A Team Approach to Scaling Completion

DATA & COMMUNICATION
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SYSTEM
REDUCE TIME AND ACCELERATE SUCCESS

% taking 30 or more credits per year:
- UH 4-years: 15%-37%
- UH 2-years: average of 7%

4-year graduation rate: 21% (UH Mānoa)
Academic Success by Preparation and Number of Credits Taken

UH Mānoa
First-Time Freshmen, Fall 2009 to 2011
%With a 1st Semester Grade ≥ “B” Avg
n=5,795

Academic Preparation Score

$<15$ Credits  \text{≥}15$ Credits

4 3.5 3 2.5 2 1.5 1

100%
75%
50%
25%
0%

Avg
n=5,795
Communications Campaign

- Make an impact – know your audience
- Make an investment
- Make heads turn!
Campaign

15 to FINISH™

What? Full time is 15!

Why?

• Graduate
• Higher GPA
• Save on tuition
• Start working and earning
### COMPLETE COLLEGE AMERICA
#### EDUCATION PIPELINE – Hawai‘i, 2011

Of students who enroll in a public college or university (100)

<table>
<thead>
<tr>
<th></th>
<th>2-Year Public College</th>
<th>4-Year Public College</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Full-Time</td>
<td>Part-Time</td>
</tr>
<tr>
<td>Enroll</td>
<td>40</td>
<td>27</td>
</tr>
<tr>
<td>Return as sophomores</td>
<td>27</td>
<td>13</td>
</tr>
<tr>
<td>Graduate on time (100% time)</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Additional graduates 150% time</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>200% time</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Total graduates</td>
<td>7</td>
<td>2</td>
</tr>
</tbody>
</table>

Graduate in 4 years | 9
Graduate in 8 years | 18

Source: *Time is the Enemy*, Data: 2-yr cohort started in 2004; 4-yr cohort started in 2002
Communications Strategy

- Developed a branding theme
- Created tailored messages for different audiences
- Developed a media strategy using video, web, TV, radio, collateral, and print advertising ($112k in Year 1)
- Enlisted partners to help spread the word
  - Secured campus commitments
  - Shared with K-12 partners
% ≥15 Credits Attempted
First-Time Freshmen Fall Cohorts
UH Mānoa

- 2009-11: 37%
- 2012: 56%
- 2013: 61%
- 2014: 63%
- 2015: 64%
- 2016: 62%

Fall Semester
1-Year Graduation Rates of First-Time Freshmen Cohorts, 2009-12
Graduation Years 2013-16

UH Mānoa – Total Cohorts

- 2009: 28%
- 2010: 25%
- 2011: 28%
- 2012: 31%

≥15 credits
- 2009: 21%
- 2010: 25%
- 2011: 28%
- 2012: 31%

≤15 credits
- 2009: 17%
- 2010: 19%
- 2011: 22%
- 2012: 23%
Mahalo
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