email, zoom)
- FERPA
- Participation Verification Communication and Processing
- Kuali form building and web information
- Full Measure – Text message platform set up and maintenance
- Acceptance email development, set up, and maintenance
- Record keeping and file maintenance

2. Analysis of the Program/Unit

UHCC Annual Report of Program Data (VARPD)

Program or Unit Name:

The data provided in the ARPD report for Student Services – Demand Indicator are reflective of the institution, rather than specifically ARO. However, the unit supports demand indicators through the processing of applications.

Demand Indicators that ARO supports are enrollment. In the ARPD comparative data from AY 18-19, 19-20, and 20-21. Throughout the three-year reporting period, enrollment has seen a decline regarding demand indicator annual headcount ALL Students. A full analysis of the institution's enrollment decrease has not yet been determined. However, there are internal and external factors that may have contributed to the decline.

> Internal: During the reporting period of AY 2019-2020 the UH system application transitioned to a new vendor which incorporated a different look and content. The new application took more time for applicants to complete, as additional questions were included in comparison the brown pages application. Additionally, like any new program, the learning curve for the staff, students, and the institutions partners took some time to navigate.

> External: During the reporting period of AY 2019-2020 and 2020-2021 the college transitioned many services and classes to a virtual format due to the COVI-19 pandemic. Many community members were in survival mode as the loss of jobs and caretaker roles became more prevalent due to the sudden change of normal day-to-day practices.

Despite the enrollment decline, several areas had slight changes and others seen an increase. In the AY 2019-2020 there were increases in the following areas: Annual Headcount of Recent Hawaii High School Graduates. Annual Headcount of Students 25-49 Years Old.   Fall Semester Registration Status – Transfer Students, Spring Semester Registration Status – Continuing Students. In the AY 2020-2021, the following areas have increased Annual Headcount of Students 25-49 Years Old, Spring Semester Registration Status – New Students, Spring Semester Registration Status – Returning, and Spring Semester Registration Status – Home Campus Other. Although an analysis of what factors caused the increase in these areas have not been determined. The speculation that onboarding services, student's preference to stay close the home during a pandemic, and more online courses being available for other UH system students became more abundant which may have contributed to an increase in these areas.

	Demand Indicators	2018 - 19	2019 - 20	2020 - 21
1.	Annual Headcount ALL Students	3,209	3,197	3,107
2.	Annual Headcount NH Students	1,385	1,371	1,310
3.	Actual Percent Change from Prior Year ALL	-9%	0%	-3%
4.	Actual Percent Change from Prior Year NH	-9%	-1%	-4%
5.	Annual Headcount of Recent Hawaii High School Graduates	316	357	311
6.	Percent of Service Area's Recent High School Graduates	16%	18%	15%

Program or Unit Name:

7.	Annual Headcount of Students 25-49 Years Old	989	1,004	1,009
8.	Annual Headcount from Underserved Regions	2,989	2,992	2,828
9.	Annual Headcount in STEM programs	206	211	208
10a	Fall Semester Registration Status - New Students	923	901	868
10b	Fall Semester Registration Status - Transfers Students	199	207	177
10c.	Fall Semester Registration Status - Continuing Students	1,093	1,128	1,020
10d.	Fall Semester Registration Status - Returning Students	236	222	194
10e.	Fall Semester Registration Status - Home Campus Other	181	157	171
11a.	Spring Semester Registration Status - New Students	438	346	505
11b.	Spring Semester Registration Status - Transfers Students	95	97	101
11c.	Spring Semester Registration Status - Continuing Students	1,444	1,640	1,318
11d.	Spring Semester Registration Status - Returning Students	120	128	150
11e.	Spring Semester Registration Status - Home Campus Other	204	191	229

Effective Indicators for ARO include the number of students that applied, accepted, and registered. Also, understanding the percentage of students that are accepted and registered. The differentiation between applied and accepted numbers in most cases are due to other system campus accepting the student, canceled applications, and pseudo-applications. Overall, the yield rate (Accepted to Registered) over the duration of Fall 2018 through Spring 2021 averaged 48.5%

The yield rate percentage has been a constant area for improvement throughout the years. Although, ARO is not solely responsible for the actions that reflect a student's decision to transition from the Accepted to Registered status the department works closely with several units within the Onboarding Committee to strategize ways to improve the yield rate outcome through collaborative communication methods and identifying potential enrollment hurdles. However, the lack of data and resources inhibits identifying a more concrete reason why accepted students are not registering for courses.

