

ANNUAL
REPORT OF PROGRAM DATA
2023



UNIVERSITY of HAWAII
KAUA'I
COMMUNITY COLLEGE



2023 Annual Report of Program Data

<<Counseling & Advising>>

1. Program or Unit 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. Program Student Learning Outcomes or Unit/Service Outcomes

DEMAND

Demand Indicators	2019-2020	2020-2021	2021-2022	2022-2023
Annual Headcount ALL Students	1788	1835	1715	1623
Annual Headcount NH Students	541	565	509	500
Annual Headcount of Recent Hawaii High School Graduates	201	209	187	172

2023 Kaua'i Community College ARPD
 Program: Enter Program or Unit Name

Annual Headcount of Students 25-49 Years Old	417	473	384	327
Annual Headcount from Underserved Regions	98	146	149	154
Annual Headcount in STEM programs	160	171	132	118
Fall Semester Registration Status - New Students	589	578	490	256
Fall Semester Registration Status - Transfers Students	74	80	59	3
Fall Semester Registration Status - Continuing Students	520	556	566	422
Fall Semester Registration Status - Returning Students	115	97	89	77
Fall Semester Registration Status - Home Campus Other	75	150	139	550
Spring Semester Registration Status - New Students	394	183	199	41
Spring Semester Registration Status - Transfers Students	42	49	34	1
Spring Semester Registration Status - Continuing Students	740	881	750	570
Spring Semester Registration Status - Returning Students	58	55	47	38
Spring Semester Registration Status - Home Campus Other	102	126	128	481
Total Advising Appointments	3576	3705	3214	2602

We continue to see a definite trend in our demand over the past four years. In most categories there was a peak during 2020-2021 and this current year. 2022-2023 continues to show declines in most categories. We saw an annual headcount go down by 92 students whereas the previous year the annual headcount went down by 120 students. We

sustained less of a decrease this past year, only 5%. We also saw a 2% decrease in NH students or 9 students whereas it was 10% the previous year or 56 NH students. While these two categories are declining, they have both slowed. Recent Hawai'i High School graduates have steadily trended down for the past three years with a 1% gain this past year; 28%, 26%, 20% and 21%.

Our fall registration status for new students saw an enormous decline, from 490 students to 256 students. Fall transfer students were up by 8 students. Surprisingly our continuing student numbers also saw a big decline from 566 to 422 students this year. Previously, this category recognized three years of increases (520, 556 and 566). Returning students were reduced by 12 students in comparison to the previous year. Spring registration saw declining numbers in all categories except for Home Campus Other that spiked from 128 to 481. We attribute this dramatic increase to the modality, specifically asynchronous and synchronous that allows other students from UHCC campuses to participate in our classes.

Some demand indicators trending up over the last four 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, 149 and 154. The other areas that had significant gains were Fall Semester Registration Status – Home Campus Other where we went from 139 students to 550 and during the Spring Semester Registration Status jumped from 128 to 481 as mentioned above.

This past year (FY 2023) we conducted 2,602 individual counseling appointments. When comparing our demand data, we see that our total number of individual appointments has declined. We continued to serve a large number of students with fewer advisors; having had two retirements in December 2022. Over the past four years, our department has lost a total of four counseling advising positions; 2 Liberal Arts counseling advisors, one Native Hawaiian counseling advisor and one Culinary/Business/Accounting/ASNS counseling advisor. 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 that is not tracked.

In an effort to contradict this local as well as national trend of low college enrollment, Counseling and Advising has maintained a multipronged registration campaign that we believe is impacting the registration of all students. However, we are still facing economic factors such as low unemployment rates, high inflation and changing attitudes after the pandemic. On the island of Kauai, people will take hourly jobs, such as tourism positions, that do not necessarily require a degree. Some locals work two or more jobs to make ends meet which does not allow for college enrollment.

EFFICIENCY

Survey Questions	2020-2021	2021-2022 (n=92)	2022-2023 (n=96)
I was satisfied with the way my counselor handled my concerns	N/A	4.7	4.5
I was satisfied with the way my counselor handled my questions	N/A	4.3	4.5
I was satisfied with the way my counselor handled my feelings	N/A	4.3	4.4
I would recommend my counselor to others	N/A	4.3	4.3
I accomplished the goal of my visit	N/A	4.8	4.6

As a team we increased in a couple of areas including how we handled students' questions and feelings. Having gone through the pandemic, we now have an increased understanding of the impact and are able to offer resources and have gained increased empathy. We maintained our net promoter score of 4.3 that students would recommend us to others. We did decrease slightly when asked how the counselor handled my concerns from 4.7 to 4.5 and also the question, "I accomplished the goal of my visit" went from 4.8 to 4.6. Counseling and Advising had two additional counselors retire January 1st so we have not been running at full capacity. We have had temporary assistance in some areas which has involved training of new advisors. The loss of tenured faculty and training temporary assistance could account for some of the decline. We are currently in the hiring process for a Liberal Arts Academic Counselor and Native Hawaiian Academic Counselor to work with Native Hawaiians. We are hoping to return to full capacity.

