Marketing & Outreach

ANNUAL
REPORT OF PROGRAM DATA
2021

UNIVERSITY of HAWAIʻI®
KAUAʻI
COMMUNITY COLLEGE

1. Program or Unit Description

Program or Unit Mission or Purpose 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.

What is the target student or service population?
Local High School students, adults interesting in pursuing a college education, current KCC students.

2. Analysis of the Program/Unit

Discuss the Program's or Unit's strengths and areas to improve in terms of Demand, Efficiency, and Effectiveness based on an analysis of the program's Quantitative Indicators or comparable unit-developed measures or program-developed metrics. Include a discussion of relevant historical-trend data on key measures (i.e., last three years).

Discuss significant program or unit actions (new certificate(s), stop outs, gain/loss of position(s), results of prior year's action plan, etc.). Include external factors affecting the program or unit.

DEMAND METRICS	2018-2019	2019-2020	2020-2021
# Website Sessions	175,875	248,217	453,879
# Adult Learner Contacts (Requested)	4	2	1
# Adult Learner Contacts (Initiated)	30	4	1
# High School Contacts (Requested)*	679	762	0
College Fair attendees	725	0	0
# Outreach Activities (Requested)	12	4	0
# Outreach Activities (Initiated)	8	3	0
# Marketing Requests	12	13	10
Graphic Designs created	88	149	304
Printing* (pages)	28,420	26,117	<5,000 *
Newspaper (articles and ads)	36	4	6
Creative Media (photos/videos/podcasts)	2100/25/0	1200/23/14	450/32/12
Radio (vendors (spots))	4(15)	7(23)	7(6)
Web Pages & Updates (Requested)	700	947	950
New Website Sections (Initiated)	50	36	34
Social Media (Requested)	180	164	171
Social Media (Initiated)	406	350	220

* August 2021, the old printer was removed and replaced with a new one. Precise data for the number of prints was not recovered during this transition.

EFFICIENCY METRICS	2018-2019	2019-2020	2020-2021
% up-to-date webpages*	100%	100%	100%
ADA Accessibility	81%	83%	82%
% print and media products completed in-house	95%	92%	100%
% print and media products completed out-of-house (specialty print jobs)	5%	8%	0%

EFFECTIVENESS METRICS	2018-2019	2019-2020	2020-2021	2020-2021 Enrolled #s
# Applications	1972	1845	Data Pending	1336
% Direct High School (percent(number))	15% (287)	15% (275)	From IRAPO	34% (452)
% Working Adults (percent(number))	20% (385)	24% (447)		17% (231)
% GED (percent(number))	2% (33)	2% (31)		3% (43)
State Average % Direct High School	13%	13%	Data Pending	
State Average % Working Adults	29%	31%	from P20	
State Average % GED	3%	3%		

For demand, website visits increased 83% over last year's usage. This increase in online activity can be directly attributed to the decrease in face-to-face visits to the campus. The accuracy and ease of accessing information on the website is a strength of the unit. Requests for webpage updates remained consistent. High school contacts declined in 2020-2021, as we had no ability to visit high schools due to the COVID-19 restrictions and campus closures. Other declines included pages printed and outreach activities. These were largely due to COVID restrictions and the closure of campus to the public which minimized their effectiveness. In addition, the annual college fair was cancelled, and campus tours were stopped when the campus was closed for much of the year. An area for improvement is the reevaluation of metrics to measure for the next review cycle to capture video production, which is a labor-intensive, but cost-effective way to market during a budget deficit and global pandemic.

For efficiency, we continue to generate our own professional radio commercials and videos in-house adding to the arsenal of marketing products we produce completely in-house. While many of the UH Community Colleges in the UH system rely on outside sources to provide audio and video marketing tools, 32 videos and 12 commercials were completed this past school year by the Marketing department. On our website, the percent of ADA compliant pages, currently at 82% compliant, remained in the top two in the System for the past two years. A significant percentage of the non-compliant pages are links to UH system documents, which are beyond our control. As we migrate the website to the new software version and a new design, this will continue to be a strength of the program. In addition, our transition to an online academic catalog has resulted in a significant decrease in the number of hours required to complete the annual document. It also allows us to make real-time updates as needed.

