College Mission Statement

Kapiʻolani Community College provides students from Hawaiʻi's diverse communities open access to higher education opportunities in pursuit of academic, career, and lifelong learning goals. The College, guided by shared vision and values, and commitment to student success through engagement, learning, and achievement, offers high quality certificate, associate degree, and transfer programs that prepare students for productive futures.

Office of College and Community Relations Mission

The Office of College and Community Relations (OCCR) is responsible for cultivating, developing, and maintaining strong relationships, as well as managing information flow between the College and its constituents. The OCCR serves as a liaison with community organizations, including neighborhood boards, community associations, and other professional groups; provides public information and offers a first-stop source of information for the College and community; develops, cultivates, and stewards alumni relationships; coordinates senior programs; assists the Chancellor's Office in private fund management and events; and develops and implements applicable policies and procedures for Kapiʻolani CC's brand management.

Office of College and Community Relations Description (2015-2016)

1. History

   Kapiʻolani Community College previously had separate offices that performed some but not all of the functions of the current Office of College and Community Relations (OCCR). In 2013, an office was established in ʻIlima 203 to bring the staff and functions together to consolidate OCCR.

   The Office of College and Community Relations plays a critical role marketing the college, managing its brand, communicating with the college's internal and external constituents, serving as a liaison with various community and professional associations, serving as a source of information, developing/maintaining alumni relationships, organizing specific events, and coordinating senior programs.

2. Goals
   A. To continue implementing a brand and marketing campaign that conveys the value, quality, and strengths of Kapi`olani Community College; continue promoting the College as a first destination of choice; providing brand management oversight for the College; and managing its official social media sites.

B. To serve as a one-stop center which develops and implements integrated communication tactics. The tactics support brand consistency. The OCCR will ensure that information is shared in a timely, accurate, and consistent manner with the College community and its constituents.

C. To collaborate with Student Affairs Leaders, the Recruitment and Retention Task Force and others to increase the College's recruitment, retention, and completion.

D. To plan public relations themed-events and activities that integrate with the College's strategic plan and brand; to increase/maintain community relations outreach.

E. Support distance education initiatives and plan ways to market those programs interested constituents.

F. To develop, cultivate, and steward alumni relationships, to coordinate senior programs, and to provide support to the Chancellors office for UH Foundation fund management.

3. Service Area Outcomes

A. Strategy 1.1 – Inform, support, and encourage programs within the College to integrate the brand into internal and external communication messaging and materials.
Strategy 1.2 – Communicate effectively with the College's internal audiences to help infuse the brand and standards throughout the institution.
Strategy 1.3 – Manage the college's social media sites to ensure compliance with the UHCC policy, guidelines, and protocols.
Strategy 1.4 – Structure the OCCR to maximize brand and social media management through reallocation of position(s), addition of a new position (s) to OCCR, & collaboration with other units.
Strategy 3.1 – Conduct marketing campaign to support enrollment growth, target special populations emphasizing reasons to enroll (promote the College as a first choice destination.

B. Strategy 2.1 - Establish a unified voice and visual identity for the college that align with the brand, yet distinguishes individual programs for their unique characteristics.
Strategy 2.2 – Develop integrated communication and marketing strategies to ensure that intra-office communication facilitates increased collaboration and workflow.
Strategy 2.3 – Serve as a source of information in emergencies and system alerts.
Strategy 2.4 – Represent the college in system-wide communicators, and other system-wide meetings.

C. Strategy 3.1 - Assess student and community needs. Target special populations (designated in strategic plans)

Strategy 3.2 – Use enrollment management strategies increase recruitment, conversion, and yield, retention, and completion rates.

Strategy 3.3 – Increase use of digital technology for outreach, recruitment, conversion, yield, retention, and completion

D. Strategy 4.1 – Increase accessibility of campus for community members and prospective students.

Strategy 4.2 – Increase community relations outreach and partnerships.

Strategy 4.3 – Plan and conduct themed events that highlight the brand, programs, and services of Kapiʻolani CC.

Strategy 4.4 – Position Kapiʻolani CC as a resource for the community.

E. Strategy 5.1 – Work with VCAA, Deans, and Faculty senate committee to identify what programs or courses have been/ are being developed for distance delivery.

Strategy 5.2 – Research what types of programs may be needed in other areas of Hawaiʻi, other states, and internationally.

Strategy 5.3 – Find out what specialized Hawaiian topics DE courses have been developed. Check with Kalāualani Council and sub-committee for DE/alternative delivery.

Strategy 5.4 – Recommend and develop marketing strategies for distance education programs.

F. Strategy 6.1 – Work with UH Alumni Development to enhance Alumni Development programs and activities.

Strategy 6.2 - Develop a help tips sheet for seniors and organize a senior day to help cultivate potential donors.

