



UNIVERSITY of HAWAII
SYSTEM

15 to FINISH

USING DATA ANALYSIS AND
A COMMUNICATION STRATEGY TO
PROMOTE STUDENT COMPLETION

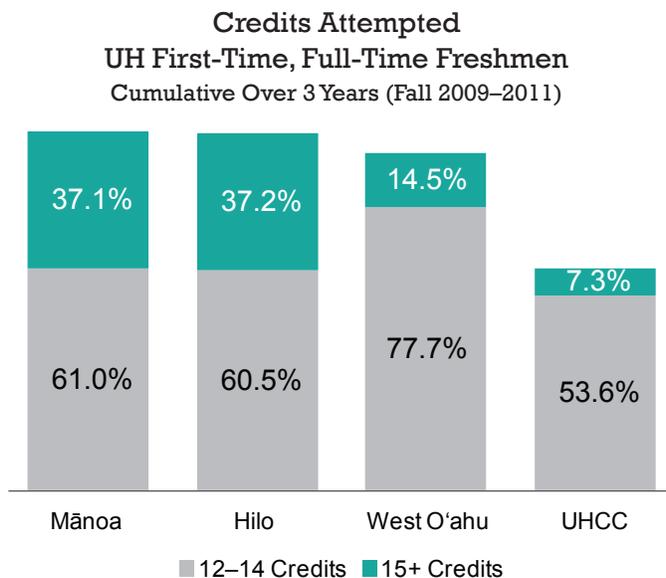
15 to Finish is a promotional campaign under the Hawai'i Graduation Initiative (HGI) that encourages University of Hawai'i students to take 15 credits per semester to graduate on-time (2 and 4 years). Part of this effort involves changing the long-standing perception that taking 12 credits per semester is enough. Most 2-year degrees require 60 credits and 4-year degrees require 120 credits. Therefore, a critical component of the *15 to Finish* message is getting students and their parents to understand that students must complete 15 credits per semester (or 30 credits per academic year) to graduate on-time.

Data Findings

The genesis for *15 to Finish* came from an analysis of student data. The analysis helped to:

- 1 affirm that students can successfully take 15 credits per semester;
- 2 validate to advisors and faculty that first-time freshmen who enrolled in 15 credits generally performed better academically; and,
- 3 demonstrate to students and parents cost savings and other benefits when compared to students who enrolled in less than 15 credits.

Key Data Finding #1: The majority of first-time freshmen take 12–14 credits.



Key Data Finding #2: Students who took 15 or more credits tended to be better prepared (high school GPA/rank) and to have higher academic success. More importantly, within the same level of academic preparation, students who took 15 or more credits generally had higher academic success (GPA/course completion ratio).

For the full analysis of first-time freshmen taking <15 credits and ≥15 credits per semester by academic preparation, academic success, and demographics (gender, race/ethnicity) go to www.15tofinish.com/resources.htm#analysis

The Campaign Objectives

- Promote on-time graduation (2 and 4 years)
- Change the norm to full-time = 15 credits, not 12

Rationale

- Increase the likelihood of graduation (see Key Data Finding #3)
- Less opportunity cost (get a job, earn income sooner)
- Lower cost for students (pay less tuition overall for a college degree)
- Lower cost for UH in support services
- Lower cost to the state and taxpayers

The *15 to Finish* campaign was launched in 2012 as part of the Hawai'i Graduation Initiative.



The Hawai'i Graduation Initiative is dedicated to increasing the educational capital of the state.
www.hawaii.edu/hawaiigradinitiative/

Media Campaign



PHASE I

Target fall 2012 registration:
TV and radio PSA spots
(students, parents, general public)

PHASE II

Target spring 2013 registration:
Campus newspapers,
student portal

PHASE III

Target fall 2013 registration:
Repeat Phase I efforts
with updates



Key Data Finding #3: Students who complete 30 or more credits in their first academic year have a much higher graduation rate than students who complete less than 30 credits.

UH 2- and 4-Year Graduation Rates

| | Freshmen Who Completed 30 or More Credits Within 1st Academic Year | Total Undergraduates |
|-----------------------|--|----------------------|
| UH Mānoa | 32.2% | 17.8% |
| UH Hilo | 18.6% | 8.2% |
| UH West O'ahu | – | 3.0% |
| UH Community Colleges | 27.6% | 1.9% |

Notes: UH Mānoa, UH Hilo, and UH West O'ahu four-year graduation rates based on fall 2007 cohorts. UH Community Colleges two-year graduation rates based on fall 2009 cohort. UH West O'ahu established its first freshman class in fall 2007.

Survey of UH Freshmen Enrolled in 12–14 Credits

Top 4 reasons for not taking 15 or more credits:

- Not their intention to take 15 or more credits (27%)
- Personal schedule doesn't allow (25%)
- Desired courses not available (not offered, time conflict, closed, etc.) (15%)
- Cost/financial resources (13%)

Note: Based on fall 2012 freshmen responses; n=648.

Next Steps

Institutionalize “15” as the new norm:

- Conduct further data analysis (e.g., track outcomes for students taking 15 or more credits)
- Eliminate potential barriers identified by students who enrolled in 12–14 credits
- Revisit UH policy on institutional aid
- Update and continue campaign

Data provided by UH System Office of the Executive Vice President for Academic Affairs/Provost and Institutional Research and Analysis Office

For more information:
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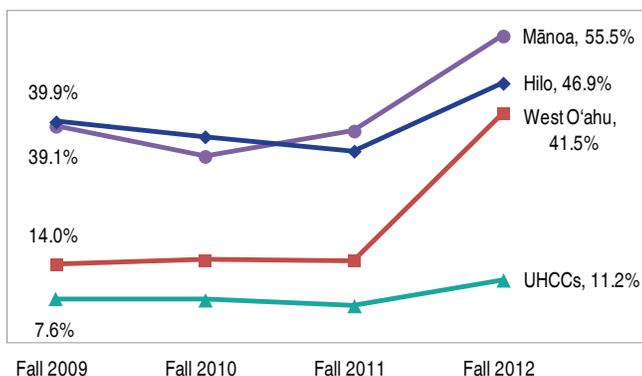


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January 2013

Campaign Results, Fall 2012

15 or More Credits Attempted UH First-Time Freshmen



www.15tofinish.com