UNIVERSITY OF HAWAII COMMUNITY COLLEGES
SURVEY AND FOCUS GROUP RESULTS AND FINDINGS

Prepared for the University of Hawaii Community Colleges

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SMS Consulting, LLC
3i Marketing & Communications

Prepared by SMS Research & Marketing Services, Inc.
October, 2012
# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXECUTIVE SUMMARY</td>
<td>1</td>
</tr>
<tr>
<td>BACKGROUND</td>
<td>3</td>
</tr>
<tr>
<td>OBJECTIVES</td>
<td>3</td>
</tr>
<tr>
<td>METHODOLOGY</td>
<td>3</td>
</tr>
<tr>
<td>SURVEY RESULTS</td>
<td>5</td>
</tr>
<tr>
<td>FOCUS GROUP APPROACH AND CONCLUSIONS</td>
<td>73</td>
</tr>
<tr>
<td><strong>Objective and Methodology</strong></td>
<td>73</td>
</tr>
<tr>
<td><strong>Group Participants</strong></td>
<td>73</td>
</tr>
<tr>
<td><strong>Conclusions</strong></td>
<td>74</td>
</tr>
<tr>
<td>When and how college decisions are made</td>
<td>74</td>
</tr>
<tr>
<td>Why UHCC</td>
<td>75</td>
</tr>
<tr>
<td>Leeward Community College versus Other Campuses</td>
<td>76</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>77</td>
</tr>
<tr>
<td>How to increase attendance</td>
<td>77</td>
</tr>
<tr>
<td>APPENDIX A: SURVEY</td>
<td>78</td>
</tr>
<tr>
<td>APPENDIX B: OPEN-ENDED COMMENTS</td>
<td>83</td>
</tr>
<tr>
<td>APPENDIX C: FOCUS GROUP DISCUSSION OUTLINE</td>
<td>156</td>
</tr>
</tbody>
</table>
LIST OF TABLES AND FIGURES

TABLE 1: DISTRIBUTION OF COMPLETED SURVEYS BY COUNTY .......................................................... 4

FIGURE 1: TOP-OF-MIND NAME AWARENESS ........................................................................... 6
FIGURE 2: TOP-OF-MIND NAME AWARENESS (EXCLUDING UH MANOA) ........................................... 7
FIGURE 3: TOP-OF-MIND NAME AWARENESS (UHCCs only) ........................................................... 8
FIGURE 4: SHARE-OF-MIND NAME AWARENESS ........................................................................ 10
FIGURE 5: SHARE-OF-MIND NAME AWARENESS (EXCLUDING UH MANOA) ................................. 11
FIGURE 6: SHARE-OF-MIND NAME AWARENESS (UHCCs only) ...................................................... 12
FIGURE 7: TOTAL NAME AWARENESS ....................................................................................... 13
FIGURE 8: TOTAL NAME AWARENESS AMONG UH COMMUNITY COLLEGES ............................... 15
FIGURE 9: TOTAL UHCC NAME AWARENESS (BY COUNTY) ....................................................... 16
FIGURE 10: TOP-OF-MIND AD AWARENESS ............................................................................ 17
FIGURE 11: TOP-OF-MIND AD AWARENESS (EXCLUDING UH MANOA) ...................................... 19
FIGURE 12: TOP-OF-MIND AD AWARENESS (UHCCs only) .......................................................... 20
FIGURE 13: SHARE-OF-MIND AD AWARENESS ........................................................................ 21
FIGURE 14: SHARE-OF-MIND AD AWARENESS (EXCLUDING UH MANOA) ................................. 22
FIGURE 15: SHARE-OF-MIND AD AWARENESS (CCS SEPARATED) .............................................. 23
FIGURE 16: TOTAL AD AWARENESS ...................................................................................... 24
FIGURE 17: TOTAL AD AWARENESS BY COUNTY ................................................................... 25
FIGURE 18: UHCC Ad Recall .................................................................................................... 27
FIGURE 19: UHCC Ad Recall by Island ...................................................................................... 28
FIGURE 20: CHAMINADE Ad Recall ........................................................................................ 29
FIGURE 21: HPU Ad Recall .................................................................................................... 30
FIGURE 22: IMPORTANT FACTORS IN CHOOSING A COLLEGE (VERY IMPORTANT AND SOMEWHAT IMPORTANT) ........................................................................................................... 32
FIGURE 23: IMPORTANT FACTORS IN CHOOSING A COLLEGE BY ISLAND ...................................... 33
FIGURE 24: UHCC RATINGS BY ALL RESPONDENTS .................................................................. 36
FIGURE 25: UHCC RATINGS BY CURRENT STUDENTS ................................................................ 37
FIGURE 26: FACTORS ASSOCIATED WITH OVERALL QUALITY OF UHCCs .................................. 38
FIGURE 27: FACTORS ASSOCIATED WITH OVERALL VALUE OF UHCCs ....................................... 39
FIGURE 28: SCHOOL RATINGS ................................................................................................ 41
FIGURE 29: REASON FOR UHCC RATINGS ............................................................................. 42
FIGURE 30: REASON FOR CHAMINADE RATINGS .................................................................... 43
FIGURE 31: REASON FOR HPU RATINGS ................................................................................ 44
FIGURE 32: RESPONDENTS CURRENTLY OR PLANNING TO PURSUE CONTINUING EDUCATION IN FUTURE .................................................................................................................................................. 46
FIGURE 33: REASONS NOT TO PURSUE CONTINUING EDUCATION ............................................ 47
FIGURE 34: REASONS FOR PURSUING CONTINUING EDUCATION ............................................ 48
EXECUTIVE SUMMARY

• Top-of-mind name awareness for UHCC schools is second (11%) behind UH Manoa (72%). It is highest for those who have lower levels of education and have lived in Hawaii less than 10 years, and varies according to island residency.

• Total name awareness for UHCC is high at 92% and trails only UH Manoa (98%). It is highest among residents of Kauai, lifetime residents, Americans of Japanese ancestry, and those with a post-graduate education.

• Kapiolani Community College is the most well-known community college (75%); Kauai Community College is the least well-known (53%), although island residency influences total name awareness.

• Top-of-mind ad awareness for UHCC schools is second (11%) behind UH Manoa (60%), and also varies by respondents’ island of residency.

• Total ad awareness for UHCC schools is 45%, which lags behind both UH Manoa (72%) and HPU (45%). It is highest on the islands of Maui and Kauai, among those who have lived in the state the longest, and among Hawaiians.

• Respondents who saw or heard UHCC advertising tend to recall specific elements such as “general community college benefits”, the medium in which the ad was presented (e.g., print, tv), and mentions of specific programs, degrees, or classes offered by the institution.

• Respondents’ most important factors in choosing a college or university include: quality of teachers, overall quality, variety of classes, overall value, cost, and reputation of school. Different segments gave weight to some factors at the expense of others.

• Respondents rated UHCC highest in areas of: proximity to home, ease of eligibility and acceptance, and overall value. Current UHCC students gave the highest ratings in the areas of convenient hours for working schedule, proximity to home, and ease of eligibility and acceptance.

• The statistically significant “drivers” of overall UHCC quality ratings are quality of teachers/instructors, variety of classes available, reputation of school, and availability of student financial aid; the “drivers” of overall UHCC value are cost, quality of teachers/instructors, reputation of school, availability of student financial aid, ease of eligibility and acceptance, availability of job placements, availability of parking, and availability of weekend classes.

• Most respondents (52%) see no differentiation between UHCC and HPU, UH-Hilo, Chaminade, UH West Oahu, and BYU Hawaii, although island residence, ethnicity and education demonstrate greater support for some schools rather than others.
• Approximately 4 in 10 respondents are currently planning to pursue continuing education now or in the future; the remainder are either uninterested or feel they have the requisite education they need for their career goals.

• Those who are interested in continuing education are doing so to empower themselves (e.g., self-improvement, enhance job skills, career advancement, self-esteem). They are more inclined to take late afternoon courses while working, and prefer pursuing their Bachelor’s degree or higher by taking a mix of online, in-class and hybrid course deliveries.

• A small subset of those who are interested in continuing education are currently enrolled in a variety of Hawaii-based colleges and universities. They tend to select these institutions due to location, specific programs, degrees or courses that are offered, and lower costs.

• Those who are interested in continuing education, but who are not currently registered, have expressed interest in the past, are most likely to enroll within the next two years, and tend to be interested in the fields of business management and administration, health sciences, and education and teaching. Variation in demographic variables, such as island residency, gender, age, ethnicity and education, indicates significant differences in chosen fields of interest.

• Focus groups revealed many participants lamented the fact that they did not receive encouragement or support to pursue college, from high schools and in many cases, from family.

• There are clear differences in the type of support received and motivation to attend college between traditional students and those who returned later in life.

• Participants indicated cost/affordability was the overriding factor in deciding to attend a UHCC.

• Participants also noted that there is a deficiency in UHCC advertising and communication efforts; many would like to see more aggressive high school outreach on behalf of UHCC and a commitment to reducing the stigmatism associated with community colleges.

• The students noted many of the unique features of UHCCs vis-à-vis other institutions across the state, and we received a wealth of praise for specific programs at LCC.

• Participants expressed overwhelming satisfaction with their UHCC experience thus far.
BACKGROUND

The University of Hawaii Community Colleges (UHCC) has retained SMS Research & Marketing Services, Inc. (SMS) to conduct market research for the UHCC and make marketing-related recommendations based on those findings. In particular, UHCC is interested in determining brand and advertising awareness of UHCC and its competitors, the public’s perception of UHCC, assessing UHCC communication efforts, and quantifying residents’ attitudes and behavior about continuing education in Hawaii, especially as it pertains to UHCC.

OBJECTIVES

The primary objectives of this research are to gather intelligence on UHCC’s:

1. Market position and competitive advantages and future growth;
2. Perception and image as compared to competition;
3. Career expectation and education needs, and

METHODOLOGY

The survey instrument was designed by SMS professionals in consultation with members of the UHCC. It includes 37 questions that cover the general public’s awareness and recall of name and advertising efforts of UHCC and the other major institutions of higher education in the state of Hawaii, aspects of colleges and universities that induce students to enroll in these institutions, UHCC’s ratings on these aspects, and attitudes and behaviors related to continuing education. The median survey duration was 12 minutes.

The sample used in this panel study was provided by Research Now, who was also responsible for contacting potential survey respondents. SMS collected 1,050 completed surveys from Hawaii adults (18 or older) via an online survey instrument from August 3rd, 2012 through August 9th, 2012. Thirty-eight percent of completed surveys were from residents of the City and County of Honolulu, 29 percent from Hawaii County, 20 percent from Maui County, and the remaining 13 percent were from residents of Kauai County. The margin of error of the survey results is +/-3.0 percent at 95 percent confidence interval.
Table 1: Distribution of Completed Surveys by County

<table>
<thead>
<tr>
<th>County</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honolulu</td>
<td>402</td>
<td>38.3</td>
</tr>
<tr>
<td>Hawaii</td>
<td>301</td>
<td>28.6</td>
</tr>
<tr>
<td>Maui</td>
<td>206</td>
<td>19.7</td>
</tr>
<tr>
<td>Kauai</td>
<td>141</td>
<td>13.4</td>
</tr>
<tr>
<td>Total</td>
<td>1,050</td>
<td>100</td>
</tr>
</tbody>
</table>

As a result of under-sampling City and County of Honolulu and oversampling the neighbor counties as well as a disproportionate age distribution in the sample data, the raw data we collected needed to be statistically adjusted to account for the actual county population data. Therefore, the following survey results presented in this report represent data that has been weighted to reflect the known population figures by age category for each of the four Hawaii counties.
SURVEY RESULTS

The following survey results begin with findings about UHCC’s name and advertising awareness vis-à-vis its competitors among Hawaii’s adult population. We then present the results of advertising recall among UHCC, Chaminade University, and Hawaii Pacific University (HPU). Next, we indicate which college or university factors are important in choosing an institution of higher education along with UHCC’s ratings on each of the same factors. We then present our analysis of questions related to current or potential continuing pursuance of continuing education. Finally, we present the demographic characteristics of our sample respondents.

When applicable we separate each of the individual community colleges in order to provide greater detail and analysis. Furthermore, we conducted additional segmentation analysis by cross-tabulating the substantive variables of interest with demographic variables (e.g., island, gender, age). We report those instances in which we found statistically significant differences in the response distributions of the various segments.

We have also included charts and graphs for ease of data interpretation. Below each figure we present the sample size from which the data in the figure is derived. Sample sizes vary due to item non-response and skip patterns established in the survey to ask questions to certain respondents. Also, some figures contain data/responses with totals greater than 100 percent. In these circumstances respondents were asked questions in which they could provide more than one response, hence totals greater than 100 percent.

All survey respondents were asked “When thinking about higher or continuing education in Hawaii, which colleges/universities come to mind?” Approximately 72 percent stated the University of Hawaii at Manoa first. The next largest group was 10.5 percent of respondents who selected a specific UH community college first, followed by 9.9 percent of respondents who mentioned the University of Hawaii at Hilo.

Our analysis of the data by demographic variables revealed statistically significant differences among the various segments. For example, we found differences in top-of-mind awareness across Hawaii’s four counties. Although UH Manoa was mentioned most often among the residents of each of the counties, the second most frequently mentioned college or university was island-specific. Hawaii residents were more inclined to mention UH Hilo; Maui residents were more likely to state University of Hawaii Maui College; and Kauai residents mentioned Kauai Community College.

Top-of-mind name awareness of UHCC was higher among those with a high school or trade education (18%), compared to those with some college education (14%), college graduates (6%), or those with a post-graduate education (7%). UHCC top-of-mind awareness was also higher among residents who have lived in Hawaii less than 10 years (14%) than those who have lived in Hawaii longer than 10 years (but not a lifetime) (7%) and those who have lived in Hawaii their entire life (11%). Likewise, UHCC top-of-mind awareness was highest among 35-64 year olds (12%) compared to 18-34 year olds (11%) and those age 65 or older (6%). We found no statistically significant differences based on gender, income or ethnicity.
Figure 1: Top-of-Mind Name Awareness

<table>
<thead>
<tr>
<th>University</th>
<th>Awareness Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>UH Manoa</td>
<td>71.6%</td>
</tr>
<tr>
<td>UHCC</td>
<td>10.5%</td>
</tr>
<tr>
<td>UH Hilo</td>
<td>9.9%</td>
</tr>
<tr>
<td>HPU</td>
<td>2.8%</td>
</tr>
<tr>
<td>Other</td>
<td>2.3%</td>
</tr>
<tr>
<td>Chaminade</td>
<td>1.8%</td>
</tr>
<tr>
<td>UH West Oahu</td>
<td>0.4%</td>
</tr>
<tr>
<td>BYU Hawaii</td>
<td>0.4%</td>
</tr>
<tr>
<td>Univ of Phoenix</td>
<td>0.2%</td>
</tr>
<tr>
<td>Wyland Baptist</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

n=1,041
UH Manoa is the state’s flagship university and in order to hold constant the overwhelming impact the institution has on awareness in the community we removed those awareness responses from the next analysis. Excluding those respondents who mentioned UH Manoa first (as shown in Figure 2), a UH community college was mentioned first by 37.3 percent of the remaining respondents, followed by UH Hilo (35%) and HPU (9.7%).

Even with the removal of UH Manoa from the analysis, island-specific differences manifest themselves in the results. We found that among residents of the island of Hawaii who did not choose UH Manoa first, 69 percent mentioned UH Hilo first and another 13 percent mentioned Hawaii Community College. Of Maui residents who did not choose UH Manoa first, 62 percent mentioned UH Maui College, and among Kauai residents who did not choose UH Manoa first, 51 percent mentioned Kauai Community College first. Oahu residents were more inclined to mention Oahu-located colleges and universities as well. HPU was mentioned by 31 percent of the respondents who did not select UH Manoa first, followed by 16 percent who mentioned Chaminade University, and 10 percent who mentioned Leeward Community College.

Among Caucasian respondents in this analysis, 41 percent mentioned UH Hilo, 13 percent mentioned Maui Community College, and 11 percent mentioned HPU first. Among Hawaiian respondents in this analysis 32 percent mentioned UH Hilo, 16 percent mentioned UH Maui College, and 11 percent mentioned Chaminade first. Finally, among Americans of Japanese Ancestry (AJA), 31 percent mentioned UH Hilo, 15 percent mentioned UH Maui College, and approximately 13 percent noted Kauai Community College first.

**Figure 2: Top-of-Mind Name Awareness (Excluding UH Manoa)**

<table>
<thead>
<tr>
<th>Institution</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>UHCC</td>
<td>37.3%</td>
</tr>
<tr>
<td>UH Hilo</td>
<td>35.0%</td>
</tr>
<tr>
<td>HPU</td>
<td>9.7%</td>
</tr>
<tr>
<td>Other</td>
<td>8.2%</td>
</tr>
<tr>
<td>Chaminade</td>
<td>6.3%</td>
</tr>
<tr>
<td>UH West Oahu</td>
<td>1.3%</td>
</tr>
<tr>
<td>BYU Hawaii</td>
<td>1.2%</td>
</tr>
<tr>
<td>Univ of Phoenix</td>
<td>0.7%</td>
</tr>
<tr>
<td>Wyland Baptist</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

n=296
When separated by individual community colleges (as shown in Figure 3), UH Maui College was mentioned first among all community colleges by more respondents (33.3% of respondents) than any of the other UH community colleges.

Again, island residency was an influential factor in top-of-mind awareness. Among those residents whose top-of-mind awareness included a UHCC, nearly 77 percent of those on the island of Hawaii mentioned Hawaii Community College. Among residents of Maui, 86 percent selected UH Maui College first and among residents of Kauai, 71 percent selected Kauai Community College first. Residents of Oahu demonstrated variation in that 47 percent selected Leeward Community College first, followed by 13 percent each for Kapiolani Community College, Honolulu Community College, and Windward Community College.

Age groups also displayed significant difference in top-of-mind awareness among those who selected a UHCC first. Among 18-34 year olds, Hawaii Community College was mentioned first by 25 percent, followed by UH Maui College and Kauai Community College (22% each). Among 35-64 year olds, UH Maui College was mentioned first by 36 percent of these respondents, followed by Kauai Community College (22%) and Hawaii Community College (19%). Finally, among those 65 or older, top-of-mind awareness was greatest for UH Maui College (50%) and Kauai Community College (33%).

**Figure 3: Top-of-Mind Name Awareness (UHCCs only)**

![Bar Chart]

- UH Maui College: 33.3%
- Kauai CC: 20.4%
- Hawaii CC: 19.2%
- Kapiolani CC: 10.5%
- Honolulu CC: 8.6%
- Leeward CC: 6.0%
- Windward CC: 2.0%

n=110
Share-of-mind name awareness (or the percentage of respondents who named each of the colleges or universities) indicated similar results as top-of-mind name awareness. The largest percentage of respondents mentioned UH Manoa (89%), followed by HPU (43.9%). Approximately 37 percent of the sample noted Chaminade University and 35.1 percent mentioned UH Hilo as an institution that comes to mind when thinking about higher or continuing education in Hawaii. Approximately 21 percent of respondents mentioned a UH community college¹.

The segmentation differences found in the top-of-mind name awareness analysis were similar to those found with our analysis of share-of-mind name awareness. For instance, among residents of the City and County of Honolulu share-of-mind awareness was greatest for UH Manoa (96%), HPU (65%), Chaminade (50%), Kapiolani Community College (37%), and Honolulu Community College (32%). Among residents of Hawaii County, awareness was greatest for UH Manoa (80%), UH Hilo (52%), and Hawaii Community College (37%). For Maui County, awareness was greatest for UH Manoa (87%), and UH Maui College (55%). Finally, among residents of Kauai County, share-of-mind awareness was highest for UH Manoa (93%), Kauai Community College (58%), and Kapiolani Community College (42%).

Residents whose household income was less than $50,000 were most aware of UH Manoa, UH Hilo, and HPU when compared to those who had greater household income, who had greater awareness of UH Manoa, HPU and Chaminade. The same differences were present between those who have lived in Hawaii less than 10 years and those who have resided in the state for more than 10 years.

Share-of-mind awareness among Caucasians was greatest for UH Manoa, HPU and UH Hilo; among Hawaiians it was highest for UH Manoa, UH Hilo, Chaminade, and HPU; and among AJAs it was greatest for UH Manoa, HPU and Chaminade.

In terms of education levels, share-of-mind awareness for UHCC was greatest among those with little education (e.g., High school or some college) compared to those with more formal secondary education.

¹ Because UHCC is comprised of several schools we averaged the percentage of share-of-name awareness for each of the seven community colleges. We applied the same technique in analyzing share-of-mind ad awareness.
Figure 4: Share-of-Mind Name Awareness

- UH Manoa: 43.9%
- HPU: 37.3%
- Chaminade: 35.1%
- UH Hilo: 22.3%
- Other: 20.6%
- BYU Hawaii: 14.7%
- Univ of Phoenix: 13.5%
- UH West Oahu: 10.5%
- Wyland Baptist: 0.6%

n=1,044
Excluding responses for UH Manoa, the most frequently named college or university inclusive of all mentions was HPU (51.4%), followed by Chaminade (43.6%), UH Hilo (41%), a combination of “other” colleges and universities (26.1%), and UHCC institutions (24.1%).

**Figure 5: Share-of-Mind Name Awareness (Excluding UH Manoa)**

<table>
<thead>
<tr>
<th>Institution</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>HPU</td>
<td>51.4%</td>
</tr>
<tr>
<td>Chaminade</td>
<td>43.6%</td>
</tr>
<tr>
<td>UH Hilo</td>
<td>41.0%</td>
</tr>
<tr>
<td>Other</td>
<td>26.1%</td>
</tr>
<tr>
<td>UHCC</td>
<td>24.1%</td>
</tr>
<tr>
<td>BYU Hawaii</td>
<td>17.2%</td>
</tr>
<tr>
<td>Univ of Phoenix</td>
<td>15.8%</td>
</tr>
<tr>
<td>UH West Oahu</td>
<td>12.3%</td>
</tr>
<tr>
<td>Wyland Baptist</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

n=893
When the individual community colleges are separated out, the results are similar to top-of-mind awareness. Kapiolani Community College was mentioned by the largest percentage of those who selected a UHCC (53.6%), followed by UH Maui College (44.6%), Honolulu Community College (41.7%), Leeward Community College (40.9%), Hawaii Community College (32.9%), Kauai Community College (31.2%), and Windward Community College (29.6%).

**Figure 6: Share-of-Mind Name Awareness (UHCCs only)**

<table>
<thead>
<tr>
<th>College</th>
<th>Share-of-Mind</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kapiolani CC</td>
<td>53.6%</td>
</tr>
<tr>
<td>UH Maui College</td>
<td>44.6%</td>
</tr>
<tr>
<td>Honolulu CC</td>
<td>41.7%</td>
</tr>
<tr>
<td>Leeward CC</td>
<td>40.9%</td>
</tr>
<tr>
<td>Hawaii CC</td>
<td>32.9%</td>
</tr>
<tr>
<td>Kauai CC</td>
<td>31.2%</td>
</tr>
<tr>
<td>Windward CC</td>
<td>29.6%</td>
</tr>
</tbody>
</table>

n=550
In terms of total name awareness, UHCC schools ranked second behind UH Manoa. Nearly 98 percent of respondents named UH Manoa, followed by 92.3 percent who named UHCC, and 90 percent who named HPU. UH Hilo, Chaminade, and Brigham Young University Hawaii (BYUH) were mentioned by 85-89% of the respondents, 68.7 percent of respondents named UH West Oahu, and nearly 60 percent of the respondents noted the University of Phoenix.

Total name awareness for UHCC was highest among residents of Kauai County (96%) and lowest for residents of Hawaii County (89%); highest among lifetime residents (96%) and lowest for newer residents (81%); highest for AJAs (96%) and lowest for Caucasian residents (88%); and highest among those with a post-graduate education (96%) and lowest among those with some college education (90%).

Figure 7: Total Name Awareness

![Bar chart showing total name awareness for various universities. UH Manoa has the highest awareness with 97.7%, followed by UHCC at 92.3%, HPU at 90.2%, UH Hilo at 89.4%, Chaminade at 85.8%, BYUH at 84.6%, UH West Oahu at 68.7%, and University of Phoenix at 59.6%. The chart indicates awareness as a percentage, with a range from 0% to 100%.)

n=1,050
There is also variation in total name awareness among the seven individual community colleges. Kapiolani Community College was the most well-known as 75.1 percent of respondents were able to name this college (either unaided or aided), compared to Kauai Community College for which just under 53 percent of respondents named as a college or university that comes to mind.

Total name awareness among the UHCCs also varies in according to the various segments we examined. For example, awareness of neighbor island community colleges is highest among residents of those respective islands (see Figure 9). Eighty-six percent of Hawaii Island residents were aware of Hawaii Community College versus 52 percent of Kauai residents who were aware of the same institution. Conversely, 91 percent of Kauai residents were aware of Kauai Community College compare to 40 percent of Hawaii Island residents.

We found that total awareness for each individual community college increased as the length of residency increased. For example, 31 percent of respondents who have lived in Hawaii ten years or less were aware of Honolulu Community College, compared to 71 percent of respondents who have lived in Hawaii more than 10 years but less than a lifetime, and 87 percent of respondents who have lived in Hawaii their entire life. On the other hand, awareness appears to diminish with age (although level of awareness is still high). Seventy-six percent of residents aged 18-34 were aware of Honolulu Community College, 66 percent of residents aged 35-64 were aware of Honolulu Community College, and 64 percent of residents aged 65 or older were aware of HCC.

There also appears to be ethnic differences. AJA residents tend to display the greatest total name awareness. Followed by Hawaiians (who actually have the highest awareness level for Hawaii Community College and Windward Community College), and then Caucasians. For example, 56 percent of Caucasians were aware of Kapiolani Community College, compared to 85 percent of Hawaiians, and 92 percent of AJAs.
Figure 8: Total Name Awareness Among UH Community Colleges

<table>
<thead>
<tr>
<th>College</th>
<th>Awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kapiolani CC</td>
<td>75.1%</td>
</tr>
<tr>
<td>Leeward CC</td>
<td>69.6%</td>
</tr>
<tr>
<td>Honolulu CC</td>
<td>68.7%</td>
</tr>
<tr>
<td>Hawaii CC</td>
<td>63.5%</td>
</tr>
<tr>
<td>UH Maui College</td>
<td>63.3%</td>
</tr>
<tr>
<td>Windward CC</td>
<td>61.2%</td>
</tr>
<tr>
<td>Kauai CC</td>
<td>52.8%</td>
</tr>
</tbody>
</table>

n=1,050
Figure 9: Total UHCC Name Awareness (by County)

<table>
<thead>
<tr>
<th>College</th>
<th>Honolulu</th>
<th>Hawaii</th>
<th>Maui</th>
<th>Kauai</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kapiolani CC</td>
<td>66%</td>
<td>56%</td>
<td>82%</td>
<td>88%</td>
</tr>
<tr>
<td>Leeward CC</td>
<td>64%</td>
<td>55%</td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td>Honolulu CC</td>
<td>81%</td>
<td>62%</td>
<td>83%</td>
<td></td>
</tr>
<tr>
<td>Windward CC</td>
<td>76%</td>
<td>47%</td>
<td>57%</td>
<td></td>
</tr>
<tr>
<td>UH Maui College</td>
<td>59%</td>
<td>52%</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td>Hawaii CC</td>
<td>54%</td>
<td>52%</td>
<td>86%</td>
<td></td>
</tr>
<tr>
<td>Kauai CC</td>
<td>50%</td>
<td>52%</td>
<td>58%</td>
<td>91%</td>
</tr>
</tbody>
</table>

n=1,050
As was the case with name awareness, we also asked the general public about advertising awareness. Specifically, we asked “For which colleges or universities in Hawaii did you see, hear, or read any advertising in the past month?”

The results indicate that 59.6 percent of respondents were aware of advertising associated with UH Manoa, followed by 10.6 percent who stated UHCC, and 10.4 percent who mentioned advertising by UH Hilo. Approximately 8.4 percent of respondents indicated HPU advertising first and another 6 percent stated seeing or hearing an ad from colleges and universities other than the prominent Hawaii institutions (i.e., Heald, Remington).

Top-of-mind ad awareness is also conditioned by demographic differences. As we saw with top-of-mind name awareness, top-of-name ad awareness also differs by island in that the second most frequently mentioned ads behind those for UH Manoa are for institutions on the respondents’ home islands.

**Figure 10: Top-of-Mind Ad Awareness**

<table>
<thead>
<tr>
<th>Institution</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>UH Manoa</td>
<td>59.6%</td>
</tr>
<tr>
<td>UHCC</td>
<td>10.6%</td>
</tr>
<tr>
<td>UH Hilo</td>
<td>10.4%</td>
</tr>
<tr>
<td>HPU</td>
<td>8.4%</td>
</tr>
<tr>
<td>Other</td>
<td>6.0%</td>
</tr>
<tr>
<td>Univ of Phoenix</td>
<td>2.5%</td>
</tr>
<tr>
<td>Chaminade</td>
<td>1.6%</td>
</tr>
<tr>
<td>BYU Hawaii</td>
<td>0.5%</td>
</tr>
<tr>
<td>UH West Oahu</td>
<td>0.4%</td>
</tr>
</tbody>
</table>
Excluding those people who mentioned UH Manoa ads first, advertising awareness was highest for UHCC (26.2%), UH Hilo (25.7%), and HPU (20.8%).

There are quite a few noticeable differences in terms of top-of-mind ad awareness among those who did not select UH Manoa first. To begin, island differences once again manifest themselves in that the first college/university’s advertising that is recalled by respondents is for an institution on the island of their residence. For example, 61 percent of Hawaii Island respondents mentioned UH Hilo, 49 percent of Maui residents mentioned UH Maui College, 22 percent of Kauai residents mentioned Kauai Community College, and 47 percent of residents who fit this characteristic on the island of Oahu mentioned seeing or hearing HPU’s advertising first.

Among residents who have lived in the state for less than ten years, the three most cited advertising was for UH Hilo, an “other” college or university, and Kapiolani Community College; among those who have lived in the state for more than ten years but not a lifetime, it was HPU, UH Hilo, and an “other” college or university; and among those who have lived in Hawaii all their life, the top responses were for UH Hilo, HPU, and an “other” institution.

Ethnic differences were also present in that the top two choices varied: Caucasians mentioned UH Hilo and HPU, Hawaiians mentioned UH Hilo and UH Maui College, and AJAs mentioned HPU and UH Hilo.

Finally, level of education was also a significant predictor of ad awareness. Respondents with high school and community college degrees tended to recall advertising from UH Hilo, HPU and UH Maui College; college graduates tended to recall ads from HPU, UH Hilo, and the University of Phoenix; and post-graduates mentioned seeing ads from UH Hilo, HPU, and Hawaii Community College.
Figure 11: Top-of-Mind Ad Awareness (Excluding UH Manoa)

- UHCC: 26.2%
- UH Hilo: 25.7%
- HPU: 20.8%
- Other: 15.0%
- Univ of Phoenix: 6.2%
- Chaminade: 3.9%
- BYU Hawaii: 1.3%
- UH West Oahu: 1.1%

n=358
Among those who recalled seeing ads for the individual community colleges, UH Maui College advertising was mentioned first by 39.3 percent of the respondents, followed by Hawaii Community College in which 28.8 percent of respondents mentioned seeing or hearing their ads first.

The main differences among this subsample or respondents were also a result of location variation. Top-of-mind ad awareness was highest for each of the prominent institutions on the institutions on each respondent's island.

**Figure 12: Top-of-Mind Ad Awareness (UHCCs only)**
The results for share-of-mind ad awareness are similar to those for share-of-mind name awareness. Approximately 76 percent of respondents indicated they had seen UH Manoa advertising and 28.4 percent indicated they saw or heard an ad from HPU. Almost 14 percent saw or heard an ad that originated from a UH community college.

