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UHMC OFFICE OF STUDENT AFFAIRS:

STUDENT LIFE PROGRAM REVIEW 2019-2020

MISSION

The mission of the University of Hawaii Maui College Department Of Student Life is to promote student development while providing enrichment opportunities through social, cultural, recreational, and leadership opportunities as well as assisting in the realization of educational goals.

- Providing opportunities that enhance the academic experience by engaging students in leadership and fellowship activities both virtually as well as in-person;
- Focusing on promoting civic interaction and service to the campus community through the implementation of digital engagement; and
- Fostering student enrichment through facilitating student engagement and success, promoting student-centered learning, and cultivating community involvement.
- Assist in student retention by creating an easily accessible environment where students are valued partners in the educational experience via the Maui College Mobile App.

GOALS

Overall Outcomes for Student Affairs:

- Enrollment: Target key enrollment sectors that are underserved or have recruitment potential to expand access.
 - Student Life will be recognized as one of the main drivers to aid in the growth of enrollment.
 - A comprehensive approach to exposing the community to the benefits of enrolling at UHMC through program-based outreach initiatives, virtual workshops, events, and collaborations with student clubs and organizations.
- Hawaii Graduation Initiative: Increase the participation and completion rates of students, particularly Native Hawaiian, low-income, and those from underserved regions.
 - Our Student Government and Registered Independent Student Organizations regularly participate in workshops, open forums, host webinars, and assist in virtual open houses and outreach based events, effectively branding them as the “face” of the UHMC student campus community.
 - Student Life has continued, throughout the pandemic, to support students who may not possess the necessary resources to succeed by providing accessible study space for online education, as well as access to internet-ready laptop computers and available tech support.
 - We are partnering with Ka Hikina O Ka La, SACNAS, Upward Bound, Educational Talent Search, and the Educational Opportunity Center to focus on events that help provide guidance and support while promoting academic success.
- High Performance: Identify and change structures and processes that potentially impede student progress or student success.
 - Provide a quality Student Life staff dedicated to meeting the needs of our students which includes helping with organizational, time management, and preparation skills needed to successfully realize their educational goals through real-world experiences.

OFFICE OF STUDENT AFFAIRS DASHBOARD DATA

With ***student development*** in the forefront of all efforts, the Department of Student Life, in efforts to help identify the fundamental drivers needed to target key enrollment sectors, aims to increase the participation and the retention rate of students while providing services that assist students with individual challenges and realizing their educational goals.

We firmly believe that student engagement, civic interaction, and the supportive campus culture that is provided by the Department of Student Life is one of the most influential drivers that directly affect the overall mission of the Department of Student Affairs.

Although Student Life continues to improve upon its comprehensive three-tiered approach which includes Student Activities, Student Governance, and Athletics, we have come to realize the importance of peer to peer communication through student engagement and the impact it can have on the improvement of retention rates as well as its importance in assisting enrollment.

Campus Community and Student Communication

UHMC Mobile App

Student Life has partnered with Student Government to provide UHMC with an outstanding, comprehensive, easy to access, resource tool known as the Maui College Mobile App. Due to the nature of the pandemic, we have been searching for ways to remain connected and the mobile app has done an amazing job of doing this. This community has been built around our students' preferred communication medium helping to ensure wide-spread adoption. In its short time of operation, the mobile app has grown and cultivated a community of support and engagement while offering assistance in a multitude of issues and needs campus-wide. The close connection and interaction we have with students involved in our campus club ohana, as well as those actively engaged on the mobile app, enable us to directly support our desired student learning outcomes.

With the implementation of recent COVID-19 safety guidelines, we have been able to utilize our mobile app to house a digital pre-screening survey to be completed prior to arriving on campus. Taking advantage of the app QR scanning capabilities, students can scan to check in to each building and we are then able to track potentially infected students on campus in the event the data is needed for contact tracing purposes as well as use the direct messaging feature to target specific students if required for quarantine messaging.

