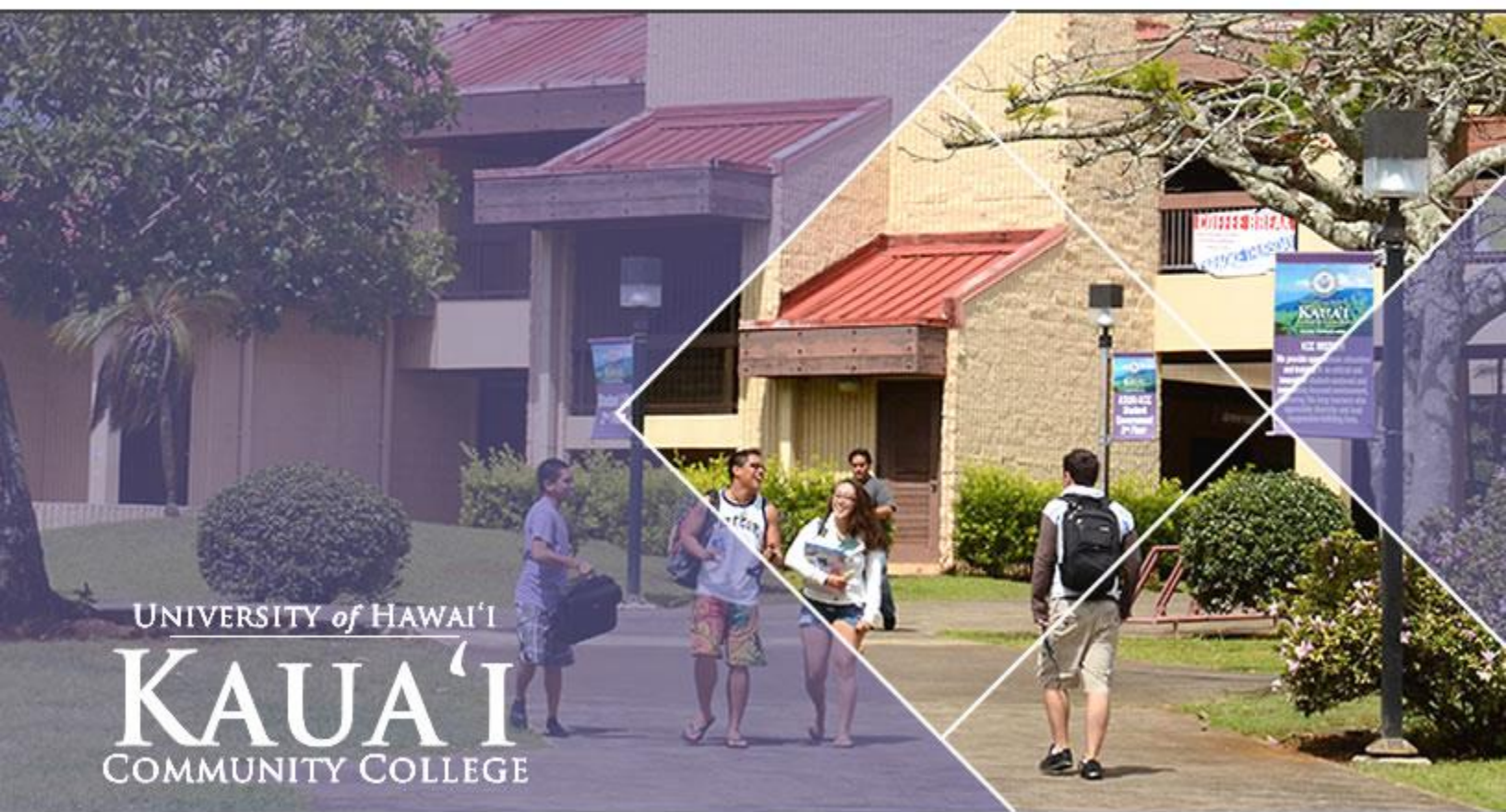


ANNUAL
REPORT OF PROGRAM DATA
2023



UNIVERSITY of HAWAI'I
KAUA'I
COMMUNITY COLLEGE



2023 Annual Report of Program Data

Admissions and Records

1. Program or Unit Mission

The Admissions and Records Office is committed to recruit, admit and enroll students of various backgrounds and diverse populations. Services include in-person and online methods aimed at delivering streamlined assistance with applying for admission, registering for coursework and applying for graduation. The Admissions and Records Office serves as the initial point of contact and inquiry support and helps facilitate the College's overall enrollment management plan.