For effectiveness, our ability to design, produce and complete photography and video in-house has been a real benefit. All the photos used on our website and in our marketing materials have been imagined, shot, and edited in house, using college equipment and student workers. All our program and promotional videos were created in-house and represent the college well with profession imagery and messages. The promotional videos for our podcasts had over 2,500 views on social media. Since the equipment and knowledge necessary to produce videos are all in house, there are no significant out-of-

pocket costs. Video distribution via social media, YouTube, and our website incurs no cost, unlike radio which requires buying air time, and print which requires paper stock, ink, and often postage. No stock footage was purchased, no outside contractors were hired, saving money and maintaining a Kaua'i feel to our college images and promotions.

The Marketing and Outreach department experienced some significant fallout from the effects of the COVID-19 virus on UH. The radio budget was completely cut for the Fall and Spring semesters. No social Media buys were made. No campus promotional items were purchased to give away. Student workers saw a reduction in workforce, which resulted in 60 hours of labor per week being reduced to 10 hours. This reduced the amount of output the department could produce. Printed materials were less effective as there was nowhere to distribute them, and few students on campus to see them. On a system level, the UHCC Marketing Director position was left vacant.

Marketing Efforts Over the Past 3 Years

Marketing & Outreach Efforts by Academic Year	Website	Social Media	Video	Mailings	Print/Posters	Podcasts	Radio	HS Visits
2018-19	Supervised the web designer	Increased IG & FB, Created a YouTube channel	Added IG video stories to social media	Design KCC postcards Sent out to Returning Students & HS Sr's	Creating/revising all new brochures w/ new college branding. Events & deadlines. In The Making positive messaging Campaign; posters & pole banners	none	Took over media buy, contracting, creative & production of all radio advertising. Live remote broadcast for Transfer week	Managed College Fair, career fairs, and visited HS Jr's & Sr's on a weekly basis
2019-20	Supervised the web designer	Designed & implemented Meme campaigns, promoted campus activities & several classes on IG & FB, began tracking analytics	YouTube Pre-roll campaign. Promoted campus Podcasts w/ video stories on IG & FB	Design KCC postcards Sent out to Returning Students & HS Sr's.	Creating/revising all new brochures w/ new college branding. Events & deadlines. In The Making positive messaging Campaign; posters & pole banners	Podcast series to promote professors and their classes	Continued media buy, contracting, creative & production of all radio advertising	Managed College Fair, career fairs, and visited HS Jr's & Sr's on a weekly basis
2020-21	Supervised the web designer, started plans for a new website homepage	Added video campaign on IG & FB, using podcast elements. Continued tracking analytics	YouTube Pre-roll campaign. Promoted campus with new Podcasts series & w/ new videos on IG & FB. Started new series of student testimonials.	Design new set of KCC postcards Sent out to Returning Students.	Creating/revising events & COVID-19 posters. In The Making positive messaging Campaign finished; posters & frames ready to hang.	12 more Podcasts in the series to promote professors and their classes	Radio was suspended until mid-July. A 4-week media buy, contracting, creative & production of all radio advertising	College Fair & career fairs cancelled. HS Jr's & SR's weekly visits suspended

3. Program Student Learning Outcomes or Unit/Service Outcomes

    a) List of the Program Student Learning Outcomes or Unit/Service Outcomes
    b) Program or Unit/Service Outcomes that have been assessed in the year of this Annual Review.
    c) Assessment Results.
    d) Changes that have been made as a result of the assessment results.

PSLO 1 is to reduce the time to degree; increase student retention and credit accumulation. It was assessed this year. Student retention decreased from 690 to 685, a decline of only .7%. The PSLO has been modified to only focus on retention, as too many variables impact credit accumulation.