Share-of-mind ad awareness was similar to top-of-mind ad awareness in that we found several differences among the segments. Island residence was once again the source for many differences. Likewise, household income also provided delineation among the results. While share-of-mind ad awareness was highest for UH Manoa, among those households making less than $50,000 advertising for UH Hilo and HPU were mentioned most often; among those making between $50,000 and $100,000 advertising for HPU and “other” universities was mentioned most often; and among those making more than $100,000, HPU and UH Hilo were mentioned most often.

**Figure 13: Share-of-Mind Ad Awareness**

<table>
<thead>
<tr>
<th>Institute</th>
<th>Share of Mind (in%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>UH Manoa</td>
<td>76.3</td>
</tr>
<tr>
<td>HPU</td>
<td>28.4</td>
</tr>
<tr>
<td>UH Hilo</td>
<td>19.7</td>
</tr>
<tr>
<td>Other</td>
<td>16.6</td>
</tr>
<tr>
<td>UHCC</td>
<td>13.6</td>
</tr>
<tr>
<td>Chaminade</td>
<td>10.4</td>
</tr>
<tr>
<td>Univ of Phoenix</td>
<td>10.2</td>
</tr>
<tr>
<td>UH West Oahu</td>
<td>5.4</td>
</tr>
<tr>
<td>BYU Hawaii</td>
<td>2.3</td>
</tr>
</tbody>
</table>

n=888
Excluding those who mentioned UH Manoa advertising, the largest share-of-mind awareness was found among respondents who viewed or heard ads for HPU (39.4%), UH Hilo (27.3%), a combination of “other” schools (23%), UHCC schools (15.5%), Chaminade (14.4%), and the University of Phoenix (14.2%).

Figure 14: Share-of-Mind Ad Awareness (Excluding UH Manoa)

![Bar chart showing share-of-mind ad awareness excluding UH Manoa. HPU has the highest share at 39.4%, followed by UH Hilo at 27.3%, Other at 23.0%, UHCC at 15.5%, Chaminade at 14.4%, Univ of Phoenix at 14.2%, UH West Oahu at 7.5%, and BYU Hawaii at 3.2%.]
Among only those who mentioned a UH community college, share-of-mind ad awareness was highest for advertising for UH Maui College (50.3%), Kapiolani Community College (40.1%), and Hawaii Community College (38.7%).

**Figure 15: Share-of-Mind Ad Awareness (CCs separated)**

<table>
<thead>
<tr>
<th>College</th>
<th>Share-of-Mind Ad Awareness</th>
</tr>
</thead>
<tbody>
<tr>
<td>UH Maui College</td>
<td>50.3%</td>
</tr>
<tr>
<td>Kapiolani CC</td>
<td>40.1%</td>
</tr>
<tr>
<td>Hawaii CC</td>
<td>38.7%</td>
</tr>
<tr>
<td>Leeward CC</td>
<td>35.3%</td>
</tr>
<tr>
<td>Kauai CC</td>
<td>35.0%</td>
</tr>
<tr>
<td>Windward CC</td>
<td>33.7%</td>
</tr>
<tr>
<td>Honolulu CC</td>
<td>33.6%</td>
</tr>
</tbody>
</table>

n=261
In terms of total ad awareness most respondents (72.1%) identified seeing or hearing advertising from the UH Manoa. The next largest group (45.4%) saw or heard ads for HPU, followed by the UHCC (44.7%) and the University of Phoenix (38.7%). UH Hilo, Chaminade, UH West Oahu, and BYUH all had total ad awareness of less than 31 percent of respondents.

Total ad awareness for UHCC was highest on the island of Kauai (57%) and Maui (56%) and lowest on the island of O‘ahu (38%).

Length of residence also mattered for UHCC ad awareness. Total awareness was 36 percent among those who have lived in Hawaii less than ten years; 40 percent among those who have lived in Hawaii more than ten years but less than a lifetime; and 53 percent among those who have lived in Hawaii their entire life.

Age also played a factor with regard to total ad awareness. Awareness for UHCC was 52 percent among those aged 18-34; 43 percent among those aged 35-64; and 39 percent among those 65 or older.

Finally, there were ethnic differences that are significant when it comes to total ad awareness for UHCC. Awareness was 36 percent among Caucasians, 60 percent among Hawaiians, and 47 percent among AJAs.

**Figure 16: Total Ad Awareness**

![Bar chart showing total ad awareness by institution and location.](chart.png)
Figure 17: Total Ad Awareness by County

![Bar chart showing total ad awareness by county for different universities.](chart.png)

- **UH Manoa**: 77% in Honolulu, 66% in Hawaii, 68% in Maui, 77% in Kauai
- **HPU**: 34% in Honolulu, 36% in Hawaii, 41% in Maui, 56% in Kauai
- **UHCC**: 60% in Honolulu, 60% in Hawaii, 40% in Maui, 57% in Kauai
- **Univ of Phoenix**: 17% in Honolulu, 33% in Hawaii, 42% in Maui, 42% in Kauai
- **UH Hilo**: 17% in Honolulu, 20% in Hawaii, 42% in Maui, 61% in Kauai
- **Chaminade**: 18% in Honolulu, 24% in Hawaii, 23% in Maui, 32% in Kauai
- **UHWO**: 10% in Honolulu, 19% in Hawaii, 32% in Maui, 16% in Kauai
- **BYUH**: 7% in Honolulu, 9% in Hawaii, 16% in Maui, 14% in Kauai

*Note: n=1,050*
Respondents who recalled seeing UHCC advertising mentioned a variety of elements about these ads. Of those who recalled a specific element, the largest percentage (15.6%) mentioned general community college benefits, followed by those who noted that the ads were seen either in print (8.1%) or on television (7.5%), people who mentioned specific information about programs, degrees or classes (7.5%), respondents who recalled comments about affordability or low costs (6.6%), and a group of residents who stated they saw or heard student testimonies about the institution(s) (6.5%). The results indicate that respondents recall a mix of general information, specific information, and the medium in which they saw or heard UHCC advertising.

UHCC ad recall also demonstrates segmentation-related differences. Residents of Oahu tended to recall advertising elements like mentions of general community college benefits, affordability, and an emphasis on the non-traditional careers program; residents of Hawaii Island recalled mentions of general community college benefits, specific degrees, courses, or programs, and student testimonials; Maui residents mentioned that they recalled seeing a television ad, hearing a radio ad, and mentions of general community college benefits; and Kauai residents recalled that the ads were in print, that there were mentions of general community college benefits, and that there was some aspect of class availability.

Younger people recalled the elements of general community college benefits and affordability; middle-aged respondents mentioned community college benefits and student testimonials; and older residents recalled general community college benefits, mention of a specific degree, course, or program, and class availability.

Lower educated respondents recalled mentions of general community college benefits and the medium in which the ad was presented (i.e., tv, radio); the middle-educated recalled general community college benefits and affordability; and upper educated respondents mentioned general community college benefits and specific degrees, courses or programs.
Figure 18: UHCC Ad Recall

- General CC Benefits: 15.6%
- Print Ad: 8.1%
- TV Ad: 7.5%
- Specific program/degree/classes: 7.5%
- Affordability/low costs: 6.6%
- Student testimonies: 6.5%
- Class availability: 5.4%
- 15 to Finish: 4.3%
- Non-Traditional emphasis: 4.1%
- Name or logo: 3.3%
- Continuing ed emphasis: 2.6%
- Radio Ad: 2.6%
- UH Manoa Ad reference: 1.4%
- Internet Ad: 0.9%
- Online course availability: 0.7%
- Don’t recall specifics: 9.5%
- Other: 13.5%

n=410
Figure 19: UHCC Ad Recall by Island

n=410
Ad recall for those who saw or heard advertising for Chaminade also indicated a variety of responses, although the most prominent was that nearly 18 percent of responses didn’t mention specific elements. Approximately 15 percent noted they saw the ad on television, another 13 percent referred to general information about the school, and 11 percent of respondents mentioned seeing or hearing information about a specific program, degree or course offered by the university.

**Figure 20: Chaminade Ad Recall**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Ad</td>
<td>14.6%</td>
</tr>
<tr>
<td>General info about school</td>
<td>12.7%</td>
</tr>
<tr>
<td>Specific program/degree/classes</td>
<td>11.1%</td>
</tr>
<tr>
<td>Print Ad</td>
<td>7.7%</td>
</tr>
<tr>
<td>Name or logo</td>
<td>6.2%</td>
</tr>
<tr>
<td>Campus size</td>
<td>4.3%</td>
</tr>
<tr>
<td>Online education program</td>
<td>4.0%</td>
</tr>
<tr>
<td>Reference to sports</td>
<td>3.6%</td>
</tr>
<tr>
<td>Student testimonials</td>
<td>3.1%</td>
</tr>
<tr>
<td>Radio Ad</td>
<td>2.4%</td>
</tr>
<tr>
<td>Availability of classes</td>
<td>2.2%</td>
</tr>
<tr>
<td>Internet Ad</td>
<td>0.3%</td>
</tr>
<tr>
<td>Don’t recall specifics</td>
<td>17.5%</td>
</tr>
<tr>
<td>Other</td>
<td>10.4%</td>
</tr>
</tbody>
</table>

n=234
HPU ad recall was similar to that of Chaminade in that 20 percent of responses indicated lack of specific element recall. Of the elements that were recalled, nearly 11 referenced advertising was a commercial on television, 10 percent of the respondents highlighted the diversity found in the advertisement, and 9 percent mentioned they recalled the ad was in print.

Figure 21: HPU Ad Recall

<table>
<thead>
<tr>
<th>Element</th>
<th>Recall Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Ad</td>
<td>10.6%</td>
</tr>
<tr>
<td>Diversity/International students</td>
<td>9.8%</td>
</tr>
<tr>
<td>Print Ad</td>
<td>9.0%</td>
</tr>
<tr>
<td>Location/campuses</td>
<td>7.9%</td>
</tr>
<tr>
<td>Student testimonials</td>
<td>6.5%</td>
</tr>
<tr>
<td>Specific program/degrees/classes</td>
<td>5.6%</td>
</tr>
<tr>
<td>Surf and Sand Ad</td>
<td>4.2%</td>
</tr>
<tr>
<td>Athletics</td>
<td>4.0%</td>
</tr>
<tr>
<td>Course availability</td>
<td>2.9%</td>
</tr>
<tr>
<td>Name or logo</td>
<td>2.8%</td>
</tr>
<tr>
<td>Benefits of faculty and staff</td>
<td>1.8%</td>
</tr>
<tr>
<td>Radio Ad</td>
<td>1.7%</td>
</tr>
<tr>
<td>Size of school</td>
<td>1.5%</td>
</tr>
<tr>
<td>Future job prospects</td>
<td>1.4%</td>
</tr>
<tr>
<td>Rock climbing Ad</td>
<td>1.3%</td>
</tr>
<tr>
<td>Internet Ad</td>
<td>0.2%</td>
</tr>
<tr>
<td>Don’t recall specifics</td>
<td>20.2%</td>
</tr>
<tr>
<td>Other</td>
<td>8.8%</td>
</tr>
</tbody>
</table>
Respondents were provided a list of 20 factors to consider when choosing a college or university and asked to rate their importance on a scale from 1-5 where 1 is “Very Important” and 5 is “Not At All Important”. The figure below shows the percentage of respondents who indicated each factor was either “Very Important” or “Somewhat Important” in deciding on any given college or university.

Over 93 percent of survey respondents indicated quality of instructors, overall quality, variety of classes/availability of classes, overall value, cost, and reputation of school were important factors in choosing a college or university. At the other end of the spectrum, campus life was seen as the least important factor as about half the respondents (50.5%) indicated it was either “Very Important” or “Somewhat Important.”

The level of importance for each of these factors varied according to the different demographic segments we examined. In terms of island-specific differences, residents of Kauai (82%) placed more importance on online courses than residents of Oahu (70%); residents of Oahu (83%) and Hawaii (82%) placed an emphasis on the availability of parking compared to residents of Maui (73%) and Kauai (67%); and respondents on the island of Hawaii (70%) and Kauai (70%) believed availability of free wi-fi was more important than residents of Maui (63%) and Oahu (59%).

There are gender-influenced differences as well. Eighty-six percent of females believed financial aid is important, compared to 75 percent of males; 52 percent of females believed campus life was important, compared to 39 percent of males; 70 percent of females believed the availability of free wi-fi was important, compared to 56 percent of males; and 31 percent of males believed job placements were important, compared to 23 percent of females.

Household income differences are also correlated with levels of importance. For example, financial aid was more important to those with lower income (89%) than those with higher incomes (80%); access to public transportation was much more important to those with lower incomes (71%) when compared to those with higher incomes (51%); campus life was much more important to lower household income respondents than upper income respondents; and access to free wi-fi was important to 73 percent of those with little household income, compared to 55 percent of those with higher household incomes.

Lengths of residency differences were also present. For the following factors importance increased as the respondents’ length of residency in Hawaii increased: proximity to work, convenient hours for working schedule, ease of eligibility and acceptance, and campus life.

We also found trends in age differences. As the age of respondents increased, importance decreased for the factors of convenient hours for working schedule, availability of student financial aid, and campus life. On the other hand, older respondents placed greater importance than younger respondents on the factor of easily accessed by public transportation.

There were quite a few differences due to ethnicity, but the same general theme appeared in the data. For the following factors, Hawaiians rated the factor most important, followed by AJAs and then Caucasians: availability of night classes, quality of campus, availability of weekend classes, availability of student financial aid, ease of eligibility and acceptance, and campus life.
Finally, education levels of respondents produced trends in the data. Those with a high school education or community college education placed more importance on factors like location close to work, ease of eligibility and acceptance, access to public transportation, availability of job placements, and campus life, as opposed to those with greater levels of education.

**Figure 22: Important Factors in Choosing a College (Very Important and Somewhat Important)**

![Bar chart showing the importance of various factors in choosing a college.](chart.png)

n=1,050
Figure 23: Important Factors in Choosing a College by Island

- Quality of teachers/instructors
- Overall quality
- Variety of classes/availability
- Overall value
- Cost
- Reputation of school
- Quality of campus
- Convenient hours for working schedule
- Availability of student financial aid
- Ease of eligibility and acceptance
- Availability of parking
- Location close to home
- Availability of job placements
- Availability of online classes
- Availability of night classes
- Availability of free wi-fi
- Availability of weekend classes
- Easily accessed by public transportation
- Location close to work
- Campus life

n=1,050
Likewise, respondents were asked to assess UH community colleges on the same list of factors using a scale with the following responses: Excellent, Good, Average, Poor, Very Poor, and Don’t Know. The figure below shows the percentage of respondents who indicated UHCCs were rated as either “Excellent” or “Good” on each factor.

Over 50 percent of respondents rated UH community colleges as either “Excellent” or “Good” in three of the top six important factors in deciding to choose a college or university: overall value (57.5%), cost (53.4%), overall quality (53.2%), and reputation of school (50.9%). Over 50 percent of respondents also thought UHCCs excelled due to proximity to home (58.3%), ease of eligibility and acceptance (58.3%), and being easily accessed by transportation (56.9%).

UHCCs received the lowest ratings on availability of weekend classes (26.2%), availability of job placements (26%), and campus life (25.9%).

Respondents had varying opinions depending on their island residences. For example, residents of Maui provided the highest ratings for reputation of school, campus quality, and quality of teachers and instructors while residents of Oahu gave the lowest ratings for these same factors. Likewise, Maui and Kauai residents gave higher ratings for availability of parking than residents of Oahu and Hawaii. Finally, 64 percent of Oahu residents gave a good rating of access to public transportation, compared to 59 percent of Kauai residents, 52 percent of Maui residents, and 49 percent of Hawaii Island residents.

Lower household income respondents rated UHCCs higher on the availability of free wi-fi, campus life, and convenient hours for working schedule than those respondents with more household income. Middle income respondents rates UHCCs highest on availability of night classes, compared to their lower and upper household income counterparts.

Length of state residency, perhaps owing to respondents’ familiarity with UHCCs, was especially significant for a number of factors. The data indicate that lifetime residents—on average—give UHCCs twice as high a rating than those who have lived in Hawaii less than ten years on the following factors: reputation of school, proximity to home, proximity to work, availability of student financial aid, access to public transportation, convenient hours for working schedule, availability of night classes, quality of campus, ease of eligibility and acceptance, availability of job placements, quality of teachers and instructors, cost, class availability, availability of parking, campus life, overall quality and overall value.

In terms of age, younger respondents thought UHCCs were much better on factors like proximity to work, cost, availability of online courses, availability of student financial aid, ease of eligibility and acceptance, and availability of free wi-fi. Both younger and older respondents gave higher ratings than middle-aged respondents for UHCC’s convenient hours for working schedules.

The ethnic differences that were revealed in our analysis of factor importance were also present in our analysis of UHCC ratings. Hawaiian respondents gave the highest ratings, followed by AJAs and then Caucasians. We found this ethnic distribution for the following factors: reputation of school, proximity to home, proximity to work, convenient hours for working schedule, availability of night classes, availability of job placements, quality of campus, quality of
teachers and instructors, cost, variety of classes, availability of online classes, campus life, availability of weekend courses, availability of student financial aid, ease of eligibility and acceptance, availability of parking, easily accessed by public transportation, availability of free wi-fi, overall quality and overall value.

Likewise, those respondents with less education gave higher ratings than those with greater education on items like reputation of school, proximity to work, convenient hours for working schedule, quality of campus, availability of job placements, and campus life. Those respondents with the highest levels of education gave UHCC better ratings than those with less education on the factor of overall value.

It’s important to note that a significant portion of the general public—on average 28 percent for each factor—indicated they did not know how UHCCs should be rated. The lack of knowledge to answer these questions or provide ratings underscores the importance of UHCC’s branding and marketing efforts in filling these gaps and providing a better understanding of what UHCCs do and how they fare compared to their competitors.

Ratings among currently enrolled UHCCs students were noticeably higher than those given by the general public. For example, UHCCs were rated “Excellent” or “Good” in convenient hours for working schedule (86%), location close to home (82%), and ease of eligibility and acceptance (81%). The lowest ratings were for factors such as availability of job placements (33%), availability of weekend classes (33%), and campus life (40%).
**Figure 24: UHCC Ratings by All Respondents**

<table>
<thead>
<tr>
<th>Category</th>
<th>Excellent/Good</th>
<th>Average</th>
<th>Poor/Very Poor</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location close to home</td>
<td>58%</td>
<td>19%</td>
<td>6%</td>
<td>17%</td>
</tr>
<tr>
<td>Ease of eligibility and acceptance</td>
<td>58%</td>
<td>17%</td>
<td>2%</td>
<td>24%</td>
</tr>
<tr>
<td>Overall value</td>
<td>58%</td>
<td>22%</td>
<td>2%</td>
<td>21%</td>
</tr>
<tr>
<td>Easily accessed by public transportation</td>
<td>57%</td>
<td>19%</td>
<td>4%</td>
<td>20%</td>
</tr>
<tr>
<td>Cost</td>
<td>53%</td>
<td>22%</td>
<td>3%</td>
<td>21%</td>
</tr>
<tr>
<td>Overall quality</td>
<td>53%</td>
<td>26%</td>
<td>2%</td>
<td>19%</td>
</tr>
<tr>
<td>Reputation of school</td>
<td>51%</td>
<td>29%</td>
<td>4%</td>
<td>17%</td>
</tr>
<tr>
<td>Location close to work</td>
<td>49%</td>
<td>25%</td>
<td>4%</td>
<td>22%</td>
</tr>
<tr>
<td>Quality of teachers/instructors</td>
<td>47%</td>
<td>25%</td>
<td>2%</td>
<td>26%</td>
</tr>
<tr>
<td>Availability of parking</td>
<td>45%</td>
<td>24%</td>
<td>8%</td>
<td>23%</td>
</tr>
<tr>
<td>Variety of classes/availability</td>
<td>43%</td>
<td>25%</td>
<td>6%</td>
<td>26%</td>
</tr>
<tr>
<td>Quality of campus</td>
<td>43%</td>
<td>32%</td>
<td>4%</td>
<td>22%</td>
</tr>
<tr>
<td>Availability of student financial aid</td>
<td>42%</td>
<td>19%</td>
<td>2%</td>
<td>37%</td>
</tr>
<tr>
<td>Convenient hours for working schedule</td>
<td>39%</td>
<td>23%</td>
<td>2%</td>
<td>34%</td>
</tr>
<tr>
<td>Availability of night classes</td>
<td>36%</td>
<td>23%</td>
<td>5%</td>
<td>36%</td>
</tr>
<tr>
<td>Availability of online classes</td>
<td>34%</td>
<td>22%</td>
<td>4%</td>
<td>40%</td>
</tr>
<tr>
<td>Availability of free wi-fi</td>
<td>32%</td>
<td>13%</td>
<td>1%</td>
<td>49%</td>
</tr>
<tr>
<td>Availability of weekend classes</td>
<td>26%</td>
<td>21%</td>
<td>7%</td>
<td>46%</td>
</tr>
<tr>
<td>Availability of job placements</td>
<td>26%</td>
<td>23%</td>
<td>5%</td>
<td>46%</td>
</tr>
<tr>
<td>Campus life</td>
<td>26%</td>
<td>25%</td>
<td>8%</td>
<td>37%</td>
</tr>
</tbody>
</table>

n=1,050
Figure 25: UHCC Ratings by Current Students

- Convenient hours for working schedule: 86% Excellent/Good, 12% Average, 0% Poor/Very Poor, 0% Don’t Know
- Location close to home: 82% Excellent/Good, 6% Average, 10% Poor/Very Poor, 2% Don’t Know
- Ease of eligibility and acceptance: 81% Excellent/Good, 8% Average, 9% Poor/Very Poor, 2% Don’t Know
- Location close to work: 80% Excellent/Good, 17% Average, 0% Poor/Very Poor, 3% Don’t Know
- Availability of online classes: 78% Excellent/Good, 17% Average, 0% Poor/Very Poor, 5% Don’t Know
- Availability of free wi-fi: 75% Excellent/Good, 12% Average, 0% Poor/Very Poor, 13% Don’t Know
- Easily accessed by public transportation: 73% Excellent/Good, 22% Average, 0% Poor/Very Poor, 4% Don’t Know
- Quality of campus: 71% Excellent/Good, 27% Average, 0% Poor/Very Poor, 0% Don’t Know
- Cost: 69% Excellent/Good, 15% Average, 14% Poor/Very Poor, 2% Don’t Know
- Availability of night classes: 69% Excellent/Good, 16% Average, 9% Poor/Very Poor, 6% Don’t Know
- Overall value: 68% Excellent/Good, 24% Average, 7% Poor/Very Poor, 2% Don’t Know
- Quality of teachers/instructors: 67% Excellent/Good, 26% Average, 7% Poor/Very Poor, 2% Don’t Know
- Availability of student financial aid: 66% Excellent/Good, 17% Average, 3% Poor/Very Poor, 14% Don’t Know
- Overall quality: 63% Excellent/Good, 29% Average, 7% Poor/Very Poor, 2% Don’t Know
- Reputation of school: 61% Excellent/Good, 24% Average, 9% Poor/Very Poor, 7% Don’t Know
- Variety of classes/availability: 61% Excellent/Good, 26% Average, 12% Poor/Very Poor, 2% Don’t Know
- Availability of parking: 50% Excellent/Good, 34% Average, 14% Poor/Very Poor, 2% Don’t Know
- Campus life: 40% Excellent/Good, 26% Average, 15% Poor/Very Poor, 19% Don’t Know
- Availability of weekend classes: 33% Excellent/Good, 23% Average, 26% Poor/Very Poor, 18% Don’t Know
- Availability of job placements: 33% Excellent/Good, 35% Average, 3% Poor/Very Poor, 29% Don’t Know

n=1,050
The battery of factors for which respondents were asked to rate UHCCs included two variables of interest for this research: overall quality of UHCC and overall value of UHCC. In order to determine which factors “drive” overall quality and overall value we ran two multiple regression models in which quality and value are dependent variables and the remaining factors are those variables hypothesized to associate with quality and value. The analysis reveals that overall UHCC quality is statistically significantly associated with quality of teachers/instructors, variety of classes/availability of classes, reputation of school, and availability of student financial aid. Respondents who rated UHCC high in these factors also rated UHCC high in terms of overall quality; likewise, respondents who rated UHCC low in these factors also rated UHCC low in overall quality.

Similarly, overall value was also associated with several statistically significant factors. The strongest influence on overall value started with cost, and is followed by quality of teachers/instructors, reputation of school, availability of student financial aid, ease of eligibility and acceptance, availability of job placement, and availability of parking. As with overall quality, the greater the rating on these factors, the greater the rating on overall value. The analysis also revealed an inverse relationship between availability of weekend classes and overall value. Respondents associated better ratings on availability of weekend classes with lower overall value.

**Figure 26: Factors Associated with Overall Quality of UHCCs**

![Diagram illustrating factors associated with overall quality of UHCCs](image)
Figure 27: Factors Associated with Overall Value of UHCCs

Overall Value

- Cost
- Quality of teachers/instructors
- Reputation of school
- Availability of student financial aid
- Ease of eligibility and acceptance
- Availability of job placement
- Availability of parking
- Availability of weekend classes

n=419
Respondents were provided a list of prominent Hawaii colleges and universities (other than UH Manoa) and asked to indicate which one was the best or if they were all the same. Over half of the respondents (51.8%) indicated the institutions on the list were all the same; however, 7.8 percent stated UHCCs were better than competitors such as HPU, UH Hilo and Chaminade. Among those who state UHCCs were the best, 22.9 percent stated that their affordability/lower costs made them the best, followed by 14.9 percent who stated they were the best because of their locations, and 13 percent who cited course availability. Those who thought Chaminade was the best of these listed colleges and universities believed their advantages derived from its reputation (19.6%), its academic programs (16.5%), and the fact that it is a private university (14.2%). Finally, those who believe HPU is the best cited its reputation (19.7%), small class size (9.3%), personal experience (9.1%), and quality of faculty (9%).

As we have seen with other demographic differences, island residency also had a meaningful impact of respondents’ assessment of school ratings in that familiarity enhanced the rating of certain schools. Excluding the option “all the same”, respondents from Oahu were more likely to note HPU as the best; Hawaii Island residents were more inclined to state UH Hilo was the best; Maui residents selected UHCC (presumably with UH Maui College in mind) as the best; and Kauai residents indicated there was a three-way tie between UHCC, HPU, and Chaminade.

Ethnicity also played a factor in the ratings. Forty-six percent of Caucasians indicated all schools were the same, followed by UH Hilo (17%) and HPU (15%). Sixty-four percent of Hawaiians indicated all schools were the same, but 8 percent selected UHCC and 7 percent selected HPU. Finally, 55 percent of AJAs stated all were the same, followed by 13 percent who indicated HPU was the best.

Education levels also appear to have impacted school ratings. The largest percentage among all levels of education stated the institutions were all the same; however, among those who did not indicate they were all the same, the lowest educated respondents identified UHCC as the best while the other respondents identified HPU was the best of all the colleges and universities listed.
Figure 28: School Ratings

- All the same: 51.8%
- HPU: 12.4%
- UH Hilo: 11.1%
- Chaminade: 8.7%
- UHCC: 7.8%
- UH West Oahu: 3.8%
- BYU Hawaii: 3.1%
- Univ of Phoenix: 1.3%
- Wyland Baptist: 0.1%

n=1,050
Figure 29: Reason for UHCC Ratings

- Affordability/cheaper/cost: 22.9%
- Location: 14.9%
- Course availability: 13.0%
- Other: 11.0%
- Preparation for future: 7.4%
- Personal experience: 7.2%
- Has specific programs/degrees/courses: 6.0%
- Academics/good programs: 5.7%
- Don’t know: 2.7%
- Reputation: 2.0%
- Smaller class size: 1.8%
- Flexibility: 1.8%
- Quality of faculty: 1.5%
- Larger institution: 1.4%
- Diversity of students: 0.7%

n=99
Figure 30: Reason for Chaminade Ratings

- Reputation: 19.6%
- Academics/good programs: 16.5%
- Private Institution: 14.2%
- Quality of faculty: 10.5%
- Smaller institution: 8.4%
- Smaller class size: 7.8%
- Personal experience: 5.6%
- Has specific programs/degrees/courses: 4.5%
- Other: 3.7%
- Religious appeal: 3.5%
- Don’t know: 1.8%
- Location: 1.4%
- Affordability/cheaper/cost: 0.7%
- Preparation for future: 0.7%
- Course availability: 0.7%
- Campus atmosphere: 0.5%

n=102
Figure 31: Reason for HPU Ratings

- Reputation: 19.7%
- Smaller class size: 9.3%
- Personal experience: 9.1%
- Quality of faculty: 9.0%
- Academics/good programs: 7.8%
- Other: 6.9%
- Course availability: 6.4%
- Diversity of students: 6.3%
- Private Institution: 5.7%
- Preparation for future: 5.3%
- Has specific programs/degrees/courses: 3.6%
- Flexibility: 3.3%
- Smaller institution: 2.6%
- Location: 1.2%
- Don’t know: 1.2%
- Campus atmosphere: 1.2%
- Affordability/cheaper/cost: 1.0%
- Online courses: 0.5%

n=145
The survey also contained a battery of questions pertaining to respondents’ personal experiences with continuing education in Hawaii. When asked if they were currently or planning on pursuing any form of continuing education in the future, approximately 42 percent gave an affirmative response.

There are demographic characteristics about those who are currently or planning to pursue continuing education that stand out. For example, 46 percent of females indicated they will do so, compared to 36 percent of males.

Fifty-five percent of respondents who have household incomes less than $50,000 intend to pursue continuing education, compared to 35 percent of those who have household incomes from $50,000-100,000 and 39 percent of those who have household incomes greater than $100,000.

Those pursuing continuing education tend to be newer residents (49%), as opposed to those who have lived in the state for more than ten years (36%) or those who have lived in Hawaii their entire life (44%).

One of the largest discrepancies is by age. Seventy-four percent of those aged 18-34 are currently or planning to pursue continuing education, compared to 34 percent of middle aged respondents and 17 percent of older respondents.

The data also show that 38 percent of Caucasians and AJAs are expanding their education, while 56 percent of Hawaiians are currently or planning to pursue continuing education.

Finally, approximately 50 percent of those respondents who have lower levels (high school or community college) of education are pursuing continuing education, 39 percent of those with a college education are continuing their education, and 33 percent of those with a post-graduate degree are expanding their education.
Figure 32: Respondents currently or planning to pursue continuing education in future

- Yes: 42.3%
- No: 57.7%

n=1,050
Of the 57.7 percent who are not currently or planning to continue their education, almost half indicated they either already had a higher degree/education or career, or that they have no interest or desire in further education. Additional reasons included time (12.3%), that the respondent was retired (12%), and age (11.6%).

**Figure 33: Reasons NOT to pursue continuing education**

![Pie chart showing reasons for not pursuing education](chart.png)
Of those who are currently or planning to pursue continuing education, 48.8 percent of respondents mentioned doing so to obtain/update job skills, 48.3 percent are doing so for self-improvement, 44.1 percent are doing so to get a better job or move up, 40.5 percent mentioned to earn a college degree, and 33.3 percent to feel better about themselves.

Demographic differences abound with regard to this variable. For example, residents of Kauai were more inclined to pursue continuing education for self-improvement reasons (67%) while residents of the other island were more interested in obtaining or updating job skills. The top reason for males is for self-improvement (57%), while the top reason for females is to obtain or update job skills (47%). Respondents with less household income tend to pursue continuing education to gain a college degree and update job skills while those with more household income do so for self-improvement. Likewise, younger residents pursue continuing education for the college degree and to update job skills while older residents pursue their degree for self-improvement. Finally, Caucasians placed an importance on obtaining/updating job skills, Hawaiians pursue this route because they want to get a better job or move up in their existing jobs, and AJA do so to obtain a college degree.

**Figure 34: Reasons for pursuing continuing education**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obtain/update job skills</td>
<td>48.8%</td>
</tr>
<tr>
<td>Self-improvement</td>
<td>48.3%</td>
</tr>
<tr>
<td>Get better job or move up</td>
<td>44.1%</td>
</tr>
<tr>
<td>Earn college degree</td>
<td>40.5%</td>
</tr>
<tr>
<td>Feel better about oneself</td>
<td>33.3%</td>
</tr>
<tr>
<td>Earn a certificate</td>
<td>14.0%</td>
</tr>
<tr>
<td>Other</td>
<td>7.9%</td>
</tr>
</tbody>
</table>

n=411
Approximately 68 percent expect to go to school while working; just under half (48.6%) think that the most convenient time to attend classes is after 4 pm.

