



Admissions & Records

1. Program or Unit Description

The Admissions and Records Office (A&R) compiles and maintains academic records for the College. We strive to provide accurate, responsive and respectful support services to faculty, staff and students. We are committed to the development of staff, the equitable application of policies, clear and concise procedures and the use of current technology to enhance students' success wherever possible.

The A&R Office serves the UH Maui College community by providing three distinct areas of service: 1) Admission of applicants; 2) Registration services; and 3) Collection and maintenance of official academic and graduation records for past, present, and future students. The resources and services provided to students by the A&R Office enhance the student experience and allow for a more engaged and informed student population.

Our goal is to provide an experience that exemplifies the respectful treatment expected for them as students, and to offer the information and access to technology that enables them to act on their own behalf.

Established policies and procedures are clearly communicated and are consistently administered to ensure we adhere to the University, State, and Federal rules and regulations. Flexibility, guided by a commitment to institutional integrity, is an important value. This office strives to provide leadership in the development and implementation of electronic processes, which support and integrate services delivered to students, staff, and faculty. A&R supports technology that provides access to data used for research, decision-making, and state reporting.

The services and programs delivered by the A&R Office support the academic mission of the college and affect all constituent groups. The A&R unit is involved in or responsible for the application process, registration, maintaining academic records, grade processing, FERPA, transfer credit evaluation, transcripts, certificate and degree evaluation, and compliance with state and federal regulations and policies. We also assist students with the transition to post-secondary education.

The unit collaborates with Counseling, Financial Aid, Cashiering, and Academic Affairs for enrollment management functions – the UHMC Campus Banner Team Committee was formed to open and improve lines of communication between various institutional functional areas and to align collaborations with complementary services regarding enrollment management functions. This collaboration also includes partnerships with external stakeholders (Department of Education, Department of Health).

UNIVERSITY OF HAWAII MAUI COLLEGE MISSION

The University of Hawai'i Maui College (UHMC) inspires students to develop knowledge and skills in pursuit of academic, career, and personal goals in a supportive educational environment that emphasizes community engagement, lifelong learning, sustainable living, Native Hawaiian culture, and global understanding.

ADMISSIONS AND RECORDS MISSION STATEMENT

The mission of the University of Hawai'i Maui College Admissions and Records Office is to provide quality access and records related services to prospective and enrolled students in an environment conducive to student learning and development.

DEPARTMENT GOALS TO SUPPORT UHMC MISSION AND STRATEGIC DIRECTIONS

Relationship to the UHMC Mission and Strategic Directions:

The Admissions and Records Office is to provide quality access and records related services to prospective and enrolled students in an environment conducive to student learning and development. It is often the first student experience with UHMC and supports the UHMC Mission and Strategic Directions Goals by the following.

1. Maximizing student success through sustained continual quality improvement of student affairs services.
 - a. Assist ALL students, with special focus on prospective and first year students, during the following processes:
 - i. online admissions application and enrollment/registration process;
 - ii. residency evaluation determination;
 - iii. evaluation of incoming transcripts, and degree and certificate petitions/awarding, including prior learning experiences;
 - iv. enrollment verifications;
 - v. early-admit high school enrollment;
 - vi. international students, visas and I20s; and
 - vii. veterans' certification
 - b. Teach students specific skills and knowledge necessary to navigate and thrive in a college environment.
 - c. Provide prompt service to transcript request, graduation evaluation, grade changes and information request for students, faculty, and staff.
 - d. Collaborate with other college offices such as Financial Aid, Counseling, and Student Life while helping students make the best decisions to complete their educational goals.
2. Continuing quality improvements for improving institutional effectiveness.
 - a. Elicit student input on services provided with surveys and suggestion boxes.
 - b. Map and automate tasks to ensure consistency, increase effectiveness and increase time for staff to spend with students.
 - c. Provide tools for students to navigate successfully in the college environment.
 - d. Support and enhance outreach services to students and schools via ongoing professional development and updating of policies to facilitate ongoing communications on changes in online admissions, registration and transcript requests.

