



A Team Approach to Scaling Completion

# DATA & COMMUNICATION

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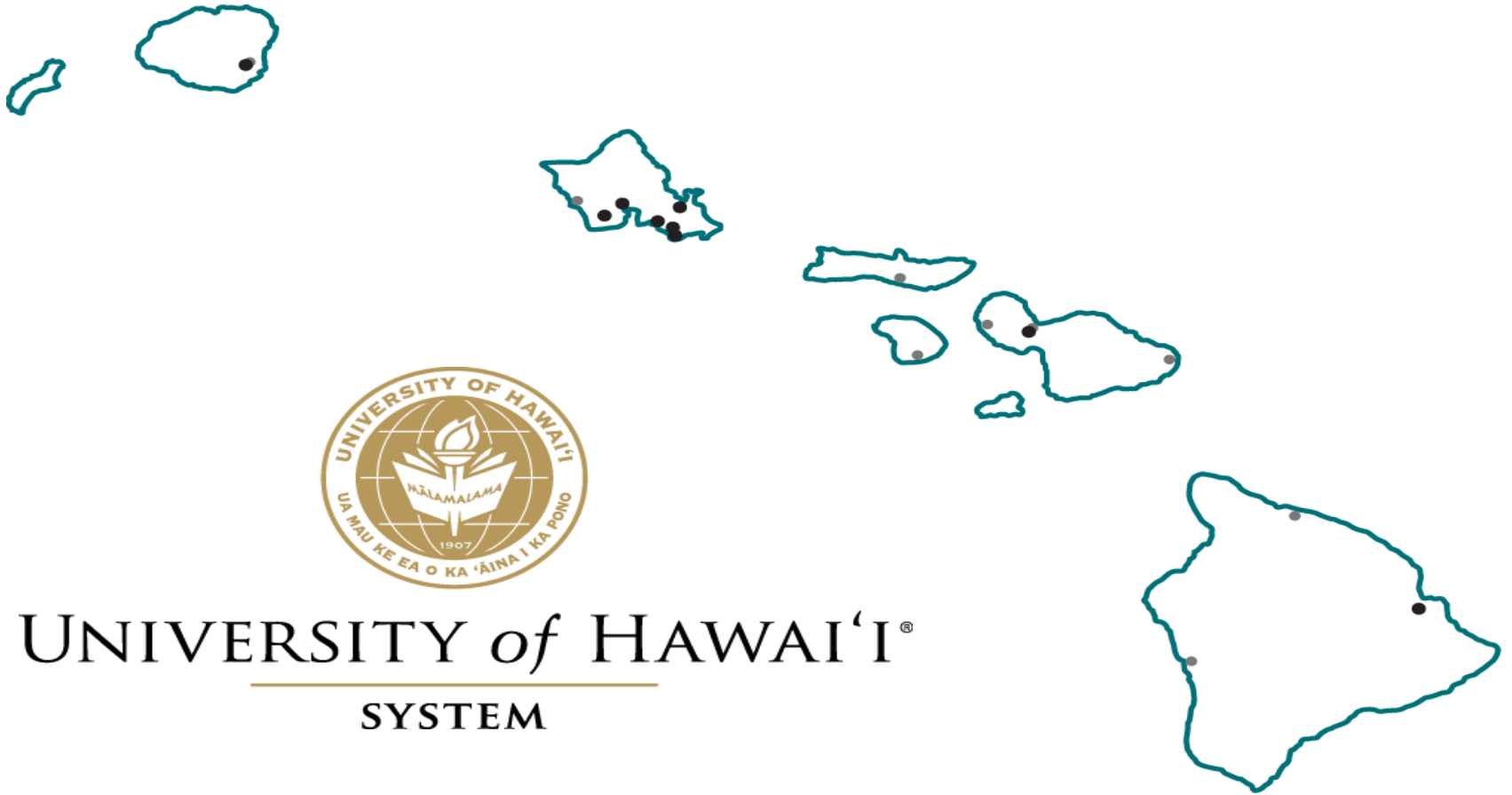