Program or Unit Name:

AY 18-19 Admissions Data				
Semester	Applied	Accepted	Registered	% Registered
Fall 18	2,761	2,582	1,301	50
Spring 19	1,134	1,001	449	45

AY 19-20 Admissions Data				
Semester	Applied	Accepted	Registered	% Registered
Fall 19	3,200	3,090	1,396	45
Spring 20	1,089	1,055	477	45

AY 20-21 Admissions Data				
Semester	Applied	Accepted	Registered	% Registered
Fall 20	2,565	2,284	1,104	48
Spring 21	1,539	1,434	770	53

Efficiency Indicators: The unit tries to adhere to processing goals of three business days and re-strategize how we process applications. The unit in AY 18-19 and 19-20 continued a portion of its practice with wildly important goals (WIGs) until March 2020. The mass acceptance process was developed and implemented at the latter of AY 2019-2020. In 20-21, the mass accept process and pre-programmed feed from the online application into banner provided a shorter timeline for reviewing and processing acceptance.

3. Program Learning Outcomes or Unit/Service Outcomes

a) List all Program Learning Outcomes (**PLO**s) or Unit/Service Outcomes (**UO**s) and their alignment to the College's Institutional Learning Outcomes (**ILO**s).

b) List the PLOs or UOs that have been assessed in the period of this Review. Instructional programs must list the courses that have been assessed in the period of this Review and identify the alignment(s) of Course Learning Outcomes (**CLO**s) to the PLOs. If no assessment was conducted in the period of this Review, provide an explanation and the schedule of upcoming planned assessments.

c) Assessment Results: provide a detailed discussion of assessment results at the program (PLO) and course (CLO), or unit (UO), levels in the period of this Review. Provide an analysis of how these results reflect the strengths and challenges of the program or unit in meetings its Outcomes.

d) Changes that have been made as a result of the assessment results: instructional programs must provide a discussion of changes made as a result of the analysis of assessment results, e.g., to curriculum, instruction, development of student learning opportunities, faculty professional development activities, assessment strategies, etc.; non-instructional units must

Program or Unit Name:

provide a discussion of changes made as a result of the analysis of assessment results, e.g., to services, operations, personnel training, assessment strategies, etc.

UNIT OUTCOMES #	UNIT OUTCOMES	Aligned to ILO #
1	The Admissions & Records Office will process admission applications in a timely manner	1,2,3
2	The Admissions & Records Office will deliver excellent and efficient customer service.	1,2,3,4,5,6
3	The Admissions & Records Office will provide clear pertinent and accurate policy and procedural information through a variety of media.	1,2,3,4,5

During this reporting period, the unit has faced many changes through the development of new strategies, a reduction in staffing, and learning and adapting to new technology. The success of the unit throughout this reporting period is the unit's ability to adapt to a constant changing environment of system initiatives and the needs of the students, institution, and community.

UO 1

Outcomes

The Admissions & Records Office will process admission applications in a timely manner.

Assessment Strategies

The unit in AY 18-19 and 19-20 continued a portion of its strategic efficiency practice with wildly important goals (WIGs) until March 2020. This allowed staff and student assistants to a projection of daily and weekly goals to keep a manageable pace of reviewing and accepting applications. However, due to budget constraints, the unit could not maintain this practice as the APT-A casual hire appointment was not continued. Therefore, the unit proceeded with processing efforts based on the number of staffing remaining in Admissions & Records. In the latter of 2020, the new application and mass acceptance process had brought forth a more efficient way of processing, which could reduce the amount of staff review and processing applications. However, learning the new system took some time to acclimate.

