Kaua`i Community College
Annual Program Review for
College Marketing and Outreach

Program Description: Marketing

The service outcome for Marketing and Enrollment Management is that Kaua‘i Community College Student Services strengthens the College’s presence in the community through outreach and marketing efforts.

The Marketing department serves Kauai Community College (Kaua‘i CC) by promoting the opportunities for a higher education to the island of Kaua‘i. The main function of the Marketing department is two fold:

• To establish and then maintain a good local image of the college.

• To establish avenues of outreach for the college to participate in the life of the potential students on the island.

The two work hand in hand, reinforcing the unique offering of Kaua‘i CC, and reaching out to island community to help them feel welcome to the college.

Part I. Quantitative Indicators: Marketing

Outreach in 2014-2015

18 Speaking opportunities at the 3 public high schools 2 of the public middle schools to parents and students by the marketing/outreach director.*
48 Visits to high school classes, primarily high school seniors, promoting college in general, and Kaua‘i CC specifically.
960 Number of student contacts at the high schools visits.*¹
600+ Number of high school and middle school students that visited the campus on tours conducted by the marketing department.**²
650 Students who attended the College Fair at the Marriott.**
350 Full packages of Kaua‘i CC information given out at the College Fair.*

* Denotes new marketing effort.
** Revision of existing marketing effort, however no data exists of previous effort numbers.
¹ Average students/class=20 x 48 visits.
² Determined by number of visiting student releases submitted, plus multiple small tours.
Percent of Kaua‘i public high school graduates enrolled in Kaua‘i CC\(^2\)

<table>
<thead>
<tr>
<th></th>
<th>Fall 2012</th>
<th></th>
<th>Fall 2013</th>
<th></th>
<th>Fall 2014</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No.</strong></td>
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<td></td>
<td><strong>No.</strong></td>
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<td><strong>No.</strong></td>
<td></td>
</tr>
<tr>
<td>Kaua‘i</td>
<td>187</td>
<td>29.7</td>
<td>201</td>
<td>30.8</td>
<td>182</td>
<td>28.7</td>
</tr>
<tr>
<td>Kapa‘a High School</td>
<td>60</td>
<td>27.4</td>
<td>59</td>
<td>26.6</td>
<td>56</td>
<td>24.1</td>
</tr>
<tr>
<td>Kaua‘i High School</td>
<td>84</td>
<td>33.9</td>
<td>79</td>
<td>28.5</td>
<td>80</td>
<td>31.4</td>
</tr>
<tr>
<td>Waimea High School</td>
<td>39</td>
<td>25.8</td>
<td>56</td>
<td>41.5</td>
<td>43</td>
<td>31.2</td>
</tr>
</tbody>
</table>

Marketing materials created in 2014-2015
1. New website designed, completed, and launched for the college
2. 2,553,799 Number of website requests since June 2014.
3. Individual program webpages created*
4. New printed marketing pieces designed and printed
5. Articles written for the local newspapers by Kaua‘i CC faculty and staff, generating 1,198,800 potential views.*
6. Front page articles written by The Garden Island on Kaua‘i CC, generating 199,800 potential views.*

UHCC Day at the Capitol Benefits and Results
1. UHCC Day at the Capitol drew hundreds of visitors to the State Capitol, many of whom were students and their parents, as well as working adults from businesses in the area. The event also attracted the interests of more than 80 state legislators, and their staff members who spent time to visit many of the displays and talk with faculty and students.
2. Traditional Media Coverage. The event created a tremendous amount of exposure to UHCC programs, attracting two major local broadcast stations, and several online news media reporters, resulting in the following TV media coverage: Total Story Count: 5; Total Audience Estimate: 164,833 (Source: Dateline Media, Inc.)
3. National Recognition. The marketing team won the prestigious Gold Paragon Award for government and community relations given by the National Council for Marketing and Public Relations (NCMPR).
4. State Recognition. The marketing team won recognized as the UH Team of the Year for their cohesive work on UHCC Day at the Capitol, and for it’s statewide campaign to celebrate to the UHCC 5Oth Anniversary.

Conclusion
With the baseline shown by this data, Outreach should continue to maintain and expand a regular presence on the high school campuses, to establish Kaua‘i CC as a viable and normal next step for high school seniors. Statistical data should review the number of students visited at the high school campuses, the number of students who visit and tour the college campus, and track any trends in the percentage of high school students that enroll in the college. Marketing should work to establish the college brand on all college and print materials, and support college programs by creating new materials.

