Marketing and Outreach

2019
ANNUAL REPORT OF PROGRAM DATA

UNIVERSITY of HAWAIʻI®

KAUAʻI
COMMUNITY COLLEGE

At a minimum, each program or unit Annual Program Review Update shall include measures described in UHCCP 5.202. Additional measures may also be used for program or unit assessment.

1.   Program Description

Program or Unit Mission Statement

Promote public awareness and understanding of the College, its programs, policies and services with internal and external constituencies including prospective students, news media, community, current students, faculty and staff.

Part I. Program Description

Date of Last Comprehensive Review	N/A
Date Website Last Reviewed/Updated	7/1/2019
Target Student Population	High School Students Adult Learners
External Factor(s) that Affected the Program or Unit	Addition of Radio Advertising Active Participation of Marketing Committee Members Benefits of long-term student workers Low Unemployment rates

2.   Analysis of the Program

Strengths and weaknesses in terms of demand, efficiency, and effectiveness based on an analysis of the Quantitative Indicators. CTE programs must include an analysis of Perkins Core indicators for which the program did not meet the performance level. Include Significant Program Actions (new certificates, stop outs, gain/loss of positions, results of prior year's action plan).

Include the Annual Review of Program Data (ARPD; all Instructional programs and Academic Support programs - Library, Technology Resources, Testing Center, Tutoring, and Financial Aid), program-developed metrics (Institutional Effectiveness programs, Office of Continuing Education and Training, campus committees), or metrics required by UHCCP 5.202 that are not

provided as ARPD ([Administrative Service](#) programs and some Student Support [programs](#)) under review in table format below (EP 5.202 and UHCCP 5.202).

The Overall Program Health is Healthy

Describe and discuss demand, efficiency, effectiveness, and overall health categories. What has been the trend over the past three years in each of these categories? What factors (internal or external) may have contributed to the program or unit health categories? For Career and Technical Education (CTE) programs, provide a discussion on any unmet Perkins Core Indicator that includes contributing factors (UHCCP 5.202).

Based on this analysis, what are the program's strengths and areas to improve regarding demand, efficiency, and effectiveness?

Describe any significant program actions that occurred in the prior year (e.g., new certificate(s), stop outs, gain/loss of position(s), reduction in funding, new or completed grant(s), etc.).

Career and Technical (CTE) programs should provide an analysis for any unmet Perkins Core Indicators.

	2017-2018	2018-2019	2019-2020	2020-2021
DEMAND				
# website queries	N/A No data until Fall 2018	175,875		
# Adult Learner Contacts (Requested)	3	4		
# Adult Learner Contacts (Initiated)	36	30		
# High School Contacts (Requested)* College Fair attendees	970 650	679 725		
# Outreach Activities (Requested)	5	12		
# Outreach Activities (Initiated)	11	8		
# Marketing Requests	16	12		
Graphic Designs created*	114	88		

Printing*	28,987 pages	28,420 pages		
Newspaper	40 articles/ads	36		
Creative Media	Photos: 1,200 Videos: 2	Photos: 2100 Videos: 25		
Radio (Media Buy Design, Contracting, Spot Creation & Production)	N/A	4 Vendors 15 Spots		
Web Pages & Updates (Requested)	2,779	700		
New Website Sections (Initiated)	13	50		
Social Media (Requested)	483	180		
Social Media (Initiated)	141	406		
EFFICIENCY				
% up-to-date webpages*	100%	100%		
ADA Accessibility Quality Assurance (link accuracy)	64% (Within Compliance) 92%	81% Highest in System 87%		
% print and media products completed in-house*	95%	95%		
% print and media products completed out of house (specialty print jobs)	5% Pole Banners & Posters*	5% ITM Pole Banners Transfer Day Banners		
EFFECTIVENESS				
# Applications*	Fall 1130 Spring 685 Total 1815	Fall 1382 Spring 590 Total 1972		
% Direct High School	14% (257)	15% (287)		

% Working Adults	20% (359)	20% (385)		
% GED	3% (53)	2% (33)		
State Averages				
% Direct High School	14%	14%		
% Working Adults	30%	29%		
% GED	4%	3%		

DEMAND

The Marketing and Outreach has completed six years of service to the college. The office is staffed with a six-person team: the Marketing Director, a Media Designer, a Webmaster, a graphic artist (student worker), a photographer/designer (student worker), and a social media manager/designer (student worker – IE Office). This team designs the message the college presents to the island community. The inclusion of the student workers provides new ideas to the marketing effort ensuring that our messages remain fresh and relevant to the target audiences. They produce all art design and printed materials in-house, a full social media campaign, a campus-wide messaging campaign, webpage design and maintenance, college and program videos, and now all radio ads.