Program or Unit Name:

Assessment Results

Application Processing Time Table Results

Application Processing Time		
Term	Processed Dates	Avg. Days to Process
Fall 2020	Jan 2020- Aug 2020	14
Spring 2021	Aug 2020 - Jan 2021	18
Fall 2021	Jan 2021 - Aug 2021	11

Application Processing Time		
Term	Processed Dates	Avg. Days to Process
Fall 2019	Jan 2019 - Aug 2019	5
Spring 2020	Aug 2019 - Jan 2020	4
Fall 2020	Jan 2020 - Aug 2020	9

Application Processing Time		
Term	Processed Dates	Avg. Days to Process
Fall 2018	Jan 2018 - Aug 2018	7
Spring 2019	Aug 2018 - Jan 2019	8
Fall 2019	Jan 2019 - Aug 2019	5

Transcript Evaluations

Transcript Evaluation Time Table		
Month	Days to Evaluate	Average Credits Awarded
Jul-20	17	36
Aug-20	35	18
Sep-20	24	41

Program or Unit Name:

Month			
Oct-20		22	29
Nov-20		18	42
Dec-20		45	30
Jan-21		33	35
Feb-21		16	57
Mar-21		12	31
Apr-21		18	30
May-21		11	25
Jun-21		24	31

Transcript Evaluation Time Table			
Month		Days to Evaluate	Average Credits Awarded
Jul-19		6	28
Aug-19		18	31
Sep-19		7	29
Oct-19		6	23
Nov-19		6	34
Dec-19		7	31
Jan-20		5	26
Feb-20		5	25
Mar-20		19	43
Apr-20		18	27
May-20		16	33
Jun-20		17	26

Transcript Evaluation Time Table AY 18-19			
Month		Days to Evaluate	Average Credits Awarded
Jul-18		15	30
Aug-18		23	27
Sep-18		2	40
Oct-18		8	30
Nov-18		7	28

Program or Unit Name:

Dec-18		12		25
Jan-19		4		27
Feb-19		3		23
Mar-19		4		31
Apr-19		4		26
May-19		8		34
Jun-19		6		28

Evaluation

Overall, the ARO unit did not meet the processing goal of three business days regarding the average days to process applications and transcripts. In comparison to AY 18-19, 19-20, 20-21 in the previous years of 18-19 and 19-20 had shown promising results towards the goal of three business days processing time. However, in AY 20-21 due to a reduction in staff and a new online application system, which encompassed learning a new review and acceptance process created a delay in processing time. Additionally, the unit waited to process applications due to a new hold code creation by system to accommodate the shift to online courses resulting from COVID-19 pandemic.

Regarding the transcript evaluation processing it is important to note the days to evaluate calculation is compiled by the "date received" request against the "date evaluated." In some cases when ARO receives a transcript to be evaluated, the student has not applied; therefore, we are unable to proceed until an application has been received. During the reporting periods we had (1) OA III (1) APT A casual hire (until April 2020) processes transcript evaluations aside from their additional unit duties. The latter of 2020 (1) APT A in Pālamanui started the evaluation of transcripts. The unit will need to reevaluate the processing timeline of three business days due to the nature of evaluation procedures.

UO 2

Outcome

The Admissions & Records Office will deliver excellent and efficient customer service.

Assessment Strategies

During the reporting period of AY, 18-19 and 19-20 the unit continued the faculty and student partnership through the mystery shopper program. The mystery shopper guidelines created by ARO were provided to the faculty and students. The student conducted their evaluations via in-person, over-the-phone, and email transactions. As the shopper or evaluation period concluded, the students gathered their information and developed a presentation for ARO. The presentation would include their feedback and recommendations. The customer feedback form is an added feature to

provide a platform where students can make comments or suggestion for improvement the result of a recommendation made by a previous mystery shopper presentation to ARO.