Mobile App Efficacy Assessment	Downloads	Registrations
Soft Launch Pre Lockdown		
Feb 20 - Jul 20	434	293
Post Lockdown		
Jul 20 - Aug 20	1196	1060
Aug 20 - Sep 20	255	169
Sep 20 - Oct 20	142	69
Total Registered Students (Fall 20)	2027	1591
	2936	
Total Percent	**70.5	**78.5
*71% of all registered students have downloaded the mobile app		
**79% of those students have registered for a club, service, or event offered on app		

Total App Opens		Daily Average	Daily Avg Variance
Soft Launch Pre COVID Lockdown			
Feb 20 - Jun 20	2,964	24.7	-
Post COVID Lockdown			
Jun 20 - Jul 20	1,296	43.2	up 42.8%
Jul 20 - Aug 20	20,005	645.3	up 93.3%
Aug 20 - Sep 20	29,151	940.3	up 31.4%
Sep 20 - Oct 20	23,255	775.2	down -17.6%
Overall Total Opens and Daily Average	76,671	485.7	up 37.5%

Student Engagement	Opens	Engagements	Engagement Percentage
Aug 4 - Aug 11	524	36	6.8
Aug 11 - Aug 18	3,196	339	10.6
Aug 18 - Aug 25	5,085	1406	12.4
Aug 25 - Sep 2	10,969	2386	21.7
Sep 2 - Sep 9	8,392	2401	28.6
Sep 9 - Sep 16	6,384	1,890	29.6
Sep 16 - Sep 23	7,106	2,228	31.3
Sep 23 - Sep 30	6,099	1,962	32.2
Sep 30 - Oct 7	5,447	1,922	35.3
Oct 7 - Oct 14	6,288	2,174	34.6
Oct 14 - Oct 21	6,423	1,924	29.9
Oct 21 - Oct 28	6,185	2,070	33.4
Oct 28 - Nov 4	4,921	1,655	33.6

* In a four month period we have seen student engagement increase by 80.8%

* Student engagement is defined by students who have utilized or joined at least one event, service or campus club

Student Open Forum

In efforts to help strengthen our internal community, our Student Government has hosted a student only open forum with a special guest, Chancellor Lui Hokoana. The student body was given the opportunity to address specific student concerns and seek the most accurate answers to individual issues in a friendly, safe environment of peers.

Student Webinar Series

Student Government and Student Life have assisted in launching the first episode of the Student Affairs Peer-to-Peer Webinar series. By participating as panelists, they have ensured the student voice remains strong and at the forefront in regards to our outreach efforts. SG members share personal insight on issues regarding online learning and shared strategies that have helped them cope with current stressors and become successful despite unforeseen challenges. -

Student Virtual Outreach Fair

We will be partnering with several local high schools to assist in providing a personalized virtual outreach event. With five separate sessions lasting 55-60 min, we will incorporate 3-4 breakout rooms for each period where students can previously signup for including, Financial Aid, Registration, Counseling, and Student Life. Student Life will provide a "hands-on" orientation experience with the mobile app, hopefully encouraging student connections and offering the opportunity to familiarize themselves with key resources prior to needing them, ultimately easing apprehension and assisting in the transition phase.

Student Activities

Campus Clubs (RISOs)

I believe one of the greatest strengths of Student Life has been and will continue to be the relationship we foster with our students through (RISO's) Registered Independent Student Organizations. In the midst of a state-wide shut-down, Student Life has found a way to remain supportive and relevant in the educational journey of our students both in-person and virtually. With Student Life experiencing an all-time high in regards to active RISO participation, the effects of a pandemic would be a strong indicator of how resilient and connected our campus community actually is. Although many students have been dealing with personal tragedies and unimaginable challenges, we have been able to officially re-register 19 campus clubs and introduce two new offerings, the Gastronomy Club and the Best Buddies Maui College Chapter. The willingness to continue to provide opportunities for their club members speaks volumes. From virtual dance workshops, online Kahoot competitions, to Halloween whodunit experiences, our students have found ways to remain connected.

