

**ANNUAL**  
REPORT OF PROGRAM DATA

**2022**

UNIVERSITY of HAWAI'I

**HAWAI'I**  
COMMUNITY COLLEGE



**July 1, 2021 through June 30, 2022**

Admissions & Records Office

**Submit this Review document in WORD via the  
Hawaii CC - Program & Unit Review Submission portal**

**<https://hawaii.kualibuild.com/app/builder/#/app/60ef56c477b0f470999bb6e5/run>**

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## **1. Program or Unit Description**

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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 Kauahale – 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 includes but 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
- Kualu form building and web information
- Acceptance email development, set up, and maintenance
- Record keeping and file maintenance

## **2. Analysis of the Program/Unit**

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[UHCC Annual Report of Program Data \(VARPD\)](#)

The data provided in the ARPD 2021-2022 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 the output of processing applications, which is somewhat reflective of enrollment. In the review of the ARPD comparative data from AY 2020-21 and 2021-22, the institution has seen a decrease in almost all areas. A complete analysis of the institution's enrollment decrease has yet to be determined. However, internal and external factors may have contributed to the decline.

Internal: During the reporting period of AY 2021-22, the application volume due to limited outreach events and the navigation of a more extended application may have caused a decline in application submissions. Additionally, the UH system vaccination requirement and trying to obtain health clearance records may have affected the enrollment demand indicators.

External: During the reporting period of AY 2021-22, the college transitioned many services to various formats due to the COVID-19 pandemic. Many community members are trying to figure out how to realign to a different life throughout the pandemic.

Despite the decline in many demand indicators, there was an area with an increase. In the AY 2021-22 line item 10e. Fall Semester Registration Status – Home Campus Other has seen an increase of 47%. Although an analysis of what factors caused the growth in this area has not been determined. The speculation is that more online courses are available than in the past, which may be a niche for students wanting to take classes at other UH system institutions.

#	Demand Indicators	2019 - 20	2020 - 21	2021 - 22
1.	Annual Headcount ALL Students	3,197	3,107	2,829
2.	Annual Headcount NH Students	1,371	1,310	1,183
3.	Actual Percent Change from Prior Year ALL	0%	-3%	-9%
4.	Actual Percent Change from Prior Year NH	-1%	-4%	-10%
5.	Annual Headcount of Recent Hawaii High School Graduates	357	311	310
6.	Percent of Service Area's Recent High School Graduates	18%	15%	14%
7.	Annual Headcount of Students 25-49 Years Old	1,004	1,009	890
8.	Annual Headcount from Underserved Regions	2,992	2,828	2,517
9.	Annual Headcount in STEM programs	211	208	188
10a	Fall Semester Registration Status - New Students	901	868	739
10b	Fall Semester Registration Status - Transfers Students	207	177	156
10c.	Fall Semester Registration Status - Continuing Students	1,128	1,020	910

2022 Hawai'i Community College ARPD  
 Program or Unit Name

10d.	Fall Semester Registration Status - Returning Students	222	194	191
10e.	Fall Semester Registration Status - Home Campus Other	157	171	252
11a.	Spring Semester Registration Status - New Students	346	505	409
11b.	Spring Semester Registration Status - Transfers Students	97	101	82
11c.	Spring Semester Registration Status - Continuing Students	1,640	1,318	1,082
11d.	Spring Semester Registration Status - Returning Students	128	150	97
11e.	Spring Semester Registration Status - Home Campus Other	191	229	

Effective Indicators in the ARPD data include persistence, degree, certificates awarded, and transfers. The data in this section is reflective of the institution and not solely of the unit. ARO's role in these areas is communicating with the student about registration dates and the data from STAR with a degree and certificate awarding. The viable, effective indicator for ARO includes the number of students that applied, accepted, and registered. Additionally, the understanding of the percentage of students that are accepted and registered. In most cases, the differentiation between applied and accepted numbers is due to other system campuses accepting the student, canceled applications, and pseudo-applications. Overall, the yield rate (Accepted to Registered) throughout AY 2021-22 averaged 55.5%

AY 21-22 Admissions Data				
Semester	Applied	Accepted	Registered	% Registered
Fall 21	2,206	2,082	1,096	52%
Spring 22	1,017	936	557	59%

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%

The yield rate percentage (% Registered) 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 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 and identifying potential enrollment hurdles. However, the lack of data and resources inhibits specifying a more concrete reason rather than speculation of why accepted students have not registered for courses after applying to the campus.