- e. Maintain compliance with federal, state, and University policies and administrative rules regarding confidentiality, accuracy, and security of student records and reports.
- f. Ensure that the College maintains accurate personal, academic, and enrollment records for its entire student population, past and present, and provide access to data derived from these records only when appropriate.
- g. Maintain accurate accounting of census, attendance, and grade reports in compliance with college, state, and federal regulations.

2. Analysis of the Program/Unit

Strengths of the Admissions and Records Office:

Admissions and Records touch every student from the start of their UHMC experience to the end. It is our charge to ensure that through the lens of the institution's mission, goals and objectives, along with local and state regulations, we work as individuals with unique specialized duties as well as a collective collaborative unit to effectively serve students. Both in a direct person-to-person capacity along with implementing and maintaining compliant processes, procedures and systems to support all things related to enrollment services for students, staff, and the institution.

With the implementation of bi-monthly staff meetings, the staff has worked to develop baseline data for their service areas, seek out understanding of other units within Student Affairs increasing their ability to support diverse student needs increasing overall success, while analyzing process, procedures and systems that require and alignment of UHMC strategic goals and objectives.

What Improvements Are Needed

Historically, the Admissions and Records Office staff were working in specialized areas of admissions and records. We are growing in our structure and mindset to continue building capacity in each area. Working toward being driven by innovative, thoughtful, data rich decisions to support both the tradition and history of our work in tandem with a growth mindset seeking out new modalities that positively impact student success and the efficiency in which we serve the diverse population within our tri-isle county.

Admissions and Records has areas of improvement to work on to continue to increase efficiency, to help students be successful, and to support faculty within processes and procedures. We continue to examine the ongoing need for equity of service provision at all campus locations to ensure all UHMC students have access to all Admissions and Records related services and supports regardless of location. There is a current awareness of the deficit in staff that are cross-trained along with the need to create manuals in support of the increase in consistency, and compliant service provision. Efforts will continue to bring together this team to engage in professional development to ensure the level of expertise and service provision meets the institution's standards of excellence. Implementation of bi-monthly video conferencing will allow the main Kahului Campus Admissions

and Records Office to collaborate with our Maui College Education Centers located on Molokai, Lanai, Hana, and Lahaina.

The public health crisis this academic year has disrupted studies and in-person services to prospective and current students as well as the campus community. Admissions and Records pivoted toward remote services within the context of a global emergency. All carefully constructed operations procedures suddenly shifted to fully online. While the pandemic terms revolve around short-term goals that prioritize safety and completing services for the semester, 2020-2021 planning will inform how services take place in ensuing semesters and likely act as a precedent for how our office proceeds. As the situation continues to develop, staff need to take an active role in addressing both immediate and long-term challenges related to the pandemic.

To stand out against competitors, UH Maui College needs to rethink how we interact with prospects. Without in-person visits, the quality and quantity of our institution's digital capabilities may become deciding factors in students' postsecondary decisions. A positive outcome of increasing virtual interaction with students is that we can place greater focus on meeting prospective students where they are. Ultimately, these efforts will better serve all students in the future, especially working adults, those from further geographic areas, and those without the financial means to visit campus in person.

The pandemic has caused a change of conversation control. The shift to the digital world has also changed how conversations originate. In the past, we could control the flow of information by sending out printed brochures to homes and making in-person visits to high schools and college fairs. But today, it is the students and their families who make first contact by searching the web and social media for information. Given this, improvements are needed to our Admissions and Records web pages to ensure we are providing the necessary information, tools, and resources to prospective students, their parents, current students, and the general public.

We also need to enhance the use of technology. Increased access to hardware and digital platforms to enable staff to access records remotely while maintaining protection and safe-guarding of records.

Opportunities for Long-term Innovation

- Investment in digital technology
- Enhance use of digital technology to support social distancing, such as videoconferencing tools, feedback tools, and assessment tools.
- Offering training on educational technology for both staff and students.
- Student Support – gather feedback and redesign services and technologies in a student-centered way.
- Re-examine traditions and figure out how to do things differently.
- Sharing of resources and remain student-centered as we adjust to the challenges at hand and what lies ahead.