Strategy 6.3 – Continue providing fund management support for UH Foundation donor fund accounts.

1. Faculty and Staff

The Office of College and Community Relations has: one administrator, one tenured faculty, one APT and two part-time student assistants.

2. Resources

The Office of College and Community Relations receives the following types of funding: General Fund, Tuition and Fee Special Fund, and RTRF funds from grant overhead.

4. Community Connections

State of Hawai'i Department of Land and Natural Resources, U.S. Department of Commerce Economic Development Administration, Diamond Head Citizens Advisory Council, Diamond Head Scenic By-way Board, Diamond Head State Monument Foundation, East Diamond Head Association, Neighborhood Boards: #5: Waielae/Kahala/St. Louis; #4: Kaimukī; #3 Kāhala, Outdoor Circle, University of Hawai'i CC Directors of Communication, University of Hawai'i Communication Council, Department of Education/Honolulu District Science and Engineering Fair, Eyes of Hawai'i, and University of Hawai'i Foundation.

Quantitative & Qualitative Indicators for 2012-2013, 2013-2014, 2014-2015

TASKS	Indicators
Branding and Marketing 2012-2013,2013-2014, 2014-2015 Produce and implement a brand/marketing campaign that uses modes of communication that reach the target markets identified in the strategic plan. Develop and convey information about the brand, marketing, resources, and social media	• 2012-2013 Market research conducted & preliminary strategies developed • 2013 OCCR formed in fall • 2013-14 Marketing firm hired to work with OCCR to develop a brand and to carry out Strategic Marketing & Communication Plan College tabloid inserted into the Honolulu Star Advertiser. Reach **32,325** households. Two display ads ran in the Honolulu Star Advertiser. Total reach **64,650** households in zip code areas 96825, 96816, 96821. A **10,000** over-run printed for distribution outlets. Marketing jump page developed, in collaboration with CELTT, to monitor and to capture leads. A microsite was developed, which was very beneficial captured over **800 l**eads. • 2014-2015 Digital marketing tested during July-August 2014. Conversions were above national average at –

	Google Adwords (**44%** conversion), Facebook (**43%** conversion).
	In spring, the campaign only ran March-April 2015 due to circumstances beyond our control. Yet there were **21%** returning visitors and **79%** new visitors.
	The increase in page views correlated with the digital, radio, and television ad campaigns. Six (6) television commercials were produced & ran 153x. 1,615 web/mobile banner ads
	• Kapiʻolani CC Website 2012-2013 sessions 1,517,285 2013-2014 sessions 1,278,173 2014-2015 sessions 806,257
	• A total of **20,000** view booklets were produced with a courtesy over-run of **1,150**.
	• A Brand canopy was produced for use at the Farmers Market.
	• Advertising specialty items (#)
	• Assist with design of lamp post and sandwich board design.
	• A Brand Guide was developed, flyer templates, and other resources that are posted under Forms, Marketing & PR in the Kapi`olani CC ʻOhana Intranet.
Communications 2012-2013, 2013-2014, 2014-2015 The Office of College and Community Relations ensures that information is shared in a timely, accurate, and consistent manner.	• 2012-2013 Coordinated Health Information Technology statewide program and review. • Received FEMA Emergency Management Training to serve on college team and Training for emergency communications. 2013-2014 Appeared as guest lecturer in Kapiʻolani Journalism class. Regular updates were distributed about marketing/branding initiatives.

	• 2014-2015 Presented information about the brand guide, marketing update, and resources to faculty after spring convocation at the program cluster meetings. For A&S, fliers were distributed to all faculties via internal mail system... • On-going Serve as PIO for College, write news releases, prepare scripts for press and media interviews, work with webmaster to post student information links, support system wide plan to integrate communication with recruitment and retention efforts, review and help handle commercial filming on campus.
Community Relations 2012-2013, 2013-2014, 2014-2015 Community relations are an integral part of the Office of College and Community Relation's function that provides a critical link between the College and its community stakeholders.	• The Neighborhood Boards that are in the college's service region are: NHB#5 Waielae/Kāhala/St. Louis; NHB#4 Kaimukī; and NHB#3 Kahala. A total of 33 NHB meetings are attended every year to keep the community informed about Kapiʻolani CC and to convey relevant information back to the College. Information about the college is also shared by providing information through the libraries participating in community, state, federal, and international meetings and functions such as the Diamond Head Linear Park Dedication, Statewide Comprehensive Economic Development Strategy Meetings, Diamond Head Scenic By-way Committee Meetings, • 2014-2015 Envision Kaimukī Communities for a Lifetime Diamond Head Scenic By-way