18-19 Mystery Shopper Results

Overall Analysis of Mystery Shopper Experience for ARO (November 2018)	
Good Practice	**Improvements**
Attire	Office signage
Cleanliness	Attitude
Brochure table	Designated smoking area
Making sure you get your answer	Listening
Timely manner	Be more attentive
	Sympathize and empathize
	Training
	Tone of voice
	Body Language
	Options, go above and beyond
	Facial Expressions

19-20 Mystery Shopper Results

Mystery Shopper Results		
Customer Service Overall Rating	Strengths	Weakness
Very Satisfied - Satisfied	Greeting Customer	Tone
	Professional	Eye Contact
	Informative	Customer Engagement
	Pleasant	

There were no Mystery Shopper Results for 20-21 as the COVID-19 pandemic shifted focus to other priorities. The latter part of 2021, the unit developed a customer satisfaction survey with Paepae Haumana, which includes Admissions & Records, Financial Aid, and Information Center. The results will be included in the next reporting period.

Evaluation

Program or Unit Name:

Although the results are not measured in a numerical scale. The overall mystery shopper experience has created a partnership with students and it has provided the unit with useful customer service information. During the reporting period of 18-19, there are identifiers of good practice and areas for improvement. In 19-20, the customer service overall rating was "very satisfied to satisfied" with information of the unit's strengths and weaknesses relating to customer service interactions of our services. The unit used the presentations provided by mystery shopper students and their assessment results as a platform to celebrate things that are working well and offer training with the areas that need improvement.

Customer Service and Efficiency Training

Continuous efforts throughout the three-year reporting period have been made to cross-train individuals to assist students, faculty, and staff. We have conducted many trainings throughout this reporting period to highlight customer service methods, help with processing efficiencies, and increase communication efforts.

UO 3

Outcome

The Admissions & Records Office will provide clear, pertinent and accurate policy and procedural information through a variety of media.

The ARO unit for the three-year reporting period updated webpages to provide clear and accurate information, as policies and procedures changed, various webpages and forms were updated.

Assessment Strategies

The ARO unit has reviewed webpages and onboarding information every semester and yearly or as needed based on policy and procedure changes. The unit looked at other outsourced tools to increase the student's multimedia experience.

18-19

During 18-19, the unit updated over eight forms on their webpage. Additionally, the unit updated the ARO main home page with important dates and deadlines.

19-20

During 19-20, the unit researched Full Measure tool for a more relatable and creative way to capture the accepted experience and information delivered to students. The unit worked on the research and procurement process during this reporting period. The unit continued to update the pages identified in 18-19.

Program or Unit Name:

20-21

Implementation of Full Measure for Spring and Fall 2021.   The results from launch

Full Measure Data Spring 2021 Accepted Student Dates from 12/14/2020 - 01/25/2021 (Spring 2021 launch) Dates from 03/02/2021 - 8/10/2021 (Fall 2021)		
Content Block Area	**SP 21 # of Students**	**FA 21 # of Students**
Messages Delivered	1,212	715
Letters Opened	79	179
Response requested about Financial Aid and Scholarships	1	25
Response requested about intended major	0	19
Response requested about completing next steps	1	28
Response requested about campus life, organizations, and clubs	0	12
Response requested about Veteran's Benefits	0	4
Clicked Facebook Lens	6	2
Clicked Snapchat Lens	4	6
Clicked Instagram Lens	8	7
Clicked set up MyUH Username	9	23
Clicked submit health requirement form	14	21
Clicked complete course placement worksheet	15	16
Clicked schedule orientation or advising	9	13
Clicked submit my FAFSA	3	16
Clicked Hawaii Scholarship info	0	4
Clicked residency info	0	5
Clicked view your holds	4	3
Clicked STAR GPS registration	1	2
Clicked Tuition and fees info	0	4

The unit continued updating webpages that have admissions and records content throughout the website.