There were only a couple of statistically significant demographic differences. For example, of those with household incomes less than $50,000, 22 percent responded school full-time and 62 percent responded school while working; of those with household incomes between $50,000-$100,000, 6 percent stated school full-time and 79 percent stated school while working; and among those with household incomes above $100,000, 15 percent said they would go to school full-time and 72 percent said school while working.

Likewise, among those aged 18-34, 26 percent indicated school full-time, 65 percent indicate school while working; and four percent indicate other; among those aged 35-64, five percent stated school full-time, 76 percent indicated school while working, and eight percent indicated other; and among those over the age of 65, zero percent responded school full-time, 37 percent indicated school while working; and 52 percent indicated other.

**Figure 35: School and work**

![Pie chart showing school and work preferences](image)
Figure 36: Class convenience times

- 8am-12pm: 19.3%
- 12pm-4pm: 17.8%
- After 4pm: 48.6%
- Don’t know: 14.3%

n=411
Thirty-one percent prefer on-line course delivery compared to 27.2 percent who prefer in-class course delivery. We found no major demographic-related differences worth noting.

**Figure 37: Preference of course delivery**

![Pie chart showing course delivery preferences](chart_image)

- **Online**: 30.5%
- **In-class**: 27.2%
- **Hybrid**: 20.9%
- **Seminar**: 8.0%
- **Broadcast TV**: 6.5%
- **Satellite**: 6.5%
- **Other**: 0.4%

n=411
Fifty-five percent will be pursuing a Bachelor’s degree or higher. (Approximately 11 percent intend to pursue an Associate degree, and among this group 58.1 percent will pursue a higher degree later.)

The type of degree for those pursuing continuing education varies according to several of the demographic segments we examined. Respondents with less household income, those who are younger, and those with little formal education are more likely to pursue a Bachelor’s degree compared to those who are older and who have more household income and education (who are more likely not to pursue a degree but satisfy their own self-improvement goals).

**Figure 38: Degree would pursue**

<table>
<thead>
<tr>
<th>Degree Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor</td>
<td>55.1%</td>
</tr>
<tr>
<td>None/Self-improvement</td>
<td>11.1%</td>
</tr>
<tr>
<td>Associate</td>
<td>12.5%</td>
</tr>
<tr>
<td>Credit or non-credit certificate</td>
<td>9.7%</td>
</tr>
<tr>
<td>Other</td>
<td>6.8%</td>
</tr>
<tr>
<td>Don't know</td>
<td>5.7%</td>
</tr>
</tbody>
</table>

n=411
Figure 39: Higher degree after Associate Degree

- Yes: 58.1%
- No: 41.9%

n=46
Of those respondents who are interested in pursuing continuing education, 39 percent are already registered for continuing education.

Respondents who indicated they were interested in pursuing continuing education and registered for courses also tended to exhibit unique characteristics. To begin, of this smaller subset of the sample, 46 percent of Hawaii Island respondents indicated they were currently registered, compared to 41 percent of Oahu residents, 34 percent of Maui residents, and 27 percent of Kauai residents. There is a larger percentage of females who are registered (44%) than males (29%), and those registered tend to be younger, less wealthy, and have a high school or community college education.

**Figure 40: Students registered for continuing education**

![Pie chart showing 39.0% registered (light blue) and 61.0% not registered (dark red).]
The largest percentage of these students are registered at institutions other than the prominent Hawaii colleges and universities (33%), followed by UH Manoa (17.7%), UH Hilo (13.5%), and Hawaii Community College (10%).

When we examined residency differences we found that most respondents selected “other university” first; however, the second choices were specific to each respondents’ island residence. Likewise, Hawaiians indicated greater enrollment at UHCC compared to Caucasians and AJAs.

**Figure 41: College or University where enrolled**

<table>
<thead>
<tr>
<th>Institution</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>33.0%</td>
</tr>
<tr>
<td>UH Manoa</td>
<td>17.7%</td>
</tr>
<tr>
<td>UH Hilo</td>
<td>13.5%</td>
</tr>
<tr>
<td>Hawaii CC</td>
<td>10.0%</td>
</tr>
<tr>
<td>Honolulu CC</td>
<td>5.5%</td>
</tr>
<tr>
<td>Maui CC</td>
<td>5.2%</td>
</tr>
<tr>
<td>UH West Oahu</td>
<td>3.4%</td>
</tr>
<tr>
<td>Univ of Phoenix</td>
<td>3.2%</td>
</tr>
<tr>
<td>Kapiolani CC</td>
<td>2.4%</td>
</tr>
<tr>
<td>Chaminade</td>
<td>2.2%</td>
</tr>
<tr>
<td>Leeward CC</td>
<td>1.4%</td>
</tr>
<tr>
<td>BYU Hawaii</td>
<td>1.4%</td>
</tr>
<tr>
<td>HPU</td>
<td>0.8%</td>
</tr>
<tr>
<td>Kauai CC</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

n=173
They chose their respective colleges and universities because of location (36.8%), specific programs, degrees or courses (25.6%), and affordability (20.1%).

Reasons for choosing where respondents were enrolled also varied according to demographics. The top two reasons for Oahu and Maui respondents were location and specific program, degree or courses; the top two reasons for Hawaii respondents were location and affordability; and the top two reasons for Kauai were specific program, degree, or course and location.

Younger respondents selected their institutions due to location and affordability, middle-aged respondents selected institutions because of specific programs, degrees, and courses and location, and older respondents selected their particular institution due to course availability and online course availability.

Finally, those with high school education based their decisions on location and academics; those with some college education based their decision on location and affordability; and both college grads and post-grads made their decision based on specific program, degrees, and courses, and availability of online courses.

**Figure 42: Reason for choosing where registered**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>36.8%</td>
</tr>
<tr>
<td>Has specific programs/degrees/courses</td>
<td>25.6%</td>
</tr>
<tr>
<td>Affordability/cheaper/cost</td>
<td>20.1%</td>
</tr>
<tr>
<td>Online courses</td>
<td>12.2%</td>
</tr>
<tr>
<td>Other</td>
<td>11.7%</td>
</tr>
<tr>
<td>Academics/good programs</td>
<td>11.7%</td>
</tr>
<tr>
<td>Quality of faculty</td>
<td>6.6%</td>
</tr>
<tr>
<td>Reputation</td>
<td>5.9%</td>
</tr>
<tr>
<td>Personal experience</td>
<td>5.6%</td>
</tr>
<tr>
<td>Course availability</td>
<td>2.8%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1.8%</td>
</tr>
<tr>
<td>Religious appeal</td>
<td>1.5%</td>
</tr>
<tr>
<td>Private institution</td>
<td>0.7%</td>
</tr>
<tr>
<td>Smaller class size</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

n=161
Respondents who are interested in pursuing continuing education but have not done so already comprise the final group for analysis. Of this group over half (50.3%) stated they have considered pursuing their education in the past but simply couldn’t attend, 37.3 percent are considering it now as they have done in the past, and 12.4 percent indicate they are interested now but have not thought that much about it before.

There are only a few statistically significant differences that arise due to demographics. First, Caucasians’ answers resemble the total sample; however, among Hawaiians 26 percent indicate they are interested and have considered continuing education in the past but couldn’t attend, 71 percent are interested and considering it now, and 2 percent indicated interest without much thought. Among AJAs 26 percent indicate they are interested and have considered it in the past but couldn’t attend, 53 percent are interested and considering it now, and 21 percent indicate interest without much thought. Similarly, those with lower levels of education demonstrate a greater proclivity for interest in pursuing continuing education, and especially considering it now.

**Figure 43: Interested but not currently registered**
The following charts present the demographic characteristics of respondents who are interested in pursuing continuing education but who haven’t enrolled yet.

**Figure 44: Island Origin of Interested Respondents**

![Pie chart showing island origin of interested respondents]

- Honolulu: 33%
- Hawaii: 27%
- Maui: 24%
- Kauai: 16%
- Other: 4%

n=237

**Figure 45: Age of Interested Respondents**

![Pie chart showing the age distribution of interested respondents]

- 18-24: 6%
- 25-34: 4%
- 35-39: 11%
- 40-44: 12%
- 45-49: 4%
- 50-54: 7%
- 55-64: 12%
- 65-69: 11%
- 70+: 17%

n=237
Figure 46: Gender of Interested Respondents

- Male: 41%
- Female: 59%

n=237

Figure 47: Length of Residence of Interested Respondents

- Less than 1 year: 1%
- 1-5 years: 15%
- 6-10 years: 9%
- 11-20 years: 9%
- More than 20, not lifetime: 18%
- Lifetime: 48%

n=237
Figure 48: Marital Status of Interested Respondents

- Single, never married: 25%
- Married: 59%
- Separated/widowed/divorced: 16%

n=237

Figure 49: Ethnicity of Interested Respondents

- Caucasian: 37%
- Chinese: 10%
- Filipino: 4%
- Hawaiian/Part-Hawaiian: 7%
- Japanese: 22%
- Korean: 1%
- Samoan: 1%
- Mixed, not Hawaiian: 2%
- Other: 1%

n=237
Figure 50: Education of Interested Respondents

- Less than HS: 26%
- GED: 8%
- HS grad: 32%
- Business/Trade grad: 10%
- Some college: 5%
- CC grad: 20%
- Univ grad: 4%
- Post grad of professional degree: 9%

n=237

Figure 51: Employment Status of Interested Respondents

- Full-time: 62%
- Part-time: 19%
- Student: 6%
- Homemaker: 9%
- Retired: 4%
- Unemployed: 6%
- Don’t know: 2%

n=237
Figure 52: Household Income of Interested Respondents

- Less than $10K: 18%
- $10-15K: 9%
- $15-25K: 14%
- $25-35K: 19%
- $35-50K: 22%
- $50-75K: 19%
- $75-100K: 14%
- $100-150K: 9%
- $150K+: 5%
- Don’t know: 1%

n=237
Figure 53: Occupation of Interested Respondents

- Professional: 21%
- Other: 13%
- Management: 11%
- Retired: 9%
- Self-employed: 8%
- Technical: 8%
- Sales: 8%
- Student: 4%
- Homemaker: 4%
- Unemployed: 3%
- CEO/Executive: 2%
- Clerical: 1%
- Hotel/Restaurant: 1%
- Don’t know: 1%
- Military: 1%
- Construction/Laborer: 1%
- Entrepreneur: 1%
- Marketing: 1%
- Farming/Ag: 1%

n=237
Of those respondents who stated they have considered continuing education in the past and/or currently considering it, 28.8 percent will enroll within the year, 38.2 will enroll 1-2 years from now, and 19.2 percent intend to enroll 2-3 years from now. We found no major differences due to demographic variation.

Figure 54: Intended time frame to enroll in future

- 28.8% Within next year
- 38.2% 1-2 years from now
- 19.2% 2-3 years from now
- 13.2% 3 or more years from now
- 0.7% Already enrolled

n=237
Overall, those interested in continuing education are interested in the fields of business management and administration, health sciences, and education and teaching.

When we examined the various segments we found several differences in response distributions. For example, of the Oahu residents who are interested, the top three intended fields of study were business management and administration, health sciences, and STEM; of Hawaii Island residents, the top three intended fields of study were business management and administration, health sciences, and human services; of Maui residents, the top three fields were business management and administration, health sciences, and education and teaching; and of Kauai residents, the top three intended fields of study were business management and administration, law, public safety, corrections and security, and health sciences.

Among men, the top fields were business management and administration, law, education and teaching, and STEM, while among women the top fields were business management and administration, health sciences, human services, and education and teaching.

Younger and middle-aged respondents indicated interest in business management and administration and health sciences, while older respondents indicated interest in law, public safety, corrections and security, and human services.

Caucasians expressed interest in business management and administration, health sciences, and human services; Hawaiians expressed interest in business management and administration, law, health sciences, and human services; and AJAs expressed interest in business management and administration, arts, a/v tech, and communications, and education and teaching.

Those respondents with high school degrees intended to study business management and administration, law, and arts; those with community college degrees intended to study business management and administration, and health sciences; college graduates were primarily interested in studying business management and administration and education and teaching; and those with post-graduate degrees intended to study health sciences and education and teaching.
Figure 55: Intended field of study

- Business management and administration: 28.3%
- Health sciences: 19.0%
- Education and teaching: 13.7%
- Other: 11.1%
- Law, public safety, corrections and security: 10.4%
- Human services: 10.1%
- STEM: 8.8%
- Arts, A/V tech, and communications: 8.4%
- IT: 5.9%
- Hospitality and tourism: 5.0%
- Government and public administration: 4.4%
- Hawaiian studies: 2.7%
- Agriculture, food and natural resources: 1.7%
- Vocational Training/Trade: 1.4%
- Architecture and construction: 0.8%
- Transportation: 0.5%

n=272
Figure 56: Intended Field of Study by Island

n=272
The following charts present a graphic representation of the demographic characteristics of our sample survey respondents. We include age, gender, length of residence in Hawaii, marital status, ethnicity, education, employment status, household income, and occupation.

**Figure 57: Respondent Age**

![Pie chart showing age distribution](image)

**Figure 58: Respondent Gender**

![Pie chart showing gender distribution](image)

n=1,050
Figure 59: Respondent Length of Residence in Hawaii

<table>
<thead>
<tr>
<th>Residence Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 year</td>
<td>44%</td>
</tr>
<tr>
<td>1-5 years</td>
<td>12%</td>
</tr>
<tr>
<td>6-10 years</td>
<td>10%</td>
</tr>
<tr>
<td>11-20 years</td>
<td>9%</td>
</tr>
<tr>
<td>More than 20, not lifetime</td>
<td>2%</td>
</tr>
<tr>
<td>Lifetime</td>
<td>23%</td>
</tr>
</tbody>
</table>

n=1,050

Figure 60: Respondent Marital Status

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single, never married</td>
<td>15%</td>
</tr>
<tr>
<td>Married</td>
<td>30%</td>
</tr>
<tr>
<td>Separated/widowed/divorced</td>
<td>55%</td>
</tr>
</tbody>
</table>

n=1,050
**Figure 61: Respondent Ethnicity**

- Caucasian: 38%
- Chinese: 26%
- Filipino: 12%
- Hawaiian/Part-Hawaiian: 10%
- Japanese: 8%
- Korean: 5%
- Samoan: 6%
- Mixed, not Hawaiian: 6%
- Other: 8%

n=1,050

**Figure 62: Respondent Education**

- Less than HS: 31%
- GED: 24%
- HS grad: 10%
- Business/Trade grad: 10%
- Some college: 8%
- CC grad: 4%
- Univ grad: 4%
- Post grad of professional degree: 0%

n=1,050
**Figure 63: Respondent Employment Status**

- Full-time: 53%
- Part-time: 13%
- Student: 4%
- Homemaker: 3%
- Retired: 22%
- Unemployed: 5%
- Don't know: 1%

n=1,050

**Figure 64: Respondent Household Income**

- Less than $10K: 17%
- $10-15K: 18%
- $15-25K: 18%
- $25-35K: 14%
- $35-50K: 20%
- $50-75K: 9%
- $75-100K: 4%
- $100-150K: 5%
- $150K+: 7%
- Don't know: 4%

n=1,050
Figure 65: Respondent Occupation

- Retired: 19%
- Professional: 18%
- Other: 14%
- Management: 8%
- Self-employed: 7%
- Clerical: 7%
- Technical: 5%
- Sales: 5%
- Student: 4%
- Unemployed: 3%
- Homemaker: 2%
- Hotel/Restaurant: 2%
- Don’t know: 1%
- CEO/Executive: 1%
- Military: 1%
- Construction/Laborer: 1%
- Entrepreneur: 1%
- Marketing: 1%
- Farming/Ag: 1%

n=1,050
FOCUS GROUP APPROACH AND CONCLUSIONS

OBJECTIVE AND METHODOLOGY

To gather a more in depth understanding of the image and attitude of UHCC students towards the institution, two focus groups with existing students were undertaken. The focus groups were held on September 26th, 2012 at Leeward Community College. Group participants were recruited by UHCC administration and participants received a small gratuity for their work.

Attached as Appendix C is the discussion outline used to guide the discussion. SMS is also providing the audio tapes of the groups for client’s further review.

GROUP PARTICIPANTS

The two groups were divided by gender. The major demographic characteristics of the participants are:

The female group represented both traditional students (those who enter UHCC directly from high school) as well as students who returned after a period of hiatus. Almost a third of the participants were continuing education adults.

- 46% traditional students (18-24)
- 23% young returner (early 20s)
- 31% older returners (older than 30)

The group also had a good representation of ethnic groups\(^2\) as can be noted in the following breakdown.

- 38% Hawaiian or Part-Hawaiian
- 23% Americans of Japanese Ancestry
- 15% Caucasian
- 23% Other

The group of male participants also represented a diversity of students as can be noted from the following breakdown.

Group 2 (Male)

- 30% traditional students (18-24)
- 30% young returners (early 20s)
- 40% older returners (older than 30)

---

\(^2\) Ethnic identification was approximated by observation and comments made by focus group participants.
A majority of the participating males are of Hawaiian ethnic background.

- 70% Hawaiian or Part-Hawaiian
- 10% Caucasian
- 20% Other

**CONCLUSIONS**

**When and how college decisions are made**

As would be expected, there are different decision making processes between traditional students (those entering higher education directly from high school) and continuing education students. There appears to be few differences in the thought and planning process between males and females.

Students who enter college directly from high school appear to be more motivated and encouraged by both parents and school’s staff. However, a higher level of encouragement occurs in high schools that are recognized as college preparatory schools such as Kamehameha Schools.

‘At KS “They groom you early on”, and put emphasis on scholarships.”
“At KS they push you and you must apply for college. They make you do the SAT.”

But it appears that public high schools do not provide similar motivation or inducement. It is the opinion of some of the participants that they may even have faced some bias by their teachers/administration. There is a sense that only “some” of the high school students are encouraged to continue their education.

At Waianae although programs to prepare/encourage you were available, “they were not publicized”.

“Programs (college preparatory) were in place, but they were not accessible.”
“If you do not have support of teachers or parents, we did not go to those programs.”
“Some of the teachers had a “putty putty attitude, making you feel not qualified for college.”
“A counselor told me that I was not good enough, and applied to other students.”
“In public schools if you were a smart one you would be directed.”
“I didn’t even know what liberal arts is”.

There was a sense among the participants that some high schools don’t do enough to encourage students to go to college. There is also a sense that high school teachers may reach conclusions about students’ capabilities; and based on these conclusions, will either direct or not direct students towards college preparatory programs.
Only a few of the participating students recall parent encouragement to go to college. Many of the students described a difficult upbringing with both economic and social issues at home, where college education was not encouraged. Most of these participants are today in the continuing education program at UHCC.

“I knew I wanted to go to high school but could not afford it, so I went to the army.”
“My family would never let me go away…”

Possibly because of the lack of college emphasis at some of the high schools, some of the participants also felt unprepared for college.

“High school did not prepare me for college.”
“Many people did not go to college directly from high school because they did not know what they wanted to do.”

Different segments of students made the decision at different times. As already stated, traditional students made the decision to go to UHCC while in high school. The participants who decided to go back to school at a later time in life did it due to two primary reasons:

- To improve their life opportunities
- As a result of recognizing what they are missing due to a lack of education

**Why UHCC**

When asked about how participants decide to go to UHCC, the first response in all cases was “cost”. UHCC is recognized as a good value education program.

There is little recall about UHCC advertising and communication efforts. There was a sense from the groups that UHCC is part of the Hawaii education structure—people are aware of the institution almost on sub-conscious level. The participants recalled little advertising for any of the colleges or universities.

“Community colleges lack exposure and maybe need more advertising.”

As will be noted later in this report, most participants suggest a more aggressive high school outreach program for UHCC will be beneficial. Multiple reasons for selecting UHCC includes cost, convenient location, small size, ease of entry, and its superior transition to an accredited university such as the University of Hawai`i. Cost was mentioned first, unaided and enthusiastically.

Money...“did not want to be a bum.”
“You don’t want to spend hundreds of thousands of dollars for a degree… this is a good place to test what you want to learn.”
“I want to be a master of my own future and college will give me that.”
“Came from Chaminade to here and it has been so great and they make me feel at home.”
“Close to home, small school, good parking, and not getting lost.”
“It is a bridge, giant support system, tutors for every subject and more…”
“free programs that help you move forward. Why go to university when you can get the same education in community college without all the pressure.”
Participants were also vocal about some of the unique benefits of Leeward Community College as compared to other campuses.

“LCC has a smaller environment, more like family.”
“Kapiolani when I went there, there’s lots of people, and most do not speak English. At LCC it is small, the people, the halau, a lot of tutoring…”
“Has specific programs, substance abuse CSAP.”
“We have the most Hawaiian plants among all community colleges reflecting LCC’s strength in community.”
“Close to community, put the community back in community college.”
“More one on one.”
“The halau and their staff are great help – that place is magical; the staff there is awesome.”

As previously mentioned, UHCC is recognized as an ideal transfer vehicle to the University of Hawai‘i system.

“Transfer options to UH are automatic and has automatic admission. Great stuff.”
“It’s the back door to get into UH Manoa eventually.”

**Leeward Community College versus Other Campuses**

As already mentioned, positive comments were made about Leeward Community College, especially its emphasis on Native Hawaiian studies and the local community. As an example...

“LCC is best for Hawaiian stuff.”
“LCC has this Hawaiian Club to learn about Hawaiian plants and culture – this helps you have fun and be motivated.”
“The research center, learning center --- the support is there – they are great. Here I feel like I am somebody.”
“I came here to just get a degree, but I got a lot more – the faculty challenges you to grow.”
“The support staff here is great.”
“The support to help me be successful is so established here.”

There is a level of disagreement among the participants regarding differences between campuses, and whether such differences should exist. Specifically, some of the participants feel that such differentiation may cause issues for some students. Differences between KCC and LCC were mentioned.

“Transportation to other colleges is difficult, especially if each college specializes in one area.”
“Should consider standardization through all the community colleges so that we do not have to go to different schools for different classes.”
“There is also some negative perception of “community.”
“Some schools think community colleges are negative, especially schools like Kamehameha.”
**Satisfaction**

A majority of participants were more than satisfied with their experiences at UHCC.

“*My expectations have been met and beyond.*”

But there are some issues with bureaucracy.

“*Bureaucracy is a problem and communication between departments.*”

“*These people are very active on campus.*”

**How to Increase Attendance**

There was consensus among the participants that reaching all students earlier and personally would be the most effective means of increasing UHCC attendance. Specifically, reference was made to encouraging all teachers to help all students, undertake more outreach efforts, and expand efforts to non-traditional students.

“I think they should make college preparatory programs mandatory.”

“More outreach. Have every high school counselor meet with every student to help guide them, especially to UHCC.”

“The one disconnect is between the student and the counselor.”

“Step up scholars program. Good program.”

“Teachers do not motivate enough.”

“If they can start working with the students early, not just in the last year. It would help a lot.”

“Easy transition from high school, even for non-traditional students.”

“Get to the kids in high school earlier. Maybe do field trips for students to visit campuses. Be more pro active.”

“The innovation center had a grant to send people to high school to help students.”

“They should target non-traditional students, because a lot of them think they cannot do it.”

“Consider incentives, so people can experience UHCC, and once they feel it ……”
APPENDIX A: SURVEY

CONFIDENTIAL SURVEY

Aloha! Please participate in this CONFIDENTIAL survey regarding continuing education in Hawaii. We would like to thank you in advance for taking part.

Q1) Which island do you live on?

- Oahu .......................................................... 33%
- Hawaii (Big Island) ....................................... 29%
- Maui ............................................................ 20%
- Lanai [Terminate] ......................................... 0
- Kauai ............................................................ 13%
- Molokai [Terminate] ....................................... 0
- Does not live in Hawaii [Terminate] .................. 0

Q2) When thinking of a higher or continuing education, which college/universities in Hawaii come to mind? [LIST AS MANY AS POSSIBLE]

Q3) For which colleges or universities in Hawaii did you see, hear, or read any advertising in the past month? [LIST AS MANY AS POSSIBLE]

Q4) Have you heard of the following colleges/universities? [CHECK AS MANY AS APPLY]

- Brigham Young University Hawaii [Skip to Q0] 86%
- Chaminade University [Skip to Q8] .............. 88%
- Hawaii Pacific University [Skip to Q8] ......... 90%
- University of Hawaii Community Colleges .... 32%
- University of Hawaii Hilo [Skip to Q8] ......... 80%
- University of Hawaii Manoa [Skip to Q8] ...... 98%
- University of Hawaii West Oahu [Skip to Q8] . 69%
- University of Phoenix [Skip to Q8] ............... 59%
- Wycliffe Baptist University Hawaii [Skip to Q0] .... 0

*Total Name Awareness

Q5) Which of the following community colleges have you heard of? [CHECK AS MANY AS APPLY]

- Hawai'i Community College .......................... 64%
- Honolulu Community College ...................... 65%
- Kapiolani Community College ...................... 75%
- Kauai Community College ............................ 53%
- Leeward Community College ....................... 70%
- UH Maui College ......................................... 62%
- Windward Community College ..................... 61%

*Total Name Awareness

Q6) For which of the following colleges or universities, did you see, hear, or read any advertising in the past month? [CHECK AS MANY AS APPLY]

- Brigham Young University Hawaii [Q10] ... 9%
- Chaminade University Hawaii [Q6] ............ 24%
- Hawaii Pacific University [Q0] ................. 45%
- University of Hawaii Community College .... 45%
- University of Hawaii Hilo [Q10] ............... 31%
- University of Hawaii Manoa [Q10] ............ 72%
- University of Hawaii West Oahu [Q10] ....... 14%
- University of Phoenix [Q10] ................. 39%
- Wycliffe Baptist University Hawaii [Q10] ...... 0

*Total Name Awareness

Q7) (Now) You said you remember seeing advertising for University of Hawaii Community Colleges. In your own words, can you tell me what you remember seeing or hearing?

Q8) (Now) You said you remember seeing advertising for Chaminade University. In your own words, can you tell me what you remember seeing or hearing?

Q9) (Now) You said you remember seeing advertising for Hawaii Pacific University. In your own words, can you tell me what you remember seeing or hearing?

Q10) Is there one college/university that you heard of which is the best or are all the same?

- Brigham Young University Hawaii ............ 3%
- Chaminade University ............................... 9%
- Hawaii Pacific University ....................... 12%
- University of Hawaii Community Colleges .... 8%
- University of Hawaii Hilo ......................... 11%
- University of Hawaii West Oahu ............... 4%
- University of Phoenix .............................. 1%
- Wycliffe Baptist University Hawaii ........... 0%
- All the same ............................................. 52%

Q11) In your own words, can you tell us why this college/university is the best?
Q12) When choosing or deciding on a college to attend, please tell us how important each of the following is to you? [RANDOMIZE ORDER OF QUESTIONS]

<table>
<thead>
<tr>
<th>Factor</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Neither Important nor Unimportant</th>
<th>Somewhat Unimportant</th>
<th>Not At All Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reputation of school</td>
<td>55%</td>
<td>33%</td>
<td>5%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Location close to home</td>
<td>36%</td>
<td>39%</td>
<td>15%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Location close to work</td>
<td>24%</td>
<td>40%</td>
<td>25%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Convenient hours for my working schedule</td>
<td>55%</td>
<td>29%</td>
<td>11%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Availability of night classes</td>
<td>33%</td>
<td>40%</td>
<td>13%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Quality of campus</td>
<td>45%</td>
<td>42%</td>
<td>10%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Quality of teachers and instructors</td>
<td>80%</td>
<td>17%</td>
<td>2%</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Cost</td>
<td>75%</td>
<td>20%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Variety of classes/class availability</td>
<td>68%</td>
<td>27%</td>
<td>3%</td>
<td>0%</td>
<td>2%</td>
</tr>
<tr>
<td>Availability of online classes</td>
<td>36%</td>
<td>39%</td>
<td>17%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Availability of weekend classes</td>
<td>27%</td>
<td>37%</td>
<td>22%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Availability of student financial aid</td>
<td>57%</td>
<td>25%</td>
<td>13%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Ease of eligibility and acceptance</td>
<td>36%</td>
<td>41%</td>
<td>15%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Availability of parking</td>
<td>43%</td>
<td>36%</td>
<td>15%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Being easily accessed by public transportation</td>
<td>32%</td>
<td>32%</td>
<td>21%</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Availability of job placements or internships</td>
<td>40%</td>
<td>36%</td>
<td>17%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Campus life</td>
<td>15%</td>
<td>31%</td>
<td>29%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Availability of free wi-fi</td>
<td>32%</td>
<td>33%</td>
<td>24%</td>
<td>5%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Q13) Are you currently, or are you planning on pursuing any form of continuing education in the future? (Continuing education means post high school education)

Yes (Continue) .............................................. 58%
No (Skip to Q27) ........................................... 42%

You said that you are, or are planning to continue your education. Let us ask you a few questions regarding these plans.

Q14) Are you already registered for continuing education? (Continuing education means post high school education)

Yes ........................................................... 39%
No (Skip to Q17) ........................................... 61%

Q15) If yes to Q14 Which college or university are you registered for now?

<table>
<thead>
<tr>
<th>College或University</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brigham Young University Hawaii</td>
<td>1%</td>
</tr>
<tr>
<td>Chaminade University</td>
<td>2%</td>
</tr>
<tr>
<td>Hawaii Community College</td>
<td>10%</td>
</tr>
<tr>
<td>Hawaii Pacific University</td>
<td>1%</td>
</tr>
<tr>
<td>Honolulu Community College</td>
<td>6%</td>
</tr>
<tr>
<td>Kapiolani Community College</td>
<td>2%</td>
</tr>
<tr>
<td>Kauai Community College</td>
<td>1%</td>
</tr>
<tr>
<td>Lee Ward Community College</td>
<td>1%</td>
</tr>
<tr>
<td>UH Maui College</td>
<td>5%</td>
</tr>
<tr>
<td>University of Hawaii Hilo</td>
<td>14%</td>
</tr>
<tr>
<td>University of Hawaii Manoa</td>
<td>18%</td>
</tr>
<tr>
<td>University of Hawaii West Oahu</td>
<td>3%</td>
</tr>
<tr>
<td>University of Phoenix</td>
<td>3%</td>
</tr>
<tr>
<td>Windward Community College</td>
<td>0%</td>
</tr>
</tbody>
</table>

Q16) Why did you choose this college/university?

Wyland Baptist University Hawai... 0%
Others [specify] ____________________ 33%

Q17) Have you thought about continuing your education before but for some reason couldn't at that time?

Yes, considering it now ......................... 37%
Yes, considered in the past but couldn't attend 50%
No (Skip to Q27) ........................................ 13%

Q18) Have you already enrolled or when do you plan on enrolling?