Efficiency Indicators: The unit tries to adhere to processing goals of three business days. The unit in AY 2021-22 continued the mass acceptance process, and the pre-programmed feed from the online application into banner provided a shorter timeline for reviewing and processing acceptance.

### 3. Program Student Learning Outcomes or Unit/Service Outcomes

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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 by developing new strategies, limited staffing, and adapting to new technology through various platforms. The success of the unit throughout this reporting period is the unit's ability to transform in 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 21-22 continued the practice of processing efficiencies. The reduction of staffing has continued to hinder processing timelines. Although, efficiency changes have allowed a single staff member to process applications compared to past processing conducted by many staff and senior student employees. In the latter of this reporting period, the institution adopted the UH System Kamaaina Application. The application customization allowed simplified questions for graduating Hawaii high school seniors and early college students. The Centralized Admissions Office supported processing the Kamaaina Application.

Application Processing Time			
Term	Processed Dates	Avg. Days to Process	Avg. Credits Registered
Fall 2021	Jan 2021-Aug 2021	21	5
Spring 2022	Aug 2021-Jan 2022	6	4
Fall 2022	Jan 2022-Aug 2022	7	4

Transcript Evaluation Time Table			
Month	Days to Evaluate	Avg. Credits Transferred	% of students that registered
21-Jul	10	32	52%
21-Aug	11	33	73%
21-Sep	11	31	100%
21-Oct	12	53	61%
21-Nov	9	46	60%
21-Dec	20	30	43%
22-Jan	8	33	68%
22-Feb	5	48	8%
22-Mar	3	29	27%
22-Apr	5	27	79%
22-May	6	26	57%
22-Jun	10	33	57%

**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 20-21, the 21-22 results show promising results towards the goal of three business days processing time.

The unit's average days to process have decreased due to processing changes and the development of data imports from the application to the UH SIS system. Additionally, the Kamaaina Application assisted in allowing processing staff to shift focus to better support standard and international applications.

Regarding the transcript evaluation processing, it is essential to note the days to evaluate calculation are 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 can only proceed once an application has been received. The transcript evaluators include (1) APT A and (1) OA III. Additionally, transcript evaluation is one of many job duties of the evaluators, as other tasks are priorities. The unit will need to continue reevaluating the three business days' processing timeline due to the nature of evaluation procedures and staffing.

## **UO 2**

### **Outcome**

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

### **Assessment Strategies**

There are no Mystery Shopper Results for 21-22 after COVID-19 restrictions subsided and the shift of re-opening procedures became a priority. In 2021-2022, the unit continued to develop a customer satisfaction survey with Paepae Haumana, which includes Admissions & Records, Financial Aid, and Information Center.

The unit continued the customer feedback form as it is an added feature to provide a platform where students can make comments or suggestions for improvement as the result of a recommendation made by a previous mystery shopper presentation to ARO.

### **Evaluation**

There are no evaluations for this reporting period as the unit is in the process of developing a student satisfaction survey with Paepae Haumana. Additionally, no entries recorded in the customer feedback form.

### **Customer Service and Efficiency Training**

Although the unit did not have formal training, the unit informed students and staff of new practices and procedures as changes happened.

## **UO 3**

### **Outcome**

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

### **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 has worked with outsourced tools and collaborated with the UH System and campus representatives to increase students' multimedia experience.

The platforms used are Salesforce and Signal Vine. Salesforce offers customized acceptance emails highlighting the next steps a student should take along with student information. The Salesforce component is facilitated through the UH System Centralized Admissions Team. The content comes from the ARO and marketing office. The unit works with the campus representative to send out appropriate onboarding messaging via text through Signal Vine. Additionally, the unit has built various electronic forms through Kualii during this reporting period, with 12 completed electronic forms and 10 in progress.

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

### **Evaluation**

Overall, the unit has continued updating pertinent policy and procedural changes to the primary source of viewing access via online web pages. Additionally, during the latter of the reporting period, the culmination of electronic services:

- From paper to E-forms.
- The completion of e-transcripts.
- Working on the completion of e-diplomas.