	Announced Your Kapiʻolani Exp.
Events 2012-2013, 2013-2014, 2014-2015 Provide stewardship for internal and external stakeholders. Raise awareness about Kapiʻolani CC.	• 2012-2013 Health-E Fair, Accounting Student Night, Guslander Dinner, Hoʻokipa, ACF Dinner at Pacific Club, Scholarship Mahalo Dinner, HOST Banquet, Eisa Drum Festival, VIP Visitors, Commencement, Board of Regents Meetings, Articulation Agreement, Hawaiʻi Pacific University. • 2013-2014 Hoʻokipa, Scholarship Mahalo Dinner, HOST Banquet, Nagomi Culinary Arts Event, VIP visitors, Commencement, Board of Regents meetings, UHCC Day at the Capitol, 50th Anniversary Celebration • 2014-2015 Kapiʻolani CC Ambassadors', Alumni & Friends Assn Membership Dinner, Scholarship Mahalo Dinner, ACF judges' Dinner, Hoʻokipa, Maguro Culinary Event, Lunalilo Scholars Event, VIP visitors, Commencement, Board of Regents meetings, Health-E Fair, UHM/CTHAR/Kapiʻolani CC Culinology Agreement, Hawaiʻi Food Bank Donation Drive, Time capsule opening and re-dedication of "All One" sculpture by Kate Pond, "Your Kapiʻolani Experience" open house
Alumni Development 2012-2013, 2013-2014, 2014-2015 Develop, cultivate and maintain alumni relationships	• 2012-2013 membership: Annual 119, Lifetime 7 • 2013-2014 membership: Annual, 120, Lifetime 7 • 2014-2015 membership: Annual 117, Lifetime 9
UH Foundation Account Mgmt. 2012-2013, 2013-2014, 2014-2015	• 2012-2013 FY Gifts 1,044, $3,982,552 Pmts. 693, $1,415,204

Perform, in a timely manner, all aspects of fund processing and follow-up for over 200 Kapiʻolani CC UH Foundation accounts including processing of deposits, transmittals, expense reimbursements, and purchase requisitions	• 2013-2014 FY Gifts 927, $1,471,818 Pmts. 707, $1,474,997 • 2014-2015 FY Gifts 1,026, $3,640,822 Pmts. 748, $1,606,768
Senior Program 2012-2013, 2013-2014, 2014-2015 Coordinate Senior Program to support College's mission of lifelong learning	• Spring 2012: 35 class, 59 registrants Fall 2012: 43 classes, 65 registrants • Spring 2013: 47 classes, 72 registrants Fall 2013: 48 classes, 68 registrants • Spring 2014; 46 classes, 72 registrants Fall 2014:45 classes, 74 registrants • Spring 2015: 43 classes, 66 registrants Fall 2015: 41 classes, 65 registrants

The Office of College and Community Relations supports Kapiʻolani CC's efforts to provide Hawaiʻi's diverse communities with access to higher education opportunities.

A. Current Situation

At the time of writing this review, a draft reorganization plan is being proposed that depicts a number of changes at the College, including one for OCCR. Nevertheless, the functions of the OCCR will continue until the reorganization is official and implemented..

B. External

Changing demographics in Hawaiʻi show that the population growth will be in the Kapolei and Mililani areas of Oʻahu. Kapiʻolani CC is located in a stable neighborhood the largest senior citizen population. Thus, Kapiʻolani CC will not have an enrollment surge and must look at distance delivery and alternative scheduling to attract target audiences.