EFFECTIVENESS

Effectiveness Indicators	2019 - 2020	2020 - 2021	2021 2022	2022-2023
Persistence Fall to Spring ALL Students	0.7	0.68	0.63	.67
Persistence Fall to Spring NH	0.73	0.66	0.65	.66
Degrees & Certificates Awarded ALL	290	307	335	331
Degrees & Certificates Awarded NH	87	99	102	125
Degrees & Certificates in STEM ALL	19	18	26	19
Degrees & Certificates from STEM NH	5	2	4	3
Transfers to UH 4-yr ALL	89	91	96	96
Transfers to UH 4-yr NH	28	26	29	22
Students report completing Registration	N/A	N/A	0.6	.57

Degrees awarded has maintained steady for all awarded, there was a significant increase of 20% in Degrees and Certificates awarded to Native Hawaiians. This increase of 20% is even more impressive when we see our demand/enrollment of NH was down by 2%. Students reporting completion of registration is 57%. Possible reasons for this slight decrease could be more registration events at the local high schools, Ohana Night and Enrollment Express. At these events we meet the student where they are at. Possible blocks could be placement scores, health record clearance, and class availability. Often times, students meet with us for reasons other than registration.

3. Analysis of the Program/Unit

During our Comprehensive Program Review in 2021, we established new PSLO's. Counseling and Advising assessed our new PSLO's with our new student survey that was developed in 2021. We determined our benchmarks in two of the three PSLO's during 2022. We were hoping to make some revisions to our survey and delivery, however this did not happen in 2023. A new survey and delivery method will begin this year. Our Vice Chancellor of Student Affairs will initiate the survey for Student Services for ARPD purposes twice a year. For the past year we received 96 survey responses and were able to reassess two of the three PSLO's we established during the CPR 2021.

List of Program Student Learning Outcomes (CPR 2021)

1. Students will identify a major or interest that aligns with their goals. Assessed AY22 and AY23. Benchmark established AY22 at 81%. Desired outcome is 83% will reassess in AY23. AY23 assessed at 82%. We missed our aspirational goal by 1%, but still think this is actually a good reflection, 82%, of aligning our students major with their goals.
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. Reassessed AY23 at 89%. We surpassed our aspirational goal by 20%. We attribute this massive increase to our counselor advisors and students' relationship, process and development of academic plan.
3. During the Registration Process (Still unable to assess)
 - Students will select appropriate courses
 - Understand Placement
 - Understand instructional modalities
 - Decide course load
 - Understand academic deadlines
 - Learn about Academic Support resourcesUnable to assess in AY22 or AY23. Faulty question.

4. Action Plan

Goal 1: Increase Demand/Enrollment. (Imperative S)

Activities: 1. Continue interactions with local public and private high schools and #findyourfuture event.

Although Demand/Enrollment did not increase during AY23, Student Services did continue interactions with local and private schools and hosted the #findyourfuture event in person. We believe this had an impact in our collaborative efforts and will continue AY24.

2. Ohana Night event that is open to the community. (Imperative S)

Student Services put on an Ohana Night and added an Enrollment Event AY23. Additionally, Student Services Offices remained open late during the month of August on

Tuesdays and Thursdays to accommodate working community. We will continue these activities AY24.

Measurement: Continue to look at demand numbers as well as actual attendance numbers to the events.

Goal 2. Increase Persistence. (Imperative S)

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. Signal Vine text messaging 5. Work with Marketing 6. Collaborate with webmaster to deliver messaging on KCC web banner.

Measurement: Look at Persistence numbers.

Goal 3. Increase Registration (Imperative S)

Reported getting registered after meeting with counselor dropped to 57% (AY23) from 60% (AY22). 41 % (AY23) students said it was in progress compared to 31% (AY22). Students that reported no registration was 5% (AY23) compared to 9% (AY22) said no as reported on the Counselor Survey.

Activity: 1. Revise Student Services Survey AY24. Unable to revise question as suggested last year.

2. 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. Open lab registration with ECED students and other cohorted programs.

Goal 4: Work collaboratively with other departments to increase transfer. (Imperative S)

Activity: Collaborate with University Center Transfer Specialist

Our next CPR will be in 2026 where we will hope to see increases in enrollment, persistence and transfer. 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

Last year, we received funding, \$30,000, for the redesign of the Counseling Arena to turn this area into a classroom with new furniture and classroom equipment. Plan submitted May 3, 2023. We had difficulty making this happen when we lost electricity to the OSC during the summer months. We will move forward this coming year to implement.

This year, we will be requesting for computers and screen projection to facilitate group learning for the new formatting of NSO, Onboarding, Enrollment, Retention, Graduation Checks and Transfer.

The amount we are requesting is \$18,000.

Last year we were approved to fill the following positions:

Office Assistant to Manage Front Office and Student Workers

Academic Counselor replacement for LBRT A-K

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

Continued Vacancy: Academic Counselor replacement for Accounting, Business, Culinary, Hospitality & Tourism, ASNS (comprised of Biological Sciences, Physical Sciences and Engineering)

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