Already enrolled ........................................ 1%
Within the next year ................................ 28%
1 to less than 2 years from now .................. 38%
2 to less than three years from now ............... 19%
3 or more years from now ......................... 13%

Q19) Why are you planning on continuing your education? Is it because you want to... [Mark all that apply]

- Obtain or update job related skills ................ 49%
- Get a better job or move up at your current place of employment .... 44%
- Earn your college degree ......................... 41%
- Earn a certificate ................................... 14%
- Feel better about yourself and your capabilities ...... 33%
- Or are you interested in self improvement/ personal enjoyment ... 48%
- Or other [specify] .................................... 8%
Q20) Do you also plan to use your education to eventually get a higher degree?
   Yes .................................................. 87%
   No ................................................... 33%

Q21) Are you planning to go to school full time, or are you planning to undertake studies while working full time or part time?
   School full time ..................................... 16%
   School while working ............................. 68%
   Other [specify] ..................................... 9%
   Don’t Know ........................................ 8%

Q22) What times would be most convenient for you to attend classes?
   Between 8:00 am and 12:00 pm ................ 19%
   Between 12:00 pm and 4:00 pm ............... 18%
   Or between 4:00 pm or later .................... 40%
   Don’t Know ........................................ 14%

Q23) Which of the following method of course delivery would you pursue? [CHECK ALL THAT APPLY]
   In-class ........................................... 84%
   Online (includes video, online chat rooms) .... 60%
   Hybrid of in-class and online ................... 52%
   Broadcast Television ............................. 12%
   Satellite Conferencing ........................... 12%
   Seminar ........................................... 21%
   Others [specify] ................................... 2%

Q24) Are you planning to pursue...
   A Bachelor’s degree or higher (Skip to Q26) ....... 55%
   An Associate’s degree (Skip to Q25) ............. 11%

Q25) You said you’re planning to pursue your Associate’s degree. After attaining your Associate degree, are you planning on continuing to pursue a higher degree?
   Yes ............................................... 68%
   No ................................................. 42%

Q26) You said you’re interested in continuing your education. What field of study are you planning to pursue? [MARK ALL THAT APPLY]
   Agriculture, Food & Natural Resources ...... 2%
   Architecture & Construction ................ 1%
   Arts, Audio/Video Tech & Communications .... 8%
   Business Management & Administration .... 28%
   Education & Teaching .......................... 14%
   Government & Public Administration ......... 4%
   Hawaiian Studies ................................ 3%
   Health Sciences .................................. 19%
   Hospitality & Tourism (includes Culinary) .... 5%
   Human Services (family, personal & consumer services) ........................................ 10%
   Information Technology .......................... 8%
   Law, Public Safety, Corrections & Security .... 10%
   Science, Technology, Engineering & Math (STEM) 8%
   Transportation ................................... 1%
   Vocational Training/Trades ..................... 1%
   Other [specify] .................................... 11%

Q27) Why do you not plan to undertake any continuing education?

Q28) How would you rank University of Hawaii Community Colleges on each of the following. [CHECK ONE PER LINE] (ROTATE)

<table>
<thead>
<tr>
<th>University of Hawaii Community College</th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very Poor</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reputation of school</td>
<td>13%</td>
<td>35%</td>
<td>29%</td>
<td>3%</td>
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<td>Location close to home</td>
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<tr>
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<tr>
<td>Availability of night classes</td>
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<td>16%</td>
<td>29%</td>
<td>3%</td>
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<td>2%</td>
<td>23%</td>
</tr>
<tr>
<td>Safety, accessibility and acceptance</td>
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<td>30%</td>
<td>19%</td>
<td>3%</td>
<td>1%</td>
<td>30%</td>
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<tr>
<td>Overall Quality</td>
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<td>19%</td>
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<td>2%</td>
<td>37%</td>
</tr>
<tr>
<td>Availability of the wi-fi access</td>
<td>12%</td>
<td>22%</td>
<td>18%</td>
<td>1%</td>
<td>1%</td>
<td>19%</td>
</tr>
</tbody>
</table>

FOR CLASSIFICATION PURPOSES ONLY.

DEMOGRAPHICS

Q29) Can you specify your age:

- 18 to 24 ........................................... 12%
- 25 to 34 ........................................... 17%
- 35 to 44 ........................................... 8%
- 45 to 54 ........................................... 8%
- 55 to 64 ........................................... 10%
- 65 to 74 ........................................... 13%
- 75 to 83 ........................................... 13%
- 84 or older? ...................................... 13%

Q30) Your gender:

- Male ............................................. 30%
- Female ......................................... 61%

Q31) How long have you lived in Hawaii?

- Less than one year ................................ 2%
- 1 to 5 years ...................................... 12%
- 6 to 10 years .................................... 10%
- 11 to 20 years ................................... 9%
- More than 20 years, not lifetime ............. 23%
- Lifetime ......................................... 44%

Q32) What is your marital status?

- Single, never married ................................ 30%
- Married .......................................... 55%
- Separated, widowed or divorced? ............... 0%
- Don't know ....................................... 15%
- Refused .......................................... 0%

Q33) What ethnicity do you most closely identify yourself with?

[DO NOT READ LIST]

- Caucasian ......................................... 38%
- Chinese ........................................... 5%
- Filipino ......................................... 6%
- Hawaiian or Part Hawaiian ...................... 12%
- Japanese ......................................... 26%
- Korean ........................................... 1%
- Samoan ........................................... 0%
- Black or African American ...................... 0%
- Mixed, Not Hawaiian ............................. 8%
- Other [specify] .................................. 3%
- No answer/refused ............................... 1%

Q34) What is the highest level of education you completed?

(Read choices)

- Less than high school ............................ 0%
- GED (General Education Development) ....... 1%
- High School graduate ............................ 10%
- Business/Trade School graduate ............... 4%
- Some college (did not complete) ............. 22%
- Community college graduate (associate's degree) 8%
- University graduate (bachelor's degree) .... 31%
- Post graduate or professional degree ....... 25%

Q35) What is your employment status? Are you...

- Employed full time (35+ hours/week) .......... 53%
- Employed part time ................................ 13%
- A full time student ................................ 4%
- A homemaker ..................................... 3%
- Retired ........................................... 22%
- Or currently unemployed? ....................... 5%
- Don't know ....................................... 1%

Q36) What was your total 2011 household income, before taxes? Was it...

[IF THE RESPONSE FALLS ON THE BOUNDARY, SELECT UPPER CATEGORY]

- Less than $10,000 ................................ 4%
- $10,000 to $15,000 ............................... 2%
- $15,000 to $25,000 ............................... 4%
- $25,000 to $35,000 ............................... 9%
- $35,000 to $50,000 ............................... 14%
- $50,000 to $75,000 ............................... 20%
- $75,000 to $100,000 ............................. 18%
- $100,000 to $150,000 ............................ 17%
- More than $150,000 .............................. 7%
- Don't know ....................................... 5%

Q37) What is your occupation? [MARK ONLY ONE ITEM BELOW]

- CEO/Executive .................................... 1%
- Management ...................................... 8%
- Entrepreneur .................................... 1%
- Professional ...................................... 18%
- Technical ......................................... 5%
- Sales (Retail) .................................... 5%
- Marketing ......................................... 1%
- Service for Hotel/Restaurant .................. 2%
- Clerical ........................................... 7%
- Construction/Laborer (blue collar) .......... 1%
- Farming/Agriculture ............................. 1%
- Military ........................................... 1%
- Homemaker ........................................ 2%
- Student ........................................... 5%
- Self-employed .................................... 7%
- Not employed ..................................... 4%
- Retired ........................................... 16%
- Other [specify] .................................. 14%
- Don't know ....................................... 1%
Q38) What is your zip code?

Thank you very much for participating in this survey.
APPENDIX B: OPEN-ENDED COMMENTS

When thinking of a higher or continuing education, which colleges/universities in Hawaii come to mind?

- A work in progress.
- Argosy University, University of Hawaii, Hawaii Pacific.
- Argosy, University of Hawaii, Chaminade, Embry Riddle, Hawaii Pacific.
- Brigham Young University Hawaii, Hawaii Pacific University, University of Hawaii.
- BYU Hawaii, UH Hilo, Hawaii Community College, UH Manoa, Hawaii Pacific University.
- BYU-Hawaii, Chaminade, Hawaii Pacific, UH Hilo, UH Windward, UH Leeward, Maui Community College.
- Chaminade - online access.
- Chaminade, University of Hawaii at Manoa, University of Phoenix.
- Chaminade University, Hawaii Pacific, University of Hawaii at Manoa, University of Phoenix.
- Chaminade University, Manoa UH.
- Chaminade University, UH Manoa, UH Hilo, BYU.
- Chaminade University, University of Hawaii.
- Chaminade, HPU, UH.
- Chaminade, community colleges, HPU, UH Manoa.
- Chaminade, Hawaii Pacific, University of Hawaii, community colleges, Wayland Baptist.
- Chaminade, HPU, University of Hawaii at Manoa, Argosy, University of Phoenix.
- Chaminade, UH Hilo, UH Manoa, BYU, Hawaii Pacific University.
- Chaminade, UH Manoa, HPU.
- Chaminade, UH systems.
- Chaminade, UH, HPU, UH Hilo, WCC, LCC, HCC.

- Chaminade, University of Hawaii at Manoa, Hawaii Pacific, Phoenix, UH West Oahu.
- Chaminade, University of Hawaii, University of Phoenix, HPU.
- Chaminade, University of Hawaii.
- Chaminade, University of Honolulu, Hawaii Pacific University.
- College of Tropical Agriculture and Human Resources, Hawaii Community College, Maui Community College, Kapiolani Community College, University of Hawaii, West Hawaii.
- Community colleges.
- Depends, I usually look at online colleges, the convenience of just doing work online, and not worry about going to school. If any physical schools then Chaminade University.
- Harvard, Stanford, Yale, UCLA, Wesley, Georgetown.
- Harvard, Yale, Brown, UHP, UH, Duke, UNC.
- Hawaii (Hilo), Leeward, Kapiolani, West Hawaii (Kona), Honolulu, Maui, Kauai community colleges. UH Hilo, UH Manoa, Chaminade, BYU Hawaii, HPU.
- Hawaii Community College Hilo, University of Hawaii.
- Hawaii Community College, Phoenix, Remington.
- Hawaii Community College, UH Hilo, UH Manoa.
- Hawaii Community College, UH Hilo.
- Hawaii Community College, UH Hilo.
- Hawaii Community College, University of Hawaii at Hilo and Manoa, Chaminade, Hawaii Pacific College.
- Hawaii Community College, University of Hawaii at Hilo, Phoenix University, Hawaii Pacific, University of Hawaii Manoa, Chaminade.
- Hawaii Community College, University of Hawaii at Hilo, University of Hawaii at Manoa, Maui.
Community College, Heald College, Hawaii Pacific University.
Hawaii Community College, University of Hawaii at Hilo.
Hawaii Community College, University of Hawaii, Akamai, University of Phoenix.
Hawaii Community College, University of Hawaii.
Hawaii Community College, University of Hawaii.
Hawaii Community College.
Hawaii Medical Institute, University of Hawaii, Honolulu Community College, Leeward Community College.
Hawaii Pacific College.
Hawaii Pacific University, Kapiolani Community College.
Hawaii Pacific University, UH Hilo, UH Manoa, Chaminade, Leeward Community College, Kapiolani Community College, Hilo Community College.
Hawaii Pacific University, UH Manoa, Kapiolani Community College, Leeward Community College.
Hawaii Pacific University, University of Hawaii Manoa, University of Hawaii Hilo, Chaminade University, Kapiolani Community College, Honolulu Community College, Leeward Community College.
Hawaii Pacific University, University of Hawaii, Kapiolani Community College.
Hawaii Pacific University, University of Hawaii, Leeward Community College.
Hawaii Pacific University, University of Hawaii, Thomas Edison, University of Phoenix.
Hawaii Pacific University, University of Hawaii.
Hawaii Pacific University, University of Hawaii.
Hawaii Pacific University.
Hawaii Pacific University.
I have no children in the school system and have not given a lot of thought to it, so I guess Hilo.

- Kapiolani Community College, Honolulu Community College, University of Hawaii West Oahu.
- Kauai Community College, and University of Hawaii Manoa.
- Kauai Community College, Chaminade College, University of Hawaii, Heald College, University of Hawaii Hilo Campus, Phoenix University.
- Kauai Community College, Chaminade, University of Hawaii, UH Campuses on different islands, Kapiolani Community College.
- Kauai Community College, Kapiolani Community College, University of Hawaii Manoa, UH Hilo, Leeward Community College, Windward Community College, Kapiolani Community College, Maui College, UH West Oahu, Honolulu Community College.
- Kauai Community College, Leeward Community College, University of Hawaii Manoa, University of Hawaii Hilo, Kapiolani Community College, Maui Community College, University of Phoenix, Chaminade College, Hawaii Pacific University.
- Kauai Community College, UH at Manoa.
- Kauai Community College, UH Manoa, Hawaii Pacific University, Chaminade, UH Hilo.
- Kauai Community College, UH Manoa, UH Hilo, Kapiolani Community College, BYU, Leeward Community College, Windward Community College, Heald.
- Kauai Community College, University of Hawaii Manoa, Kapiolani Community College.
- Kauai Community College, University of Hawaii, Chaminade University, UH Hilo.
- Kauai Community College, University of Hawaii, Hawaii Pacific University.
HPU, Chaminade, Heald University of Phoenix.
- Linfield, UCLA, Lewis and Clark.
- Manoa.
- Maui College, University of Hawaii.
- Maui College.
- Maui College.
- Maui Community and UH.
- Maui Community College and University of Hawaii.
- Maui Community College, Hawaii Pacific University, Kapiolani Community College.
- Maui Community College, Hawaii Pacific University, University of Hawaii Manoa, University of Hawaii Hilo, Hawaii Pacific College, Brigham Young University Laie.
- Maui Community College, Leeward Community College, UH.
- Maui Community College, UH Manoa, UH Hilo, KCC, LCC, Kauai Community College, Windward Community College.
- Maui Community College, University of Hawaii at Manoa, Kauai Community College.
- Maui Community College, University of Hawaii, Chaminade University, Hawaii Pacific University, Kapiolani Community College, Leeward Community College, Windward Community College, Hilo Community College.
- Maui Community College, University of Hawaii, Remington College.
- Maui Community College, University of Hawaii.
- Maui Community College.
- Maui Community College.
- Maui Community College.
- MCC, University of Hawaii.
- MCC.
- MHC.
- Needs more improvement in elementary education.
- No.
- None.
- None.
- None.
- None.
- None.
- None.
- None.
- North Hawaii Community College, University of Hawaii Hilo.
- Not familiar with schooling here. No students here.
- On the Kona side, there are just satellite type no campus.
- Punahou, Maui college, UH.
- The only one is University of Hawaii.
- The University of Hawaii system that includes community colleges, Manoa, west Oahu and Hilo.
- The University of Hawaii, Chaminade, Heald College, Hawaii Pacific University, Kapiolani Community College, Honolulu Community College.
- UC Berkeley, San Jose State, San Francisco State, UC Davis, UCLA.
- UCSD, UCLA, Stanford.
- UH (Manoa, Hilo, West Oahu), Hilo Community College, Windward Community College, Leeward Community College, Kapiolani Community College, Chaminade University, Hawaii Pacific University, BYU Hawaii.
- UH and all of it's community colleges, Heald, HPU, Chaminade.
- UH at Hilo, UH at Manoa.
- UH at Manoa, Chaminade, HPU, UH West Oahu, University of Phoenix.
- UH at Manoa, HPU.
- UH at Manoa, UH at Hilo, Chaminade.
- UH at Manoa, UH at Hilo.
- UH at Manoa.
- UH community college.
- UH Hawaii.
- UH Hilo, any number of online colleges, universities, Hilo Community College.
- UH Hilo, Argosy.
- UH Hilo, Hawaii Community College, UH Manoa.
- UH Hilo, Hawaii Community College, West HI Community College.
UH Hilo, Hawaii Community College.
UH Hilo, HCC.
UH Hilo, HCC.
UH Hilo, Hilo CC.
UH Hilo, Manoa, West Hawaii,
UHCC Hawaii, Maui, Kauai,
Honolulu, Leeward, Windward,
Kapiolani, Chaminade, Heald, HPU,
Remington.
UH Hilo, Manoa.
UH Hilo, UCC.
UH Hilo, UH Kona.
UH Hilo, UH Manoa, Hawaii
Community College, on-line
colleges.
UH Hilo, UH Manoa, HCC, Pacific
University.
UH Hilo, UH Manoa, HPC, BYU
Hawaii.
UH Hilo, UH Manoa, HPU, Leeward
Community.
UH Hilo, UH Manoa, HPU,
Chaminade, BYU Hawaii.
UH Hilo, UH Manoa, HPU.
UH Hilo, UH Manoa, UC community
colleges, Heald, Remington.
UH Hilo, UH Manoa, UC community
colleges, HPU, Chaminade
University, BYU Hawaii.
UH Hilo, UH Manoa.
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UH Hilo, UH Manoa.
UH Hilo, UH Hawaii, HPU,
Chaminade, Kapiolani Community.
UH Hilo.
UH Hilo.

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UH Hilo.
UH in Hilo.
UH is all we have here, with an
extenuation in Kona.
UH Manoa, UH Hilo, Kauai
Community College.
UH Manoa, BYU Hawaii, UH Hilo,
Chaminade, University of the Pacific,
UH Kauai.
UH Manoa, Chaminade, BYUH,
Hawaii Pacific University, Maui
College, Hawaii College, Kauai
Community College, West Hawaii
College.
UH Manoa, Chaminade, HPU,
Argosy.
UH Manoa, Chaminade, HPU,
Phoenix, Heald.
UH Manoa, Chaminade, HPU.
UH Manoa, Chaminade, LCC, MCC,
UH Maui College.
UH Manoa, Chaminade, Leeward
Community College, Windward
Community College, UH Hilo, Kauai
Community College.
UH Manoa, Hawaii Pacific, Hawaii
Loa, BYU Kahuku.
UH Manoa, HCC, KCC, LCC, WCC,
HPU, Univeristy of Phoenix,
Remington College, Heald College.
UH Manoa, Hilo and Maui, HPU,
Chaminade.
UH Manoa, Hilo, West Oahu, HPU,
Chaminade, UH Community college
system.
UH Manoa, Honolulu Community
College, Kapiolani Community
College, UH Hilo.
UH Manoa, HPU, Chaminade, UH
Hilo, all community colleges.
UH Manoa, HPU, Chaminade, UH
Hilo.
UH Manoa, HPU, Chaminade, WCC,
LCC, KCC.
- UH Manoa, HPU, Chaminade.
- UH Manoa, HPU, UH Hilo, KCC, HCC, LCC, Chaminade.
- UH Manoa, HPU, UH Hilo, MCC, WCC, Leeward Community College, BYU Hawaii, Chaminade.
- UH Manoa, HPU, UH West Oahu, Chaminade, Kapiolani Community, Leeward Community, Honolulu Community, Remington College, Heald, University of Phoenix.
- UH Manoa, HPU, UH West Oahu, HPU, Chaminade, University of Phoenix, LCC, HCC, KCC, WCC, UH Hilo.
- UH Manoa, HPU.
- UH Manoa, ITT, UH Hilo, KCC.
- UH Manoa, Kapiolani Community College, Heald College, Leeward Community Collage, UH Hilo.
- UH Manoa, Kapiolani Community College, Kauai Community College.
- UH Manoa, Kapiolani Community College.
- UH Manoa, Kauai Community College, Hawaii Pacific University, Chaminade, UH Hilo, Kapiolani Community College.
- UH Manoa, Kauai Community College, Hawaii Pacific University, Chaminade.
- UH Manoa, Kauai Community College, UH Hilo, UH Maui, Honolulu Community College, Kapiolani Community College, Hawaii Pacific University.
- UH Manoa, KCC on Kauai, and Kapiolani.
- UH Manoa, KCC, HPU, Chaminade, HCC, Heald, University of Phoenix.
- UH Manoa, KCC, Leeward Community College, Chaminade, Windward Community College, Hawaii Pacific University.
- UH Manoa, KCC, WCC, HCC, Chaminade, HPU, LCC.
- UH Manoa, Leeward Community College, Windward Community College, Honolulu Community College, UH West Oahu, Heald,
- Hawaii Pacific University, BYUH, Chaminade.
- UH Manoa, Leeward, BYU, West Oahu.
- UH Manoa, Maui College, UH Hilo, BYUH, HPU.
- UH Manoa, Maui College.
- UH Manoa, Maui, Hilo, KCC, Windward, West Oahu, Chaminade, BYU Hawaii.
- UH Manoa, MCC, HPU, UH Hilo.
- UH Manoa, Northwestern in Kirkland, WA, Leeward Community College, Windward Community College, West Oahu.
- UH Manoa, UH community college system, HPU, Chaminade.
- UH Manoa, UH community colleges.
- UH Manoa, UH Hilo, Brigham Young, Hawaii Pacific.
- UH Manoa, UH Hilo, Brigham Young.
- UH Manoa, UH Hilo, Chaminade University, Hawaii Pacific University, Kauai Community College, Hawaii Community College, Kapiolani Community College, Leeward Community College, Honolulu Community.
- UH Manoa, UH Hilo, Chaminade, Hawaii Community College.
- UH Manoa, UH Hilo, Chaminade, Hawaii Pacific University.
- UH Manoa, UH Hilo, Chaminade, Hilo Community College, Leeward Community College, West Hawaii Community College, Heald, Phoenix, BYU.
- UH Manoa, UH Hilo, Chaminade, HPU, BYUH.
- UH Manoa, UH Hilo, Chaminade.
- UH Manoa, UH Hilo, Hawaii Community College, Hilo and Kealakekua.
- UH Manoa, UH Hilo, Hawaii Community College, Kapiolani Community College, Leeward Community College, Honolulu Community College, Maui Community College.
- UH Manoa, UH Hilo, Hawaii Community College, Leeward
Community College, Oahu
Community College, Maui
Community College, Kauai
Community College.

➢ UH Manoa, UH Hilo, Hawaii
Community College, Windward
Community College, Hawaii Pacific University, Chaminade.
➢ UH Manoa, UH Hilo, Hawaii Pacific University.
➢ UH Manoa, UH Hilo, Hawaii Pacific University.
➢ UH Manoa, UH Hilo, HCC, MCC, Pacific University, KCC.
➢ UH Manoa, UH Hilo, HPU, Chaminade University, Kauai Community College, Kapiolani Community College.
➢ UH Manoa, UH Hilo, HPU, Chaminade, HCC.
➢ UH Manoa, UH Hilo, HPU, Chaminade, UH West Hawaii, HCC, MCC, Kapiolani Community College, and others.
➢ UH Manoa, UH Hilo, Kapiolani Community College, Chaminade, UH WHCC.
➢ UH Manoa, UH Hilo, KCC, Hawaii Community College, Hawaii Pacific University, Brigham Young.
➢ UH Manoa, UH Hilo, UH Community Colleges, Hawaii Loa, Phoenix, Chaminade.
➢ UH Manoa, UH Hilo, UH Maui Campus, Kapiolani Community College.
➢ UH Manoa, UH Hilo, UH Maui, Chaminade, University of Phoenix, Pacific University.
➢ UH Manoa, UH Hilo, UH West Oahu, Brigham Young Hawaii, Chaminade, HPU, LCC HCC, KCC, WCC.
➢ UH Manoa, UH Hilo, UH West Oahu, HPU, Chaminade, Honolulu Community College, Kapiolani Community College, Leeward Community College, Windward Community College, Kauai Community College, Hawaii Community College, UH Maui College.
➢ UH Manoa, UH Hilo, UH West Oahu, UH Hilo, Hawaii Pacific University, Chaminade, Kapiolani Community College, Leeward Community College, Windward Community College, Maui College, Chaminade, UH Maui College, Kapiolani Community College, Leeward Community College, Windward Community College, Kauai Community College, UH Maui College.
➢ UH Manoa, UH Hilo, UH West Oahu, UH Hilo, Hawaii Pacific University, Chaminade, Kapiolani Community College, Leeward Community College, Windward Community College, Maui College, Hawaii Community College, Honolulu Community College.
➢ UH Manoa, UH Hilo, UH West, WCC, HCC, KCC.
- UH Manoa, UH-Hilo, Hawaii Community Colleges, Chaminade, HPU, BYU.
- UH Manoa, UHMC, UH Hilo.
- UH Manoa, UHWO, Chaminade, HPU.
- UH Manoa, University of Hawaii Maui Campus, UH Lanai Campus, KCC.
- UH Manoa, University of Phoenix, Chaminade, Hawaii Pacific.
- UH Manoa, WCC, KCC, Chaminade.
- UH Manoa, West Oahu.
- UH Manoa, Windward Community College.
- UH Manoa, UH Hilo, KCC, Phoenix University, Remington University.
- UH Manoa, UH University.
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- UH Manoa.
- UH Manoa.
- UH Maui Campus, UH Manoa Campus, UH Hilo campus.
- UH Maui Campus, UH Manoa, UH Hilo, Chaminade, HPU.
- UH Maui Campus, UH.
- UH Maui Campus.
- UH Maui College, University of Hawaii, Hawaii Pacific University, Chaminade University.
- UH Maui college.
- UH Maui College.
- UH Maui, UH Manoa, Chaminade.
- UH Maui, UH Manoa.
- UH Maui.
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- UH Moanaloa, UH Maui College.
- UH of Manoa, KCC, WCC, LCC.
- UH of Manoa, UH of Hilo, LCC, KCC, Windward Community College, HCC, HPU.
- UH on Maui.
- UH or UHH.

- UH System colleges, HPU, Chaminade.
- UH system on all islands, HPU, Chaminade.
- UH system, HPU, Argosy.
- UH system, HPU, Chaminade, Heald, University of Phoenix, Brigham Young, Remington, Central Michigan (on bases).
- UH system, HPU.
- UH to include community college, BYU.
- UH West Hawaii campus.
- UH West Oahu, UH Manoa, UH Hilo, HPU, Chaminade, University of Phoenix, Argosy.
- UH West, Hawaii Community College, Phoenix.
- UH, Phoenix University, HCC, LCC, Hawaii Pacific University, Kapiolani Community College, Waylen University.
- UH, Phoenix.
- UH, Brigham Young, KCC, Med Assist, Chaminade, Phoenix.
- UH, BYU Hawaii, HPU, Chaminade.
- UH, BYU, Heald.
- UH, BYU, HPU, Phoenix, KCC, HCC, Windward Community College, Heald.
- UH, BYU, HPU, USC.
- UH, Chaminade and HPU.
- UH, Chaminade, Brigham Young.
- UH, Chaminade, Hawaii Pacific University, Remington College, community college.
- UH, Chaminade, Hawaii Pacific, Brigham Young, ITT Tech.
- UH, Chaminade, Heald.
- UH, Chaminade, HPU, BYU Hawaii.
- UH, Chaminade, HPU, Phoenix.
- UH, Chaminade, HPU, Remington, University of Phoenix, Heald.
- UH, Chaminade, HPU.
- UH, Chaminade, KCC.
- UH, Chaminade.
- UH, Chaminade.
- UH, Chaminade.
- UH, Chaminade.
UH, Hawaii Pacific University, Chaminade.
UH, Hawaii Pacific University, Community College, University of Phoenix.
UH, Hawaii Pacific University, Remington College, community colleges on each island, Kauai, Maui, etc.
UH, Hawaii Pacific University.
UH, Hawaii Pacific University.
UH, Hawaii Pacific University.
UH, Hawaii Pacific University, Chaminade.
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UH, Hawaii Pacific University.
UH, HCC, LCC, Kapiolani Community College, UH Hilo, Chaminade, Heald, BYU.
UH, HCC.
UH, HCC.
UH, Heald, Hawaii Pacific.
UH, HPU, BYU.
UH, HPU, Chaminade, KCC, LCC, WCC.
UH, HPU, Chaminade, Univeristy of Phoenix.
UH, HPU, Chaminade, University of Phoenix.
UH, HPU, Chaminade.
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UH, HPU, Chaminade.
UH, HPU, Community Colleges.
UH, HPU, community colleges.
UH, HPU, Hawaii Business College, Remington College.
UH, HPU, Heald.
UH, HPU, KCC, Leeward.
UH, HPU, KCC, MCC, WCC, LCC, HCC.
UH, HPU, LCC, HCC, Chaminade.
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UH, Kapiolani Community College, Leeward Community College.

UH, Kapiolani, Kaplan.
UH, KCC, HCC, HPU, Chaminade.
UH, KCC, HCC, LCC, Chaminade, HPU.
UH, KCC, HCC, WCC, UH Hilo, MCC, HPU.
UH, KCC, HCC.
UH, KCC, Heald.
UH, KCC, HPU.
UH, KCC, LCC, UHWO.
UH, KCC, LCC, WCC, HPU, and Heald.
UH, KCC, Leeward.
UH, KCC, UH Hilo, HCC, Hawaii Pacific University.
UH, KCC, WCC, LCC, Kaimuki, Mililani, Kalaheo night school, BYU.
UH, KCC.
UH, LCC, HCC, WCC, Chaminade, HPU, BYU, Phoenix, Remington.
UH, LCC, KCC, UH Hilo, HPU, BYU Hawaii and Chaminade.
UH, Leeward Community College, Honolulu Community College, Windward Community College, University of Phoenix, Heald.
UH, Leeward, Windward.
UH, Manoa, UH Hilo.
UH, Maui Community College.
UH, MC, UH.
UH, MCC.
UH, Phoenix, HPC.
UH, Phoenix.
UH, Remington, Heald.
UH, Stanford, UCLA, USC, San Diego State.
UH, UH Hilo, West Oahu College, HPU, Leeward Community College, Chaminade, KCC, Windward Community College, Universisty of Phoenix.
UH, UH Manoa, Maui Community College.
UH, UH Maui campus, Heald.
UH, UHH, Chaminade.
UH, UHH, HPU, Chaminade, University Phoenix, BYUH.
UH, UHH, HPU.
UH, University of Phoenix, HPU, Chaminade.
UH, University of the Pacific, Brigham Young.

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- UH-Hilo, UH-Manoa, Chaminade, Hawaii Community College.
- UHM, UH West Oahu, UH Hilo, HPU, Chaminade, UH Maui, Kauai Community College, Kapiolani Community College, Honolulu Community College, University of Phoenix, Heald College.
- UHM, UHH, KCC, MCC, WCC, HPU, BYU, Chaminade.
- UHMC.
- University of Hawaii Manoa, HPU, Chaminade, UH community colleges.
- University of Hawaii Manoa, University of Hawaii Hilo.
- University of Hawaii at Manoa, University Hawaii at Hilo, BYUH, Chaminade, HPU.
- University of California at Sacramento.
- University of Hawai`i, Chaminade, Hawai`i Pacific University.
- University of Hawaii Brigham Young University Hawaii, Chaminade University of Honolulu, Hawaii Pacific University, Hawaii Tokai International College, Remington College, Argosy University, Honolulu, Heald, College, Honolulu, University of Phoenix, Honolulu, Special-focus institutions, Institute for Clinical Acupuncture and Oriental Medicine, Honolulu World Medicine Institute, Honolulu.
- University of Hawaii Chaminade.
- University of Hawaii Chaminade.
- University of Hawaii community colleges (Kauai, Kapiolani etc.)
- University of Hawaii Manoa, BYU, Chaminade, Kauai Community College, Hawaii Pacific University.
- University of Hawaii Remington Heald.
- University of Hawaii (all campuses), Hawaii Pacific University, Chaminade.
- University of Hawaii (all locations), Chaminade University, Hawaii Pacific University, Heald College.
Remington College, Brigham Young University.

University of Hawaii (and all community colleges associated with it), Chaminade, Hawaii Pacific, Heald, Phoenix.

University of Hawaii (Manoa & Hilo), Hawaii Community College, Chaminade, Hawaii Pacific University.

University of Hawaii and community colleges, Chaminade.

University of Hawaii and Hawaii Pacific University.

University of Hawaii at Hilo and Manoa.

University of Hawaii at Hilo, and Hawaii Community College.

University of Hawaii at Hilo, Chaminade, Manoa.

University of Hawaii at Hilo, Chaminade, University of Hawaii, Hawaii Community College.

University of Hawaii at Hilo, Hawaii Community College.

University of Hawaii at Hilo, Hawaii Community College.

University of Hawaii at Hilo, Hilo Community College.

University of Hawaii at Hilo, Hilo Community College.

University of Hawaii at Hilo, University learning systems.

University of Hawaii at Hilo, University of Hawaii at Manoa, Chaminade University, BYU Hawaii.

University of Hawaii at Hilo, University of Hawaii at Manoa, Hawaii Community College, Hawaii Pacific University, Chaminade University, University of the Nations, Honolulu Community College, Kapiolani Community College, Windward Community College, Leeward Community College, University of Hawaii Maui College, University of Hawaii West Oahu, Tokai University, Kauai Community College, University of Hawaii College of Education, University of Hawaii College of Engineering, University of Hawaii College of Tropical Agriculture and Human Resources, University of Hawaii Shindler College of Business, University of Hawaii College of Arts and Sciences.

