

ANNUAL
REPORT OF PROGRAM DATA

2022

UNIVERSITY of HAWAII'I
KAUA'I
COMMUNITY COLLEGE



Counseling & Advising

1. Program or Unit Description

2022 Counseling and Advising Mission

Academic Counselors assist and empower students with the development of their academic plan to achieve their personal and life goals.

What is the target student or service population?

We serve prospective, new, continuing, transfer (from non- UH campus and UH campus), returning, high school, and non-degree seeking students. We utilize the Student Success Pathway to categorize our work. This framework was adopted by the UH system. As we work with our target populations, the main functions of our positions can be categorized into four main services/functions through the Integrated Student Success (ISS) Pathway network which includes: Connection with potential and current students, Entry to facilitate access to the college including admission, financial aid, placement testing, and Progression and Learning and retaining students to eventual Completion including graduation, transfer to continue education or obtaining a career.

2. Analysis of the Program/Unit

DEMAND

Demand Indicators	2019-2020	2020-2021	2021-2022
Annual Headcount ALL Students	1788	1835	1715
Annual Headcount NH Students	541	565	509
Annual Headcount of Recent Hawaii High School Graduates	201	209	187
Annual Headcount of Students 25-49 Years Old	417	473	384
Annual Headcount from Underserved Regions	98	146	149
Annual Headcount in STEM programs	160	171	132

2022 Kaua'i Community College ARPD
 Program: Enter Program or Unit Name

Fall Semester Registration Status - New Students	589	578	490
Fall Semester Registration Status - Transfers Students	74	80	59
Fall Semester Registration Status - Continuing Students	520	556	566
Fall Semester Registration Status - Returning Students	115	97	89
Fall Semester Registration Status - Home Campus Other	75	150	139
Spring Semester Registration Status - New Students	394	183	199
Spring Semester Registration Status - Transfers Students	42	49	34
Spring Semester Registration Status - Continuing Students	740	881	750
Spring Semester Registration Status - Returning Students	58	55	47
Spring Semester Registration Status - Home Campus Other	102	126	128
Total Advising Appointments	3576	3705	3214

We see a definite trend in our demand over the past three years. In most categories there was a peak during 2020-2021 and then a sharp decline in 2021-2022 that is lower in most categories than the previous two years. Compared to last year 2020-2021 we saw an annual headcount go down by 120 students, a 7% decrease from the previous year. We also saw a 10% decrease in NH students. Recent Hawai'i High School graduates have also continued to steadily trend down for the past three years; 28%, 26%, and this past year by 20%. Our fall registration for continuing students has increased in student numbers during the past three years; 520, 556 and 566 while our spring registration status for continuing students declined by 131 this past year. Counseling and Advising has

initiated a multipronged registration campaign that we believe is impacting the registration of continuing students.

Some demand indicators trending up over the last three years are the underserved regions (Annual unduplicated count of students from geographic regions as identified by the UH System Second Decade Project as underserved by higher education) 98, 146 and 149; registration for continuing students 520, 556 and 566 as mentioned above; and Spring semester registration for Home Campus Other 102, 126, 128.

This past year (FY 2022) we conducted 3,214 individual counseling appointments. When comparing our demand data, we see that our total number of individual appointments has declined in comparison to both 2020 and 2021. In fact, we saw that 2021 peaked at 3,705 and was higher than both 2020 where we advised 3,576 and 2022 where we advised 3,214. We still served a large number of students with fewer advisors. We lost two positions; our Liberal Arts counseling advisor and our Native Hawaiian counseling advisor. We had 491 fewer individual appointments compared to 2021. Although student contact data is operationally tracked by formal scheduled appointments, a substantial amount of student/counselor contacts occur through a variety of other means such as email, phone, texts and in everyday life. The Advising Appointments indicates the ratio of total student appointments to the number of counselors. It is notable we meet with some students several times. [Annual Report of Program Date 2022 UHCC](#)

EFFICIENCY

Survey Questions	2019-2020	2020-2021	2021-2022
I was satisfied with the way my counselor handled my concerns (n=92)	N/A	N/A	4.7
I was satisfied with the way my counselor handled my questions (n=92)	N/A	N/A	4.3
I was satisfied with the way my counselor handled my feelings (n=92)	N/A	N/A	4.3
I would recommend my counselor to others (n=92)	N/A	N/A	4.3
I accomplished the goal of my visit (n=93)	N/A	N/A	4.8

*Likert scale 5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

We are proud of our efficiency measures; for the most part students strongly agreed that we were efficient during our advising sessions. We will continue to offer scheduled counseling appointments in various modalities: zoom, phone and in person. Zoom seems to be the predominant preference for most of our students. We continue to respond to unscheduled solicitations through emails, texts and phone calls. We think this is valuable data to retrieve and hope to get some system to capture. We want to investigate options for some group or classroom style registration process in addition to one on one. Also, plan to collaborate with Marketing to produce some basic advising tutorial videos for the web to reach more students.