Enrollment 2012 -2015
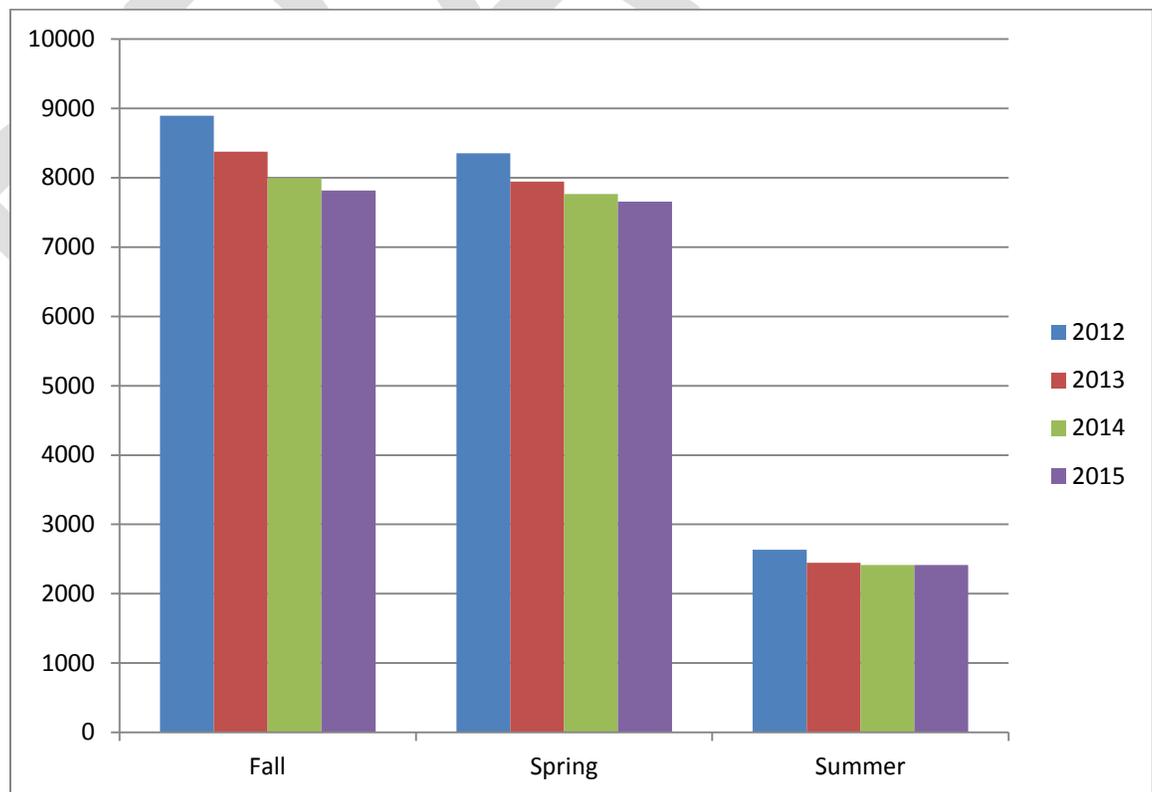
A. Strategy for improving unit outcome/indicator and related strategic outcome

A major emphasis for the OCCR is to help the College increase its enrollment, retention, conversion, and completion. To that end, the OCCR will collaborate with Student Affairs, the Recruitment and Retention Task Force, and the UHCC system Office. Likewise, the OCCR will continue targeting groups identified in the UHCC and College's target groups including STEM, Native Hawaiian, Pacific Islanders, low income (PELL), adult learners, and early admit for recruitment. A combination of data driven, targeted recruitment strategies will be used, including an increased emphases on digital media, outreach and opinion leader messages, news, web, television, radio, and STARFISH.

The Office will continue providing timely, accurate, and consistent communication to the College's internal and external publics.

An increased emphasis on community relations will make the college more accessible to the surrounding community through special events and programs. In addition, OCCR will increase its outreach efforts to the College's various stakeholders thus maintaining a critical link between the College and its constituents.

University of Hawai'i Foundation fund management will be a service that OCCR continues providing to support the development/Chancellor's Office.

Alumni Development programs and activities will be increased whereas the Senior Program will remain at the current level.

B. Performance measure to assess unit strategy and related strategic plan performance measure

Performance measures for target groups are set in the UHCC and Campus strategic plans, i.e. enrollment increases for Native Hawaiian, Pacific Islanders, and low-income, adult learners. Those are the targets that will be used for our performance measures.

Communication from OCCR will set benchmarks for the number of press releases and digital communiques it will distribute .

Benchmarks will be established to determine the number of programs and activities there will be for Alumni.

C. Data to be gathered to determine success of the strategy: e.g. ARPD, IEMs, CCSSE, program specific data

Data will be gathered via media polls, enrollment reports, ARPD, IEMs, CCSSE.

D. Position(s) responsible
There are currently 2.5 positions in OCCR. Thus, all positions will be responsible for their respective functions and outcomes.

E. Synergies with other programs, units, emphases and initiatives

The Office of College and Community Relations will work closely with the Chancellor's Office, UH Foundation, Office of Student Affairs, Academic Affairs, Deans, Department Chairs, and others

F. Key Community Partners
The Neighborhood Boards that are in the college's service region are: NHB#5 Waielae/Kāhala/St. Louis; NHB#4 Kaimukī; and NHB#3 Kahala. Diamond Head Scenic By-way Committee, Diamond Head Monument Foundation, Envision Kaimukī , Communities for a Lifetime Diamond Head Scenic By-way, Department of Education.

G. Resource and Budget Implications* (2016-2019)

	2016	2017	2018	2019
General Funds	$136,872	$136,872	$136,872	$136,872
TFSF	$186,378	$186,378	$186,378	$186,378
Cont. Ed S	-0-	-0-	-0-	-0-
Revolving	-0-	-0-	-0-	-0-
Total All Funds	$323,250	$323,250	$323,250	$323,250