Funding to design new services for emerging needs.

[insert ARPD data table, if available; else, insert unit or program-specific data used for review]

3. Program Student Learning Outcomes or Unit/Service Outcomes

Upon receiving services from the Admissions & Records Office, students will be able to:

- a) Submit an admissions application via the UH System online application platform with complete and accurate information.
 - a. Timely submittal, within the stated admissions application deadlines
 - b. Residency
 - c. Health Clearance requirements
- b) Upon completion of the college application, students will understand the next steps leading to course enrollment.
- c) Students will be aware of the importance of time management (meeting add/drops, refunds, graduation petition process, and other deadlines) for successful personal and professional growth and effective civic engagement.

Program Objective 1 - Communication (Information Literacy)

Update and provide in a timely manner, clear, accurate, and consistent admissions and records information in all publications including institutional websites, telephone contacts, and face-to-face. (Information Literacy (CAS) & Consumer Information and Student Right to Know (Title IV). Admissions and Records provides a variety of services to applicants, students, alumni, faculty, and staff. Admissions services primarily involve responding to general inquiries about the College, processing admission applications and assisting students with registration.

Methods and Measures

Work collaboratively with student service staff to provide outreach to local high schools by attending outreach events at high school to help with the admissions application and registration processes. Send timely communication to follow-up on incomplete and pending applications. Admissions and Records staff will provide individuals with one on one service, over the counter or by phone, to complete and submit the online admissions application successfully. Work collaboratively with transcript evaluator and counseling department to provide timely transcript evaluations to record transfer credits to minimize course repeats and to meet degree completion requirements.

Continuous implemented methods of communication and services provided to individuals applying to the College have resulted in a steady rate of admissions application conversions to enrollment. However, there was a 4.2% decrease in the application yield rate from Fall 2021 to Fall 2022 and a 9% decrease from Spring 2021 to Spring 2022.

To maintain a high performing operation of excellence in student enrollment management, constant and consistent follow-up must be done timely. Follow-up is carried out by student assistants, resulting in positive impacts that include a decrease in the number of pending and incomplete

admissions application submissions and completion processes. Student assistants play an integral part in the daily operations of the Admission and Records Office by providing the necessary support in the performance of basic student support services such as providing peer to peer one on one services to prospective and current students, timely response to email inquiries, reaching out to students to assist with pre-registration requirements. An increase in student assistant funding is needed to enable the Admissions and Records staff to work on more complex and administrative tasks that are often set aside to provide assistance to students.

With decreases in Fall 2021 and Spring 2022 enrollments and unfavorable economic conditions, student recruitment efforts are a campus priority combined also with a focus on retention and student persistence as we attempt to improve graduation and student completion rates. An integral part of campus efforts will be the performance of the Admissions and Records Office and how we function in improving student access to the College and its programs.

4. Action Plan

PLANS FOR THE COMING YEAR

- Make the necessary operational and procedural changes to initiate the new system-wide initiatives
- Ongoing effort to improve the documenting of new operational and procedural changes.
- Participate in the development of an enrollment management plan that focuses on the student recruitment from local high schools, WUE partners, non-residents and international students.
- Continuously improve training workshops for faculty, staff, and students with regards to FERPA.
- Develop Admissions and Records FAQs to promote enhanced service to students.
- Continuously improve conversion from paper based to document imaging of all admissions and records files (implementation of internal document imaging system).
- Develop a comprehensive records management process for the storage retrieval and destruction of records.
- Continuously improve conversion from paper based forms to electronic Quali Build forms

Challenges in Completing the Above Goals

The Admissions and Records section of Student Affairs responds and provides all access related services to an array of interested clientele from local, mainland and international communities. Responding to in-person, mail, phone, fax, and email inquiries and requests for information and services is a function performed by all of the Admissions and Records staff including student assistants.