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SYSTEM

# Complete College America Strategies Promoting Completion (2010)

## 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)**

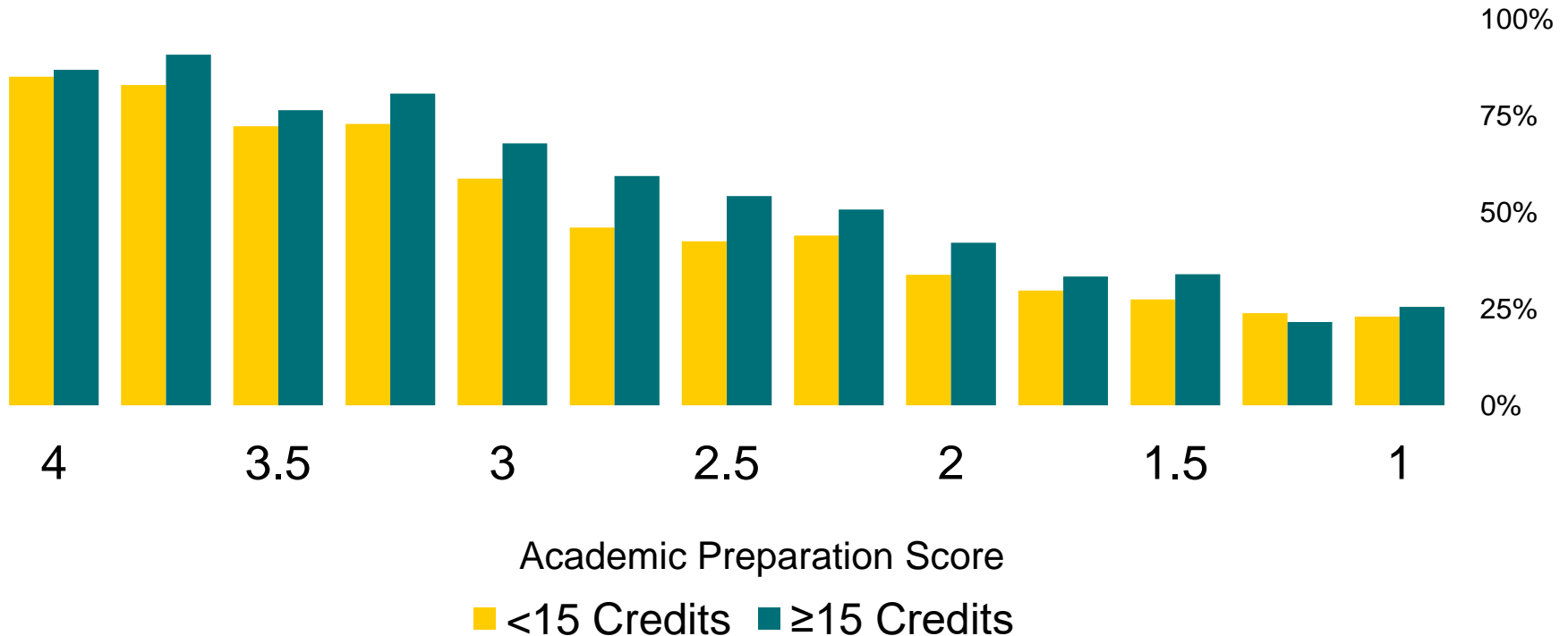
# Academic Success by Preparation and Number of Credits Taken