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\(^2\) MAPS report http://www.hawaii.edu/irao/latest.php,
\(^3\) "2012-, 2013-, 2014-High School Background of First-Time Students"
\(^4\) Web Server statistics from UH system for kauai.hawaii.edu.
\(^5\) Viewers from The Garden Island=33,300x36 articles.
\(^6\) Viewers from The Garden Island=33,300x6 articles.
Part II. Analysis of the Program: Marketing

In Fall 2012, the College hired our first marketing and enrollment management director. During the year that the marketing director worked at the College, the emphasis was to develop publicity materials for credit and non-credit programs and to begin developing a marketing strategy. The marketing director vacated the position in the summer of 2013. The position was filled in November of 2013.

The main focus of the Marketing department began as a two-fold effort: to establish and then maintain a good local image of the college, and second, to establish avenues of outreach for the college to participate in the life of the potential students on the island. These two points of emphasis work hand in hand, reinforcing the unique offering of Kaua‘i CC, and reaching out to the island community to help them feel welcome at the college.

Part III. Action Plan: Marketing

School Year 2013-2014
Beginning in November 2013, it was ascertained there were challenges with the college’s image. There was no consistent message, no branding for the college, no clear vision for our message, and very little in the way of polished marketing materials. The common perception of Kaua‘i CC was that it was the college you attended if you couldn’t get into anywhere else. To help correct this perception, marketing conducted interviews with more than 25 individuals in positions of leadership across the campus to help identify the strengths of Kaua‘i CC. The common messages that emerged were these:

- The quality of the education being offered
- The excellence of the faculty
- The small class size and the resulting personal contact with the faculty
- The cost of the education

The commonly expressed weaknesses were these:
- Poor image of the college in the community
- The number of new students who were not properly prepared for college during high school
- The college being seen as separate from rather than a part of the community
- The silo mentality common within the college.

It was determined that the outreach effort by the college needed to be focused in several areas. The defining goals were:

- Define a common look and message for the college to present to the community (branding).
- Recreate the image within the island community to emphasize that Kaua‘i CC was a valid first choice for higher education.
- Determine ways to reach to the community, and especially the potential students, to make them aware of all that was being offered at Kaua‘i CC.
- Involve the entire campus community in the outreach effort, and encourage them work together in this effort.

In order to create a new branding for Kaua‘i CC, the college media specialist and web specialist were included in the effort to create and operate a design team for the college. This included budgeting time and materials, and acting as liason between the different programs and divisions to deliver a more polished product from start to finish. This team approach ensured that we could create a brand and
message with continuity throughout all our efforts. The team designed a wave-like swoosh brand with the Kaua‘i CC color and logo.

Next, the team looked at all the printed material being used by the college. Most, if not all, had no consistent look, making the college seem disconnected. The response was to develop brochure templates for bifold and trifold brochures, and then to migrate the most commonly used materials to the new common branding.

The existing college webpage had been designed as tool for research, information, and as an internal intranet access point. A marketing emphasis for new students was not a part of this design. So a new web design was begun, providing a more appealing look for new students, while mirroring many of the UHCC common elements, and maintaining the essential usability by the college staff and faculty.

In addition to the branding effort and the webpage redesign, a new approach to our outreach with the local high schools was begun. Kaua‘i is a small community, where face-to-face interaction is still highly valued. Communications were begun with the local Department of Education to gain support and direct access to the high schools and the graduating seniors.

<table>
<thead>
<tr>
<th>Goal Alignment UH System Goals, Kaua‘i Community College Goals, and Strategic Goals</th>
<th>Program Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>H Goal 1: Educational Effectiveness and Student Success KCC Goal 1: Student Recruitment, Retention and Success of All Students and Particularly o Native Hawaiian students o Increase outreach to k-12 to improve college preparation and to ensure that students are aware of specific opportunities that KCC provides, recognizing that outreach must not be limited to high schools</td>
<td>Establish regular opportunities to promote KCC to the community Grow inroads with the high schools, middle schools, and elementary schools.</td>
</tr>
</tbody>
</table>
ACTION PLAN
Fall 2014 built upon the momentum from the previous year. The new branding was debuted to the campus community, distributed samples of the new brochures, and introduced the new outreach opportunities to the faculty and staff. The new Kaua‘i CC website was launched, containing all the branding elements, keeping the look uniform. The website features large pictures to make it more appealing, easier menus for navigation, and it is able to be edited by anyone with access. It loads quickly, is streamlined, and is scalable for all mobile devices. It is easy to navigate, and it is also aligned with the UHCC System website.