The Marketing Committee, formed of faculty, staff, and students from across the college insures a campus-wide representation to help with campaign direction and content. We continue to have a robust presence on the high school campuses, visiting all the seniors and most of the juniors attending the island public schools. Working closely with high school career and college counselors, these visits include meeting with students in small groups twice a year to discuss their college and life plans. This year outreach expanded to include Student Services which visited 2nd Semester seniors in the spring.

An important factor in the forward momentum of the college marketing effort is the new computer systems installed this past summer.

EFFICIENCY

Folding the college webmaster into the marketing team has allowed us to be constant and seamless when creating new content for the website as well as ensuring a consistency in branding. The college website had more than 175,000 hits this year. We currently have an 81% ADA compliance and an 87% quality assurance review, a top ranking of the UH system. One-hundred percent of websites were up to date.

Marketing also is able to print 95% of its materials in-house, which not only provides rapid turnaround and quick revisions, but also allows for a smaller budget.

EFFECTIVENESS
The number of applications increased this academic year, as did the number of direct high school applications (i.e., 243 of the 635 Class of 2018 high school graduates from the three feeder high schools applied to the College; 38%, which is a 4% increase). The State is still experiencing a low unemployment rate, under 2.5% on Kaua'i, which negatively affected our adult learner population because so many are in the workforce. Historically on a national level, when unemployment is low, so is the adult learner population in colleges.

In summary, strengths for this department include high school interactions, strong program messaging and branding, and the ability to produce marketing materials in-house. This also includes video, social media, and radio advertising. Kaua'i CC also leads the system in website compliance. The contribution made by the members of the marketing committee is an ongoing support. Areas to improve include expanding the Marketing webpage and developing new avenues of marketing to adult learners.

3.   Program Student Learning Outcomes

a) List of the Program Student Learning Outcomes
b) Program Student Learning Outcomes that have been assessed in the year of the Annual Review of Program Data.
c) Assessment Results
d) Changes that have been made as a result of the assessments.

Report on PSLO assessment for the prior year.

1. List of the PSLOs.
2. Indicate PLSOs that were assessed in the year of this APRU.
3. Assessment findings.
4. Changes that have been made as a result of the assessment findings.
5. Next planned assessment date.

PSLO	Assessed During this APRU Cycle (Y or N)	Findings	Improvements Implemented	Next Assessment Date
Reduce the time to degree; Increase student retention and credit accumulation	No	Click or tap here to enter text.	Click or tap here to enter text.	2019-2020
Increase Recent High School Graduates Enrollment	Yes	Met 77% of goal (N=162; goal=210)	Student Service faculty and staff expand services brought to high schools spring semester; providing more marketing materials to high school counselors	2019-2020
Increase High School Non-completers and GED Recipient Enrollment	Yes	Met 49% of goal (N=38; goal-108)	Targeting Working Adults (see below) to increase these enrollments	2019-2020
Increase Enrollment of Working Adults	Yes	Met 35% of goal (N=275; goal=561)	Redesigned radio campaign. Increased Social Media followers over 30 yrs old by more than 325.	2019-2020

4.   Action Plan

Include how the actions within the plan support the college's mission. In addition to the overall action plan for the program, include specific action plans for any Perkins Core Indicator for which the program did not meet the performance level.

Action Plan	Anticipated Outcome	Actual Outcome
Create positive messaging with SM and posters to increase student retention and credit	Students will stay in school and complete certificates and degrees quicker	Click or tap here to enter text.
Increase use of video to draw more followers to our social media to increase student retention and credit	Students will feel a sense of community and stay engaged in school	Produced 25 videos which were posted to social media (over a 1000x increase); Facebook and Instagram followers increased 65% and 67%, respectively
Capture all new photos for the college, using current students and recent graduates, so that we feature familiar faces to increase student retention and credit	Increase use of new photos in marketing materials by > 50% to better connect with the community and current students	More than 90% of new marketing products used new images and more than 2100 new images were shot this year
Close gap to equal System result (60% of system goal) for working adults	Get closer to system targets that were recalculated in 2017	49% of enrollments were working adults

List any additional significant actions that impacted your program (e.g., new certificate, loss or gain of faculty or staff, stop outs, etc.).

