

Comprehensive Program Review

Office of College Relations
2016-2019

The Office of College and Community Relations (OCCR) originally managed communication, marketing, and public relations, a triage of services to promote the College and its brand, and to prepare information for internal and external audiences.

In early 2017, the marketing component and brand management of OCCR were reassigned to the Office of the Executive Assistant to the Chancellor. However, because of the established link between OCCR and the University of Hawai'i Community College System (UHCC), OCCR continues to serve as a conduit for enrollment management by providing integrated communications for recruitment and retention at the College.

This section of the CPR is part of a larger, more comprehensive report for the Office of College and Community Relations. This section will cover the important role of communication and how it aligns to the UHCC's and the University of Hawai'i's Strategic Plans.

Strategic Framework for Communication

Google defines "micro-moments" as an intent rich moment when a person turns to a device to act on a need-to know quest, go, do or buy. It is a moment when the target audience is looking for something to learn, to discover, or to buy. These are the moments when preferences and decisions are generally made quickly.

Communication is key in capturing micro-moments, is useful in fulfilling a digital experience and in providing accountability when measuring a collective impact. In 2018, Gartner Research said there were 8 billion connected devices. In 2020, 20 billion connected devices are predicted. Translate these numbers into experiences and the results of transforming a micro-moment into an action are phenomenal. Thus, in reaching out to potential students, continuing students, returning and graduating students, and faculty and staff, the quality of the messaging and timing are important in communication.

Effective communication is good, but effective teamwork is better.

Because marketing dollars were removed from OCCR, communication and public relations depended on the team support from UHCC Marketing and Communications Office. The seven campuses in the UHCC System worked together to promote "Integrated Communication for Recruitment and Retention (ICRR)", which was established to create a systemwide approach to communicating with students in a consistent and timely manner from the initial application process through students' first year in college. The overall goal of ICRR was to build greater awareness of the Student Success Pathway with internal and external audiences.

Overall Communication Strategy and Goals

Integrate new communication technologies and digital media in the traditional mix of promoting the College to capture the attention of targeted audience groups. Use best opportunities and micro-moments to capture the unique and diverse population of the campus.

The hope is to improve College communications from initial application process through the first year of a student's educational path.

Establish seven key communication touchpoints and increase communications in a timely manner with information that is relevant to them – “Just-in-Time Messaging”:

- 1) Recruitment
- 2) Application
- 3) Intake Process
- 4) Registration
- 5) First Three-Weeks of Semester
- 6) Remainder of Semester
- 7) Between Terms

Communication and Public Relations Tactics

- 1) Create a master communications and public relations calendar to deploy messages according to recruitment, registration and application schedules.
- 2) Create communication/information materials to support major campaign efforts for specific targeted groups; i.e., UH Transfer Day, CTE Programs, working adults, high schools, etc.
- 3) Use large events, like Convocation, to encourage message about Student Success Pathway and everyone’s part in helping students toward a clear pathway to completion.
- 4) Develop messages for students at key touchpoints in their college journey.
- 5) Develop a Media and Communications Style Guide (e.g., boiler template descriptions of Student Success Pathway). The purpose is to establish a roadmap to communicate consistent visuals and messaging to respective audiences.
- 6) Tell more stories of all the great things that alumni, faculty/staff and the college community members are doing that align with the Student Success Pathway.

Ties to Campus Strategic Plans:

Outcome 1 Graduation Initiative: Focus on Student Success (A-E)

- 1) Prepare communication and “Just in Time Messaging” during major campaigns to encourage student pathway completion;
- 2) Work with webmaster to post stories of student achievement and of alumni thriving in the community;
- 3) Serve on Web Advisory Council to help maintain website as a major portal for public information;
- 4) Provide press releases and media presence for special events such as STEM Expo, Career Day, UH Transfer Day, and Graduation.

Outcome 2 Hawai`i Innovation Initiative: Develop community partnerships that advance the college’s strategic outcomes (D)

- 1) Department of Education: The College served as venue for the annual Honolulu District Science and Engineering Fair, until 2018. Winning student participants advanced to compete in the Hawai`i State Science and Engineering Fair held at the Hawai`i State Convention Center.
- 2) Department of Education: The College serves as venue for Hawai`i State Math Challenge, beginning in 2019.
- 3) Develops, cultivates and maintains alumni relationships. Currently, Kapi`olani CC is the only UHCC campus that holds a 501(c)(3) designation.
- 4) With fellow UHCC Communicators, provide promotional materials and presence at UH Day at the Capitol. Purpose is to highlight campus programs to legislators.
- 5) Provide organization and support for special event activities such as Aloha United Way Campus Fundraiser, Hawai`i Food Bank Drive, Alana Children’s Center 25th Anniversary Celebration, Dedication of Sun-Yat Sen’s Bust in Lama Library, etc.

Outcome 3 Enrollment: Improve re-enrollment and outreach (A-I)

- 1) Provide “Just in Time Messaging” for students to encourage them to stay the on their chosen Pathway until completion;
- 2) Contribute to “gift boxes” sent by UHCC System to feeder high schools; each month has a different theme selected in advance by UHCC Directors of Communication;
- 3) Participate in 2-day Systemwide Marketing Campaign, “In the Making,” 2017. Students across-the-System volunteered to be “models” representing their pathways for a professional photo shoot. Images became part of recruitment campaign. Highly successful campaign as older models served as incentives for re-enrollment, and re-entry students.

Outcome 4 Modern Teaching and Learning Environments (N)

- 1) OCCR serves as the hub for public information, serving both internal and external constituencies. Working with program leaders, OCCR has prepared and posted stories, event information, as well as student and faculty achievements. According to data from “News and Events” at Kapi’olani CC, OCCR posted 110 entries from 2016-2019. Another 48 stories were posted on UH Bulletin, the news outlet for the University of Hawai`i System.
- 2) OCCR has begun to populate a site dedicated to Alumni (2018). Stories cite resources, services and the faculty who gave alumni impetus to graduate and have successful careers.