Spring 2020	Fall 2020 (During Pandemic)
Kabatak	Postponed Till Spring
Strategic Gaming Society	Postponed Till Spring
Nerf Club	Discontinued
Dance Klub	Dance Klub
Student Ohana for Sustainability	Student Ohana for Sustainability
Phi Theta Kappa	Phi Theta Kappa
Music Club	Discontinued
Academic Support Club	Postponed Till Spring
SACNAS	SACNAS
International Club	International Club
Hui Haumana	Hui Haumana
Martial Arts Club	Martial Arts Club
Christian Club	Christian Club
Hui Hookipa	Hui Hookipa
Automotive Club	Automotive Club
Intervarsity Christian Fellowship	Intervarsity Christian Fellowship
Photography Club	Discontinued
F2.8 Club	Postponed Till Spring
Art Club	Art Club
Veteran's Club	Veteran's Club
Rotoract Club	Rotoract Club
Hui Lei Ola	Postponed Till Spring
Future Physicians Club	Discontinued
Ho'ohui Club	Ho'ohui Club
Book Club	Discontinued
Business Leaders in Training	Entrepreneurs Club (name change)
Esports Club	Esports Club
New Club:	Gastronomy Club
	Best Buddies Maui College

Campus Clubs		Club Retention Rate
Spring 2020	28	n/a
Fall 2020 (During Pandemic)	19	67.8%
Postponed Till Spring 2021	7	92.8%
Discontinued - Fall 2020	4	n/a

The ability to retain such a high number of campus clubs in the midst of a statewide lockdown is a direct reflection of the positive impact Student Life has had on our campus culture. By promoting an environment of inclusivity and social responsibility, driven by peer to peer interaction, we have been able to provide a reliable support system to help facilitate our student's needs

STUDENT GOVERNANCE

Student Governance is the overall movement on campus that exists to advocate for the student with the intent to help create a holistically sensitive experience while facilitating student development through civic engagement and leadership opportunities. We can measure this through the involvement of our student government council.

Associated Students of the University of Hawaii Maui College (ASUHMC) - While our students have had to face a myriad of challenges associated with online education, we have still been able to maintain a high level of student involvement through a very committed and goal-oriented, Student Government.

With the initial addition of a Molokai Senator slated for the spring of 2020, the community built by these members has helped model a similar movement on Molokai. We are proud to announce that Molokai has taken the necessary steps and has joined UHMC Student Life with its very own Molokai Student Government Council.

Through the work of our student government, our campus community has been able to thrive in this time of isolation and fragmentation. The members of our student government have become the face of our student's voices and the brand ambassadors for community outreach. Their willingness for inclusion has provided numerous leadership development opportunities by serving as the liaison between administration, faculty, staff, and the campus community in general. Through the facilitation of the UH Maui Mobile App, students have been kept abreast of important changes as well as providing a vessel to communicate their needs and concerns to their peers directly.

Duke Health Partnership

The concern for our students does not stop there. In efforts to respond to student feedback requesting more mental health support, we've secured a partnership with Student Life, our mobile app (Ready Education), and the University of Duke Health research team. Through this partnership, we have been able to provide all registered students with support and the necessary tools to aid in improving mental health and overall well-being. Once the content has been reviewed by our own personal support counselors on campus, students are then provided with interactive modules directly accessible on their mobile app that will assist in the successful transition to college as well as strategies to help cope more effectively with many of the common stressors of college.

Modules are updated every two weeks and include:

- Make the most of your summer
- Physical distancing on campus
- What to do when you can't plan ahead
- Quick start to budgeting
- Meeting people virtually
- Take the alcohol quiz
- Are you social media savvy?
- How much caffeine is too much?
- Is it consensual?
- Do I sleep enough?
- Managing political conversations

All of this coupled with regular student caucus meetings, a UH Manoa, department of education consultancy assessment project, and countless student representation opportunities on various campus-wide councils and committees, we hope to properly advocate the student perspective and significantly add to overall student development.