Kaua'i adult learner enrollment is low. A survey administered by the University Center in spring 2018 indicated that fifty-eight percent of respondents indicated that they worked full-time, 52% had less than an Associate's degree, 78% want more education, and 68% desire online courses. As the College and System increase online offerings, we anticipate that working adult enrollment will increase. Additionally, economic factors can make it hard to effect the adult learner population. National statistics show that when unemployment numbers are low, so is college enrollment in the 21-51 age brackets. Kaua'i's unemployment is currently below 2.5%.

Radio is currently our biggest outreach to adult learners. Our annual media survey of students at Kaua'i CC shows that proper placement of ads is still well received. However, since our adult enrollment numbers are low, it was appropriate to revisit how we are using our radio outreach. We have rewritten our contracts with the radio vendors and the placement of spots. We are now using a spot placement model that is more laser focused rather than the previous ramped approach. We also reduced the number of spots purchased, and added a new vendor, more chat sessions with DJ's, and a sponsored weekly trivia question. We are also producing the spots in-house, using local talent in the age demographics of our college students. The result is a cost savings of approximately 20-25%.

Analysis of Alignment with CPR

List the goals that were identified to be initiated, continued, or completed during this APRU cycle, in your last CPR, and if they were achieved. Be sure to include the benchmark, desired outcome, actual outcome, and unit of measure. If you completed your last CPR prior to 2018, please refer to ***** in this section.

Goal/Strategic Goal or Priority**	Achieved (Y or N)?	Benchmark	Desired Outcome	Actual Outcome	Unit of Measure
See Table Below	Choose an item.	See Table Below	See Table Below	See Table Below	See Table Below
See Table Below	Choose an item.	See Table Below	See Table Below	See Table Below	See Table Below
See Table Below	Choose an item.	See Table Below	See Table Below	See Table Below	See Table Below
See Table Below	Choose an item.	See Table Below	See Table Below	See Table Below	See Table Below
See Table Below	Choose an item.	See Table Below	See Table Below	See Table Below	See Table Below

**All Strategic Goals and Priorities are Aligned to the College Mission.

Describe any impacts these goals had on your health indicator(s).

N/A; see below

*Based on findings in Parts I – IV, develop an action plan for your program or unit from now until your next CPR date. This should include goals that align with the College Mission, measurable outcomes, benchmarks, and alignment to the College's Strategic Priorities, and/or Strategic Goals. Be sure to focus on weaknesses identified in ARPD data, PSLO outcomes, results of survey data, and other data used to assess your unit or program. This plan should guide your program and subsequent APRUs, but may be amended based on new initiatives, updated data, or unforeseen external factors.

Goal	Strategic Goal/Priority (List number)	Benchmark	Desired Outcome	Unit of Measure	Year(s) Implemented
Increase student retention and credit	Strategic Goal 7	# of Graduates in 2017-18 # of Transfers in 2017-18	Create positive messaging with SM	Student graduations and transfers	Fall 2018-Spring 2020

Goal	Strategic Goal/Priority (List number)	Benchmark	Desired Outcome	Unit of Measure	Year(s) Implemented
			and posters to campus		
Increase student retention and credit	Strategic Goal 7	98% of social media uses still photos, 2% of social media uses video	Increase use of video to draw more followers to our social media	% of videos use in social media # of followers	Fall 2018-Spring 2020
Increase student retention and credit	Strategic Goal 7	50% of print currently uses older still photos, 50% of print currently uses current still photos.	Capture all new photos for the college, using current students and recent graduates, so that we feature familiar faces.	% of new photos shot and used	Fall 2018-Spring 2020
Increase Enrollment of Working Adults	Strategic Goal 20	304 Adult learners 22-35 years old (59% of system goal)	Close gap to equal System result (68% of system goal)	More adult learners enrolled	Fall 2018-Spring 2020

5.   Resource Implications

Resource Request(s) for next year (from CPR Plan for your program or unit, or one(s) developed in Part V above if CPR was completed prior to 2018).

☐ **I am NOT requiring resources for my program/unit.**

5.   Resource Implications

Resource Request(s) for next year (from CPR Plan for your program or unit, or one(s) developed in Part V above if CPR was completed prior to 2018).

Program Goal	Design and Create Seasonal pole banners for the parking lots and college entrances
Resource Requested*	12 new pole hangers
Cost and Vendor	$7,400, Vendor is Street Décor Inc
Annual Recurring Cost	None
Useful Life of Resource	5 years
Person(s) Responsible and Collaborators	Gary Ellwood, Suesue Okada
Timeline	By June 2019

*An approved ITAC Request Form must be attached for all technology requests