University of Hawaii at Hilo, University of Hawaii at Manoa, Hawaii Community College, Kapiolani Community College.

University of Hawaii at Hilo, University of Hawaii at Manoa, Hawaii Community College, University of Maui College, Chaminade, Honolulu Community College, Kapiolani Community College, Leeward Community College, Kauai Community College.

University of Hawaii at Hilo, University of Hawaii at Manoa, Hawaii Community College, University of Phoenix, and Argosy University.

University of Hawaii at Hilo, University of Hawaii at Manoa, Hawaii Pacific University, Chaminade, BYU at Hawaii, Hawaii Community College system.

University of Hawaii at Hilo, University of Hawaii at Manoa, Kapiolani Community College, Hawaii Community College, BYU.

University of Hawaii at Hilo, University of Hawaii at Manoa, University of Hawaii West Oahu.

University of Hawaii at Hilo, University of Hawaii at Manoa, University of Phoenix, Chaminade University.

University of Hawaii at Hilo, University of Hawaii at Manoa.

University of Hawaii at Hilo, University of Manoa, Hawaii Community College, Honolulu Community College, University of West Oahu.

University of Hawaii at Hilo, University of Oregon, Boise State University.

University of Hawaii at Hilo, University of Phoenix, Hawaii
Community College, Chaminade, Maui Community College, Kauai Community College, University of Hawaii at Manoa, Honolulu Community College, University of Hawaii West Hawaii, Windward Community College, Leeward Community College.

- University of Hawaii at Hilo.
- University of Hawaii at Hilo.
- University of Hawaii at Manoa and Hilo, HPU, BYU, Hawaii Community College, Chaminade.
- University of Hawaii at Manoa, Brigham Young University, Chaminade University, Maui College, University of Hawaii Hilo, HPU.
- University of Hawaii at Manoa, Chaminade University, Hawaii Pacific University, Brigham Young University at Laie. University of Hawaii Hilo, all the universities, Hawaii Community Colleges of Maui, Kauai, Honolulu, West Oahu, Leeward, Kapiolani.
- University of Hawaii at Manoa, Chaminade University, Hawaii Pacific University, Kapiolani Community College, Honolulu Community College, Windward Community College, Leeward Community College, University of Hawaii at Hilo, University of Hawaii Maui College, Heald College, University of Phoenix, University of Hawaii West Oahu.
- University of Hawaii at Manoa, Chaminade University, Hawaii Pacific University, University of Hawaii at Hilo, Maui Community College, Kapiolani Community College.
- University of Hawaii at Manoa, Chaminade University, Hawaii Pacific University, University of Phoenix.
- University of Hawaii at Manoa, Chaminade University, Hawaii Pacific University, University of Phoenix.
- University of Hawaii at Manoa, Chaminade University, Hawaii Pacific University.
- University of Hawaii at Manoa, Chaminade, Hawaii Pacific, Honolulu Community College, University of Phoenix.
- University of Hawaii at Manoa, Hawaii Pacific University, Chaminade University, University of Hawaii at Hilo.
- University of Hawaii at Manoa, Honolulu Community College, Leeward Community College, Hawaii Pacific University, West Oahu College, Kapiolani Community College.
- University of Hawaii at Manoa, HPU, Chaminade, KCC, HCC, LCC, University of Hawaii West Oahu.
- University of Hawaii at Manoa, Kapiolani Community College, Honolulu Community College, Leeward Community College, Hawaii Pacific University, Windward Community College, Maui College, University of Hawaii Hilo.
- University of Hawaii at Manoa, Kapiolani Community College, Leeward Community College, Honolulu Community College, Chaminade University, Hawaii Pacific University.
- University of Hawaii at Manoa, KCC, HCC, University of Phoenix, Hilo Community College, Leeward Community College, Maui Community College, Remington.
- University of Hawaii at Manoa, Leeward Community College, Windward Community College, Honolulu Community College, Honolulu Community College, Diamond Head, Heald College, Hawaii Pacific University, BYU Hawaii, Chaminade, University of Phoenix Honolulu.
- University of Hawaii at Manoa, UH at Hilo, HPU, University of Phoenix, BYU Hawaii, Leeward Community
University of Hawaii at Manoa, University of Hawaii at Hilo, Hawaii Community College, Leeward Community College, Windward Community College.

University of Hawaii at Manoa, University of Hawaii at Hilo, Hawaii Pacific College, Chaminade University, Kapiolani Community College, Honolulu Community College, Maui Community College, Kauai Community College.

University of Hawai‘i at Manoa, University of Hawai‘i at Hilo, HPU, Chaminade.

University of Hawaii at Manoa, University of Hawaii at Hilo, Kapiolani Community College, Kauai Community College.

University of Hawaii at Manoa, University of Hawaii at Hilo, Kauai Community College, University of Hawaii at West Oahu, Maui Community College, Kapiolani Community College, Leeward Community College, Remington.

University of Hawaii at Manoa, University of Hawaii at Hilo, Kapiolani Community College, Hawaii Pacific University, Kapiolani Community College, Leeward Community College, Windward Community College, Chaminade College.

University of Hawaii at Manoa, University of Hawaii at Hilo, University of Hawaii Maui College, Chaminade University, Hawaii Pacific University, Kapiolani Community College, Leeward Community College, Windward Community College, Honolulu Community College, University of Hawaii West Oahu, Kapiolani Community College, Leeward Community College, Windward Community College.

University of Hawaii at Manoa, University of Hawaii at Hilo, University of Hawaii Maui College, University of Hawaii West Oahu, Chaminade University, Hawaii Pacific University.

University of Hawaii at Manoa, University of Hawaii at Hilo, University of Hawaii West Oahu, University of Hawaii Maui College, University of Hawaii West Oahu, Chaminade University, Hawaii Pacific University.

University of Hawaii at Manoa, University of Hawaii at Hilo, University of Hawaii West Oahu, University of Hawaii Maui College, University of Hawaii West Oahu, University of Hawaii West Oahu,
Hawaii Community College, Honolulu Community College, Kapiolani Community College, Leeward Community College, Maui College, Windward Community College, Hawaii Pacific University, Brigham Young University, Hawaii, Phoenix.

University of Hawaii at Manoa, University of Hawaii at Hilo, University of Hawaii Maui Community College, Chaminade University, BYU.

University of Hawaii at Manoa, University of Hawaii Community Colleges Leeward, HCC, KCC, Hawaii Pacific University.

University of Hawaii at Manoa, University of Hawaii Hilo, University of Hawaii Maui Campus, UH West Oahu.

University of Hawaii at Manoa, University of Hawaii Hilo, University of Hawaii West Oahu, Hawaii Pacific University, Chaminade University, Heald College, Argosy University, University of Phoenix.

University of Hawaii at Manoa, University of Hawaii Maui College, University of Hawaii Hilo, Chaminade, BYU Hawaii.

University of Hawaii at Manoa, University of Hawaii Maui College, University of Hawaii Phoenix.

University of Hawaii at Manoa, Windward Community College,
College, Kauai Community College, Chaminade University.
- University of Hawaii in Hilo.
- University of Hawaii in Manoa and Hilo, Kauai Community College, Chaminade, Hawaii Pacific, Windward.
- University of Hawaii Manoa Kapiolani Community College Honolulu Community College Heald College University of Phoenix Leeward Community College Windward Community College Hawaii Pacific University.
- University of Hawaii Manoa and Hilo, Chaminade University.
- University of Hawaii Manoa and Hilo, University of Phoenix, Hawaii Pacific University.
- University of Hawaii Manoa Campus, Hawaii Pacific University, Chaminade University.
- University of Hawaii Manoa Campus.
- University of Hawaii Manoa, University of Hawaii Hilo, Chaminade University.
- University of Hawaii Manoa, and Hilo, West Hawaii, Kauai and Maui Community Colleges.
- University of Hawaii Manoa, Chaminade University, West Oahu, BYU Hawaii, UH Hilo, all the community colleges.
- University of Hawaii Manoa, Chaminade.
- University of Hawaii Manoa, Hawaii Pacific University, Chaminade University, University of Hawaii Honolulu campus, University of Phoenix, University of Argosy, Remington College.
- University of Hawaii Manoa, Hawaii Pacific University, Chaminade, West Oahu Community College, Leeward Community College, Kapiolani Community College, Honolulu Community College.
- University of Hawaii Manoa, Hilo, Maui College, Chaminade, Hawaii Pacific, Phoenix.
- University of Hawaii Manoa, Hilo, West Oahu, Hawaii Pacific University, Chaminade University, Brigham Young University Hawaii.
- University of Hawaii Manoa, Hilo, West Oahu. Chaminade, Hawaii Pacific University, Hawaii Community College and the other community colleges.
- University of Hawaii Manoa, Honolulu Community College, University of Hawaii Hilo, Kapiolani Community College, Chaminade, Hawaii Pacific University, Maui Community College, Leeward Community College.
- University of Hawaii Manoa, HPU, Chaminade, KCC, LCC, University of Hawaii Hilo, HCC, Phoenix.
- University of Hawaii Manoa, Kapiolani Community College, Heald College, Honolulu Community College, Hawaii Pacific University, Chaminade.
- University of Hawaii Manoa, Kapiolani Community College, Honolulu Community College, Leeward Community College, Windward Community College, Hawaii Pacific University, Chaminade University, Remington College, Heald.
- University of Hawaii Manoa, Kapiolani Community College, Honolulu Community College, University of Phoenix.
- University of Hawaii Manoa, Kauai Community College, Kapiolani Community College, University of Phoenix.
- University of Hawaii Manoa, Kauai Community College, Kapiolani Community College, University of Hawaii Hilo, Hawaii Pacific University.
- University of Hawaii Manoa, Kauai Community College, University of Hawaii Hilo.
University of Hawaii Manoa, Kauai Community College.
- University of Hawaii Manoa, Maui, Hilo.
- University of Hawaii Manoa, UH Hilo, Leeward Community College, Hawaii Pacific University, Remington.
- University of Hawaii Manoa, UH Hilo, UH Maui, Chaminade, Hawaii Pacific University, BYU, Hawaii community colleges.
- University of Hawaii Manoa, UH Maui College, UH Hilo, Hawaii Pacific University, BYU.
- University of Hawaii Manoa, UH Maui College.
- University of Hawaii Manoa, UHMC, KCC, UH Hilo, Chaminade, HCC, LCC.
- University of Hawaii Manoa, University of Hawaii at Hilo, University of Hawaii West Oahu, Kapiolani Community College, Leeward Community College, Windward Community College, Honolulu Community College, Maui Community College, Brigham Young University, Hawaii Pacific University, Chaminade University, Heald College, University of Phoenix.
- University of Hawaii Manoa, University of Hawaii Hilo, Chaminade University, BYU Hawaii, Heald College, Hawaii Pacific University.
- University of Hawaii Manoa, University of Hawaii Hilo, Chaminade University, Hawaii Pacific University.
- University of Hawaii Manoa, University of Hawaii Hilo, Chaminade, Hawaii Pacific University, BYU Hawaii.
- University of Hawaii Manoa, University of Hawaii Hilo, Chaminade, Hawaii Pacific University, UH community colleges.
- University of Hawaii Manoa, University of Hawaii Hilo, Chaminade, Hawaii Pacific University, University of Phoenix.
- University of Hawaii Manoa, University of Hawaii Hilo, Hawaii Community College, HPU, BYU Hawaii, Chaminade.
- University of Hawaii Manoa, University of Hawaii Hilo, Hawaii Community College.
- University of Hawaii Manoa, University of Hawaii Hilo, Hawaii Pacific University, Chaminade, Pacific Rim University, Windward Community College, Leeward Community College.
- University of Hawaii Manoa, University of Hawaii Hilo, Hawaii Pacific University, Kapiolani Community College, Leeward Community College, Honolulu Community College, West Oahu College.
- University of Hawaii Manoa, University of Hawaii Hilo, Hawaii Pacific University.
- University of Hawaii Manoa, University of Hawaii Hilo, BYU, Hawaii Pacific University, Kapiolani Community College, Leeward Community College, Chaminade University, Heald College, Hawaii Pacific University.
- University of Hawaii Manoa, University of Hawaii Hilo, Chaminade University, Hawaii Pacific University, BYU Hawaii, KCC, HCC, LCC, BYU.
- University of Hawaii Manoa, University of Hawaii West Oahu, Chaminade University, Hawaii Pacific University, BYU Hawaii.
- University of Hawaii Manoa, University of Hawaii Hilo, Chaminade University, Hawaii Pacific University, BYU Hawaii.
- University of Hawaii Manoa, University of Hawaii Hilo, University of Hawaii Maui, Chaminade, Hawaii Pacific University, BYU Hawaii.
- University of Hawaii Manoa, University of Hawaii Hilo, University of Hawaii West Oahu.
University of Hawaii Manoa, University of Hawaii Maui campus, University of Hawaii Hilo. 
University of Hawaii Manoa, University of Hawaii Maui College, University of Hawaii Hilo, University of Hawaii West Oahu, Hawaii Pacific University, Chaminade University. 
University of Hawaii Manoa, University of Hawaii West Oahu, and all other community college campuses, Chaminade, Hawaii Pacific University, University of Phoenix. 
University of Hawaii Manoa, University of Las Vegas Nevada, University of Washington, University of Oregon. 
University of Hawaii Manoa, West Oahu, Honolulu community College, Kapiolani Community College, Leeward Community College, Hawaii Pacific University, BYU, Heald, Remington. University of Hilo, Chaminade, Maui Community College, University of Phoenix. 
University of Hawaii Manoa, Windward Community College, Heald College, Honolulu Community College, Kapiolani Community College, Hawaii Pacific University, Brigham Young University. 
University of Hawaii Manoa, Windward Community College, Kapiolani Community College, Leeward Community College, Honolulu Community College, University of Hawaii Hilo, Hawaii Pacific University, Chaminade. 
University of Hawaii Manoa. 
University of Hawaii Maui and Hilo campus, Hawaii Pacific University. 
University of Hawaii Maui Campus. 
University of Hawaii Maui College Campus, University of Hawaii Hilo College Campus. 
University of Hawaii Maui College, University of Hawaii Manoa, Chaminade University, Hawaii Pacific University, University of Phoenix, University of Hawaii Hilo. 
University of Hawaii Maui College, University of Hawaii Manoa, University of Hawaii Hilo, University of Hawaii West Oahu, Leeward Community College, Kapiolani Community College, Hawaii Community College, Kauai Community College, Windward Community College, Honolulu Community College, University of the Pacific, Brigham Young. 
University of Hawaii Maui College, University of Hawaii. 
University of Hawaii Maui College, University of West Oahu. 
University of Hawaii Maui, University of Hawaii Manoa, University of Hawaii Hilo, Kapiolani Community College, Leeward Community College, Hilo Community College. 
University of Hawaii Maui. 
University of Hawaii Maui. 
University of Hawaii Maui. 
University of Hawaii on Maui, and other islands. 
University of Hawaii System all islands, Chaminade, HPU, University of Phoenix. 
University of Hawaii system of universities and community colleges, HPU, Chaminade, Phoenix, Argosy. 
University of Hawaii system, Chaminade University, Hawaii Pacific University. 
University of Hawaii system, Chaminade, Hawaii Pacific University, Phoenix. 
University of Hawaii system, Hawaii Pacific University, Chaminade University, Brigham Young, University Hawaii. 
University of Hawaii system, Hawaii Pacific University, Chaminade University, BYU Hawaii, Argosy, Michigan. 
University of Hawaii West Oahu College, Hawaii Pacific University, Remington College. 
University of Hawaii West Oahu, University of Hawaii at Manoa, Leeward Community College,
Honolulu Community College, Kapiolani Community College, Hawaii Community College, Hawaii Pacific University, Chaminade University, Phoenix, Heald, and University of Hawaii Hilo.

- University of Hawaii, University of Maui.
- University of Hawaii, all campuses Chaminade, Hawaii Pacific University.
- University of Hawaii, Argosy University, Chaminade University, University of Phoenix.
- University of Hawaii, Argosy University, Kauai Community College, Leeward Community College.
- University of Hawaii, Brigham Young University Hawaii, Chaminade University, Leeward Community College, University of Hawaii Hilo, Kapiolani Community College, University of Phoenix Hawaii Campus, Honolulu Community College, Windward Community College, Hawaii Pacific University, Honolulu Business College, Honolulu Community College, University of Hawaii West Oahu.
- University of Hawaii, Brigham Young University, Cal State, Arizona State University, Georgia Tech, Cornell.
- University of Hawaii, Brigham Young University, University of Phoenix.
- University of Hawaii, Brigham Young University, University of the Pacific, Argosy University, Community Colleges of University of Hawaii.
- University of Hawaii, BYU Hawaii, Chaminade University, Hawaii Pacific University.
- University of Hawaii, BYU Hawaii, Hawaii Pacific University.
- University of Hawaii, BYU Hawaii.
- University of Hawaii, BYU, HPU, KCC, HCC, Kapiolani Community College, UH West Oahu.
- University of Hawaii, BYU, KCC, HPU, WCC.

- University of Hawaii, Cal State, CSU.
- University of Hawaii, Chaminad, Hawaii Pacific University, Argosy, Remington, Phoenix University.
- University of Hawaii, Chaminade College, Remington College.
- University of Hawaii, Chaminade University, Argosy, Phoenix, Concordia.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University Of Hawaii, Chaminade University, Hawaii Pacific University, Heald College, BYU Hawaii, University of Phoenix.
- University Of Hawaii, Chaminade University, Hawaii Pacific University, Heald College, Phoenix University.
- University of Hawaii, Chaminade University, Hawaii Pacific University, Kapiolani Community College, Honolulu Community College.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU.
- University of Hawaii, Chaminade University, Hawaii Pacific University, BYU Hawaii, University of Phoenix.
Hawaii Pacific University, Harvard, Take, Cornell, Tufts, Florida, Texas, Oklahoma, Cal Poly Tech.
- University of Hawaii, Chaminade University.
- University of Hawaii, Chaminade University.
- University of Hawaii, Chaminade University.
- University of Hawaii, Chaminade, Hawaii Pacific University.
- University of Hawaii, Chaminade, BYU Hawaii, Hawaii Pacific University, UH Community Colleges, UH Hilo.
- University of Hawaii, Chaminade, BYU Hawaii, Hawaii Pacific University.
- University of Hawaii, Chaminade, BYU Hawaii, Hawaii Pacific University.
- University of Hawaii, Chaminade, BYU.
- University of Hawaii, Chaminade, Hawaii Pacific College, University of Hawaii at Hilo.
- University of Hawaii, Chaminade, Hawaii Pacific University, Brigham Young University, Heald College.
- University of Hawaii, Chaminade, Hawaii Pacific University, Leeward Community College, Kapiolani Community College, Honolulu Community College, University of Phoenix.
- University of Hawaii, Chaminade, Hawaii Pacific University, Kauai Community College.
- University of Hawaii, Chaminade, Hawaii Pacific University, Leeward Community College, Kapiolani Community College, Honolulu Community College, Windward Community College, Heald College, University of Phoenix.
- University of Hawaii, Chaminade, Hawaii Pacific University, University of Hawaii Hilo, University of Hawaii-Maui College, Kapiolani Community College, Leeward Community College.
- University of Hawaii, Chaminade, Hawaii Pacific University, University of Phoenix.
- University of Hawaii, Chaminade, Hawaii Pacific University, Windward Community College, Leeward Community College, BYU.
- University of Hawaii, Chaminade, Hawaii Pacific University.
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- University of Hawaii, Chaminade, Hawaii Pacific University.
University of Hawaii, Chaminade, Kapiolani, Leeward.
University of Hawaii, Chaminade, Leeward Community College, Kapiolani Community College, Windward Community College.
University of Hawaii, Chaminade, Leeward.
University of Hawaii, Chaminade, Mid Pacific, Kapiolani Community College, Kauai Community College, UH Hilo.
University of Hawaii, Chaminade, Remington.
University of Hawaii, Chaminade, UH Hilo, HPU, KCC, HCC, LCC.
University of Hawaii, Chaminade.
University of Hawaii, Chaminade.
University of Hawaii, College of the Pacific, Kauai Community College.
University of Hawaii, community college, University of Hawaii Hilo.
University of Hawaii, community colleges.
University of Hawaii, DeVry University, Maui Community College.
University of Hawaii, Gonzaga, USC, UNLV, Chaminade, HPU, Oregon State, NYU, Ashford University, University of Phoenix, Santa Clara University.
University of Hawaii, Gonzaga.
University of Hawaii, Hawaii Community College Hilo, Windward etc.
University of Hawaii, Hawaii Community College, Hawaii Pacific University, Chaminade University.
University of Hawaii, Hawaii Community College, Maui Community College.
University of Hawaii, Hawaii Community College, Remington College.
University of Hawaii, Hawaii Community College.
University of Hawaii, Hawaii Community College.
University of Hawaii, Hawaii Community College.

University of Hawaii, Hawaii Community College.
University of Hawaii, Hawaii Pacific College, Chaminade, BYUH.
University of Hawaii, Hawaii Pacific University, Brigham Young University, Chaminade University, University of Phoenix, Heald College, Remington College.
University of Hawaii, Hawaii Pacific University, Argosy University.
University of Hawaii, Hawaii Pacific University, BYU.
University of Hawaii, Hawaii Pacific University, Bingham Young University Hawaii, University of Hawaii Hilo, Chaminade University.
University of Hawaii, Hawaii Pacific University, Brigham Young University.
University of Hawaii, Hawaii Pacific University, BYU Hawaii, Kapiolani Community College, Honolulu Community College Leeward Community College.
University of Hawaii, Hawaii Pacific University, BYU Hawaii, University of Hawaii Maui College.
University of Hawaii, Hawaii Pacific University, BYU Hawaii.
University of Hawaii, Hawaii Pacific University, BYU Hawaii.
University of Hawaii, Hawaii Pacific University, BYU, Hawaii Community College.
University of Hawaii, Hawaii Pacific University, Chaminade University of Honolulu, Argosy, University of Phoenix.
University of Hawaii, Hawaii Pacific University, Chaminade University, Argosy University.
University of Hawaii, Hawaii Pacific University, Chaminade University, Brigham Young University Hawaii.
University of Hawaii, Hawaii Pacific University, Chaminade University, Brigham Young University Honolulu, Kapiolani, Windward, Leeward Community Colleges, Business.
colleges, University of Hawaii at Hilo, Kauai Community College.
> University of Hawaii, Hawaii Pacific University, Chaminade University, BYU-Hawaii.
> University of Hawaii, Hawaii Pacific University, Chaminade University, Honolulu Community College, Windward Community College, KCC, Leeward Community College.
> University of Hawaii, Hawaii Pacific University, Chaminade University, Leeward Community College.
> University of Hawaii, Hawaii Pacific University, Chaminade University, University of Phoenix, Argosy University, Brigham Young University, West Hawaii University, KCC, HCC, MCC, LCC.
> University of Hawaii, Hawaii Pacific University, Chaminade University.
> University of Hawaii, Hawaii Pacific University, Chaminade University.
> University of Hawaii, Hawaii Pacific University, Chaminade, BYU Hawaii, University of Phoenix.
> University of Hawaii, Hawaii Pacific University, Chaminade, Heald College.
> University of Hawaii, Hawaii Pacific University, Chaminade, Heald.
> University of Hawaii, Hawaii Pacific University, Chaminade, KCC, HCC, LCC.
> University of Hawaii, Hawaii Pacific University, Chaminade, University of Hawaii Hilo, Kapiolani Community College, Honolulu Community College, Windward Community College, Leeward Community College.
> University of Hawaii, Hawaii Pacific University, Chaminade, University of Phoenix, BYU.
> University of Hawaii, Hawaii Pacific University, Chaminade, University of Phoenix.
> University of Hawaii, Hawaii Pacific University, Chaminade, University of Phoenix.
> University of Hawaii, Hawaii Pacific University, Chaminade, University of Phoenix.
> University of Hawaii, Hawaii Pacific University, Chaminade, University of Phoenix.
University of Hawaii, Hawaii Pacific University, University of Hawaii at Hilo.
University of Hawaii, Hawaii Pacific University, University of Hawaii Hilo, Hawaii Community colleges, BYU.
University of Hawaii, Hawaii Pacific University, University of Hawaii Hilo, Kapiolani Community College.
University of Hawaii, Hawaii Pacific University, University of Phoenix.
University of Hawaii, Hawaii Pacific University, West Oahu College.
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University of Hawaii, Hawaii Pacific University.
University of Hawaii, Heald College, Kauai Community College, Kona Community College, Maui Community College, Leeward Community College, Remington.
University of Hawaii, Heald College, Remington, UH Maui campus, UH Hilo campus.
University of Hawaii, Heald College, University of Phoenix.
University of Hawaii, Heald College.
University of Hawaii, Heald, Chaminade.
University of Hawaii, Heald, KCC, Leeward Community College.
University of Hawaii, Hilo and Manoa community colleges on the islands available.
University of Hawaii, Hilo Community College, Chaminade.
University of Hawaii, Hilo, Manoa, Maui, community colleges of Hawaii, Heald College, HPU, Chaminade University.
University of Hawaii, Hilo.
University of Hawaii, Hilo.
University of Hawaii, Honolulu Business College, Chaminade, Community College.
University of Hawaii, Honolulu Community College, Kapiolani Community College, Leeward Community College, Hawaii Pacific University, Chaminade University, University of Phoenix.
University of Hawaii, Honolulu Community College, Leeward Community College.
University of Hawaii, HPU Chaminade.
University of Hawaii, HPU, BYU Hawaii, Chaminade, HTIC.
University of Hawaii, HPU, BYU. University of Hawaii, HPU, Chaminade University.
University of Hawaii, HPU, Chaminade, BYU Hawaii.
University of Hawaii, HPU, Chaminade, Leeward Community, Windward Community, Kapiolani Community.
University of Hawaii, HPU, Chaminade, UH Community Colleges.
University of Hawaii, HPU, Chaminade, University of Phoenix, BYUH.
University of Hawaii, HPU, Chaminade.
University of Hawaii, HPU, Chaminade.
University of Hawaii, HPU, Hawaii Community College.
University of Hawaii, HPU, Heald College.
University of Hawaii, HPU.
University of Hawaii, HPU.
University of Hawaii, including Maui College, Kamehameha Schools.
University of Hawaii, John Burns School of Medicine, William S. Richardson School of Law, HPU, community colleges.
University of Hawaii, Kapiolani College.
University of Hawaii, Kapiolani Community College, Hawaii Pacific University.
University of Hawaii, Kapiolani Community College, Heald, University of Phoenix, Chaminade.
University of Hawaii, Kapiolani Community College, Honolulu Community College, Phoenix University.
University of Hawaii, Kapiolani Community College, Leeward Community College, Honolulu Community College, Windward Community College, Heald College..
University of Hawaii, Kapiolani Community College, Leeward Community College, Windward Community College, Hawaii Pacific University, Chaminade University.
University of Hawaii, Kapiolani Community College, University of Hawaii Hilo Campus, Heald, Maui Community College.
University of Hawaii, Kapiolani Community College.
University of Hawaii, Kapiolani Community College.
University of Hawaii, Kapiolani Community College, Kauai Community College.
University of Hawaii, Kauai Community College, Kapiolani Community College, Leeward Community College, Honolulu Community College, Hawaii Pacific University, University of Hawaii Hilo, Chaminade University.
University of Hawaii, Kauai Community College, Kapiolani Community College.
University of Hawaii, Kauai Community College, Pacific University, Heald College.
University of Hawaii, Kauai Community College.
University of Hawaii, Kauai Community College.
University of Hawaii, Kauai Community College.
University of Hawaii, Kauai Community College, KCC, University of Phoenix.
University of Hawaii, LCC, KCC.
University of Hawaii, Leeward Community College, Maui Community College, UH Hilo, College of Phoenix.
University of Hawaii, Leeward Community College, Chaminade University.
University of Hawaii, Leeward Community College, Honolulu Community College.
University Of Hawaii, Leeward Community College, Kapiolani Comm. College, Heald College, Chaminade University.
University of Hawaii, Leeward Community College, Kapiolani Community College, West Oahu
University of Hawaii at Hilo, University of Hawaii and community colleges, HPU.
University of Hawaii at Hilo, University of Hawaii Hilo, Argosy University, Chaminade University.
University of Hawaii, University of Hawaii Hilo, Chaminade.
University of Hawaii, University of Hawaii Hilo, Hawaii Pacific University, Heald College, Chaminade, BYU Hawaii.
University of Hawaii, University of Hawaii Hilo, Remington College.
University of Hawaii, University of Hawaii Hilo, West Hawaii University, Hawaii Pacific University, BYU Hawaii, Chaminade, Phoenix, Kapiolani Community College, Hawaii Community College, Maui Community College.
University of Hawaii, University of Hawaii Hilo, Argosy University, Chaminade University.
University of Hawaii, University of Hawaii Hilo, Chaminade.
University of Hawaii, University of Hawaii Hilo, Hawaii Pacific University, Heald College, Chaminade, BYU Hawaii.
University of Hawaii, University of Hawaii Hilo, Remington College.
University of Hawaii, University of Hawaii Hilo, University of Oregon,
University of Las Vegas, University of Washington.
University of Hawaii, University of Hawaii Maui College, University of Hawaii Outreach.
University of Hawaii, University of Hawaii Maui College.
University of Hawaii, University of Phoenix, Chaminade University,
Maui Community College, UH Hilo, UH Manoa.
University of Hawaii, University of Phoenix, Hawaii Pacific University,
Chaminade University, Remington, Brigham Young University, KCC, Heald.
University of Hawaii, University of Phoenix, Hilo Community College,
BYU Hawaii.
University of Hawaii, University of Phoenix, Honolulu Business College.
University of Hawaii, University of Phoenix, University of Hawaii West Oahu, Hawaii Pacific University,
Chaminade.
University of Hawaii, University of Phoenix.
University of Hawaii, University of Phoenix.
University of Hawaii, University of the Nations, Brigham Young.
University of Hawaii, University of the Pacific.
University of Hawaii, Windward Community College, Leeward Community College, Kapiolani Community College, HPU, Cannons Business College.
University of Hawaii.
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University of Hawaii.
University of Hawaii.
For which colleges or universities in Hawaii did you see, hear, or read advertising in the past month?

- Adult ed at Maui College.
- All 3.
- All Hawaii Community Colleges in the UH system, 15 credits commercial.
- All of those.
- All prior-listed.
- All the ones I just mentioned.
- All universities.
- All.
- All.
- Argosy Phoenix University.
- Argosy, Heald, University of Hawaii, University of Phoenix.
- BYU, UH Manoa, UH Hilo, Kauai Community College.
- BYU Hawaii, UH Hilo.
- Can't recall any.
- Can't recall.
- Can't remember.
- Chaminade, Heald, UH, Manoa, Phoenix.
- Chaminade, UH, HPU, UH Community Colleges, Heald, University of Phoenix.
- Chaminade and University of Hawaii at Manoa and Hilo.
- Chaminade, University of Hawaii.
- Chaminade University, Remington, Heald.
- Chaminade University, University of Hawaii.
- Chaminade University, Windward Community College, University of Hawaii.