Athletics

Apart from academics, a sense of community and entertainment is an essential piece of student retention; plain and simple, athletics programs help drive enrollment. Whether a student participates in a sport or not, collegiate athletic programs offer the campus community an opportunity to come together to support a common goal and increase student satisfaction. Most students not only want a college education but want a complete college experience.

While identifying athletics as an important driver for increased enrollment, the inability for successful implementation due to pandemic restrictions has led us to pivot towards developing a virtual participation plan, beginning with Esports.

We have expanded our program by including three more competitive teams and have been competing nationally since September 28th against more than 165 other collegiate squads in the game of Fortnite. We have also competed in several stand-alone weekend clash tournaments in the game League of Legends and have been one of the last teams standing in our division each week. We look forward to participating with the Riot Scholastic Association of America in the official Collegiate League of Legends season this January. Last year, with over 4000 students and 451 colleges participating for scholarships and school pride, this collegiate league was by far the largest in the country.

We must also remember the large number of students on campus who enjoy the thrill of playing the game, but may not be drawn to the competitive cauldron of interscholastic competition. With these students in mind, we will also be developing a safe and effective computer gaming experience for the general campus community through reservation only, "Open Play" hours while conforming to all mandated pandemic safety procedures.

To help ensure program sustainability, we will be partnering with the Maui County Department of Parks and Recreation, to implement a comprehensive outreach program targeting many of the surrounding intermediate and high schools in our community. Funded by a local grant, we will be able to improve our Esports equipment and ensure the ability of utilization through remote access.

Athletics offers the opportunity to develop practical skills that will be instrumental in future success as our students become contributing members of society. Teamwork, decision-making, problem-solving, time management, creative thinking, effective communication, individual responsibility, determination, resilience, and composure are learned behaviors that can be honed and perfected in the realm of collegiate athletics.

PROGRAM ALIGNMENT WITH UHMC STRATEGIC DIRECTIONS:

1. STUDENT SUCCESS:

Though continuing to improve upon our three-tiered approach of Student governance, Student Activities, and Athletics, the addition of peer to peer communication through student engagement has become a necessary pivot to assist in the improvement of retention rates as well as the importance of assisting enrollment.

2. QUALITY OF LEARNING:

We have helped expand the educational options for our students through leadership and experiential learning opportunities via Student Government Student Open Forum, Mobile App management responsibilities, and the seeking of pertinent student feedback through a third party assessment consultancy project by the means of a UH Manoa Department of Education research project.

3. HAWAII PAPA O KE AO:

With our “OPEN DOOR” policy and continuous communication, we continually strive to develop a sense of trust, Ohana and belonging that helps combine needed student services, community involvement, and overall direction that benefits the Native Hawaiian community as well as the entire student body. Providing a safe and available place to learn in the middle of a pandemic, assisted in easing the transition to distance learning for those students with connectivity and computer issues, helping to remove a major hurdle for many of our campus community members.

4. COMMUNITY NEEDS AND WORKFORCE DEVELOPMENT:

The resiliency of our RISO campus community has been fantastic, showing their willingness to adjust to the “new norm” by demonstrating their ability to pivot with new and creative ways to connect through the hardest of times. To retain 68% of our campus clubs during a pandemic is a definite testament to their level of commitment. Virtual community outreach efforts at surrounding high schools and informational outreach sessions delivered through the mobile app experience helped strengthen the club community and college’s identity through collaborative and mission-driven initiatives. These efforts are geared towards increasing community awareness and civic engagement while assisting in experiential learning opportunities and overall student development

5. SUSTAINABILITY:

We have been able to closer connect our campus community through greater student engagement and inclusion. With the student-led and student-centered mobile app becoming the communication “HUB” of campus, the student voice is ensured a presence and will help facilitate and sustain a thriving, more student-centered environment on campus.

ASSESSMENT

The following overall outcomes for the Office of Student Affairs will largely help guide the direction and efforts of the Department of Student Life:

- Enrollment – Target key enrollment sectors that are underserved or have recruitment potential to expand.
- Hawaii Graduation Initiative (HGI) – Increase the participation and completion rate of students, particularly Native Hawaiians, low-income, and those from underserved regions and populations.
- High Performance – Identify and change structures and processes that potentially impede student progress or student success.

