Title: HS2HCC Recruitment

Purpose: To evaluate the effectiveness of HS2HCC as a recruiting event and determine how it may be improved.

Background:
- The HS2HCC program is a major recruiting event. It is intended to introduce and interest high school students in programs being offered by HCC.
- Only high schools were contacted and invited to the event. No restrictions were placed on who or how many could come. Consequently some schools had up to 80 students and students ranged from freshman to seniors. One intermediate school asked and was granted permission to participate. 540 students participated in the event.

Assessment Activities:
- Before receiving lunch, students are asked to fill out an interest card with specific data about themselves and what programs they are interested in and would like additional information. Follow up material was sent to each student that expressed an interest in one or more HCC programs.
- All students that attended and who graduated in Spring 2003 were checked to see if they registered for a program within the UH System. We cannot track students not going to college or enrolling somewhere other than the University of Hawaii system.
- Students that either did not choose to go to college or when to a school outside of the UH System could not be tracked.
- Demographics relating to major and high schools were also collected.

Findings:
- 100 students were identified as going to a UH System college or university.
- 47 students [47%] enrolled at HCC.
- 35 of the 47 students [75%] indicated an interest at the HS2HCC event in the major they enrolled in at HCC.
- Of the 47 students enrolled at HCC, 40 [85%] were in technical programs, 7 students [15%] were enrolled in liberal arts.
- A breakout of UH schools the other students enrolled with is: LCC: 18, KCC: 15, UH-Manoa: 12, WCC: 4

Assessment:
- A 47% "going to rate" to HCC is much greater than the normal distribution of graduating students who attend UH system institutions.
- A high percentage of students either knew their program of interest or made that decision as a result of the event.
- Students committing to other colleges generally followed a district school pattern [i.e. East Honolulu students going to KCC]. Students choosing to go to UH-Manoa did not show any district pattern.

Action Plan:
- Only invite juniors and seniors for the 2004 event in order to reach more students who are ready to make a commitment to a college.
- Encourage more high schools to attend the event.
- Place limitations on the number of students any one high school can bring.
- Try and determine from high school counselors how students were selected to go to HS2HCC.

Prepared: Oct 2003 by Admissions and Counseling