PSLO 2 is to increase recent high school graduates' enrollment. It was assessed this year. High School enrollments decreased from 192 to 179, a decline of 8%. While Kaua'i HS and Waimea HS enrollments stayed fairly consistent to 2020 numbers (79 to 75, and 44 to 44, respectively), Kapaa HS showed a significant drop in enrollment (69 to 52). With regards to the PSLO, we plan to modify it to measure applications, not registrations, starting AY 2022-23.

PSLO 3 is to increase enrollment of working adults. It was assessed this year. Enrollment for working adults decreased from 284 to 231, a decline of 19%. With regards to the PSLO, we plan to modify it to measure applications, not registrations, starting AY 2022-23.

Actions to be taken regarding PSLO's 2 & 3 are addressed below.

4. Action Plan

Based on findings in Parts 1-3, develop an action plan for your program or unit from now until your next Comprehensive Review date. Be sure to focus on areas to improve identified in ARPD data, student learning or unit/service outcomes, results of survey data, and other data used to assess your program or unit. This plan should guide your program/unit through to the next program/unit review cycle and must detail measurable outcomes, benchmarks and timelines. Include an analysis of progress in achieving planned improvements.
* CTE programs must include specific action plans for any Perkins Core Indicator for which the program did not meet the performance level.

Specify how the action plan aligns with the College's Mission and Strategic Plan.

Discuss how these recommendations for improvement or actions will guide your program or unit until the next Comprehensive Review. Be sure to list resources that will be required, if any, in section 5 below.

* The action plan may be amended based on new initiatives, updated data, or unforeseen external factors.

Goal 1 is to transition from print marketing to video/podcast marketing, which will address PSLO's 1, 2 and 3, and Strategic Goals 17, and 20. This benchmark is to transition from 2020 marketing output (86% print and 14% video) to move to a more balanced approach. The outcome of this goal is to complete the new website homepage and launch it in the summer of 2022.

Goal 2 is to design and launch new branding and a new website homepage, which will address PSLO's 2 and 3, and Strategic Goals 7, 17, and 20. This benchmark is to change our marketing materials so that print materials will be 50% and video/audio products will be 50%. The outcome of this goal is an ongoing effort to increase in the number of videos produced between 2022-2025.

Goal 3 is to reevaluate metrics used to measure demand, efficiency, and effectiveness of the unit, which will address PSLO's 1, 2 and 3, and Strategic Goal 13. This benchmark is to replace the metrics that evaluate the marketing effort so that they better measure goals for the unit. The outcome of this goal will be to provide new metrics by 2022. Institutional Research will play a vital role in this effort.

Goal 4 is to reevaluate use of radio advertising in light of budget constraints, which will address PSLO's 2 and 3, and Strategic Goals 20. This benchmark is to review the historic number of commercial buys by the college and the associated expense, with an eye to developing social media avenues. The outcome of this goal is to strike a new balance between radio, social media, and budgets between 2022-2023.

Goal 5 is to re-institute high school classroom visits, suspended during COVID-19. This will address PSLO's 2 and 3, and Strategic Goals 7, 17, and 20. This benchmark is a return to weekly visits to each of the high schools to speak with juniors and seniors about their college plans. The outcome of this goal is re-gain face-to-face access to high school students. Its success will be measured number of visits and the number of applications by high school students for the fall semester of 2022-2023.

5. Resource Implications

Detail any resource requests, including reallocation of existing resources (physical, human, financial). *Note that CTE programs seeking future funding via UHCC System Perkins proposals must reference their ARPD Section 4. Action Plan and this ARPD Section 5. Resource Implications to be eligible for funding.

[X] **I am NOT requesting additional resources for my program/unit.**

6. Optional: Edits to Occupation List for Instructional Programs

Review the Standard Occupational Classification (SOC) codes listed for your Instructional Program and verify that the occupations listed align with the program learning outcomes. Program graduates should be prepared to enter the occupations listed upon program completion. Indicate in this section if the program is requesting removal or additions to the occupation list.

☐ **I am requesting changes to the SOC codes/occupations listed for my program/unit.**