- University of Hawaii.
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- University of Hawaii.
- University of Hawaii.
- University of Hawaii.
- University of Manoa, Punahou, University of Hawaii at Hilo.
- University of Manoa.
- University of Phoenix, UH Manoa.
- University of Phoenix, University of Hawaii, Kapiolani Community College.
- University of Hawaii, Chaminade, Hawaii Pacific.
- Walden University, University of Phoenix, University of Hawaii.
- WCC, LCC, HCC, UH.
- West Oahu, HPU, UH, Leeward Community College, Chaminade, Phoenix.
- Windward Community College.
- Windward Community, UH Manoa, UH Hilo, Hawaii Pacific, BYU.
Chaminade University.
Chaminade University.
Chaminade, UH Manoa.
Chaminade, UH Manoa (Shidler), University of Phoenix.
Chaminade.
Community Colleges one for all of them.
Community Colleges.
Did not see any.
Don't know.
Don't recall any.
Don't recall.
Hawaii Community College, Phoenix.
Hawaii Community College, University of Hawaii at Hilo, University of Hawaii at Manoa, Heald College, Hawaii Pacific University.
Hawaii Community College, University of Hawaii.
Hawaii Community College, University of Hawaii at Hilo, Heald Business College, Remington College.
Hawaii Community College, University of Hawaii at Hilo.
Hawaii Community College.
Hawaii Community College.
Hawaii Community College.
Hawaii Community College.
Hawaii Community College.
Hawaii Community College.
Hawaii Pacific, University of Hawaii Manoa.
Hawaii Pacific, University of Hawaii Manoa, UH Hilo, UH Maui.
Hawaii Pacific, University of Hawaii, Chaminade.
Hawaii Pacific, Windward Community College.
Hawaii Pacific University.
Hawaii Pacific University, Chaminade University of Honolulu.
Hawaii Pacific University, UH Community Colleges.
Hawaii Pacific University, University of Hawaii at Manoa, Honolulu Community College.
Hawaii Pacific University, University of Hawaii at Manoa, Kauai Community College.
Hawaii Pacific University, University of Hawaii.
Hawaii Pacific University, University of Hawaii.
Hawaii Pacific University, Windward Community College.
Hawaii Pacific University, Remington College.
Hawaii Pacific University, University of Hawaii.
Hawaii Pacific University, University of Phoenix, Chaminade University, Kapiolani Community College.
Hawaii Pacific University.
Hawaii Pacific University.
Hawaii Pacific University.
Hawaii Pacific University.
Hawaii Pacific University.
Hawaii Pacific University.
Hawaii Pacific University.
Hawaii Pacific University, University of Hawaii at Hilo, Phoenix.
Hawaii Pacific University, University of Phoenix, University of Hawaii.
Hawaii Pacific, Heald College.
Hawaii Pacific, UH, Leeward Community College, Kapiolani Community College.
Hawaii Pacific.
Hawaii.
HCC, UH Hilo, UH Manoa.
HCC, UHH.
HCC, UH Hilo, UH Manoa, Phoenix, HPU.
Heald, HPU.
Heald, Phoenix.
Heald, Remington, HPU.
Heald, Remington.
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<tr>
<th>University</th>
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<tbody>
<tr>
<td>Heald, UH, Remington.</td>
<td>HPU, UH, University of Phoenix.</td>
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<tr>
<td>Heald Business College.</td>
<td>HPU, Chaminade University, UH</td>
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<tr>
<td>Heald College, Remington College, University of Hawaii Manoa and Maui, HPU.</td>
<td>Manoa and West Oahu.</td>
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<td>Heald College, University of Hawaii, Leeward Community College.</td>
<td>HPU, Chaminade.</td>
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<td>Heald College, University of Hawaii.</td>
<td>HPU, Chaminade.</td>
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<tr>
<td>Heald College.</td>
<td>HPU, Community Colleges, Heald.</td>
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<td>Heald College.</td>
<td>HPU, Heald, Chaminade, UH.</td>
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<td>Heald College.</td>
<td>HPU, Remington.</td>
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<tr>
<td>Heald College.</td>
<td>HPU, UH Community Colleges,</td>
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<tr>
<td>Heald College.</td>
<td>Tokai University, Phoenix, Paul</td>
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<tr>
<td>Held College, University of Phoenix, Kapiolani Community College, University of Hawaii Manoa and West Oahu.</td>
<td>Brown, UH.</td>
</tr>
<tr>
<td>Heald, Phoenix, University of Hawaii Manoa.</td>
<td>HPU, UH Manoa, Community Colleges in general.</td>
</tr>
<tr>
<td>Heald, UH.</td>
<td>HPU, UH Manoa, KCC.</td>
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<tr>
<td>Heald, University of Hawaii.</td>
<td>HPU, UH Manoa, UH Hilo, BYU.</td>
</tr>
<tr>
<td>Heald, University of Phoenix, Leeward Community College, Honolulu Community College.</td>
<td>HPU, UH Manoa, University of Phoenix.</td>
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<td>Heald, University of Phoenix.</td>
<td>HPU, UH.</td>
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<td>Heald.</td>
<td>HPU, UH.</td>
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<td>Heald.</td>
<td>HPU, University of Phoenix.</td>
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<tr>
<td>Held College, University of Phoenix.</td>
<td>HPU, UH Manoa, Phoenix.</td>
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<tr>
<td>Honolulu Business College, UH.</td>
<td>I don't remember any</td>
</tr>
<tr>
<td>Honolulu Community College, Kapiolani Community College, University of Hawaii Manoa and West Oahu.</td>
<td>advertisements in the last month.</td>
</tr>
<tr>
<td>HPU.</td>
<td>I don't remember any advertising.</td>
</tr>
<tr>
<td>HPU, Chaminade.</td>
<td>I wasn't on the lookout for any.</td>
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<tr>
<td>HPU, KCC, UH Manoa, University of Phoenix.</td>
<td>Just a couple of private trade school, their names escape me.</td>
</tr>
<tr>
<td>HPU, UH Manoa, Chaminade.</td>
<td>Kapiolani Community College, UH</td>
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<td>HPU, UH Manoa, UH Hilo.</td>
<td>Manoa.</td>
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<tr>
<td>HPU, UH.</td>
<td>Kaplan, University of Hawaii, BYU</td>
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<td>HPU, UH.</td>
<td>Hawaii, Kapiolani College.</td>
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Kauai Community College, Chaminade, UH Manoa.
Kauai Community College, UH Manoa, HPU.
Kauai Community College, University of Hawaii.
Kauai Community College, University of Hawaii.
Kaua‘i Community College, Shidler College of Business (UH Manoa).
Kauai Community College, UH Manoa, Chaminade, UH Hilo, Windward Community College, Leeward Community College.
Kauai Community College, University of Hawaii, University of Phoenix, Hawaii Pacific University.
Kauai Community College.
Kauai Community College.
Kauai Community College.
Kauai Community College.
Kauai Community College.
KCC, UH Manoa outreach Pacific new media Honolulu museum UH Manoa.
KCC, UH.
KCC, UH.
KCC.
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KCC.
KCC.
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KCC.
KCC.
Leeward Community College.
Manoa.
Manoa.
Maui College, UH Manoa.
Maui College.
Maui Community College.
Maui Community College.
Maui Community, Remington.
Maui Community.
MCC, UH Manoa.
MCC, UH.
MCC.
MCC.
MCC.
N/A.
N/A.
N/A.
N/A.
N/A.
N/A.
Nil.
No did not hear anything.
No, only mention is University in Hilo.
No.
No.
None.
None.
None.
None come to mind.
None that I recall.
None.
None.
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None.
North Hawaii Community College.
Nothing.
Phoenix, Heald, University of Hawaii system schools, Hawaii Pacific University.
Phoenix.
Remington, UH Manoa.
Remington, University of Hawaii at Manoa, University of Phoenix.
Remington College, Hawaii Pacific University.
Remington College, UH.
Remington College.
Remington College.
Remington UH Hawaii, Hawaii Pacific, UH Hilo.
Remington, Heald.
Remington.
Remington.
Remington.
Same 4 noted in prior answer.
- Same as previous answer.
- Same as prior list.
- See previous response.
- Television, newspaper, radio.
- The University of Hawaii, Heald College, Hawaii Pacific University, Kapiolani Community College.
- UH, UHH, University of Phoenix.
- UH, Hawaii Pacific, Chaminade, ITT Tech.
- UH, Phoenix University, Hawaii Pacific University.
- UH, Remington.
- UH at Manoa, UH at Hilo.
- UH Hilo.
- UH Manoa.
- UH Manoa.
- UH, Chaminade and Phoenix University online.
- UH, HPU, Heald, Remington, UH community Colleges.
- UH.
- UH.
- UH.
- UH.
- UH.
- University of Hawaii, Maui College.
- University of Hawaii.
- University of Hawaii.
- University of Hawaii.
- University of Hawaii.
- UH at Manoa, HCC.
- UH.
- University of Phoenix, Heald College, UOP.
- UH, Remington.
- UH.
- UH, HPU.
- UH, HPU.
- UH, Remington.
- UH, University of Phoenix.
- UH, Chaminade, Heald.
- UH, Chaminade, HPU.
- UH, Chaminade.
- UH, Hawaii Pacific.
- UH, Hawaii Pacific.
- UH, Hawaii Pacific University.
- UH, HPU, Chaminade, Heald College.
- UH, HPU, Heald.
- UH, HPU, Phoenix, KCC, Remington.
- UH, HPU.
- UH, HPU.
- UH, HPU.
- UH, HPU.
- UH, HPU.
- UH, Leeward CC.
- UH Maui, UH Hilo, HPU.
- UH, MCPC, Chaminade.
- UH, Penn State.
- UH, Phoenix.
- UH, UHH.
- UH, University of Phoenix, Chaminade, Hawaii Pacific.
- UH and Heald.
- UH and HPU.
- UH at Manoa, UH at Hilo.
- UH at Manoa.
- UH Center, UHMC.
- UH Colleges.
- UH Community College.
- UH Community Colleges, UH Manoa.
- UH Community Colleges, west Oahu and Manoa.
- UHH.
- UHH.
- UH Hawaii, UH Manoa.
- UH Hilo, UH Manoa, HPU, Leeward Community.
- UH Hilo, HCC.
- UH Hilo, Hilo Community College.
- UH Hilo, UH Manoa, Chaminade.
- UH Hilo, UH Manoa, Hawaii Pacific University.
- UH Hilo, UH Manoa, Healed College.
- UH Hilo, UH Manoa, HPU.
- UH Hilo, UH Manoa, Remington, Heald, University of Phoenix.
- UH Hilo, UH Manoa, UH Maui College.
- UH Hilo, UH Manoa.
- UH Hilo and UH Manoa.
- UH Hilo, Manoa, HPU.
- UH Hilo, UH Manoa, Hawaii Community College.
- UH Hilo, UH Manoa, Hawaii Community College.
- UH Hilo, UH Manoa.
- UH Hilo, UH Manoa.
- UH Hilo, UH Manoa.
- UH Hilo, UH Manoa.
- UH Hilo, UH of Hawaii.
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- UH Hilo.
- UH Hilo.
- UH Manoa and Hawaii community College Programs, Hawaii Pacific, Hawaii Loa.
- UH Manoa and UH Hilo.
- UH Manoa, UH Hilo, Heald Business College.
- UH Manoa, Chaminade, HPU, UH West Oahu.
- UH Manoa, Chaminade.
- UH Manoa, Community Colleges, HPU, University of Phoenix.
- UH Manoa, Hawaii Pacific University.
- UH Manoa, HCC, Chaminade, Phoenix.
- UH Manoa, Heald College.
- UH Manoa, Heald.
- UH Manoa, HPU, UH Hilo, MCC, WCC, BYU, Chaminade.
- UH Manoa, HPU.
- UH Manoa, HPU.
- UH Manoa, HPU.
- UH Manoa, Kauai Community College, Heald.
- UH Manoa, Kauai Community College, Kapiolani Community College.
- UH Manoa, Kauai Community College.
- UH Manoa, KCC, HPU, Heald.
- UH Manoa, KCC Kauai.
- UH Manoa, Maui and Hilo.
- UH Manoa, Pacific University.
- UH Manoa, University of Phoenix.
- UH Manoa, UH Community Colleges, Hawaii Pacific University.
- UH Manoa, UH Hilo, and Hawaii Community College.
- UH Manoa, UH Hilo, Chaminade, Heald, Hawaii Community College.
- UH Manoa, UH Hilo, LCC.
- UH Manoa, UH Hilo.
- UH Manoa, UH Hilo.
- UH Manoa, UH Hilo.
- UH Manoa, UH Hilo.
- UH Manoa, UH Hilo.
- UH Manoa, UH Hilo.
- UH Manoa, UH Maui.
- UH Manoa, UH West Oahu, Hawaii Pacific University.
- UH Manoa and community Colleges.
- UH Manoa, University of Hawaii community Colleges, Heald College, Hawaii Pacific University.
- UH Manoa, University of Phoenix.
- UH Manoa, Windward Community College.
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- UH Manoa.
- UH Maui, UH.
- UH Maui, Pacific University.
- UH Maui Campus, UH Hilo.
- UH Maui campus, UH Manoa.
- UH Maui campus.
- UH Maui College, UH West Oahu.
- UH Maui College campus.
- UH Maui College.
- UH Maui College.
- UH Maui College.
- UH Maui College.
- UH Maui, UH Hilo, HPU.
- UH Maui.
- UH Maui.
- UH MCC, UH Hilo, Heald College, Phoenix.
- UHH, HCC.
- UH of Manoa, UH of Hilo, HPU, KCC.
- UH of Manoa, University of Phoenix.
- UH on Maui.
- UH schools, Remington College.
- UH system, Chaminade, BYU, Hawaii Pacific.
- UH system, Hawaii Community College system, Hawaii Pacific University.
- UH system colleges, HPU, Remington.
- UH system, HCC.
- UH system.
- UH system.
- UH system.
- UH systems, HPU.
- UH West Oahu, UH Manoa, LCC, University of Phoenix.
- UH West Oahu, UH Manoa, Hawaii Pacific University, Chaminade.
- UH WHCC, UH Manoa.
- UH, Maui Community, Heald.
- UH, Chaminade and HPU.
- UH, Chaminade, HPU.
- UH, Chaminade, Phoenix, HCC.
- UH, Chaminade, University of Phoenix.
- UH, Chaminade.
- UH, Chaminade.
- UH, Community Colleges, HPU, Chaminade.
- UH, Heald College.
- UH, Heald.
- UH, Heald.
- UH, Heald.
- UH, Hilo, UH Manoa.
- UH, HPU and Chaminade.
- UH, HPU, Chaminade.
- UH, HPU, Chaminade.
- UH, HPU, Heald College.
- UH, HPU, Phoenix.
- UH, HPU, Remington.
- UH, HPU.
- UH, HPU.
- UH, HPU.
- UH, HPU.
- UH, HPU.
- UH, LCC, KCC, UHWO.
UH, Manoa  UH, Maui campus  Heald  Remington.
UH, Manoa, Chaminade.
UH, Maui College.
UH, MidPac, KCC.
UH, Pacific.
UH, Phoenix, HPU.
UH, Phoenix, med assist.
UH, Phoenix.
UH, Phoenix.
UH, Remington.
UH, UH Manoa, Leeward.
UH, UHH.
UH, UHP, University of Phoenix, Remington College.
UH, University of Phoenix.
UH, University of Phoenix.
UH, UP, University of Phoenix.
UH, West Oahu College, HPU, Chaminade.
UH, West Oahu.
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UH Hilo, Hawaii Community College, West Hawaii Community College.
UH Hilo.
UHM, HPU.
UHM, LCC.
UHM, UHH, UH Maui.
UHM.
UH Manoa, HPU, UH Hilo, the Community Colleges of the UH system.
UH Manoa, HPU.
UH Manoa, UH Hilo, Hawaii Community Colleges.
UH Manoa, West Oahu, UH Hilo, Community Colleges.
UH Manoa.
UH Manoa.
UHMC, UH Manoa.
University Hawaii Hilo, University Hawaii Manoa, Hilo Community College.
University Hawaii.
University of Hawaii community college, University of Phoenix.
University of Hawaii, Hawaii Pacific University, Chaminade.
University of Hawaii, Remington, Argosy.
University of Hawaii.
University of Hawaii.
University of Phoenix.
University of Hawaii.
University of Hawaii at Manoa.
University of Hawaii, Hawaii Pacific University, Argosy University.
University of Hawaii, Argosy University, Leeward College.
University of Hawaii, Argosy University.
University of Hawaii, Chaminade, Hawaii Pacific.
University of Hawai'i, Chaminade University, Hawaii Pacific University, Phoenix.
University of Hawaii, Chaminade University.
University of Hawaii, Chaminade University.
University of Hawaii, Chaminade University.
University of Hawaii, Chaminade University.
University of Hawaii, Chaminade University.
• University of Hawaii, Hawaii Pacific University.
• University of Hawaii, Heald College, Hawaii Pacific.
• University of Hawaii, Heald College, Phoenix University.
• University of Hawaii, Heald College.
• University of Hawaii, Heald College.
• University of Hawaii, Heald College.
• University of Hawaii, Heald College.
• University of Hawaii, Honolulu Community College, University of Phoenix, Hawaii Pacific University.
• University of Hawaii, HPU, University of Phoenix.
• University of Hawaii, HPU.
• University of Hawaii, Kapiolani Community College, Heald College.
• University of Hawaii, Kapiolani Community College.
• University of Hawaii, Kauai Community College.
• University of Hawaii, Kauai Community College.
• University of Hawaii, Leeward Community College.
• University of Hawaii, Leeward Community College.
• University of Hawaii Manoa, Hawaii Pacific College, Remington College.
• University of Hawaii Manoa, KCC, HCC, LCC, WCC, HPU, Heald, Remington, Chaminade.
• University of Hawaii Manoa, Leeward Community College, Honolulu Community College, Kapiolani Community College.
• University of Hawaii Manoa, University of Hawaii West Oahu.
• University of Hawaii Manoa.
• University of Hawaii, Maui Community College, Phoenix University, DeVry University.
• University of Hawaii, Maui Community College.
• University of Hawaii, Maui Community University.

• University of Hawaii, Remington College Hawaii Pacific University.
• University of Hawaii, UH community colleges, HPU.
• University of Hawaii, University of Hawaii Hilo.
• University of Hawaii, University of Phoenix.
• University of Hawaii, University of the Pacific, community colleges.
• University of Hawaii, West Oahu College, Heald, Chaminade, Leeward Community College, Windward Community College, HPU, West Oahu College.
• University of Hawaii, World Medicine Institute, Chaminade University, Hawaii Pacific University.
• University of Hawaii Maui.
• University of Hawaii all campuses, Hawaii Pacific University.
• University of Hawaii and all the community colleges.
• University of Hawaii and Hawaii Pacific University.
• University of Hawaii and Pacific University.
• University of Hawaii at Hilo, Hilo Community College.
• University of Hawaii at Hilo, University of Hawaii at Manoa, Chaminade, Hawaii Community College system.
• University of Hawaii at Hilo, University of Hawaii at Manoa.
• University of Hawaii at Hilo, University of Hawaii at Manoa, Hawaii Community College, Hawaii Pacific University, Honolulu Community College, Kapiolani Community College, Leeward Community College, University of Hawaii West Oahu, University of Hawaii College of Education, University of Hawaii College of Engineering, University of Hawaii College of Tropical Agriculture and Human Resources, University of Hawaii Shindler College of Business.
University of Hawaii at Hilo,
University of Hawaii at Manoa.
> University of Hawaii at Hilo.
> University of Hawaii at Manoa.
> University of Hawaii at Hilo.
> University of Hawaii at Hilo.
> University of Hawaii at Hilo.
> University of Hawaii at Hilo.
> University of Hawaii at Manoa,
Hawaii Pacific University,
Chaminade University, University of
Phoenix.
> University of Hawaii at Manoa,
University of Hawaii at Hilo, Hawaii
Community College System.
> University of Hawaii at Manoa,
University of Hawaii at West Oahu,
LCC, Heald, Hawaii Pacific
University.
> University of Hawaii at Manoa,
University of Hawaii at West Oahu.
> University of Hawaii at Manoa,
University of Hawaii Community
Colleges.
> University of Hawaii at Manoa,
University of Hawaii Maui College.
> University of Hawaii at Manoa,
University of Hawaii West Oahu,
Hawaii Pacific University, Heald
College, University of Phoenix.
> University of Hawaii at Manoa and
Hilo, Chaminade.
> University of Hawaii at Manoa,
Hawaii Pacific University,
Chaminade University.
> University of Hawaii at Manoa,
Hawaii Pacific University, Heald
College, Chaminade University.
> University of Hawaii at Manoa,
Kapiolani Community College.
> University of Hawaii at Manoa, UH
Community Colleges, HPU.
> University of Hawaii at Manoa,
University of Hawaii at Hilo,
community colleges in the UH
system.
> University of Hawaii at Manoa,
University of Hawaii Maui College.
> University of Hawaii at Manoa.
> University of Hawaii at Manoa.
University of Hawaii system, Hawaii Pacific, Chaminade, Phoenix.
University of Hawaii System, Hawaii Pacific University.
University of Hawaii west campus.
University of Hawaii West Oahu.
University of Hawaii, College of Phoenix.
University of Hawaii, BYU.
University of Hawaii, BYU Hawaii, University of Phoenix.
University of Hawaii, Chaminade University.
University of Hawaii, Chaminade, Hawaii Pacific, community colleges.
University of Hawaii, Chaminade, Kapiolani.
University of Hawaii, Chaminade, Windward.
University of Hawaii, Chaminade.
University of Hawaii, Creighton University, University of Southern California, Penn State University.
University of Hawaii, DeVry University, Phoenix University.
University of Hawaii, Hawaii Community College, University of Manoa.
University of Hawaii, Hawaii Pacific University, and a couple of small business Colleges.
University of Hawaii, Hawaii Pacific University.
University of Hawaii, Hawaii Pacific University.
University of Hawaii, Hawaii Pacific University.
University of Hawaii, Hawaii Pacific University.
University of Hawaii, Hawaii Pacific University.
University of Hawaii, Hawaii Pacific University.
University of Hawaii, Heald University, Kauai Community College, Oregon University, LV University, WA University.
University of Hawaii, Heald.
University of Hawaii, Heald.
University of Hawaii, Heald.
University of Hawaii, Hilo.
University of Hawaii, Hilo.
University of Hawaii, Hilo University of Hawaii, Honolulu, Pacific University.
University of Hawaii Honolulu campus, University of Hawaii Manoa, Hawaii Pacific University.
University of Hawaii, HPU.
University of Hawaii, Kapiolani Community College, Hawaii Pacific University.
University of Hawaii, Kauai Community College, Chaminade, Hawaii Pacific.
University of Hawaii Manoa.
University of Hawaii Manoa.
University of Hawaii Manoa, University of Hawaii, Hilo, BYU Hawaii, Chaminade University, Hawaii Pacific University.
University of Hawaii, Maui College.
University of Hawaii, Maui Community College.
University of Hawaii, Remington College, HPU, UH Hilo College.
University of Hawaii, Remington College.
University of Hawaii, Remington, Heald.
University of Hawaii, University of Phoenix, Hawaii Pacific University.
University of Hawaii, University of Phoenix, Heald.
University of Hawaii, USC, UCLA, Arizona.
University of Hawaii, Windward Community College, HPU, Phoenix.
University of Hawaii, Windward Community College.
University of Hawaii.
University of Hawaii, HPU, Chaminade.
University of Hawaii, University of Phoenix, Hawaii Pacific University, Chaminade University, Remington, Brigham Young University, KCC, Heald.
University of Hawaii Hilo.
University of Hawaii Manoa, University of Hawaii Hilo.
University of Hawaii Manoa, UH community colleges, Hawaii Pacific University.
University of Hawaii Manoa, University of Hawaii Hilo.
University of Hawaii, HPU, Chaminade, Heald.
University of Hawaii.
University of Hilo, Hawaii Pacific University.
University of Manoa.
University of Phoenix, Heald.
University of Phoenix, Remington.
University of Phoenix, University of Hawaii, Chaminade University.
University of Phoenix, Walden University, University of Hawaii.
University of Phoenix, University of Hawaii community colleges, University of Hawaii at Manoa, University of Hawaii at Hilo, Hawaii Pacific University, Kauai Community College.
University of Phoenix, University of Hawaii.
University of Phoenix.
University of Phoenix.
University of Phoenix.
University of Phoenix.
University of Phoenix.
University of Phoenix.
University of the Pacific, University of Hawaii.
University of the Pacific.
West Oahu University of Hawaii new campus.
Windward Community College, UH Manoa.
Y
Yes, radio and tv.

You said you remember seeing or hearing advertising for UHCC. In your own words, can you tell me what you remember seeing or hearing?

- Yes.
- 15 credits per semester to graduate in time, also generic commercial with real students and instructors.
- 15 credits to get ahead and graduate faster.
- 15 on track.
- 15 to finish, an ad to get students to take a minimum of 15 credits per semester so they can graduate on time.
- 15 to finish.
- A brief listing of the programs and classes offered at the various campuses.
- A commercial about the teaching staff of the community colleges, having worked in the real world, real job settings prior to becoming community college teachers.
- A group of faculty, administrators and possibly students walking across a campus.
- A list of available courses.
- A radio advertisement featuring the Chancellor of Kauai Community College.
- A TV ad regarding the value of community colleges.
- About different programs available.
- About some of the programs and how it can help get people to work.
- about the educational opportunities in provides in a smaller setting and flexibility in your courses.
- ad on the tv.
- Addl. education for all age groups.
- Ads for admission and mission statements for Hilo.
- Advertisement for the school.
- Advertisement of the attendance and benefits.
- Advertisements for higher education within the community colleges.
Advertising about all the different community colleges in Hawaii.
Advertising for classes, new subjects, tuitions.
Advertising for new student applications, for continuing students to take 15 credits per semester to graduate on time, for classes offered, for degrees offered, for continuing education classes offered.
Advertising on the radio for starting of classes.
Advertising on TV and print.
Advertising to enroll in the fall semester.
Affordable community college, small class size.
Affordable, quality education.
Agriculture, marine biology.
All the chancellors of the various colleges in the commercial.
An ad on the radio about UH Maui.
An advertisement on tv showing students walking around campus.
An email.
Associates degrees, culinary programs.
At the movie theatres, showed different community colleges and what you can achieve.
Availability of registering at Kauai Community College online.
Basically, if you can't afford a university then go to community college.
Brighter future.
Brochures given out by representatives.
Build your education.
Bunch of people coming together letting people know there's an occupation for you to learn.
Campus map, culinary, hotel management program, at Hawaii Community Hilo.
Campuses around the island, flexible schedules, alternate career paths.
Can't recall.
Can't remember much, just that I saw them.
Can't remember.
Can't remember.
Can't remember.
Can't remember.
Can't remember.
Can't remember.
Can't remember.
Can't remember.
Career development, transfer to four year university, trade school.
Chaminade is offering online education degree, teaching certificate.
Children walking with books and campus sports.
Classes availability to sign up for.
Classes available.
Classes beginning soon.
Classes for the new semester.
Classes offered for upcoming semester.
Colleagues talking about it.
Collective ad for all community colleges.
Commercial about how few students graduate.
Commercial about opportunity with flexible schedules.
Commercial for the different community colleges.
Commercial on bus with picture of admissions lady.
Commercial on tv about non-trade jobs.
Commercial regarding their excellence.
Commercial.
Commercial.
Commercials on tv.
Commercials on tv.
Community Colleges can get you started on a career in Nursing.
Continuing education for adults.
Continuing education programs.
Continuing education.
Convenience to the areas they serve.
Convenient locations variety of career choices new programs distance learning housing.
Course offerings.
Culinary program.
Did not make a visual remembrance.
Different people talking about taking classes while still having a full time job, and being able to juggle work, school and family.
Different programs that they have graduate, under graduate.
Discussed opportunities in marine education.
Don't recall specifics.
Don't recall.
Don't recall.
Don't recall.
Don't remember anything specific.
Don't remember what the advertising was for.
Don't remember, only remember seeing the name.
Don't remember.
Don't remember.
Don't remember.
Don't remember.
Encouraging people to attend.
Flyers for the community college were lying around at our bank when I went for a loan there.
Flyers from Workforce Development for continuing education classes.
Focused on making yourself better.
Food service students and food outstanding.
Football training camp, jobs when finish college.
Football.
Further your education at a community college.
Get a degree.
Getting a skills training at the community colleges.
Graduate on time with 15 credits each semester.
Great place to take classes if you want to advance your career.
Had to do with culinary program at Kauai Community College.

Having 15 credits a semester to graduate on time.
Hawai'i Community College showcasing participating in Smithsonian's Folklife Festival.
Hawaiian Studies class.
HCC Maui ads at the movie theater.
Hearing radio ad about advantages of attending Maui College.
Helped people get a college degree.
How a community college will allow you the flexibility of getting a degree while working and having a family.
How available they are if anyone is interested and the possibility if you were to participate.
How fast it was to get a degree.
How the community college can help with your life by giving you the opportunity that higher education affords.
Hula dancing, emphasizing cultural education in the 21st century, quality education at your own pace, work while you go to school.
I believe it was an ad in one of the free papers i.e. Big Island Weekly, etc.
I believe it was something about continuing education.
I believe they spoke about convenience and showed a bunch of young adults.
I can recall the system advertising non-traditional careers.
I can't remember.
I don't really recall. I just remember seeing something for UH Maui College.
I don't remember exactly.
I don't.
i graduated from that school, I loved it there.
I grouped all the UH colleges together, so included the community colleges. Can't remember specifics, just that there was a catchy tune and dancing.
I heard that West Oahu was partially done. I don't remember what was
said just remember hearing about the community colleges.
- I just remember hearing the names, and something about registration.
- I might have picked up a flyer from their office.
- I receive the EdVentures catalog that tells all the adult education classes for UH Maui College campus.
- I received a paper in the mail, drove by it and heard it on the radio.
- I received the UH Maui college of continuing education's flyer.
- I remember hearing about enrollment and graduating on time with 15 credits a semester.
- I remember hearing the names, but don't remember the actual message.
- I remember seeing ads in the newspaper.
- I remember seeing advertisements on television showing that Hawaii Community Colleges have a fun environment, and everyone is willing to work with you to create the right path to help get you through your school with a great experience.
- I remember seeing commercials on tv and radio about non trade careers.
- I remember seeing information on registration and financial aid.
- I remember seeing local students getting their degrees in Hawaii.
- I remember seeing the commercial of the students singing and dancing.
- I remember the professors telling the camera how they help their students.
- I remember watching a commercial about LCC and the other community colleges where it ends in the logo and it talks about how it's affordable schooling.
- I saw a commercial about all UH campuses about taking 15 credits per semester in order to graduate on time.
- I saw a commercial on tv that said in order to graduate on time you need to take 15 credits a semester.

- I saw an advertisement for summer courses.
- I saw different people talking about different areas of study that they could pursue.
- I saw staff members and students promoting the school.
- I saw students talking about how the ability to attend community college helped them attain their goals in a friendly, affordable way, that teachers were supportive and that there were a variety of learning options with something for everyone.
- I saw that it was a way to get started on your getting a higher education.
- I saw the different community colleges across the state.
- I think it was a commercial advertising their culinary program.
- I think it was a listing in the paper.
- I think it was a tv commercial with a girl stating how going to a community college can save money.
- I was passing by and saw the college.
- I went to the movies and there were 3 women giving testimonials about how they can have a career, be a mother, and still go to school.
- I would always see television commercials. I also would hear their commercials during traffic hour they have that annoying screeching sound in their commercials a cue for me to change channel.
- If you need continuing education or to start a new carrier go to a local community college.
- I'm not sure if it was about the 15 credits to get up ahead.
- I'm not sure.
- Increase in students, new classes.
- Inexpensive.
- Info about enrolling, maybe.
- Instructors in various career and technical education settings, non-traditional gender instructors, focused students.
- Invitation for parents to view college, program offerings.
It basically was saying they are a great opportunity to get a education. It has a lower tuition then the University of Hawaii at Hilo. It is a commercial they play at the movie theater that shows students who attend HCC and discuss the benefits of their systems. One lady discusses the ability to further her education while raising a family. Another talks about the range of classes they offer. It was a commercial about higher education. It was a commercial about the affordability of community colleges. There was another commercial about taking 15 credits a semester in order to graduate on time from the University of Hawaii campuses. It was a commercial featuring testimonials from former students. It was a montage showing students in the community colleges in Hawaii, and how it was good education at an affordable price. It was a narrative from a female about the opportunities for lesser cost at the community colleges. It was a radio ad, telling you could register online, even on your phone. It was for the culinary program. It was in a magazine. It was on it's programs. It was the opportunities, it showed that it valued its professors. It's not too late to get a college education, community college, UH Manoa's diversity education. Just a general ad on the tv. Just heard on the radio about the Hawaii.edu website and how I can work and go to school at the same time. Just remember seeing it on tv and them saying to take 15 credits to finish on time. Just students talking about getting a good education at that particular university. Just talk about the new campus that's supposed to be built sometime in Kona. Just that classes were now open. Just tv ads touting the "cheaper alternative" in community colleges. Kauai Community College has things posted around the island, I also saw an article about adult education there, also saw a tv ad. Kauai Community College, wireless campus. Local appeal. Local residents achieving higher education goals by starting at a community college. Local students performing. Local students talking about going to school locally. Locals talking about their education, an advertisement offering services to help students graduate "on time". Lots of people holding signs and then promoting community colleges. Lots of things, I'm a student at a community college. Lower cost for education. Lower cost, tuition, than comparable 4-year universities with the option of transferring to the main campus UH Manoa for completion of a 4-year degree, low student teacher ratio, select distance courses. Many community colleges were turning to colleges. Message conveying the opportunities available. Minimum increase in tuition. Mostly advertisement on tv, of older people going back to college, like people who you would not expect to go to college at such an older age but they did it. Movie trailer. N N/A. New classes, new building, new majors, students. New facilities at WCC, Students walking on UH campus. New registration.
Newspaper ads.
Newspaper advertisement, radio.
Newspaper advertisement.
Newspaper articles, e-mail RSS feeds.
No, don't know if I saw it in a newspaper or tv.
No, sorry.
No.
No.
No.
No.
No.
No.
No.
Non-traditional curriculum.
Non-traditional careers a way to continue education while working.
Non-traditional careers.
Non-traditional education (vocational).
None.
Non-trade commercial.
Non-trade education opportunities and general program offerings.
Non-traditional careers.
Not at the moment.
Not much.
Not really.
Not really.
Not really. Maybe it was about a program offered.
Not sure, I just remember seeing the ad.
Not sure, just remember seeing something in the paper.
Not sure.
Not sure.
Not too much, just that there are community colleges available.
Nothing specific.
Nothing.
Nursing.
Offering higher education and potential employment at Pearl Harbor Naval shipyard.
Old people telling their short stories about how it helped them.
On a television ad.
On local tv about CE classes.