In a large-scale effort to address one of the most important challenges on any campus, student communication, Student Life and Student Government have partnered with a mobile app development company, Ready Education to provide our students with a comprehensive, multi-faceted tool to improve communication and the overall student experience.

- 71% of all registered students for fall 2020 have downloaded the mobile app
- 79% of students who have downloaded the mobile app have registered for a club, service or event offered
- A four-month average of 485 app opens a day...with a high average of 940 daily app opens in August
- An average increase of 37.5% of daily app opens from July to October
- Overall increase in student engagement of 80.8%
(Engagement defined as students who have utilized or joined at least one event, service, or campus club)

The UH Mobile App has improved communication, student engagement, and student retention by providing access to critical resources, support personalized intervention, access current event scheduling, and support the present use of Laulima, Banner, and Starfish.

Program Objectives and Learning Outcomes (Relationship to the Mission, UHMC Strategic Directions and Performance Measures) #1 – PERSISTENCE AND ACADEMIC ACHIEVEMENT

Students will recognize the importance of involvement in one's community and be able to achieve their personal and academic goals through the acquisition of life and cognitive skills.

Methods and Measures

A 67.8% club retention rate for fall 2020, is a direct reflection of the impact the reinvented Student Life Department has had on developing the new culture of our campus community. This sense of belonging and ownership will help quantify the impact our department has on enrollment, retention, and student success.

1. A quality indicator in regards to students recognizing the importance of campus community involvement and civic engagement
2. The student RISO Ohana, has continued to impress by demonstrating the ability to adjust, adapt, and overcome current barriers with creative thinking and original student activity offerings such as live-streamed dance workshops, virtual interactive competitions, weekly "Maui Mash-Up" student-led videos, and creative mobile app community postings.

3. Student Government Council has begun a peer-to-peer communication movement through student engagement, in efforts to foster a sense of inclusion and greater representation. The implementation of regular student-only open forums will assist in building a community of vested, engaged, and persistent student learners.

Findings

The recent involvement of the Student Government Council has increased overall student interest in contributing as an official member, as well as improved student willingness to participate in various civic engagement opportunities.

Conclusions/Status

Through the increase of campus community involvement, a new sense of empowerment and engagement is evident, largely in part to the whole-scale adoption of the Maui College Mobile App. Although challenging due to the loss of Student Activity funds, the expansion of COVID compliant alternative student-led activities, demonstrates a strong sense of understanding in regards to the importance participation and involvement play in personal development and achieving academic as well as personal goals.

Program Objectives and Learning Outcomes (Relationship to the Mission, UHMC Strategic Directions and Performance Measures)#2 – SOCIALLY RESPONSIBLE

Demonstrate an understanding of and commitment to social responsibility and apply that knowledge to create safe, healthy, equitable, and thriving communities.

Methods and Measures

1. With sizeable percentage of students attending face to face classes on campus, students must be diligent and remain socially responsible by complying with all required safety guidelines such as the completion of a pre-screening health survey prior to arriving on campus, the use of the mobile app QR scanner to check into visited locations on campus, the continual use of facial covering, and proper physical distancing.
2. With the explosion of app-related usage, proper use of the social component is key to developing a safe, inclusive environment conducive to student development and success. The social aspect of the student feed has seen steady growth since July. With that said, there have been 4,697 individual posts and only one of them has had to have been removed due to inappropriate content. This is a clear indication of the respect and value our students have given and will continue to give this valuable student-led tool.
3. Virtual Commencement Program and Drive-through Diploma Ceremony: During the height of the pandemic, the decision to proceed with a virtual offering was not an extremely popular one at the time, but students quickly adapted and complied with unprecedented changes ranging from photo submission, regalia acquisition, digital program completion, graduation announcement purchasing, to the implementation of a commencement drive-thru celebration. The resiliency of our students was highly evident with hundreds of graduating students enjoying this intimate personal experience.