Evaluation

Program or Unit Name:

Overall, the unit has continued updating pertinent policy and procedural changes to the primary source of viewing access via online webpages. In the latter of the reporting period, the unit launched Full Measure, which is an acceptance experience text through content cards. Through Full Measure data, the unit can start to identify areas that students may have questions about and social media platforms that students are visiting. The challenge of this experience was a dedicated IT person to upload information so that timely acceptance text could go out simultaneously as the email acceptance letter. The reporting period was a learning curve for the development of content cards and uploading procedures.

Additional services

Veteran Students

Veteran Students		
AY	Students Certified	Degree and/or Certificates Awarded
20-21	202	52
19-20	202	65
18-19	232	44

Enrollment Verification

Enrollment Verification	
AY	QTY
20-21	216
19-20	322
18-19	336

Transcript Request

Transcript Request	
AY	QTY
20-21	1819
19-20	1558
18-19	1711

ARO Emails

ARO Emails	
AY	QTY
20-21	25,250
19-20	15,050

Program or Unit Name:

18-19	12,700

Recruitment/Community Engagement

ARO staff participated in various community events with other units promoting admissions and highlighting programs and services offered. During the latter of the reporting period, the engagement differed due to the pandemic to a virtual engagement atmosphere.

4. Action Plan

HPMS Action Strategy 1 (Enrollment and Employ best practices in management, administration, and operations)

The ARO unit will continue to work on innovative measures towards student satisfaction and enrollment methods on both a system and institutional level. The unit will maintain partnerships with other units and committees to incorporate efforts regarding onboarding, retention, and transfer.

The unit will continue daily efforts towards onboarding and work collaboratively with other campus units on a team focused high touch approach in a virtual and face-to-face environment. The unit will continue to meet with the Onboarding committee to discuss outreach, marketing, acceptance, the next steps to get students enrolled, and at what point a seamless student handoff with happen. The objective is to increase acceptance to registration ratio. The unit will be working with UH system CC's to develop a centralized admissions procedure to assist with the submitted to accepted unit goal of within three business days. ARO is working on transiting to virtual outreach events and services, and will need to plan the transition back to face-to-face events as COVID restrictions subside. Additionally, the unit recognizes that the way services is delivered are just as important as timely delivery.

The unit will need to reorganize the high-touch approach and think of creative methods to reach student while incorporating student friendly services in an ever-changing virtual/face-to-face environment. The unit will be working with Full Measure, which is a texting, and content card acceptance experience through their mobile phone. Full Measure will help the student navigate through the acceptance letter, next steps, financial aid, and identify areas that students would like more information. It also, allows the student to celebrate and share their acceptance with others through customized HawaiiCC Instagram, Snapchat, and Facebook filters. The idea is to celebrate the student and keep the acceptance excitement thriving, but to allow the student to visualize themselves with the end goal in mind, a graduation cap, gown, and lei filter to share with their family and friends. The unit will also assist with system tools like signal vine to assist with the acceptance to enrollment steps. It is important that the messaging to students are clear, direct, friendly, and relatable. The unit in the latter of this reporting period has transitioned to a new system online application to assist with efficiencies across all UH system

Program or Unit Name:

community colleges. After the learning curve of a new application has subsided the change in processing should increase the submitted to acceptance timeline.

Additionally, ARO will continue to work with the webmaster regarding updating information on the website to provide a new look with simple navigation and important information for students, faculty, and the community. The unit will continue to do annual updates on the ARO webpage to reflect the most up-to-date information. Additionally, the unit has undertaken Kuali form building as a tool to assist students in an electronic submission format. This will help with tracking on submitted forms, timely notification to students and the responsible parties for approvals and processing. Regarding application and transcript evaluations, the unit will continue to streamline the process to assist the processing timeline. The UH system is doing a revamp on the transfer database so it is more user-friendly for students and transcript evaluators. Additionally, electronic services are in the process of being developed from paper forms to e-forms, e-transcripts, and e-diplomas.