UH Mānoa

First-Time Freshmen, Fall 2009 to 2011

%With a 1st Semester Grade  $\geq$  "B" Avg

n=5,795



# Communications Campaign



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



# Campaign

## 15<sup>to</sup> FINISH™

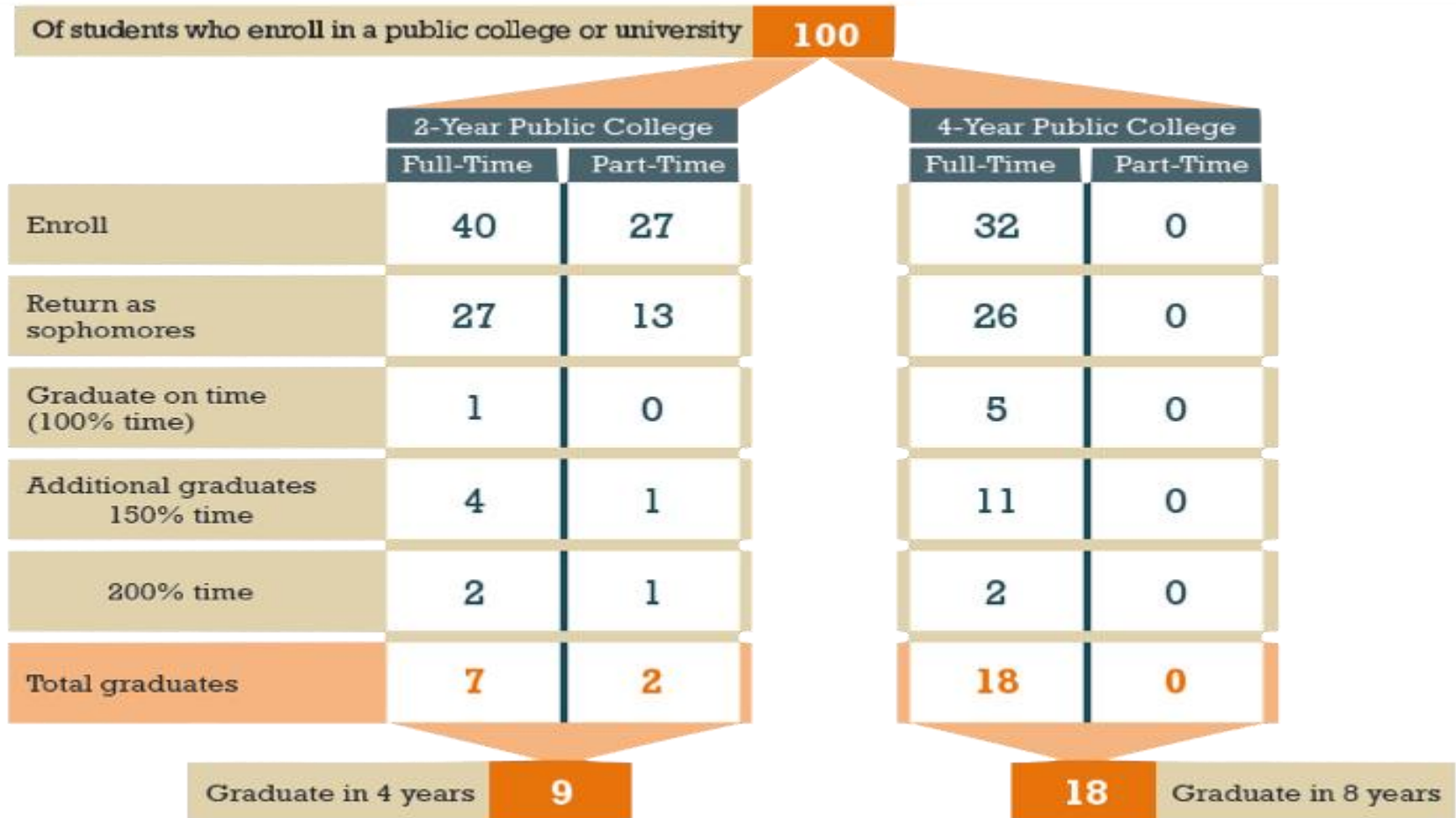
***What?*** Full time is 15!