The Admissions and Records Office serves new, continuing, transfer and returning students. The target population consists of both degree seeking and non-degree seeking students. High school students participating in dual credit programs have also been a target for enrollment and recruitment after graduation.

2. Program Student Learning Outcomes or Unit/Service Outcomes

PSLO 1: Increase enrollment for recent high school graduates, pacific islanders, high school non-completers, GED recipients, working adults and international students.

Results from 2021-2022: In Fall 2021, following high school graduation, 129 first-time freshmen from the public high schools on Kaua'i enrolled with a yield rate of 69%. High school seniors were the primary target.

Action Plan Implemented 2022-2023: Staff continued to work closely with the high schools to make the college transition smooth and with limited barriers. Enrollment events and campus visits were held throughout the academic year. Little effort was made to target other populations, including working adults and international students.

Results from 2022-2023: The enrollment increased slightly to 134 students from the public high schools with a 70% yield rate. Only high school graduates were assessed in AY 2022-2023.

The number of high school students that enrolled after graduation slightly increased and more effort needs to be made toward other targeted populations. This PSLO will be reassessed in 2023-2024.

PSLO 2: New students will be able to complete and successfully submit the online application.

Results from 2021-2022: The number of applications decreased from the previous academic year, however, the number of rollover applications increased.

Action Plan Implemented 2022-2023: The Transitions Specialist, along with support staff, made frequent visits to the high schools and coordinated enrollment events. Efforts were made toward completing the application and providing instructions on the next steps to enrollment.

Results from 2022-2023: There was no significant increase in applications.

The primary focus and target are high school students with little to no effort directed toward other populations. This PSLO will be reassessed in 2023-2024.

PSLO 3: New students will understand the next steps leading to course enrollment.

Results from 2021-2022: The yield rate slightly increased from 62.1% to 66.9% in Fall 2021.

Action Plan Implemented 2022-2023: The college continues to disseminate the acceptance letter and onboarding email campaign through Salesforce.

Results from 2022-2023: No significant increase in the yield rate.

The acceptance email via Salesforce continues to be sent to all accepted students. Continued improvements will be made to the Steps to Enroll website. This PSLO will be reassessed in 2023-2024.

3. Analysis of the Program/Unit

The Admissions and Records Office at Kaua'i Community College is committed to providing an open-door policy aimed at promoting student access with technology being the cornerstone of our daily operations. Operations include receiving, reviewing and processing applications throughout the year. The number of applications received during the past three years has fluctuated between academic year 2020-2021 and 2022-2023. There are internal and external factors that may have contributed to the number of applications received, including access to online classes and programs offered by other institutions and the desire to leave the island now that the world is back to pre-COVID normality.

DEMAND	AY 2020-2021	AY 2021-2022	AY 2022-2023
TOTAL APPLICATIONS	1465	1302	1350
New Applications	1339	1096	1135
Rollover Applications	126	206	215
First-Time Freshmen	476	382	392
Transfer	227	151	142

2023 Kaua'i Community College ARPD

Program: Enter Program or Unit Name

Returning	261	221	224
First-Time Hawaii High School	276	221	235
Kapaa HS	94	72	65
Kauai HS	93	75	66
Waimea HS	64	43	66

Source: Banner Operational Data Store (ODS) IRO_ADMISSIONS

EFFICIENCY	FALL 2020	FALL 2021	FALL 2022
YIELD RATE	62.1	66.9	68.2
New Applications	61.5	66.4	67.4
Rollover Applications	69.3	70.5	73.2
First-Time Freshmen	61.5	63.9	66.5
Transfer	47.9	52.0	68.1
Returning	54.9	56.7	59.6
First-Time Hawaii High School	67.7	68.8	67.1
Kapaa HS	55.2	60.6	66.7
Kauai HS	82.4	73.2	78.3
Waimea HS	65.6	71.4	67.7