Regarding customer service and student satisfaction, the unit will continue training and professional development towards the delivery of excellent service. ARO has not continued the partnership with the mystery shopper experience due to changes regarding the COVID pandemic. The unit will look at different options to evaluate customer service interactions. During the latter of this reporting period, the unit had made connection with a marketing class to work with students on a branding revamp. The branding revamp idea was halted due to the COVID pandemic. We are hoping in the future that we can revisit this rebranding option for the ARO unit. The unit will need to re-strategize customer service and satisfaction assessments. The unit will continue to expand service information by working with the Welcome Center on the development of a student satisfaction survey and developing creative ways to get information out to students and have a decent participation pool.   The assessment would include measurable questions based on the unit and student interaction. The unit will continue training of the delivery of excellent customer service.

5. Resource Implications -
* ONE-TIME BUDGET REQUESTS ONLY *

Detail any ONE-TIME resource requests that are not included in your regular program or unit operating "B" budget, including reallocation of existing resources (physical, human, financial).
 *Note that CTE programs seeking future funding via UHCC System Perkins proposals must reference their ARPD Section 4. Action Plan and this ARPD Section 5. Resource Implications to be eligible for funding.

☐ **I am NOT requesting additional ONE-TIME resources for my program/unit.**

☐ **I AM requesting additional ONE-TIME resource(s) for my program/unit.**
Total number of items being requested: _____1_____(4 items max.)

*For each item requested, make sure you have gathered the following required information and all relevant documentation before you upload this Review; you will submit all information and attachments for your **Resource Request** as part of your Review document submission via the
Hawaii CC - Program & Unit Review Submission portal
https://hawaii.kualibuild.com/app/builder/#/app/60ef56c477b0f470999bb6e5/run

Program or Unit Name:

- ✓ Item Description
- ✓ Justification
- ✓ Priority Criteria (must meet at least one of the following):
  1. Ensure compliance with mandates and requirements such as laws and regulations, executive orders, board mandates, agreements and contracts and accreditation requirements.
  2. Address and/or mitigate issues of liability, including ensuring the health, safety and security of our Kauhale.
  3. Expand our commitment to serving all segments of our Hawaii Island community through Pālamanui and satellite centers
  4. Address aging infrastructure.
  5. Continue efforts to promote integrated student support in closing educational gaps.
  6. Leverage resources, investments with returns, or scaling opportunities
  7. Promote professional development.

Category-Specific Information				
Equipment	Estimated Date Needed	Quantity / Number of Units; Cost per Unit	Total Cost (with S&H, tax)	On Inventory List (Y/N); Decal #, Reason replacing
Facilities Modification	Estimated Date Needed	Total Cost	Monthly/Yearly Recurring Costs	Utilities Required
Personnel Resource	Estimated Date Needed	FTE; Position Type; Position Title	Estimated Salary	Was an Existing Position Abolished? (Y/N); Position #
Professional Development	Estimated Date Needed	Have you applied before (Y/N); was it approved?	Professional Development Type	PD Details; Impact; Total Cost
Reallocation	Estimated Date Needed	Total Cost	Monthly/Yearly Recurring Costs	Reallocation Proposal

6. Optional: Edits to Occupation List for Instructional Programs

Review the Standard Occupational Classification (SOC) codes listed for your Instructional Program and verify that the occupations listed align with the program learning outcomes. Program graduates should be prepared to enter the occupations listed upon program completion. Indicate in this section if the program is requesting removal or additions to the occupation list.

☐ **I am NOT requesting changes to the SOC codes/occupations listed for my program.**

☐ **I am requesting changes to the SOC codes/occupations listed for my program.**
  O*Net CIP-SOC Code Look-up
  *in the **Crosswalks** box, choose "Education," then enter CIP number to see related SOC codes

List below each SOC code for which change is being requested and include details of requested code deletions and/or additions. Include justification for all requested changes.

Program or Unit Name:

*All requested changes to the SOC codes/occupations listed for programs must be discussed with and approved by the Department/Division Chair.