***Why?***

- Graduate
- Higher GPA
- Save on tuition
- Start working and earning

# COMPLETE COLLEGE AMERICA

## EDUCATION PIPELINE – Hawai‘i, 2011





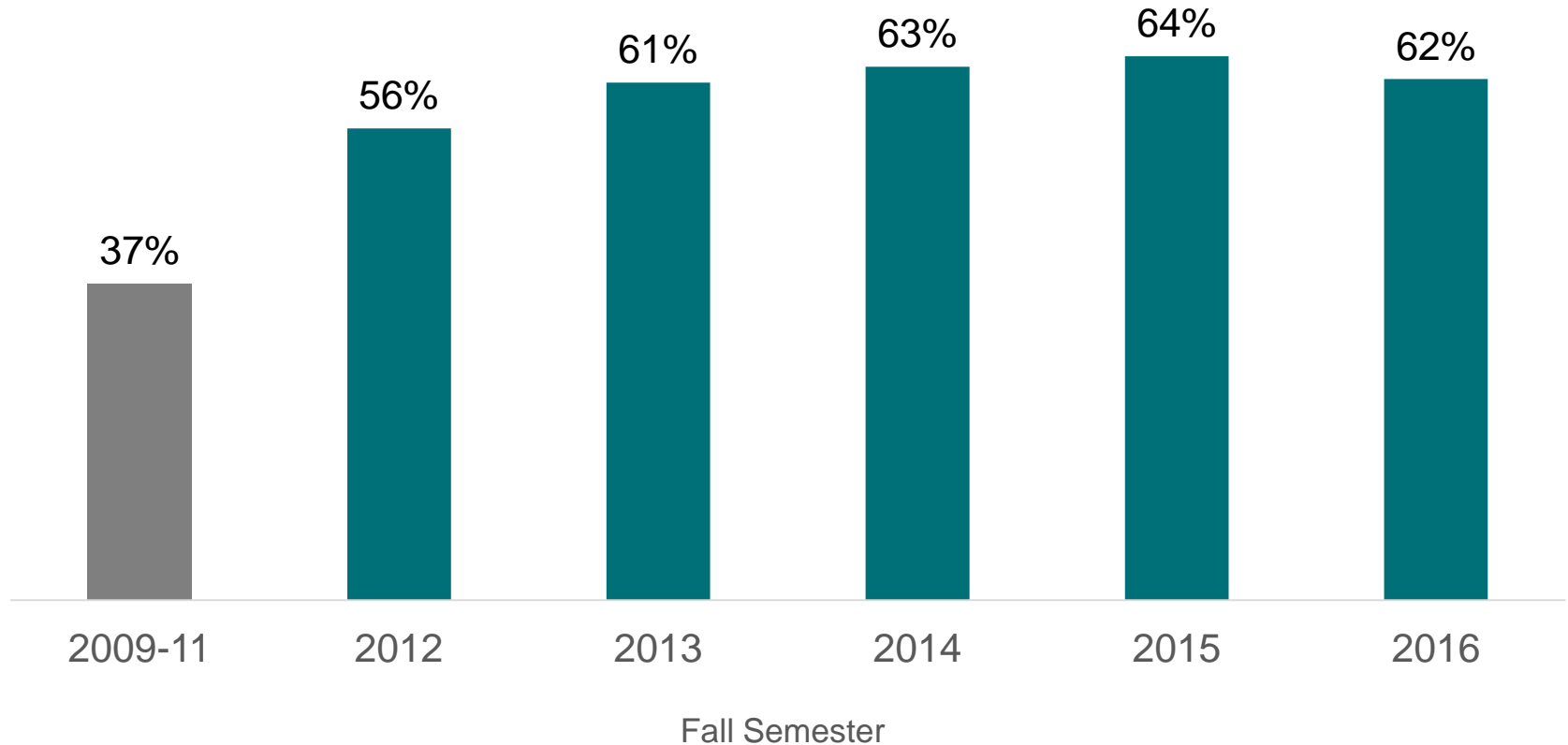
# Communications Strategy

- 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



# % $\geq 15$ Credits Attempted

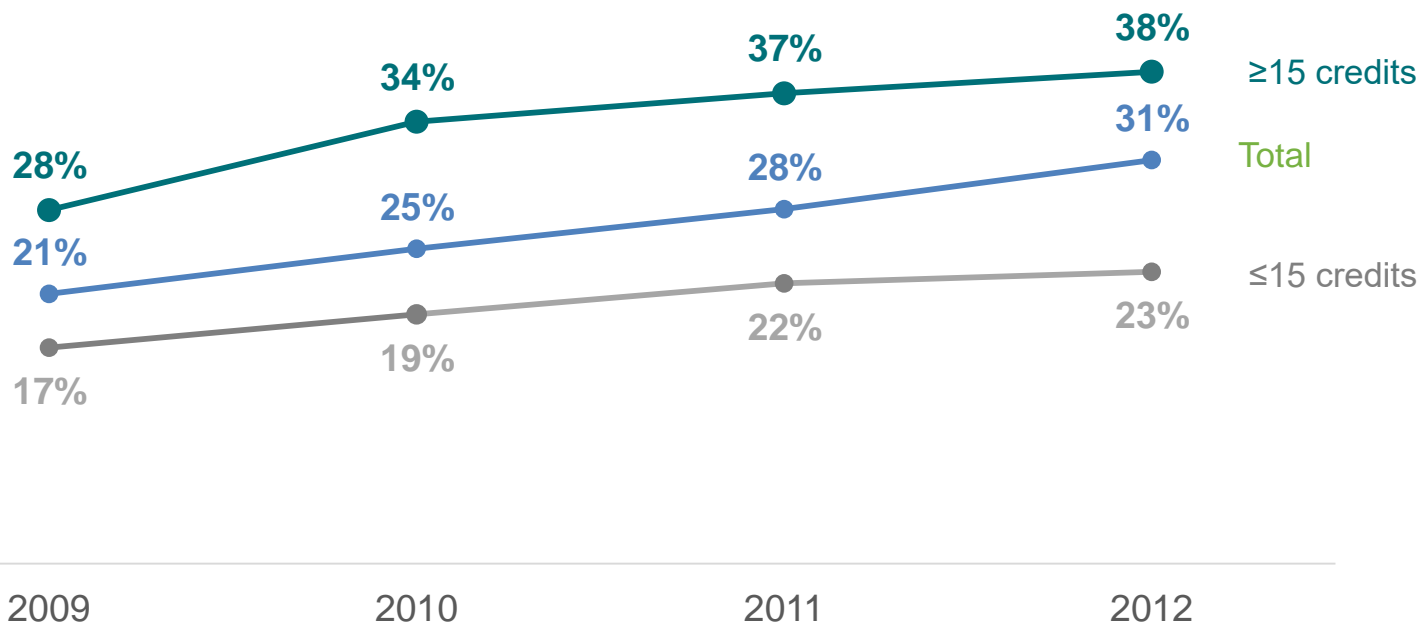
First-Time Freshmen Fall Cohorts  
UH Mānoa