**Additional services**

Enrollment verification has seen a slight decrease as the speculation that the National Student Clearinghouse option on our webpage may have shifted the numbers to decrease.

Transcript request has seen a decrease for this reporting period. No data or speculation to support the reduction.

ARO emails have seen a decrease in volume, perhaps due to electronic forms being available and the submission process through Kualii compared to email.

Enrollment Verification	
AY	QTY
21-22	193
20-21	202

Transcript Request	
AY	QTY
21-22	1307
21-22 (Electronic) as of 5/4/2022	289
20-21	1819

ARO Emails	
AY	QTY
21-22	6,178
20-21	25,250

Veteran Services

Veteran Students		
AY	Students Certified	Degree and/or Certificates Awarded
21-22	210	66
20-21	202	52

Recruitment/Community Engagement

During this reporting period, the unit did not participate in recruitment/community in-person engagement efforts. However, the unit continued to be a part of the Onboarding Committee to appear in various virtual events focusing on Admissions.



## 4. Action Plan

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Specify how the action plan aligns with the College's Mission and Strategic Plan. Include a discussion of how implementing this action plan will contribute to the College achieving the goals of the Strategic Plan.

<https://hawaii.hawaii.edu/sites/default/files/assets/docs/strategic-plan/hawcc-strategic-directions-2015-2021.pdf>

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

The ARO unit will continue to work on innovative measures toward 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 toward 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 will happen. The objective is to increase the acceptance-to-registration ratio (yield rate). The unit will be working with the UH system CC centralized admissions to provide insight and feedback. The unit will continue to reevaluate procedures to assist with admissions accepted unit goal within three business days. ARO is working on the transition back to face-to-face events as COVID restrictions have subsided.

Additionally, the unit recognizes that how services are delivered is just as crucial as timely delivery. The unit is working on how service is provided based on the student's needs. The unit will need to reorganize the high-touch approach and think of creative methods to reach students while incorporating student-friendly services in an ever-changing virtual/face-to-face environment. Additionally, ARO will continue working with the webmaster to update information on the website to provide a new look with simple navigation and essential 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 Quali form building as a tool to assist students in an electronic submission format. The electronic forms will help track submitted documents and provide 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 and research efficient practices to assist the processing timeline. Regarding customer service and student satisfaction, the unit will continue training and professional development toward delivering excellent service. ARO has not restarted the partnership with the mystery shopper experience due to changes regarding the COVID pandemic and the transition back to a face-to-face environment. The unit will look at different options to evaluate customer service interactions. The unit will need to re-strategize customer service and satisfaction assessments.

The unit will continue to expand service information by working with the Paepae Haumana - Welcome Center on the development of a student satisfaction survey. Additionally, developing creative ways to get information to students and have a decent survey participation pool. The assessment would include measurable questions based on the unit and student interaction. The unit will continue the training in the delivery of excellent customer service.

## 5. Resource Implications

### \* **Special Resource Requests not included in operating “B” budget** \*

Detail any special, one-time or personnel resource requests in the categories listed in the table below that are **not included in your regular program or unit operating “B” budget**.

\*Note: 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 resources for my program/unit.

I AM requesting additional 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)  
<https://hawaii.kualibuild.com/app/builder/#/app/60ef56c477b0f470999bb6e5/run>

✓ **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 Pāalamanui 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	Category-Specific Information Needed
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<b>Equipment</b>	Estimated Date Needed	Quantity / Number of Units; Cost per Unit	Total Cost (with S&H, tax)	On Inventory List (Y/N); Decal #, Reason replacing
<b>Facilities Modification</b>	Estimated Date Needed	Total Cost	Monthly/Yearly Recurring Costs	Utilities Required
<b>Personnel Resource</b>	Estimated Date: ASAP Needed	FTE; Unsure Type; APT B Title: Assistant Registrar	\$57,144 Salary	Was an Existing Position Abolished? (Y/N); Yes Position # 81687
<b>Professional Development</b>	Estimated Date Needed	Have you applied before (Y/N); was it approved?	Professional Development Type	PD Details; Impact; Total Cost
<b>Reallocation of Funds</b>	Estimated Date Needed	Total Cost	Monthly/Yearly Recurring Costs	Reallocation Proposal

## 6. Optional: Edits to Occupation List for Instructional Programs

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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.

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