We are a “serve all” office and act as the front gate for anyone who desires to enter. Our classroom is the entire campus. Given this mixed bag of clientele the challenge is to meet and greet as well as provide a vast array of services which eventually connect them to courses applicable to their educational goals.

It is important to note that registration (enrollment) is possible only after a progression of services is provided. For example, there are a number of elements associated with completing the application process. Many applications submitted are incomplete or lack sufficient information. Of the 2,921 applications submitted for Fall 2021 and Spring 2022 semesters, approximately 918 applications were incomplete (31%) and follow up required. Applicants must be contacted and additional information requested before the applications can be processed.

Admissions and Records also assists students with post registration services including schedule corrections, dropping and adding classes and assistance with tuition payments via their student portal. Providing one on one service and how we interact with the community and prospective students is important as it provides an interested clientele (locally, nationally, and internationally) with who we are and how important they are to us.

Due to budget constraints, the Admissions and Records Office lost a vacant office assistant V position. Therefore, the current staff has had to absorb and carry out the job responsibilities for this position. As a result, services to students and the college community were negatively impacted and we were not able to implement planned activities from last academic year. The Admissions and Records Office was fortunate enough to secure extramural funding for three student assistant positions. However, these funds are temporary.

The admissions and records office maintains an enormous amount of student records for former and continuing students. Records retention maintenance schedules have not been followed in the past so the office is overdue in discarding old student files. We have implemented the scanning of student files. However, due to the high volume of back records coupled with current records, student documents are not being scanned into the system in a timely manner. This reduces the effectiveness of the home grown document management system. Furthermore, the amount of student records will continue to increase as more continuing students leave the college and new students enroll. As we move to providing virtual services, it is important for us to have access to data management tools/platforms so that staff are able to access records remotely to respond to student records request from former students, employers and other external entities.

5. Resource Implications

2023 – 2024 Admissions and Records Budget Priorities

REQUESTOR: UHMC STUDENT AFFAIRS PROGRAM/UNIT: ADMISSIONS AND RECORDS

2021 UH Maui College ARPD
Program: Enter Program or Unit Name

I. TITLE OF REQUEST: PROGRAM REVIEW

DESCRIPTION OF REQUEST: BUDGET ALLOCATION REQUEST

II. OPERATING COST SUMMARY

DESCRIPTION	FY 2023	FY 2024
Personnel/Position	\$106,411	\$111,731
Supplies/Other Expense	\$5,000	\$2,500
TOTAL BUDGET REQUEST	\$111,411	\$114,231

- Note: FY 2022 personnel calculated at 5% increase

III. OPERATING COST DETAILS

A. PERSONNEL/POSITION

POSITION TITLE	TYPE	FY 2023 COST	FY 2024 COST
Assistant Registrar. Purpose: Responsible for management of the daily operations of the Admissions and Records Office. Assist in implementing and executing new system initiatives. Assist Registrar in managing and meeting new records compliance requirements (CPoS, VA Educational Benefits, Participation Verification, and etc). Impact of vacant position: potential audit findings, delays in meeting system timelines as outlined in the UH Common Calendar.	APT	\$55,944	\$58,741
Student Employment [Three (3) student assistants x 20 hrs per week x 40 weeks x \$13.00 per hour = \$31,200; 12 weeks x 40 hours/wk x \$13.00 per hour = \$18,720 +.95% fringe \$547 = \$50,467 Purpose: Daily operations for basic student support in Admissions and Records. Additionally, this will enable regular staff to work on more complex and administrative tasks.	Student Employment	\$50,467	\$52,990

B. SUPPLIES/OTHER EXPENSE

DESCRIPTION	PURPOSE	ONE TIME/ RECURRING	FY 2023 COST	FY 2024 COST
Printer	Printing of various A&R Forms and Documents. eTranscript printing that requires a designated printer	One time	\$2,500	
Desktop Computer	Replacement of desktop computer for one A&R staff member	Recurring	\$2,500	\$2,500