

Developing and Assessing the Come Back to Mānoa Program: Why Seniors Leave and How to Help Them Graduate



Come Back to Mānoa, Outreach College
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Overview of CBM



Introduction

- Established Summer 2014
- Supports undergraduate Seniors who departed UHM to return and graduate
- Outreach efforts to former students:
 - Senior standing (90+ credits)
 - 2.0+ GPA
 - Enrolled at some point since Fall 2006 but not in last 2 semesters
- Expanded to assist referrals who did not meet enrollment window or credit criteria

Mission and Objectives

Mission Statement

The Come Back to Mānoa program aims to identify and reach out to undergraduate seniors in good academic standing who left UH Mānoa without graduating and support them in completing their degree.

Objectives

- ❖ Ensure non-enrolled Seniors are aware of student services
- ❖ Support the identified students in completing their degree
- ❖ Increase institutional graduation numbers

Major Strategies

- Reaching out to former students
- Building personal connections (e.g., active listening)
- “One-stop shop”
- Personalized guidance and assistance from admission to graduation
- Ongoing communication with students
- Accessibility – in person, phone, video chat, instant messaging, email, online calendar

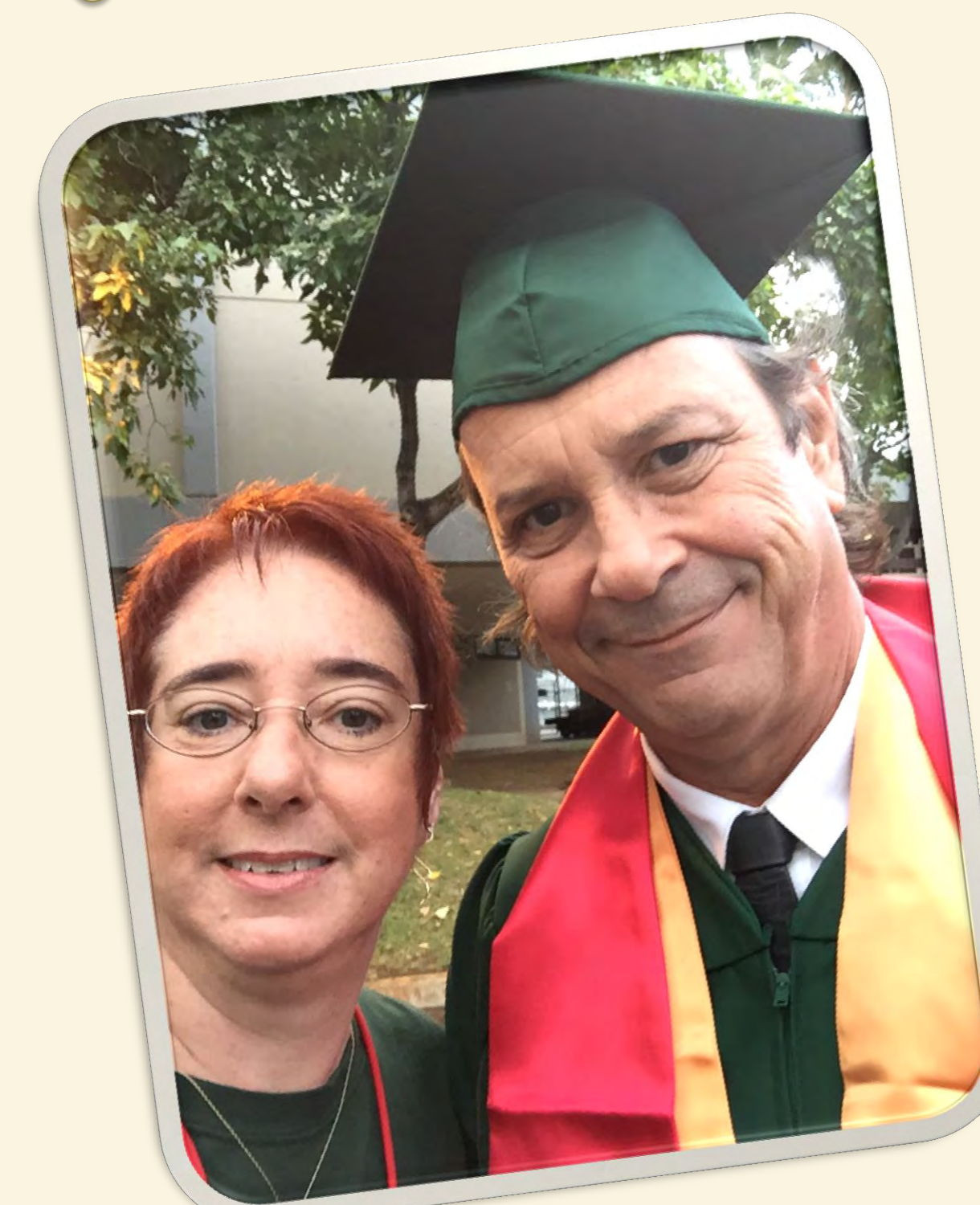
Why Seniors Left

	2012 Leaver's Survey	CBM Anecdotal Data
Number of Senior Respondents	76	57
PERSONAL reasons	58%	54%
ACADEMIC reasons	41%	32%
FINANCIAL reasons	42%	25%
Insufficient SUPPORT SERVICES	13%	12%

Why Seniors Return