The design team offered templates for brochures and webpages to help each program to begin their own brochures and webpages, with our technical and creative support. The webpage templates allowed each program to customize the content, pictures, and videos, while still maintaining a branded visual layout homogenous with the entire new website. Throughout the year, many new brochures were designed, and many existing ones were redesigned. New program webpages were created with photos of Kaua‘i students and content written by the individual program stakeholders. Table-top banners and full size stand-up banners were designed and created for many programs.

Since many employees felt that the local newspaper, The Garden Island, should not completely ignored, a new product for the newspaper was designed. Kaua‘i CC now has a weekly article in the newspaper’s editorial section, written by college staff and faculty. It is aimed at adult learners, and those viewers who had an influence on our primary target audience of high school students. The articles include our branding, and displays to the community the level of intellectual prowess found at Kaua‘i CC. This weekly article regularly receives positive reviews, and reinforces a positive image for the college. Kaua‘i CC also secured 5 front-page articles in The Garden Island in the Spring and Fall of 2014 highlighting 5 different programs and activities. This approach showed a positive impact on our image island-wide.

The college continued to use radio ads to reach to the adult learners, placing regular spots on local stations. Several ads were run throughout the weeks, and had impromptu interviews with radio show hosts. Our radio presence was ramped up for the 4-6 weeks before each semester, to raise consciousness regarding the offerings at Kaua‘i CC.

In 2014-15 the focus shifted to increase the number of campus tours we provided, acknowledging that the second most important influencer to college selection is campus tours. In 2013-2014, more than 600 students were hosted during the spring semester. Kaua‘i CC also raised its presence in the local island-wide college fair, attended by all the high school juniors and seniors. Previous years had set up 1-2 tables with a counseling and admissions personnel staffing the tables. For this year, Kaua‘i CC was represented at the college fair with 5 tables, in the very center of the event, staffed by admissions, counseling, financial aid, and scholarship personnel, as well as faculty from several programs. The display had multiple banners behind and around the displays, all with the new branding, and plenty of printed materials with the new branding as well. Students from Phi Theta Kappa, the national honor society, wandered through the convention hall and meet with students, directing them toward our tables.

Kaua‘i CC also increased its high school presence. The solid relationship with the Kaua‘i division of the Department of Education (DOE) paved the way for regular visits to the local high schools. 2014 saw the first year of meetings with all the senior classes every week at two of our three local high schools. Kaua‘i CC representatives were on campuses 2 mornings each week visiting the high school seniors, in classes of 20 students at a time, for 45 minutes. This created a regular presence on the campuses, and made the college more familiar as the next
step in education. It also helped to establish a better rapport with the faculty and counselors at the high schools. For the school year of 2015-2016, plans are in place to be on campus 3 to 4 mornings every week, to meet with juniors as well as seniors, and to find ways to be involved in the third high school.

In partnership with the DOE CTE programs, the college hosted a joint meeting of college and high school CTE/Trade faculty and counselors. This meeting, held on the Kaua‘i CC campus, allowed high school teachers to met with their college counterparts, and to see the facilities here at the college. Bonds were built between the instructors and counselors, resulting in more communications between the high school and college programs.