Source: Banner Operational Data Store (ODS) IRO_ADMISSIONS

In AY 2022-2023, the number of applications remained consistent with the previous year totaling approximately 1,300. There was also no significant difference with the number of rollover applications. Despite multiple efforts made to increase the number of applications with the graduating high school seniors, the number remained stable. In AY 2022-2023, there were 392 applications submitted by First-Time Freshmen with 235 from a Hawaii high school. At total of 197 applications were completed by our primary target population which included students from Kapaa High School, Kauai High School and Waimea High School.

Despite the decline in the number of applications, the yield rate remained steady with an approximate average of 60%. Kauai High School managed the highest yield rate of 82% in Fall 2020 and remains the highest among the 3 primary DOE high schools on Kauai. Over the past three years, the number of applications has decreased, however, maintaining a consistent yield rate contributes to the efficiency of our enrollment efforts.

The Admissions and Records Office, in collaboration with the other units in Students Affairs, will continue to provide support services to the high schools. These services include the *Find Your Future* enrollment event, application workshops, placement testing at the high schools and registration before high school graduation. With the addition of the grant funded Transitions Specialist position, multiple visits to the high school campuses were coordinated and completed to assist students with the onboarding and enrollment process.

EFFECTIVENESS	AY 2020-2021	AY 2021-2022	AY 2022-2023
Total Degrees	307	335	331
Percent Change	5.9	9.1	-1.2
Certs of Achievement	183	184	189
Associate Degrees	124	151	142
AA	54	71	71
AS	40	53	44
AAS	30	27	27

Source: Banner Operational Data Store (ODS) IRO_DEGREE

The Admissions and Records Office also provides graduation support services to students seeking both certificates and associate degrees. Services include reviewing all potential records for completion and awarding appropriately. The effectiveness of the Admissions and Records Office is evident in the total number of degrees and certificates that are awarded each academic year. The programming of the academic programs in STAR is created and managed by the staff in the office. Proper programming enables students to maintain a consistent pace toward achieving their degree and certificates.

4. Action Plan

Imperative S: Develop Successful Students for a Better Future

Goal 1: Increase access to college for high school students.

The Admissions staff and Onboarding team will continue to make frequent visits to the high schools to assist in the enrollment process and to promote the college programs. In February 2023, changes were made to the layout and structure of the *Find Your Future* event. Students were welcomed with a mini campus tour and given the opportunity to explore many of the programs with hands-on activities and displays. Plans for improvements are in discussion for the next high school event in February 2024.

Goal 2: Increase access and supports for returning adults.

In Summer 2023, the units in Student Affairs, including Admissions and Records, Financial Aid and Academic Counseling organized two events known as 'Ohana Night. The event was open to the public and aimed to re-engage and bring in the community. We will continue to offer this event in the summer.

Goal 3: Increase outreach and presence in the community.

Besides making frequent appearances at the high schools, the Admissions Office has not been present in the community. Possible locations are community centers, public libraries and businesses that support and encourage their employees to further their education and training. Movement on this goal may not occur until 2024-2025.

5. Resource Implications

In October 2021, the Title III grant funded Transitions Specialist position was hired to support the onboarding and Early College enrollment process. During this time the early college enrollment went up 15%. The increase in early college enrollment help the college maintain its overall enrollment count by dropping only 0.8% between the Fall 2022 and Fall 2023 semester. The grant funding this position will expire in October 2024 and in preparation for the loss of the position, additional funding is requested for the following:

Position: Outreach and Enrollment Specialist or extension to Transitions Specialist

Duties: Perform high school and community outreach; manage the onboarding process; provide financial and enrollment resources; organize campus and community events; promote academic programs to businesses, adult learners and first-generation students.

Salary: \$45,000