On tv.
Other UH colleges available on each island.
Pamphlets and posters.
Pamphlets.
People dancing outside the school with overly perky cheerleaders.
People saying how much they enjoyed starting at the community college.
People who got started on their education at the community colleges.
Poster at the mall.
Poster, certificate programs.
Posters at Kukui Grove Mall for Kauai Community College enrollment.
Posters on the hub community college campus.
Practical skills, nursing.
Primarily Kauai Community College programs.
Professors and students talking about smaller class sizes, more affordable tuition, and courses that can help aid in the overall growth of students.
Promotional, new year beginning, enrollment advertising.
PSA announcements regarding continuing education.
Publicizing various programs for career advancement.
Radio ad.
Radio advertisement for fall classes.
Radio advertising.
Received brochure about classes, ad in Maui News.
Remember video of alumni talking about how they were able to get their degree through a community college.
Saving monies by taking 15 credits per semester, graduating faster, starting your career faster, start living life.
Scheduling for fall semester.
Scheduling of classes.
School starting register now.
School's starting back up again.
- Seeing ads on the bus, talking about the school.
- Seeing on TV advertising for non-traditional careers.
- Seeing students speaking about their experiences.
- Sharing what is available on campus in the way of programs.
- Small class size, supportive staff and faculty.
- Smiling kids holding folders and wearing backpacks with a sunny background.
- Something about affordability.
- Something about continuing education.
- Something about finishing college and yearly credits.
- Something about non-traditional careers.
- Something about the health services, automotive and trade industry ongoing trainings.
- Something about Windward Community College's art and music department, possible career opportunities for potential students who are not "university candidates".
- Something along the lines of "back to school time".
- Sports program beginning.
- Sports.
- Stressing to people that they can make more money with a college education.
- Student created advertisement and anti-traffic rail ad, which mentioned UH as a major traffic contributor.
- Student living.
- Student testimony, group of persons marching in support of the community colleges.
- Students can get affordable education in a variety of fields.
- Students discussing their experiences and benefits of attending a community college. Also, faculty and staff at Kapiolani Community College.
- Students giving testimonies about how good their school is.
- Students giving testimony about their experiences at these colleges.
- Students in various programs, faculty walking.
- Students of multi-cultural backgrounds, happy music.
- Students performing and others getting what appeared to be on the job training.
- Students saying what an impact going to the community college made on their future.
- Students sharing their experiences they have attending the schools.
- Students talking about what a great college to go to.
- Students telling about their experiences at the community colleges and information on what programs there are.
- Students thinking about their future and how community college can help steer them in the right direction.
- Students.
- Summer school projects.
- Tag line define your world features different programs, culinary, nursing, automotive.
- Take 15 credits and finish early.
- Take 15 credits to graduate on time.
- Tech Track.
- Television ad.
- Testimonials about how great UH schools are.
- Testimonies of college grads.
- That how their education will be needed in the future.
- That it gives regular people a second chance in further education despite your age.
- That it has great programs, like nursing, hotel management.
- That it was less expensive than going to UH.
- That the college system is expanding, more specifically Maui College. That the graduation rate from the UH system is just 27%
(which I am a part of), 15 to finish commercial on the radio.

➢ That the community colleges gives you what you need to succeed, and there was all the different teachers from the different departments (like Alan Okuda).

➢ That there is a community college to suit your needs, smaller classes.

➢ That they are small in size, therefore you get more attention than the larger campus, cheaper to attend and a wide variety of classes.

➢ That you can work, have a family and get a degree.

➢ The advertising showed young people speaking about their future and options available at community college, I believe.

➢ The commercial with the band playing under the water.

➢ The diverse ethnic student and teacher population, the year round class availability as well as night time availability, the extensive curriculum for trade and or general education.

➢ The generic with the cheerleaders.

➢ The merits and advantages of community colleges.

➢ The message of higher education along with students interacting in scenic backgrounds impressed me.

➢ The name, it was a commercial.

➢ The name.

➢ The radio advertisement indicated that only 6% of students at the University of Hawaii Manoa will graduate, and they will have a greater chance of graduation if they take 12 or more credits.

➢ The television commercials.

➢ The University of Hawaii community colleges Define your world.

➢ The university was enrolling students.

➢ The up coming programs designed around the Hawaiian Culture. High intensity programs involving Marine Life.

➢ Their website.

➢ There are 7 campuses.

➢ There was a person saying that if you attend these colleges there are many opportunities and then it showed a list of all the community colleges.

➢ They claim to be just as good as going to Manoa.

➢ They had an ad in the Hilo newspaper promoting some community courses.

➢ They had courses available to enroll in.

➢ They have 4 year credits.

➢ They have a ad that the cheerleaders do showing some of the things the campus has.

➢ They offer 4 year degrees.

➢ They offer many courses and have many campuses on different islands.

➢ They provide technical education.

➢ They sent out a booklet advertising some Education Venture classes and I picked up a fall class schedule when I was at the college in July.

➢ Things about starting a new career, life.

➢ To get a degree that is cheaper and flexible time schedule and a variety of online courses.

➢ To go to college.

➢ Tuition due dates.

➢ Tuition is less and working adults could fit into their schedule.

➢ Tv ad group of students talking about opportunities in the college system to gain a degree.

➢ Tv ad noting offerings.

➢ Tv ad talking about going to their college.

➢ Tv ad with graduates.

➢ Tv ad, don't remember details.

➢ TV ad.

➢ Tv ad.

➢ Tv ad.

➢ Tv ads.

➢ Tv commercial advocating community colleges, as an affordable choice. Focus on vocational training?
Tv commercials about "non-trade" program. Also tv commercials about the community college program being ideal to provide career advancement.

UH community colleges offer vocational training in a wide variety of fields, as well as liberal arts education at a low cost.

UH Manoa primarily via tv ads, several diverse focusing on student affairs, sports, extra curricular and Ocean Science Program.

University of Hawaii Maui Community College campus saw information on a commercial about the college and over the internet.

Upcoming courses, registration, class programs.

Upcoming school year programs.

Utility cost.

Various students and teachers giving advantages for going to a community college.

Website banner I think.

Where the guys and girls are signing up for "none-trade" degrees.

Wide variety of courses.

Young people having fun.

Young students saying they felt KCC prepared them for jobs in Hawaii, and outlined specific fields of study at KCC.

You said you remember seeing or hearing advertising for Chaminade. In your own words, can you tell me what you remember seeing or hearing?

A commercial.

A good place to get educated.

A good school to have an education.

A radio ad.

A radio commercial, only remember the name.

A television commercial about Chaminade.

A university with a quality science programs.

A way to continue education while working.

About the educational opportunities it provides, e.g. criminal sciences in particular.

About the online master's program.

About their different degree programs.

Add on the tv.

Adult continuing education.

Advertisement on tv.

Advertising for jobs.

Advertising for teaching certificate and 4 year education degree online.

advertising for the school.

Advertising the merits of attending Chaminade.

Again remember hearing about Chaminade, but don't remember what I heard.

An ad in the newspaper.

An ad on tv, I think.

An ad on tv?

Basketball tournament

Basketball, Silverswords.

Beautiful campus, friendly students, maybe they were the ones saying surf in the morning, classes afterwards. Don't remember which institute of "higher learning" ran that particular bunch of ads, it definitely wasn't impressing me with their academic credentials!

Better curriculum.

Business and nursing programs.

Campus, career orientation etc.

Can't remember anything.

Can't really remember.

Can't recall.

Can't recall.

Can't remember a thing about this ad just the name of the University.

Can't remember.

Can't remember.

Can't remember.

Can't remember.

Can't remember.

Can't remember.

Can't remember, I know they now offer nursing.
Can't remember, sorry.
Catholic based institution with diverse academic programs.
Catholic education.
Chaminade is now offering online classes for teaching.
Chaminade offering education classes online teaching certificate.
Chaminade University offering online courses, earn the degree you've always wanted at your own pace.
Chaminade, basketball.
Classes offered by humanities council for history day competition.
College for male students, high standards.
College of nursing.
Come join us here.
Commercial.
Commercial about attending Chaminade.
Commercial encouraging students to attend.
Commercial featuring outdoor Hawaii setting talking about Chaminade education.
Commercial on the radio.
Commercial on tv I think.
Construction.
Continuing adult Education.
Courses, registering.
Crest.
Cross listed web ads.
Degrees offered, student living.
Diversity.
Diversity of students from all over the world, able to study while still working professionally.
Don't quite remember now.
Don't remember.
Don't remember.
Don't remember.
Don't remember.
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Don't remember.
Don't remember.
Don't remember.

Either on tv or newspaper, not sure.
Elderly lady, background vocal about being able to take care of her, something about law enforcement?
Enrollment.
Enrollment commercial.
For those who have full time jobs, class times at night, weekends or online.
Forensic sciences.
Four year college experience.
General information on Chaminade.
Get a degree.
Graduate school.
Great classes.
Great education, great classes.
Great University.
Haven't paid too much attention but heard about the college of nursing (somewhat).
Higher co-ed diversified learning opportunities.
Higher education is important.
How to live and learn at Chaminade.
I don't quite remember.
I don't recall what the advertising was about.
I don't remember.
I just recognize the name from commercials.
I just remember their logo.
I only remember images of the campus.
I received a request for a donation.
I remember a commercial on being a medical technician.
I remember a tv ad because my granddaughter was thinking about attending there.
I remember seeing a tv ad, showing their campus.
I remember the name very little else.
I saw a commercial.
I saw a tv commercial, but I have forgotten the content.
I was sent a number of emails
I was watching the sports section of the Hawaii News Now and they were talking about Chaminade.
I wasn't paying much attention, but I remember an advertisement about them now offering an online educational degree because of the high demand for educators.
I'm bias, I obtained my masters from Chaminade and was notified directly from university of changes that was taking place at the university.
I'm very vague, sorry. I remember hearing the name "Chaminade" and wondering if it were the same system as a "Chaminade" on the mainland.
In the newspaper.
It showed the campus and what kind of degrees they have.
It was a commercial on tv.
It was a newspaper article and also on the news that night about Chaminade offering online teaching certificates.
It was a radio ad, but I don't remember anything about it.
It was a testimonial in the newspaper about how the person got their MBA while working full time.
It was in regards to it's programs.
It was mostly advertisement in the bus.
It was on radio.
It was on tv.
It's a great college.
Join Chaminade University's medical classes, educational classes.
Just a commercial, don't remember anything.
Just advertising classes were available.
Just Chaminade University in the Catholic Herald.
Just hearing the name.
Just remember seeing the campus layout.

Just remember the school being mentioned.
Just seen the location.
Just that it is located on Oahu.
Just that it was a good school to go to.
Just the words Chaminade University not very visual or exciting.
Life as a Chaminade student.
Magazine ad in Hawaiian Airlines Magazine.
Medical.
No.
Mostly about their basketball teams successes.
N/A.
N/A.
N/A.
New program for educational administrators.
New programs for nursing schools.
Newspaper ad.
Newspaper ad, enrollment information.
Newspaper ad?
Nice location, I'm familiar with the area.
No, don't recall because not interested in that University.
No.
No.
No.
No.
No.
None.
None.
Not exactly.
Not interested, didn't pay attention.
Not much, just remember seeing them.
Not really.
Not sure didn't stand out.
Not sure it was about athletics I believe.
Not sure.
Not sure.
Nothing special.
Nothing specific.
Nursing program.
Nursing School.
Offering a new program, degree.
Offering education degrees online.
Online and tv commercials.
Online classes for education degree.
Online education program.
Only remember because of the unique name, don't recall the nature of the advertising.
Only that it existed.
Only the name.
People talking about going to Chaminade.
People.
Private college.
Promoted small school, attention to students.
Radio ad for Chaminade University.
Radio advertising for enrollment.
Saw online looking at maps.
School materials was passed over to me, information online and friends goes to that school.
Seeing advertisements on tv.
Signs in the entrance to the campus.
Silverswords.
Small campus on the hill, Montessori education degree,
Small classes.
Small sized classes.
Something about a forensic program.
Sorry, can't remember.
Sponsorship of Maui Invitational, basketball.
Sports.
Staff information.
Start of classes, new programs.
Students and the campus.
Students giving their opinions.
Students love the school.
Students saying the environment was conducive to learning, small, intimate classes.
Students sharing there experiences about attending the school.
Students talking about their experience at the school.
That it had a wonderful undergraduate program in different fields of study.
That it too is a smaller campus being a private college, they offer a variety of classes as well.
That it was a small campus and that you could get a variety of different degrees such as nursing, etc.
That it was a small college that would give students individual attention.
That it was a small university where students can get to know each other.
The basketball tournament.
The campus and some footage.
The exclusivity of its location, student teacher ratio advantage, athletic programs, fields of study.
The location on a commercial.
The President and the Dean of Chaminade describing some of the values Chaminade promotes through their education. Also, the quality of study available there. There were also alumni expressing their satisfaction with having received a degree from Chaminade.
The types of classes this university offers.
Their website.
They had a good deal on a teaching degree.
They were asking for donations.
To be honest it evolves around sports programs.
Tuition financing.
Tv ad regarding specialties at Chaminade.
Tv ad.
Tv ad.
Tv ad.
Tv ad.
Tv ads, newspaper, magazine ads.
Tv ads.
Tv, educational opportunities at Chaminade.
Variety of classes high regard as a university.
You can go online to take courses.
You said you remember seeing or hearing advertising for HPU. In your own words, can you tell me what you remember seeing or hearing?

- A bunch of college students making testimonials, the campus in downtown Honolulu, sun and beautiful Hawaii weather.
- A good choice of fields of study.
- A newspaper ad, but don't remember much besides the name.
- A newspaper advertisement.
- A person promoting the program.
- A student climbing a rock and talking about how her advisor helped her.
- A television advertisement.
- A television commercial about marine science.
- A television commercial, on local television for HPU, a montage of students and faculty. Students making statements regarding the university.
- A television commercial.
- About active students and staff there, and how many students go there.
- About the campus.
- About the college campus and the friendly atmosphere.
- About the locations of HPU, attending college, sports programs.
- About the professors who have real life experiences in their subject matter, not just academic knowledge.
- Ad in downtown, more classes.
- Ad in Midweek.
- Ad on public radio.
- Ad on the tv.
- Ads featuring students and various programs, some emphasis on beach proximity prior to attending classes.
- Advertisement on its graduate program.
- Advertisement on tv.
- Advertisement on tv.
- Advertisement on tv.
- Advertisement.

- Advertising for classes and degrees offered, to attract new students.
- Advertising the university and the benefits of attending.
- Again, sports related type tv ads, with sports clips of baseball or volleyball.
- All the technology offered.
- Also a small campus and a variety of classes.
- Always about its masters degrees in business, about their athletics, and many more about its convenient location, about their international students and financial aids.
- An ad about their nursing program in the paper.
- An ad in the Midweek.
- An ad on tv.
- An advertisement wall ad.
- An online ad for the university.
- Applications.
- Athletics program.
- Athletics.
- Benefits of attending HPU.
- Block ad in a Hawaii Magazine.
- Brochure.
- Brochures, newspaper and web ads.
- Campus grounds.
- Campus grounds.
- Campus setting and convenience to downtown.
- Can go to college in paradise and still get a great education, small classes.
- Can't really remember.
- Can't recall.
- Can't recall.
- Can't remember anything.
- Can't remember exactly.
- Can't remember, but saw advertising on United Airlines.
- Can't remember.
- Can't remember.
- Can't remember.
- Can't remember.
- Can't remember.
- Can't remember.
- Cheerleading academics.
Class choice.
Classes offered at the university.
Climbing the mountain to reach your goal.
College right in the middle of town.
Come join us.
Commercial on the radio.
Commercial on tv about HPU and HPU sports.
Commercial trying to attract students by telling about the university.
Commercial.
Commercials on airlines arriving in Hawaii. Seems to target people looking to come to Hawaii more than targeting people who want to be serious students.
Continuing education.
Convenient location, accredited.
Counseling and support for graduation.
Courses being offered, praising the professional staff.
Courses offered.
Courses, Registering.
Degree online.
Described program and open campus, and build for future?
Details of degrees that can be obtained from HPU with pictures of Hawaii in the background.
Didn't pay attention.
Didn't pay much attention to it.
Different areas of study, nursing, students talking about their experiences.
Different degrees you can receive, what they offer.
Different types of majors, able to work and go to school to earn a degree.
Diverse student body from all over the world.
Diversity of students, two campuses.
Diversity of students.
Diversity on campus.
Diversity.
Diversity.
Diversity.
Diversity.
Don't recall specifics.

Don't recall.
Don't recall.
Don't recall.
Don't recall.
Don't remember details.
Don't remember exact details.
Don't remember message, just remember seeing it.
Don't remember the words, but I remember the students.
Don't remember, just noticed the advertisement.
Don't remember.
Don't remember.
Don't remember.
Don't remember.
Don't remember.
Don't remember.
Don't remember.
Don't remember.
Don't remember.
Don't remember.
Downtown campus.
Downtown Honolulu print advertisement.
Downtown Honolulu, international students.
Downtown university.
Downtown, convenient, easy.
Downtown.
Education is of high importance.
Effective graduate to employed stats, athletic programs, specialized fields of study.
Either newspaper or tv, not sure.
Enrollment and diversity.
Enrollment.
Excellent program, many foreign students attend, variety of programs.
Experienced staff helps you succeed in school. No mountain is too high to climb.
Faculty.
Fall classes starting.
Family oriented atmosphere.
Financial aid.
Flyer.
Four year college.
General advertising.
Get a degree.
Get a good education here in Hawaii.
Get where you want to go.
Girl surfing, then attending class.
Good teachers, flexible classes, fun atmosphere.
Good volleyball and basketball programs.
Graduate degrees available.
Great professors and small classes.
Guys go surfing then to HPU, girl climbing the mountain, the HPU counselor is there with a helping hand.
Hands on learning.
Heard MBA programs are quick.
How easy it was to get a job after graduating.
How great it was.
How their degree programs lead to jobs in Hawaii.
How their student advisors help students to achieve their goals.
HPU for a education for a future.
HPU medical classes, sports activities.
HPU student climbing a rock.
HPU, local tv ad.
HPU.
I believe it was an ad about their summer programs and getting classes you want.
I can remember the different lecturers and the diverse student population.
I can't recall exactly.
I can't recall the ad.
I can't remember the ad at all, I just remember that I saw an add for HPU.
I can't remember the advertising.
I can't remember, I think it was a magazine ad.
I didn't see advertising, only articles about HPU.
I don't know.

I don't pay much attention to commercials. Just remember seeing the name.
I don't read the advertisements as they are recurring, informing degree options for social work, business administration etc., so I recognize the appearance of the ad, but no longer pay attention to the content or wording.
I don't really remember anything from the ad, which was radio, but just that they were advertising the university.
I don't recall what the advertising was about.
I don't remember much.
I don't remember.
I don't remember.
I don't remember.
I don't remember.
I heard them mentioned in passing on television.
I just remember a commercial about it.
I just remember seeing the logo in the commercial.
I just remember seeing the picture of their windward side campus, and thinking that students who saw that then had to go to town for classes were sure going to be disappointed!
I just remember two items from the commercial, the diverse ethnic student body and the student professor ratio.
I kind of remember seeing an international flair saying that these people from different countries were attending the university.
I meet students from the university
I received advertisement through the mail.
I remember a student going to the beach in the morning and then going to class after.
I remember hearing about a surfer saying how he surfs then goes to class.
I remember hearing about it on tv, but being that I'm not interested in
attending I didn’t pay any attention to it.
➢ I remember seeing a lot of different ethnicities.
➢ I remember seeing advertisements on tv about HPU’s oceanography program as well as it's MBA program.
➢ I remember seeing shots of classrooms, and them showing smaller classes with a better teacher, professor to student ratio.
➢ I remember students and very little else.
➢ I remember the logo during a commercial.
➢ I remember their selling a masters program for busy professionals and working people.
➢ I saw a tv commercial but I have forgotten the content.
➢ I saw it in a movie preview.
➢ I saw the campus.
➢ I seen there advertisement on TV mostly about Hawaii’s beauty and environment making you want to be like i want to go to school in tat kind of place. mostly surfing
➢ I think I saw students in a commercial.
➢ I think it was a print ad in the Advertiser, I don't really remember the content.
➢ I think it was a tv ad.
➢ I think that is the one with the two women rock climbing with the intent of showing the cooperative nature of climbing to your goal.
➢ I work downtown and see the signs for HPU.
➢ In the newspaper, it was a nursing program advertisement.
➢ International setting for intercultural learning, excellent for graduate level coursework with evening classes providing flexibility for working professionals.
➢ International Student Body
➢ International student population.
➢ International students, new professor?

➢ International students.
➢ International students.
➢ Invitation to open house on radio, sign posted outside of campus, radio commercial.
➢ It attracts diversity.
➢ It is in downtown Honolulu so it is a convenient location.
➢ It showed two girls rope climbing up a mountain and how HPU can help you achieve new heights.
➢ It was a commercial on tv.
➢ It was a commercial showing how unique living in Hawaii is and how HPU was as unique as where we live. Another commercial showed people as they were students and then as professionals in their chosen career.
➢ It was a couple of kids talking about enrollment.
➢ It was a flier for their MBA program.
➢ It was a good college to prepare you for the business work world.
➢ It was a tv ad that featured young people from various countries talking about the advantage of the melting pot as an asset to their education.
➢ It was about sports.
➢ It was an ad showing the locations of the university.
➢ It was in regards to it's programs.
➢ it's diversity of students, being in downtown.
➢ Just about more open classes than UH systems.
➢ Just an over site on the campus, and the international students that advertised this campus.
➢ Just another background advertisement.
➢ Just general advertisement for new students.
➢ Just recognize the name from commercials.
➢ Just remember the ad nothing in it.
➢ just remember the name.
➢ Just saw a flyer for HPU.
➢ Just signage, with the HPU logo and inspiring words about furthering your education.
- Just the pictures of students.
- Kids surfing.
- Largest independent post secondary university in Honolulu.
- Last one I remember is options for continuing education for adults, also diversity at MidPac.
- Located in downtown Honolulu.
- Located in town.
- Location only.
- Logo.
- Magazine ad in Hawaii Business.
- MBA degree online.
- Midweek newspaper.
- Mixed ethnicities.
- Multi cultural students from the east, west, Hawaii and the mainland.
- Multi cultural students, small classes, adult education for those already in the workforce.
- Multicultural, downtown.
- Music, sports.
- My daughter received some pamphlet.
- N/A.
- N/A.
- New campus, classes.
- Newspaper ad, enrollment information.
- Newspaper ad.
- Newspaper ad?
- newspaper ads.
- Newspaper advertisement.
- Newspaper advertisement.
- Newspaper, don't remember what it said.
- Newspaper.
- No I can't.
- No, just about the university.
- No, not interested.
- No, sorry just remember hearing the name.
- No, watched but don't really remember.
- No.
- No.
- No.
- No.
- No.
- No.
- No.
- No.
- No.
- None.
- None.
- None.
- None.
- None.
- Not much except high dropout rate.
- Not much, just remember seeing them.
- Not much.
- Not much.
- Not much.
- Not much.
- Not notable.
- Not really, I think it was radio.
- Not really, just that it was for HPU.
- Not really, maybe it is because I drive past it all of the time. Or I get information in the mail regarding classes there.
- Not really.
- Not really.
- Not sure.
- Nothing in particular.
- Nothing memorable, just remember hearing the name.
- Nothing specific.
- Nothing sticks out.
- Nothing.
- Nothing.
- Nursing.
- Ocean, happy young adults.
- Offers for classes and the variety of degrees available.
- On radio and tv.
- On the radio.
- On tv.
> Only images of the campus.
> only that it existed.
> Only Tiny Tadani.
> Opportunities.
> Opportunity to earn a degree in Hawaii.
> Our daughter just graduated from HPU, so I "pay attention" when I hear HPU. I remember a number of younger folks at various academic venues, I remember the ad showing various shots of the local landscape close to the campus, and I recall a shot of students graduating.
> Outstanding "campus" location.
> People form all over the world is attending HPU.
> People talking about small classes, individualized attention.
> Personalized courses.
> Picture of building, faces, professionals
> Pictures of students, a newspaper ad.
> Pictures of their campus and enroll in their college.
> Postcard, no recollection of content.
> Private university, small classes.
> Professionals teaching the MBA classes. Work while you earn your MBA.
> Programs for career advancement.
> Programs for various occupations.
> Promoted balanced education.
> Quality education, professors who are currently working in their field.
> Radio advertising for enrollment.
> Radio commercial.
> Reason to attend.
> Registration.
> Remember something about students talking, that's all I remember.
> Remember the fact that people all over the world attend.
> Rock climbing.
> Same answer as previous question on BYU.
> Saw ads in the movie theater talking about the courses, and small class sizes.

> Scheduling, call to speak with a representative.
> School programs available to the community.
> Seeing commercial on tv about school.
> Seeing different cultures, students from all over the world.
> Seeing many international students, high level of education.
> Seeing people all over the world come to this school.
> Small class size, private.
> Small class sizes.
> Small classes.
> Smaller class size.
> Smaller classes and teachers are more personal with students.
> Some sport activities.
> Something about a private education in Hawaii.
> Something about diversity and having a large population of international students and the positive aspects of learning in this environment.
> Something about diversity.
> Sorry, don't remember.
> Sorry, it was Phoenix University. A professional police officer in administration talked about his career. He went back to school and "Became a Phoenix".
> Sounds like an exclusive school.
> Specific majors provide great jobs.
> Sports.
> Sports.
> Starting soon, students walking around campus.
> Stating that only with a college education do you have a chance of landing a great job and don't need to work 2 jobs to make ends meet.
> Staying in Hawaii and getting a degree, student living.
> Student campus life, higher education for jobs.
> Student coming to class right when it starts after surfing, with sand spilling on to classroom floor.
> Student testimonials.
Students enjoying going to school.
Students from all parts of the world telling their experience about the university.
Students from all walk of life, commercial perhaps.
Students from many countries attend there.
Students in good studying environment.
Students saying how curriculum fits what they want to study.
Students smiling and achieving their goals.
Students talking about how great the school is and the location.
Students talking.
Summer School.
Surfer guy with sand in book.
Surfing then attending downtown campus.
Talking about international students attending the school.
Teachers are more hands on with students.
Television advertisements featuring specialty type jobs and training.
Television commercial. Do not remember the details.
That a degree in health care was available.
That it is centrally located and offers degrees I would be interested in.
That it is convenient to attend, and has international students and successful graduates.
That it is located in windward Oahu, that it is a university open to all.
That it stressed the cultural context of Hawaii, I like that.
That they were going to expand their windward campus.
The commercials where it shows the student going to the beach and then going to class.
The courses they offer central.
The description of their facilities.
The different classes and hours available.
The HPU logo.
The new head of the University.
The ocean.
The variety of people and education.
Their sports programs.
Their website.
There was a group of students and staff gathered to show support for their school.
They don't really advertise too much, I can't recall.
They offer business courses during evening time frames for working professionals.
They promoted diversity among students, different ethnicities.
Touted that it was a very diverse school.
Tv ad and newspaper, magazine ads.
Tv ad noting offerings.
Tv ad on higher education.
Tv ad regarding international student body, business concentration, adult learners.
Tv ad showing the campus with students discussing.
Tv ad.
Tv ad.
Tv ad.
Tv ad.
Tv ad. Campus, some curriculum, locations.
Tv ads point out it's a fun environment for students and teachers are helpful.
Tv ads, but may have been over a month ago.
Tv ads.
Tv advertisement.
Tv advertisement.
Tv advertisements.
Tv advertising how you can attend college and enjoy Hawaii's natural and scenic surroundings, plus outdoor sports (swimming, surfing, etc.)
Tv commercial about being able to spend time at the beach and still go to college.
Tv commercial encouraging people to consider attending.
Tv commercial I think.
Tv commercial, convenient, online, night classes.
Tv commercial.
Tv commercial.
Tv commercials telling where all the students were from.
Tv infomercial.
Tv.
Two campuses.
Undergraduate and professional school.
University in the heart of Honolulu.
University of The Pacific.
University surrounded by trees.
Unsure.
Vaguely remember a recruitment type commercial.
Variety of classes, students from all over the world, quality education.
Various students in their future professions, the beach.
Various students showing their beginnings and where they ended up with a degree.
Various students, from a mix of countries, describing how pleased there are to be attending HPU. The implied message being: we are an "international" school, with racial diversity.
very convenient location and near everything, in the heart of downtown.
Very diverse.
Video/pictures of students and facilities.
Views of the ocean and campus.
Was on tv, I remember seeing HPU.
Weekend Monoa program.
Where it is and that they are accepting new students.
Working professionals.
World class education.
Yes. I don't remember much other than their name, HPU.
You can study on the beach and go to class.
Young people on the beach.
Young people smiling, happy about the possibilities to come with an HPU diploma.

In your own words, can you tell us why this college/university is the best?

BYU Hawaii
I am basing this on two of their graduates I work with, I think UH community colleges are awesome.
Location, including housing and community support.
Their standards seem to be better than the others maybe because they are related to a church somehow.
It focuses on education. Some of the others have classes that can be passed, but do not educate. I know of some cases where the student has a bachelors and has no idea of what or how to function on the job.
Seems to be more selective vs. a public school university.
Academics are the most rigorous.
Because it is a private church school and I attend it.
It seems many alumni are community oriented.
Cost.
It's part of BYU in Utah.
A strict entrance requirement and affiliation with the main BYU in Salt Lake City, Utah.
History.
Brigham Young University has a pretty good reputation on the mainland, so it stands to reason that they would run BYUH very well also.
National recognition (would have selected UH Manoa but it was not an option).
Church operated university which requires high moral standards for all students, variety of degrees offered and programs.
Prestige.
Just rumor.
I am Mormon, and this university is owned by The Church of Jesus Christ of Latter Day Saints, I used to teach there.
World wide reputation.
Best combination of academics and cost.
I went to school there and had a great experience.
Very high standards.
Campus atmosphere, student body, staff.
Standards and accreditations.
The teachers interact more with the students compared with other colleges.
Attended and graduated.
Liberal arts program.
They have a student program where they can get scholarships to earn their degrees called Polynesian Cultural Center.
Get teachers.
Nothing special just greater emphasis on education and religion.
Their religious affiliation and quality.