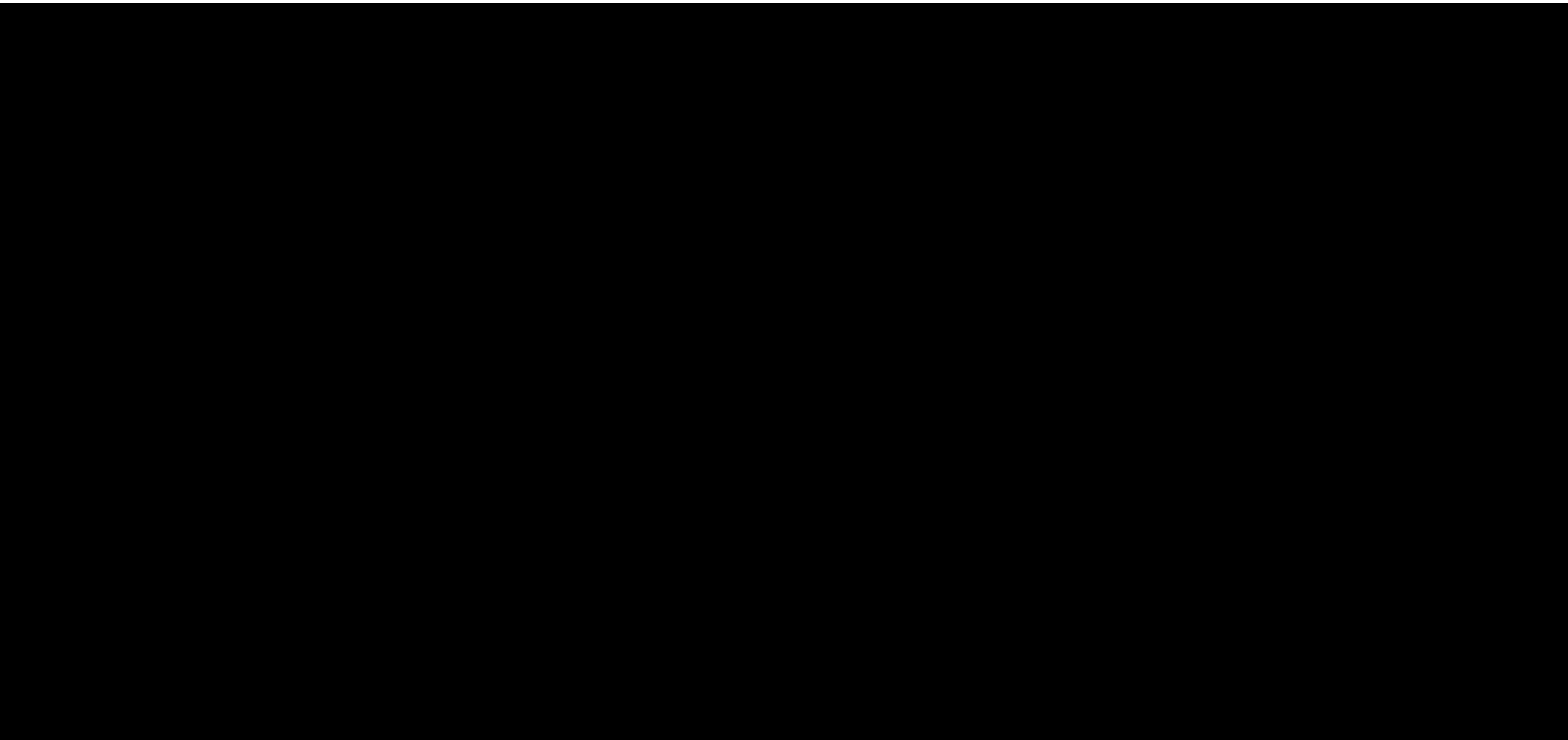


# Freshmen Cohorts, 2009-12

Graduation Years 2013-16

## UH Mānoa – Total Cohorts









**Mahalo**

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**15tofinish.com**

A nighttime photograph of a city street in Indianapolis, featuring tall buildings and streetlights. The image is tinted with a blue color scheme.

# **SUMMER ACTION SUMMIT** INDIANAPOLIS

#SAS2017

**COMPLETE  
COLLEGE  
AMERICA**