EFFECTIVENESS

Effectiveness Indicators	2019 - 2020	2020 - 2021	2021 2022
Persistence Fall to Spring ALL Students	0.7	0.68	0.63
Persistence Fall to Spring NH	0.73	0.66	0.65
Degrees & Certificates Awarded ALL	290	307	335
Degrees & Certificates Awarded NH	87	99	102
Degrees & Certificates in STEM ALL	19	18	26
Degrees & Certificates from STEM NH	5	2	4
Transfers to UH 4-yr ALL	89	91	96
Transfers to UH 4-yr NH	28	26	29
Students report completing Registration	N/A	N/A	0.6

Another method used to measure our effectiveness is the Community College Student Survey of Engagement or CCSSE. We learned from the CCSSE summary that we are performing above the national average compared to our peer groups on most all comparisons. We earned 1.66 when students were asked how often they used Academic Advising during the current academic year whereas the national average was 1.61. (12. 1a.) When specifically asked if they used transfer/advising they reported .60 slightly up from .56 for the national mean. (12. 1j.) Next, CCSSE reported satisfaction with the

services of academic advising where we scored a 1.69 compared to 1.57 nationally. (12. 2a) Satisfaction for transfer was slightly lower 1.44 compared to 1.5 as the national mean. (12. 2j) This particular question only had 19 respondents and maybe most students are not planning or utilizing the transfer services. This data conflicted with our other data that indicated transfer to UH 4-year had increased. When asked how important these services (Academic Advising) are to the college we scored 2.83 compared to 2.67. (12. 3.). [CCSSE SURVEY](#)

Strengths in our effectiveness include degrees, certificates and transfers have risen in all categories of our measures despite a slight decline of 5% in persistence from Fall to Spring. Counseling Advisors discuss the graduation and/or transfer process with each student. We have an impact on persistence and degrees awarded because we meet to discuss both academic and non-academic concerns. We work in partnership with instructional faculty, Hale Malama, and CARES Team that identify students needing emotional, physical and or academic support. We reach out through Signalvine, a text messaging service with carefully crafted messages by our Retention Committee. All advisors do a midterm email check in with continuing students and another check in with students nearing graduation at the 45 credit marker. Another Registration Campaign began through the front office where student workers contacted Spring students that had not registered for Fall semester. A total number of 352 students were contacted during the Summer.

Other strengths contributing to our student success is our collaborative efforts with Academic Affairs, CPOS, and Admissions Office to name a few. Counseling Advisors work in conjunction with Academic Affairs to suggest modifications and improvements to course scheduling, modalities, waitlists, sequencing, design of curriculum, address low enrollment issues all in an effort to improve efficiency.

The Course Program of Study Committee, CPOS, was formed to address students registered for courses outside of their program of study and the impacts of Financial Aid recipients. The committee was composed of the Financial Aid Director, Registrar, Academic Counselors, and STAR team members that met weekly to address a generated Financial Aid report. We were able to improve STAR pathways and most importantly to make sure students were on track and following their pathway and on target to graduate. Academic Counselors contacted all students that were impacted.

Areas to Improve

We look to increase our demand and address our declining enrollment numbers by continuing to work with our local high schools since they are a captive audience. Post pandemic we are going back to an "in person" event for #findyourfuture. Liaisons will be visiting the high schools at various times to complete applications, financial aid and registration. We also hope to expand our potential student enrollment within our

community through our community events such as Hanana Kainoa Kula enrollment event (HKK).

Continue to use the current survey designed during the 2021 CPR to measure new PSLO's with some adjustments for longitudinal study. We feel we are able to have a direct impact on quantitative measures when students select a major, develop a career plan and are aware of services. We intend to increase survey results by sending out Counseling and Advising surveys to the entire campus two weeks before the end of Fall and Spring semesters for APRD purposes.

With the implementation of an onboarding staff person in the Admissions Office and new technology (Salesforce) that reaches out to students for the next steps of the enrollment process, we expect to capture more students that might otherwise not get to the point of registration. We have already noticed an impact on students being more prepared for the advising/registration process with the communication and direction applicants receive from this new position. We plan to continue all of these collaborative efforts.