“Your email tonight has given me hope of returning to Mānoa to refund the student I was.”



Coordinator with a CBM Graduate at Commencement



Flowers from a CBM Graduate

Barriers to Graduation

Affordability

- Not eligible for financial aid – too many credits, taking one course
- Scholarships based on merit and often require full-time enrollment

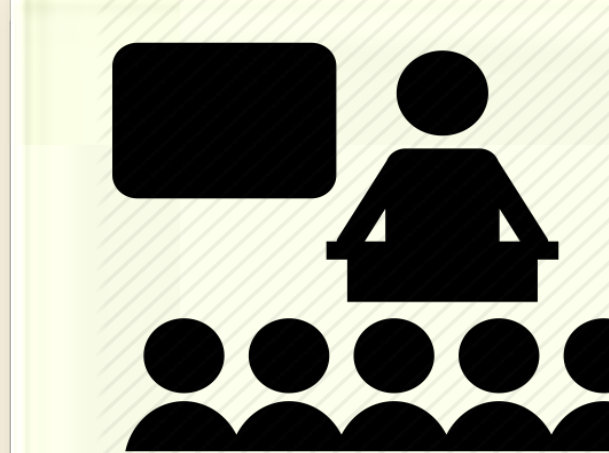
Administrative

- Invalid contact information in Banner (for outreach efforts)
- Paper-laden, duplicative, inconsistent, and face-to-face processes
- Later registration for readmitted students (needed courses full)
- Graduation date for Eligibles
- Study Abroad withholds grades if outstanding balance

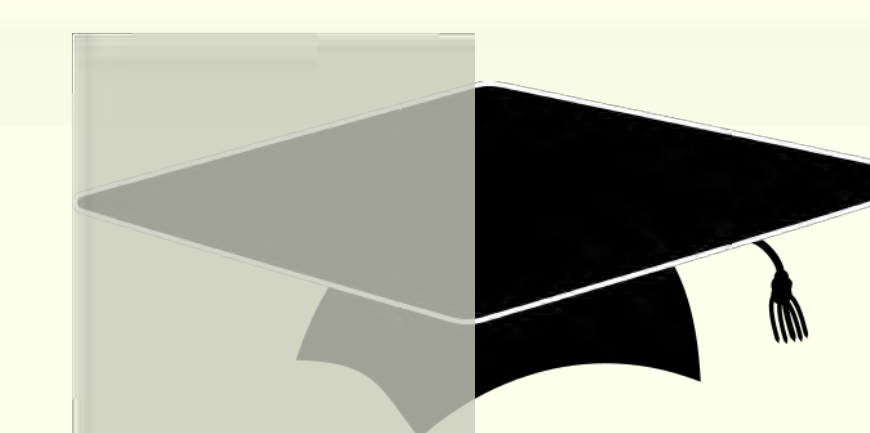
Academic

- HSL requirement
- Need online, evening, or weekend courses
- No online OC Focus courses prior to Spring 2015

Major Impact of CBM



54
Returned & Enrolled



13
Anticipated to Graduate



43
Graduated

Next Steps/Future Thoughts

- Survey – in process
- Funding for students
- Mentoring program
- Faculty: consider non-traditional students in classes, teaching online courses, and working long distance with students

“Thank you for all your hard work and motivation in helping me complete my degree. My wife and I are very grateful to you and the CBM program.”

“Thank you SO MUCH! I am in deep gratitude for ALL of the assistance you have provided. I would have given up on completing my degree. But when you emailed me, I was more than delighted to comply. You have renewed my interests in furthering my goals! I cannot THANK YOU ENOUGH!!!!”