Chaminade
Because it is small that the professors get to know you and your fellow students, it seem more personal.
It's smaller and there is a better teacher student ratio.
I don't know.
I know people that have gone there and felt like it was an excellent program.
Reputation for good education and high standards (relatively high, for Hawaii).
Sounds good for academics and sports.
They are helpful and innovative in their instructional delivery.
Resources are more current, smaller class sizes.
The ads tell you this, doesn't mean I believe it.
Private school, good professors, smaller class sizes.
Has a good reputation for alumni.
The level of education. I have heard they have a smaller class size, good quality professors, and flexible classes.

Small private school.
Small and private.
Many different ways of completing the master's program, excellent professors.
My daughter got her master's degree there after her four years at Chapman University in Orange County California. It was the best choice for her.
Good academic reputation.
It has a reputation for excellence in undergraduate and graduate programs.
I heard they offer the most complete education for the cost.
Caring teachers and administration.
Small, more selective than the others.
They are a private, catholic college which tries to be competitive in academics and sports.
No.
Smaller enrollment.
Offers master's degrees.
Master's program.
Long standing.
Small classes.
UH.
I don't think it's the best, but some say it is because it is private and is supposed to offer a quality education. I think UH Manoa is still the best, and that is where I graduated in 2003.
Not sure.
Private.
Good academics.
Small class sizes, high graduation rate.
It is a private university. Our daughter decided against UH and all the others because she was given a grant (not a scholarship) to study at Chaminade. Also, we are very happy with the campus appearance, availability of classes, and the quality of the teachers. The UH Manoa is an embarrassment to our state, poor physical plant, classes not available to complete degree in a
four year period of time, teachers not around, teaching assistants conduct classes too often. Also, have read about poor campus security.

- I know a lot of people with money can afford going to this school.
- University of Hawaii system has various locations and a wide variety of fields of study.
- Better education programs.
- Quality education.
- No reason.
- it is Catholic.
- Best education and teachers.
- Private, high academics.
- Specialized degree programs not offered at other Hawaii colleges.
- Small classes.
- Based on the advertisement about their Masters in Teaching program.
- Private, location.
- Academic excellence with low student to teacher ratio.
- It's private and seems to offer more hand on curricula than some of the others.
- Exclusive and expensive.
- Small classes.
- Rigor of degree programs.
- Great education.
- Smaller class size, professors have a professional yet personal relationships with students. I'm a masters graduate of the university. 
- Smaller, private, focused practical application of education.
- Relative who received a Master's Degree from Chaminade University.
- Great school.
- High quality of education.
- I think University of Hawaii at Manoa is better but it wasn't on the list. Chaminade has a good reputation.
- Private college.
- No.
- They have a very good history and reputation for education.
- Small class sizes, hands on instruction.
- I just heard that a lot of really high academic students go there, my cousin goes there but as far as overall experience I think UH Manoa or UH Hilo is the best.
- Seems to have small classes and professors know them by name.
- Because I went there and I know first hand how wonderful my experience was. I graduated in 2004 with a BS in ECE.
- It must be, it costs a lot and people with lots of money chose to go there.
- I've always heard good things about it.
- Just large enough to be effective and small enough to be comfortable.
- It is a good catholic university and stresses faith and real world ideals.
- I believe their instruction to be of higher quality and more hands on.
- Has the best reputation.
- Private.
- Because it is the only college that offers the degree in forensic files.
- Private school, thought of as more elite.
- My son in law works there.
- Smaller class, catholic university good programs.
- It was a heartfelt advertisement compared to some of the others.
- Because of the curriculum.
- Knowledge of graduates.

HPU

- Availability.
- No.
- I have friends who attended HPU but have never discussed other colleges with anyone. HPU students appear to be more dedicated possibly because the way the courses are designed.
- Students who attended. Comments about teachers, professors.
- The classes are smaller so you can have one on one with your professors.
- It draws people from all nations.
- No, just based on what other people have told me.
- This is my alma mater.
I don't think it's the best. However, the design of this survey prompted me to select this as the best answer. They are not all the same. The best depends on what a prospective student is looking for. Overall, I think that HPU has established a good reputation. The institution continues to grow in different ways, offering more to more students.

It is easy to attend, don't have to board, has variety of courses and majors and upon graduation can get job based on the degree.

Seems to be diverse and meet the needs of both younger students and working students.

Affordable.

Comes across as having many options for study and shows in advertisements how people have done well with attending.

No.

Some of my workmates go there.

Programs and facilities.

Good class sizes and good programs of study.

Small class sizes, classes taught by professors and not teaching assistants, professors have actual work experience.

Small classes.

A practical university that actually prepares you for the job market.

Small class sizes means more focused on the students.

It's the one that I know the most about.

Smaller classes.

The UH system sucks.

Heard it was really good.

I know a lot of nurses who have graduated from there and they seem really prepared for their jobs.

Smaller class sizes, better business school.

Word of mouth.

It's a private college and tuition is very high, so it must be a great school.

vnbvnnbn

UH Manoa isn't listed, it would have been my choice. I've heard a lot of good things about HPU.

Because smaller classes and better interaction with the professors.

Better classes and class availability, more organized than UHM.

According to their advertisements they offer a quality education. As to whether this is true, I am not able to say because I personally have not recently taken classes at HPU or the other universities listed.

I don't personally think it is the best but it advertises the best. It makes the school look beautiful and full of opportunity.

I think this is a private university.

Smaller school than University of Hawaii. Less students, more individual attention.

No particular reason.

Diversity.

Lots of international students.

Think it is harder to get into.

Private education with smaller class sized and focused learning.

It's private and the facility is better.

Professors are working professors who offer "real life" experiences in addition to teaching.

Small classes, good leadership.

Diversity of students, staff seems connected to the students.

I like it they have a lot of international students, keeps it interesting, brings more international knowledge.

Availability, and classes for military.

It's my alma mater.

Attracts highly qualified candidates worldwide, quality instructors.

They have a sports program.

From what I have listened to, was small class size and very personal.

Small classes, more attention with professors, students giving positive feedback from this university.

No ka oi.

General perception.
Specific course study for specific professions.

It seems to be a smaller campus focusing on the individual unlike UH Manoa.

University size, location, and curriculum.

Because their courses are flexible for working adults, they have instructors from all around the world.

Academic selections and diversity.

Out of the list presented, I have heard first hand of its benefits from students.

Mofe from this university, people who come out with a degree have success finding a job.

Smaller and better access to classes.

Flexibility.

Small class size.

Because University of Hawaii Manoa wasn't on the previous list.

Strong faculty, strong international student recruitment program.

Word of mouth.

Teachers are more hands on with students.

Good reputation for academics.

Not a community college.

It has the most choices of careers to go on.

Seems to be more of a small class type environment, more personalized attention, most expensive.

Campus.

Price seems fair and the attendance seems always to be getting larger.

asdfsad

Quality professors and global students to compare experiences.

Private institution.

Good outcomes for students.

Good reputation in the community but expensive.

Because it is second behind UH.

No.

More students attended.

Only one to offer dentistry in the entire pacific.

It offers online classes.

Has better facilities then the rest.

Diversity.

I have known many people who attended the college and really like it, and are successful after graduation.

It's cosmopolitan student body, since HPU rents space, they have less overhead, maintenance and therefore, have more money to spend on qualified professors and giving back to students.

Successful graduates.

There were a few that were in the same category - but not university of Phoenix - that's too generic

Most diverse degree programs with a touted faculty.

Quality of instruction and professors.

Professors who are also working in the field.

Just heard it was the best.

Have no personal knowledge, only what I've heard, great teachers, classes, but expensive.

Offers more personal attention and is focused on working adults.

Compared to the others, I know more people who've continued their education and have gotten their MBA from HPU, more people than I know who've attended any of the other schools listed.

They off more varieties courses.

Reputation and funding.

Private.

I've heard it's tough to get in and the degrees are good.

Because it is not a community college, or an online college, or a small Baptist college, and it seems superior to the UH schools that were on the list. If UH Manoa was on the list I would have chosen that school because it has greater resources and more programs.

Private but not religiously affiliated.
- Seems like the college where most people find what they want to study.
- US World Reports best rated small College
- I don't know.
- Been around longer, better faculty, better reputation.
- Excellent programs, small size.
- It's just the one I've heard most about.
- Elite.
- Small campus, good instructors, personal attention.
- I feel that it has a higher reputation, but I can't say exactly why I feel that way. Maybe Chaminade, also. I do think UH Manoa is very highly regarded but it wasn't on the list.
- For me they offer the best education for a working professional.
- Our daughter got a fabulous education and great career opportunities.
- Nice campus, high graduate rate.
- No.
- Former students claim it to be the best one-to-one with teacher.
- Offers many degrees and high levels of educational courses. Also encourages community involvement students in the community and the university supporting the community.
- I've heard they have excellent instructors.
- Bigger, on campus and offsite classes offered
- No.
- Private and smaller community.
- Provides more flexible schedules.
- It is a smaller college than the university of Hawaii, it is a liberal arts college with an extensive curriculum, that it offers specialties in many majors.

UH Hilo
- It's between Chaminade and UH Hilo, the others tend to be pretty remedial (courses are not as rigorous, instructors not as well qualified, don't offer the same breadth and levels of courses, admission standards are lower).
- It's the college I graduated from.
- Pharmacy program, Social Work program.
- Alma Mater!
- Larger school, offers more.
- Main university on the island.
- Maine Science Program.
- Availability of programs.
- Has serious researchers on faculty, it's the closest on the list to a research university.
- Small class size and great professors.
- Eckerd teaching system, smaller classes, interactive video with other campuses, ideal college town (minimal distractions).
- Largest system and widest variety of courses and subjects best dollar value.
- Local, accessible.
- It seems to have a good reputation.
- Bigger.
- Diversified student population, well-trained and dedicated professionals, central and beautiful campus, departments that relate to Big Island of Hawaii such as horticulture, geology, botany.
- Opportunities in marine sciences here are great due to location and smaller population in Hilo.
- Has an excellent reputation for its programs.
- University of Hawaii Hilo has a wonderful reputation of high standards, out of this world teachers and the university of Hawaii Hilo is up to date on teaching styles and with technology. Know several people that have attended there and all sing their praises.
- It has a huge choice of degree programs.
- Good turnover, high graduation rate, good programs.
- Good teachers.
- Best programs, agricultural department, not a community college, astronomy center.
- I have heard it's a really good college.
- State supported school, pharmacy degree.
- Excellent programs.
- It offers the largest variety of classes.
- Offers degrees not available at other colleges.
- From advertising.
- Best college of pharmacy.
- It's the one in my hometown.
- Personal preference and location. Living on the Big Island this is choice for me.
- Smaller classrooms, better teacher to student ratio, accredited college of business.
- No.
- It offers the best of small town living and education, it is expanding to meet student needs, it's right here so my children don't need to go far to get a quality education, I am an alumni of UHH.
- Pharmacy school.
- Great reputation.
- Great campus and curriculum.
- More classes, better teachers.
- Centrally located from where I live, and has the most options.
- It's the closest to me right now.
- Daughter attendance.
- Has a growing pharmacy school.
- it is local
- It is a University.
- Have friends that have attend and graduated from there, have attended both graduations. Also heard that it was a good college from a professor friend who has been trying for a position there.
- Reputation.
- Local, good professors, course selection, price.
- Four year university with smaller class sizes.
- The variety of different programs and its expansion.
- Small college with good student-teacher ratio. College offers many majors.
- It is the only one on Hawaii Island.
- Great astronomy programs, nursing, language studies, etc.
- UH Hilo offers a wide variety of degrees in a rural setting. Plus they are moving into a research university.
- I know people who have graduated from here.
- Currently expanding in the health care area to include Pharmacology, give our youngsters a chance to be educated at home in a career that is growing.
- Cost and Staff are very good.
- No.
- Reputation, not sure why.
- Programs offered relate to job opportunities within the state, cost of education.
- I get the impression that there are many offerings related to the Hawaiian culture.
- Lot of friends went to it.
- Pharmacy and Astronomy degrees.
- More hands on, diverse majors, pharmacy school.
- Offer various curses, specific classes have high ranking.
- It's in my hometown, offers just about the same classes as UH Manoa but at a smaller scale, and it's not in a busy town like UH Manoa.
- Diversity of courses, majors.
- Probably the same as other full universities. University of Phoenix and the community colleges are not Full four year universities.
- I am more familiar with the advanced science programs there. I would have indicated University of Hawaii at Manoa if it had been listed.
- Education is good, but tuition is still affordable. It's a very important factor.
It's the closest to my home.
State University.
Because it is local.
Because of the amount of distance learning degrees that they offer.
They offer a wide variety of degrees, offer sporting activities and clubs, is in a nice community, not a city.
I went there.
The Marine Science program is supposed to be better than others and the classes are taught by professors, not assistants.
Great marine program and I didn't see UH Manoa on the list.
From all I have seen, and from the professors I've met. Published articles as well.
Smaller campus, friendly instructors.
Science Program.
Good student teacher ratio, availability of programs and courses, enabling a student to complete a course of studies for graduation in a reasonable amount of time, affordability for local in state as well as out of state students.
Has good programs and is accessible.
UH Hilo is best because it offers full four year program in variety of disciplines yet has small class sizes for better professor contact. Small town environment works for students from off shore who might struggle with language differences as well as local kids from other islands can "go away to school" and yet still be in Hawaii. In state tuition doesn't hurt either.
It is considered a full four year university with a large number of programs.
Because it's continually expanding and growing, also Great tech support on campus.
Tuition and classes offered.
Nice Campus, good instructors, good program.

UH Hilo campus has a Pharmacy college and the Dean is from the University of Purdue.
It is home, has special college curricula, and is small size.
Part of UH system with good programs for Big Island residents.
I feel UH Hilo is "the best" because it offers excellent programs in nursing, business and local agricultural programs. UH Hilo does a lot around our island, and soon (hopefully) we'll have a west campus here in Kona!
Of those listed, Hilo has specific educational strengths.
Close to home.
Cost.
The atmosphere, professors, size and affordable cost.
Good program reputation in nursing and astronomy.
Larger and older, and well established.
Just herd a lot of good comments about this university.
I know more people who have started and graduated from this college.
Expanded programs and financial aid to students.
Great Hawaiian and land studies.
I explored degree courses there a number of years ago and was impressed by what was on offer. I do not know much about the other universities. I also attend occasional events, concerts at UHH.
It is located close to me and it is where I graduated from.
New pharmacy college, building new facilities, small community, smaller classes.
Continuing education and always has professors that are willing to teach.
I'm partial, my son attends there, but besides that I heard from someone that it was the best kept secret because it is like a private school,
small classes and yet reasonable priced for state residents.

- Just assuming because it is bigger and part of the main university system.
- They are currently expanding the campus, physically, which makes it more attractive to students from all walks of life. Plus it’s near our home which makes it convenient for my child.
- My granddaughter attends classes there and majoring in early childhood education. She also is taking dance and they perform the end of each semester. Last semester they performed on May 2, 2012 and the dance was called “Rabbit Hole”. It was the best dance of the evening and most unusual. She is a very gifted dancer and very beautiful as well. She is attending this semester and she was able to get a job in the Pahoa Elementary After School program. I think the College has helped her a lot.
- Local.
- It is an old and respected one plus it is the only one on the big island.
- Rose Tseng and the college of pharmacy.
- I know many of the students and all have impressed me.
- they have a good reputation for medical and science related fields.
- I have heard it has a good reputation and a wide selection of majors.
- Family member had a good experience there. You didn’t list Manoa campus. Couple of them I wouldn’t even consider attending or recommending.
- Astronomy and Oceanography.

UHCC
- Location.
- High level of educational standard.
- Part of the UH system.
- University of Hawaii Colleges offer a wide range of courses that cater to a diverse student body that is the core of the University of Hawaii. Further, tuition isn’t too expensive when compared to equivalent schools on the mainland.
- Available on all islands.
- Large institution with a good reputation.
- Have award winning programs.
- Available on other islands besides Oahu.
- University of Hawaii has community colleges on outer islands.
- State run and funded.
- Serves more people preparing them for the work world and acting as stepping stone for 4 year college degrees.
- It advertises more.
- Reasonable cost, variety of offerings.
- Diverse programs, graduate studies, medical school, law school.
- People who can’t afford, can start at these school and work their way up.
- It offers many different courses of study that are directly applicable to the workforce.
- It is the best because of the locations and teachers.
- Credits are more easily transferable to UH Manoa.
- I am not sure if it is the best. However, it advertised well.
- Campuses on all islands, offers 4 year degrees.
- Hawaii-based.
- Several locations and most variety of classes.
- Allows local kids that cannot get into four year colleges a change for higher education at reasonable tuition and at home.
- I went there and easiest to get in to.
- Cheaper and high enrollment with graduating high percent of students.
- They are known for their excellence in rad tech and culinary arts.
- Classes offered.
- Especially, Kapiolani Community College has a very good nursing program and other community
colleges have good culinary programs.
- Offers great value (but I would have selected UH Manoa if that had been an option).
- Community college is cheaper, affordable.
- State funded very affordable.
- More opportunities for research thru library.
- Many different programs, opportunities and low tuition if you plan on transferring.
- Reasonable cost and transferable credit to Hawaii University, quality teaching.
- It's an accredited university system with transferable credits, small classrooms, and easily accessible locations.
- It gives a non traditional education a to students that are not university bound, a different option.
- Uh Manoa, accredited.
- Provides open door access, ready to work skills and the option to continue to four year university.
- Promotes higher education for the regular people.
- I think it is an accredited college.
- Affordable and most credits are transferable to UH Manoa, it even has some pretty high class levels for a community college.
- Its in hawaii and great people.
- No real reason, just like our community colleges.
- Cheapest tuition and smaller class size.
- They are easy to get into and convenient.
- A part of UH.
- Because it has some courses that UH Hilo doesn't offer and Its tuition is lower.
- The base of students, the base of international students, value for price, access to resources.
- The schools are accredited, they provide university experience without having to leave your home island. They provide a variety of options including vocational training, nursing, culinary, automotive, business careers and further education. The prices are reasonable. They provide different methods of learning such as distance, on-line, the weekend college. They provide learning centers and libraries which are available both during the week and on the weekend. The counselors, instructors and staff help students in getting financial aid and finding the path that is right for them.
- Available to all students, affordable, stepping stone to higher education.
- It's what I'm familiar with.
- Variety of degree options.
- Word of mouth.
- Because I have an AA from Kapiolani Community College and I learned a lot. Not only book work, but also practical things that I apply to everyday life.
- They're located on each island and have grown over the years.
- The varied and diverse programs offered, the name recognition, and the proximity to my home and work.
- It is large and one of the two I have heard of.
- Attendance of locals.
- Because they have a good Early Childhood Education Program.
- Lots of programs low cost.
- I have most experience with the UH System and is the only reason I chose it over the others.
- This is a great system for Hawaii's students who don't want to start in a 4-year school, or are older and going back/starting college. Kapiolani Community College has a world class culinary school. Honolulu CC offers technical and aviation studies.
- That is the best education that we can get as far as living over here.
- Very good staff, convenient location for me.
- Good programs.
- Wide range of options that are transferable to other community college campuses as well as the four year campuses.
- Great rates for locals.
- Courses are affordable compared to other colleges in Hawaii.
- They have locations on most of the outer islands and good education.
- Because you can still do a four year college at home.
- Not sure.
- I believe the UH community colleges have a lot to offer and are trying more and more to offer more degrees for the people of their respective communities.
- Community College prepares for university. Hawai‘i no ka ʻoi!
- Convenient locations across the state with a wide selection of programs.
- I visited the college only.
- They are affordable and all high school graduates are accepted.
- Local campuses, work around job schedules.
- Higher learning?

UH West O‘ahu
- More well respected.
- Very well known.
- Has great ocean related courses, medical school, great sports programs especially volleyball, soccer and football.
- Most people go there.
- Just my opinion.
- Most popular.
- Teachers.
- When it opens it will the newest college campus in the UH system.
- It’s cheaper than a private college and offers more majors.
- Popular.
- Part of the UH system.
- Nationally recognized university.
- The student to teacher ratio and just the overall support that you get from your teachers.
- Small classes nice people.

- It serves both young students and older working students. They help the community of West Oahu. They’re more creative in the classes they offer. They also offer a large amount of online classes as well as in the classroom classes.
- Size, number and locations of diverse campus opportunities, includes community college programs.
- Heard comments from people about smaller classroom size. Was once familiar with a faculty member and was impressed by her teaching strategies, etc. Seems to be the most advertised.
- It offers the best teachers and students.
- Diverse majors, large faculty, a lot of resources.
- Better for the students on the west side to get classes at this campus instead of going into Manoa.
- Harder to get accepted into.
- Newest campus, more graduate degrees.
- Near to where I live, new campus.
- I think this is the best because its the main campus with great location and different classes offered.
- Seems to be the main campus.
- Part of the UH system.
- Top university in the state.
- Has more outreach programs for people on outer islands.
- More degrees to chose from.
- Location!
- Most of college population attend.
- No.
- It is a respected university.
- Many opportunities, good work/study groups and safe environment.
- Larger, more classes, sports.
- I really have no idea.
- has the most to offer.
- Cheap.
- Most successes.
- It offers a wide variety of majors. Especially the ones that are in demand in Hawaii.
State University has an impressive long time history.

University of Phoenix
- Pay for your degree.
- I went to school there because there were no options at Maui College.
- It's the only one I see a lot of advertising for can't really relate the other colleges.
- Claims to have intense classes in a short amount of time.
- Online.
- Exclusive and comprehensive online capacity allows for employment while in school, arranged support classes on outer islands with bimonthly instructor led sessions, national recognition for its wide field of study.
- Online.
- Because it allows working parents to further their education.
- Online courses.
- Students who go to UP want to learn and advance their lives unlike most students at the other institutions, for example the dismal graduation rate at UH Manoa!
- I like that because it offers a lot that you don't normally see, many different degrees, from Doctoral to certificates and single courses! Best of all you can get do your work from home. This means a working mother or family man can keep his or her job and still get that degree; very good. I did that before I knew about this arrangement university.
- Advertising.
- Flexible classes and schedules, online classes.

BYU Provo, online.
- Central Michigan University.
- Cornell.
- Creighton University.
- CTU.
- DeVry University.
- I have a master's, think UOP.
- Loma Linda University.
- Northwestern University.
- Not at this time.
- Online CEU for psychologists.
- Pacific University.
- Penn Foster College.
- Post doctoral conferences.
- Pro Schools.
- Real Estate.
- Southern New Hampshire University.
- UCSD online.
- University of Arizona.
- University of San Diego.
- University of Wyoming.
- University of Phoenix.
- WGU.

Why did you choose this college/university?

BYU Hawaii
- Because it is an LDS university.

Chaminade
- Reputation, availability of online courses that met my schedule.
- I got accepted into the program for which I applied.
- Private institution.
- The program was offered and I have a full scholarship.

Hawaii CC
- Price, nursing program, financial aid available.
- Good programs, low cost, close to home.
- It's nearby, good value, and has intelligent, thoughtful teachers.
- It's near home and cheap, classes offered related to my work.
- I don't know.

What OTHER college/university are you registered for now?

- Alive Academy.
- Argosy University.
- Ashford University.
- Azusa Pacific University.
Because it was the only one with a culinary arts program in Hilo.
Because it is close to me.
Wanted to start off with something small.
Program I was interested in was offered through it and it is close to home.
Because although I wanted to go to UH Hilo, I decided due to my grades and not having the financial backing I decided to take courses from Hawaii Community College and then transfer to UH Hilo, good decision!

Honolulu CC
Costs.
Tradition.
It's conveniently placed near my apartment.
Degree program offered.
Because of their Early Childhood Education Program, classes are available online and on weekends (because I still need to work full-time), and reputation.
Close by.

HPU
It has the programs I need as a pre requisite for my post graduate program, the right hours for my schedule.
Small classes, proximity to home.

Kauai CC
Close to home, also offered special class needed for future.

Kapiolani CC
I chose Kapiolani Community College because they were the first people to actually answer their phones and wanted to help me when I was trying to ask questions about getting in to the UH system. Other community colleges blew me off, put me on hold, or asked me to call back. When I called KCC, they answered and the person who answered the phone answered all my questions and asked me to come down to the campus so I could look around and she could help me figure out what classes I wanted to take. The environment was so inviting that even though it’s a really far drive and I pass other colleges on the way, I gladly go there and love it every day.
Education, location.
Culinary program.

Leeward CC
It's close to home and it's ease of parking.

UH Maui College
I live on Maui.
The campus is on the island I live on.
Close to home, courses offered.
It is the only college on Maui.
Because it's on the island I live on.
Close to home and work, availability of online classes.
Only one on Maui.
Close to home.

Other
Online program that I want.
Online program rn BSN completion price.
I attended this school many years ago and would like to complete my degree.
N/A.
It's military affiliation.
Offers the type of specialized education I need.
Online and cost.
Doctor of Pharmacy Program.
None.
Online program offered.
Their online Masters in English program.
It has a great reputation, provided the program I wanted (MBA in Health Administration), offered weekend classes in an accelerated program, and was affordable.
I wanted to experience living somewhere other than Hawaii.
- It is online and offers what I want to learn about.
- I choose it for the quality of the education and the attention and help you get from professors.
- I wanted to go to California because the quality of education in Hawaii is not up to par. Even though it would be a lot cheaper to stay in Hawaii, the education level is weak and it seems like more of an option for people who didn't have good grades in high school. USD is a beautiful campus with a busy social scene. The academics are excellent and they allow you to study abroad so easily.
- N/A.
- It is strictly online classes, they helped me with the cost, and they support the military.
- Online courses available in area I wanted.
- My parents alma mater, financial aid offered, ease in admission process, recruitment propaganda.
- Good community, lots of programs to get involved in. Great campus life, atmosphere, good reputation, Christian college. A lot of Hawaii students go here, good professors, classes.
- I wanted to get a master's degree from a good school in my chosen field, journalism. But, no school in Hawaii offers it beyond a Bachelor's degree.
- Through employment.
- Specialized.
- Psychology program and it is online, I am a part time worker and full time mother and my family and children are my priority so online schooling makes me available to them at all times.
- Not attending.
- Articulate program with Honolulu Community College.
- For all the conveniences of getting it online and in my time frame.

- Had the program I wanted, it's reputation.
- No comments.
- All courses online, accredited.
- Specialized training.
- Convenience, cost effective, and accredited.

University of Phoenix
- Online capacity, value, eligibility.
- Because the closeness of the campus, provides financial aid, days of attending class.
- I started my MBA there, and none of the credits will transfer to HPU or UH.
- Convenience.

UH Manoa
- Because it's the best!!
- The class offered interested me.
- An accredited education program.
- I got a scholarship and my parents wanted me to dorm without having to move off island. My friends were also going there.
- Price.
- Affordable tuition.
- Obtained my under graduate degree here.
- This university if located close to home and is affordable.
- Because they have a Center for Korean Studies and my field is US Korea Relations.
- The tuition costs for graduate coursework made it a more viable option than other alternatives (out-of-state) and the major was not offered at other in state universities and colleges.
- It is awesome!!!
- Post graduate curriculum.
- It offers the program that I need.
- It had the degree I need to further my education and it is affordable.
- Income.
- I got my bachelors degree there and I know they have an education department, plus the masters
program I was interested in was offered there.
- I was graduated from the university and familiar with it.
- Match.
- They have a great distance learning program for outer island students.
- It's close to home and offers my major.

UH Hilo
- Close to home with good school reputation.
- Affordability, closeness to home, four year education at a fraction of the cost of equivalent mainland universities.
- Close to home and had my intended major.
- It is in my home town.
- Location, class availability.
- Close to home, college of business is accredited, financial aid package, cost.
- It's a short drive, knowledge of the professors, cultural and no other university is offered here.
- Because they offered the bachelors degree that I wanted to pursue completely via distance learning.
- Course selection and offering on my school campus.
- Because it is the only one in my hometown.
- It is the only one and I trust it.

UH West O'ahu
- Had the program I need.
- Convenient.
- Location, price, teachers, program availability.
- No choice that's where the Honolulu Community College have an articulation contract with and they have reasonable price (UH-West Oahu) verses Manoa, they have online courses.
- It was close to home and affordable. Also, having experienced the parking situation when I was enrolled at UH Manoa, I wanted to go to a school where I did not have to fight or pay for parking everyday that I had classes.
# APPENDIX C: FOCUS GROUP DISCUSSION OUTLINE

## COMMUNITY COLLEGE STUDENTS

**FOCUS GROUPS**  
August 2012

<table>
<thead>
<tr>
<th>Subject</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GENERAL INTRODUCTION</strong></td>
<td></td>
</tr>
<tr>
<td>Introduce yourself, and emphasize confidential nature of the discussion. We are not seeking confidential personal information, just opinions, viewpoints and suggestions.</td>
<td>5 minutes</td>
</tr>
<tr>
<td>Explain that we will only audio tape session and no one will be identified through that process</td>
<td></td>
</tr>
<tr>
<td><strong>GENERAL BACKGROUND</strong></td>
<td>15 minutes</td>
</tr>
<tr>
<td>1. Tell us a little bit about yourself, your age, where do you live, what high school you went to.</td>
<td></td>
</tr>
<tr>
<td>2. What was high school like? Did it prepare you for higher education? How? Why not?</td>
<td></td>
</tr>
<tr>
<td>3. When in your education cycle did you decide that you want to continue school beyond high school?</td>
<td></td>
</tr>
<tr>
<td>4. Did you also decide on a career path yet, and if so when?</td>
<td></td>
</tr>
<tr>
<td><strong>SEARCH FOR COLLEGE/UNIVERSITY</strong></td>
<td>20 minutes</td>
</tr>
<tr>
<td>1. Let’s talk a little about how you went about deciding which college to go to? What is the first thing you did?</td>
<td></td>
</tr>
<tr>
<td>2. Who did you talk to about college? What other sources of information did you use?</td>
<td></td>
</tr>
<tr>
<td>3. Did you set yourself up a set of criteria on how to choose a college?</td>
<td></td>
</tr>
<tr>
<td>4. Let’s use the flip chart and make a list of all the things you considered when deciding what college to select? Now let’s prioritize these.</td>
<td></td>
</tr>
<tr>
<td>5. So based on these, what other colleges or universities, did you consider? Why these?</td>
<td></td>
</tr>
<tr>
<td><strong>REACTION TO CC (NEW STUDENTS)</strong></td>
<td></td>
</tr>
<tr>
<td>1. We discussed the criteria you used to select a college, so how does UHCC meet your expectations?</td>
<td></td>
</tr>
<tr>
<td>2. Can we do a similar exercise about UHCC, what words would you use to describe the institution? How does it compare to other institutions?</td>
<td></td>
</tr>
<tr>
<td>3. What are the things you are pleased about? What are the things you concerned about?</td>
<td></td>
</tr>
<tr>
<td>4. How was the application process? Were there issues that were frustrating?</td>
<td></td>
</tr>
<tr>
<td>5. Based on your experience to-date, would you recommend UHCC to other? Why?</td>
<td></td>
</tr>
<tr>
<td><strong>RETURNING STUDENTS</strong></td>
<td></td>
</tr>
<tr>
<td>1. We discussed the criteria you used to select a college, so how does UHCC meet your expectations?</td>
<td></td>
</tr>
<tr>
<td>2. Can we do a similar exercise about UHCC, what words would you use to describe the institution? How does it compare to other institutions?</td>
<td></td>
</tr>
<tr>
<td>3. What are the things you are pleased about? What are the things you concerned about?</td>
<td></td>
</tr>
<tr>
<td>4. Thinking about all the time you have been here, what is the most positive experience you have had?</td>
<td></td>
</tr>
<tr>
<td>5. Based on your experience to-date, would you recommend UHCC to others? Why?</td>
<td></td>
</tr>
<tr>
<td><strong>OTHER SUGGESTION</strong></td>
<td>5 minutes</td>
</tr>
<tr>
<td>1. Is there anything else that you can add?</td>
<td></td>
</tr>
</tbody>
</table>

Thank you.