Kaua‘i CC continues to create opportunities to reinforce its brand on the island of Kaua‘i, interacting with the students on their campus, inviting them to visit the Kaua‘i CC campus, and reinforcing the high level of accessibility for new students via our website.
<table>
<thead>
<tr>
<th>Program Goal &amp; Campus Strategic Priority or Goal</th>
<th>Action Item</th>
<th>Resources Needed</th>
<th>Person(s) Responsible</th>
<th>Timeline</th>
<th>Indicator of Improvement</th>
<th>PLO impacted</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase KCC’s image with HS counselors</td>
<td>Have the college host a joint meeting of college and HS DOE Academic programs, much like the CTE meeting held this past year. This will be planned with Lisa Mereles from the DOE.</td>
<td>Rooms to meet in, Faculty and Counselor’s time. Budget for food</td>
<td>Gary Ellwood, Jim Dyer, Isaiah Kaauwai, KCC Lisa Mireles, DOE</td>
<td>Nov-Dec planning January meeting</td>
<td>Attendance</td>
<td>Better relationship between KCC and DOE faculty</td>
<td>Initial meetings planned</td>
</tr>
<tr>
<td>Increase the number of visits by KCC to the high school campuses to meet with the students directly.</td>
<td>Work with the Counselors at Kapaa HS to add visits to their Sr’s on their campus.</td>
<td>Time, Mileage Reimbursement</td>
<td>Gary Ellwood, Allana Potter, Kapaa Counselor</td>
<td>Oct-Nov planning Nov begin visits</td>
<td>Number of additional students visited</td>
<td>More direct contact with HS students</td>
<td>Meetings scheduled</td>
</tr>
<tr>
<td>Increase number of tours for students to visit the KCC campus</td>
<td>Follow up on the presentation made to the DOE principals to promote more tours</td>
<td>Support from faculty to show their programs Support from PTK and Student government to help with tours</td>
<td>Gary Ellwood, Department Chairs, Satchell Hamilton (PTK) John Constantino (SG)</td>
<td>Sep-Dec planning Oct-Apr give tours</td>
<td>Number of students who visit the campus</td>
<td>HS Students have more direct contact with the KCC campus</td>
<td>Tours are being scheduled</td>
</tr>
<tr>
<td>Program Goal &amp; Campus Strategic Priority or Goal</td>
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<tr>
<td>Generate more quality printed material with the college branding</td>
<td>Design and create brochures and fliers for all programs</td>
<td>Time from Media Artist and Marketing Director Content (copy) created by requesting program Costs incurred by requesting program</td>
<td>Gary Ellwood, Suesue Okada</td>
<td>ongoing</td>
<td>Brochures produced</td>
<td>Community Relations, marketing beyond the high school level regular opportunities to promote KCC to the community</td>
<td>Several brochures are in the pipeline</td>
</tr>
<tr>
<td>Continue the editorial articles in the Garden Island</td>
<td>Write a weekly article for the island community</td>
<td>Time from Faculty and staff to write the articles. Format articles</td>
<td>Gary Ellwood, Various faculty and staff</td>
<td>Aug-May</td>
<td>Readership data, word of mouth response</td>
<td>Community Relations, marketing beyond the HS level</td>
<td>Authors for all the articles for the fall have been reserved.</td>
</tr>
<tr>
<td>Review and revise the website continuously</td>
<td>Regularly Refresh the content and design of the webpage Work with the represented programs to keep their pages current</td>
<td>Time from Gary Ellwood, Steve Watkins, Department Chairs and Program Directors</td>
<td>Gary Ellwood, Steve Watkins</td>
<td>August-May</td>
<td>Hits to website Word of mouth from the community, KCC staff and faculty</td>
<td>Community Relations, marketing beyond the high school level</td>
<td>ongoing</td>
</tr>
<tr>
<td>Update campus with new spirit banners</td>
<td>Create new lamppost banners to increase school spirit</td>
<td>Time from Marketing, Media, Student government Printing Costs by Student government</td>
<td>Gary Ellwood, Suesue Okada, Steve Watkins, John Constantino</td>
<td>Sep-Dec planning Jan-May design &amp; print banners</td>
<td>Banners hung</td>
<td></td>
<td>Meetings planned</td>
</tr>
</tbody>
</table>
Part IV. Resource Implications: Marketing

The Marketing department requests that it receive the same budget it has for the past 2 years. The anticipated expenses are included in the attached PDF, following the chart below.

<table>
<thead>
<tr>
<th>RESOURCES NEEDED</th>
<th>OUTCOMES</th>
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<tbody>
<tr>
<td>Initial Acquisition Cost</td>
<td>Annual Recurring Cost</td>
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<tr>
<td>$2,200</td>
<td>0</td>
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### Part V. Program Learning Outcomes and Assessment

n/a

### Part VI. Programs Cost Per SSH

n/a

### Part VII. Capacity

n/a
How to use the web submission Tool

(Only designated program coordinators or division Chairs have access to this.)

> Go to [http://www.hawaii.edu/offices/cc/arpd/
> Select 2015 Instructional or Student Services Submission
> login using your UH logon and password.

> Select Web Submission and make sure the boxes say 2015 and Kauai Community College then select your program

Note: The next samples are taken from the Instructional Submission area but the procedures will be very similar for the Student Services Submission.

Navigate using the tabs on the top. At this point select “Analysis,” the second tab.

Once the new screen pops up, you will have the opportunity to edit your area. Select the appropriate edit button for your program. You will then see a screen showing your data and below that you will have the opportunity to input an analysis, action plan table, and your resource allocation request.
Here is a look at a slightly different edit screen. Select edit to paste in your program description.