Findings

Through consistent and responsible interactions, we have been able to strengthen the relationship between our students while building a much healthier and more productive campus community. From mental health support to academic assistance, through student involvement, we have been able to create an inclusive accepting, equitable, thriving community.

Conclusions/Status

Student Life has been able to maximize resources with minimal staff, large in part, to the dedication of our student leaders, while continuing to significantly impact the culture on

campus through consistent, responsible, peer-to-peer communication and responsible social interaction.

Program Objectives and Learning Outcomes (Relationship to the Mission, UHMC Strategic Directions and Performance Measures)#3 – KNOWLEDGE ACQUISITION AND INTEGRATION

Integrate and apply complex information from a variety of sources including personal and student development experiences in order to advance academic, personal, and career growth.

Methods and Measures

1. With current system-wide budget concerns and centralization movements taking hold, sharing pertinent, reliable information and concerns is extremely important to maintain positive student relations. Our students need to know what is currently happening and be given the opportunity to respond to our current challenges. Informational sessions held with Chancellor Hokoana in our Student-Only Open Forums provide this very opportunity for students and administration alike.
2. With the significant loss of Student Activity Funds, Student Government members will need to take greater effort in remaining true to their mission and fiscally responsible with all pertinent expenditures.
3. Through the experience gained in the development and management of the Maui College Mobile App, Student Life staff and Student Government members have the opportunity to apply the direct, hands-on experience gained towards improving educational, personal, and career growth.

Findings

Student Life properly advocates the student perspective and significantly adds to overall student development through regular student government engagement opportunities with the intent to assist in broadening the spectrum of appeal, therefore increasing student development and civic engagement while facilitating the production and integration of a successful and robust array of experiential learning opportunities

Conclusions/Status

Student Life and Student Government through the development and campus-wide integration of the mobile app, hosting of informational sessions, and peer-to-peer webinars, students will be kept abreast of important changes as well as be able to communicate their needs and concerns more readily.

PROGRAM CHANGES AND PLANS FOR IMPROVEMENT

1. Continued support and development of the Maui College Esports program. With the support of an awarded County of Maui grant, we will upgrade equipment and remote access capabilities to assist in campus integration and community outreach initiatives with several community stakeholders.
2. Add to the offerings of the Maui College App to include the ability to host a digital student ID, provide student discount offers from local food trucks and restaurants, and provide more links to sought-after community resources.
3. Provide all active RISO's with a dedicated COVID-19 Campus Club Facilitator whose priority will be to assist all clubs in efforts to simplify properly establishing acceptable safety guidelines in efforts to increase on campus facility usage and monitor all virtual event offerings.
4. As one of the most utilized facilities on campus, the ASUHMC will address recent feedback and will look to implement a modernization plan in UH Maui Fit to assist in acquiring needed updates and the phasing out of older equipment due to safety concerns.

5. Implementation of a gradual plan to replace, repair and improve the campus lounge with the inclusion of new furniture, updated networking, and expanded refreshment options.
6. Development of new tech-related career informational sessions and programs to coincide with the increased interest in the realm of Esports and development of remote access solutions.
7. Develop relationships with key community stakeholders as we begin the planning stages of a Pacific Challenger League that will include participants statewide, as well from our sister schools in the Philippines and Japan.

BUDGET IMPLICATIONS AND IMPACT SUMMARY

1. With the intended Esports focus and expansion of the functionality on the Maui College App, the need for an official Administrative Assistant and is extremely evident. Staff member would provide administrative and clerical support to the Student Life Coordinator, program management, and event planning and execution assistance. As well as assist in UHMC Mobile App planning, design and production while managing regular content and notification updates.
2. Student Employment (3 Fitness Center / Lounge Attendants, depending on class schedule, divide a total of 60 hrs per week x 52 weeks, fringe included) Purpose: Attendants manage day to day duties including routine sanitization, safety policy enforcement, membership sign-up, waiver completion, organization and maintenance. Fitness Center has increased hours of operation from 50 hrs/week to 60hrs/week to meet demand and continues to service a large amount of our student population.