3. Program Student Learning Outcomes or Unit/Service Outcomes

Last year (2021), during our Comprehensive Program Review, we established new PSLO's. Counseling and Advising assessed our new PSLO's with our new student survey that was developed in 2021. The survey was deployed in January 2022. We received 94 responses and have determined our benchmarks in two of the three PSLO's. We exceeded our aspirational goals of 50% affirmative responses for PSLO's number one and two. Now that we have new benchmarks set for those, we are seeking to increase by at least 2% in subsequent years. After assessing our results and looking at the analytics we are making several revisions to our survey and delivery. We are revising some questions for PSLO 3. Additionally, we want to gather more information as to determine why some students did not get completely registered and ask a follow up question if they were "in process" to determine what exactly is preventing them from registering. We also plan to deploy the counselor survey for APRD purposes twice a year; in Fall and Spring to increase our response rate. Lastly, we also plan to manage this specific survey through our new Institutional Researcher.

List of Program Student Learning Outcomes (CPR 2021)

1. Students will identify a major or interest that aligns with their goals. Assessed. Benchmark established AY22 at 81%. Desired outcome is 83% will reassess in AY23.

2. Students will develop an academic/career plan and know how to reach goals. Assessed. Benchmark established AY22 at 72%. Desired outcome is 74%, will reassess in AY23.
3. During the Registration Process
 - Students will select appropriate courses
 - Understand Placement
 - Understand instructional modalities
 - Decide course load
 - Understand academic deadlines
 - Learn about Academic Support resourcesNot assessed, faulty question will be revised and re-administered AY23 to develop benchmark.

4. Action Plan

Goal 1: Increase Demand/Enrollment. Kauai CC Goal 3

Activities: 1. Continue interactions with local public and private high schools and #findyourfuture event. 2. HKK event that is open to the community. 3. Become more visible to other populations in our community to tap into other areas including workplaces, Farmers Markets, and public libraries to name a few.

Measurement: Look at demand/enrollment for different populations. Currently local Hawaii High School graduates is at 187 students benchmark, hope to increase through first initiative by 2% and see an increase of at least 4 students and see 192. Develop an interest form for community members (potential students) to follow-up on community outreach. Overall, we would like to increase our total demand benchmark set at 1715 students by 2% or 34 students; desired outcome 1749.

Goal 2. Increase Persistence. Kauai CC Goal 1

Activities: Continue Registration Campaign including 1. Midterm check-in email to all students, 2. Contact all students by phone that have not registered during first week of registration 3. Offer to visit classrooms F2F and on zoom 4. Signalvine text messaging 5. Work with Marketing to develop a video for asynchronous courses 6. Collaborate with webmaster to deliver messaging on KCC web banner.

Measurement: Look at Persistence numbers, benchmark for this year for all students was set at 63%;1080 students persisted. Target is to increase persistence by 2% raising overall persistence to 65%; increasing number of students to 1114 or by at least 34 students.

Goal 3. Increase Registration Kauai CC Goal 3

Increase Registration percentage from 60% after meeting with a counselor, 31% said in progress and 9% said no as reported on the Counselor Survey. Activity: Revise student counseling survey registration question to determine why only 60% were able to completely register and follow-up with students. Establish benchmark with expansion of question AY23. Measurement: Ask question with follow-up as to why not completely registered and develop possible interventions to see if registration increases.

Goal 4: Increase Registration. Kauai CC Goal 3.

Activity: Pilot Group/Classroom Registration via F2F and zoom. Utilize pre-nursing students and possibly other cohorts in the Counseling arena and online. Determine if this model works by assessing registrations processed.

Our next CPR will be in 2026 where we will hope to see increases in enrollment and persistence. We hope to continue upward trends in degrees, certificates awarded and transfers to four years. We will continue to look at improving our service delivery.

5. Resource Implications

Detail any resource requests, 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.

Fill the following Positions:

Office Assistant to Manage Front Office and Student Workers

Academic Counselor replacement for Accounting, Business, Culinary, Hospitality & Tourism, Natural Science and Physical/Pre Engineering or Generalist

Academic Counselor replacement for LBRT A-K, Hawaiian Studies or Generalist

Academic Counselor/Coordinator to work with increasing and supporting Native Hawaiian Students.

Redesign arena area including new furniture, classroom equipment, and computers.

Case management system to better track student interactions on all platforms that includes prospective students. It is too time consuming to capture these other modes of communication but we know this contributes to the persistence and retention of our students. We need some practical management system since we prefer to devote our energies to the students we serve. Guardian has been recommended.

2 TV monitors - \$4,000

2 Advisors –

1 Office Assistant

15 I-Pads - \$30,000

15 chairs \$7,500

Case management System \$30,000 for five years

I am **NOT** requesting additional resources for my program/unit.

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 requesting changes to the SOC codes/occupations listed for my program/unit.