

**ANNUAL**  
REPORT OF PROGRAM DATA

**2022**

UNIVERSITY of HAWAII'  
**KAUA'I**  
COMMUNITY COLLEGE



Marketing & Outreach

**Marketing and Outreach 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.

**Target population:**

Local High School students, adults interested in pursuing a college education or returning to college, and current KCC students.

**1. Analysis of the Unit**

Marketing and Outreach has assessed our progress by looking at three areas; demand, efficiency, and effectiveness. Demand shows the number of marketing materials created. As we review the demand metrics (see table below), website visits decreased 2% over last year’s usage. However, these are still 79% higher than 2019-2020. This high online activity reinforces the fact that the college website is our campus’ digital front door. The accuracy and ease of accessing information on the website is a strength of the unit. Requests for webpage updates have increased as more academic, non-academic, and administrative programs capitalize on the website and homepage banners. High school contacts declined in 2020-2021, with no visits to high schools due to the COVID-19 restrictions and the temporary cessation of PTP (Personal Transition Plan) Advisory classes. Printed materials remained low as did outreach activities because of limited opportunities to socially gather. These outreach declines were largely attributable to COVID restrictions, and the campus closure to the public which minimized their effectiveness. In addition, while the annual college fair was held in May, it was only offered digitally. There were 60% fewer students than previous years, and campus tours were stopped when the campus was closed for much of the year.

DEMAND METRICS	2018-2019	2019-2020	2020-2021	2021-2022
# Website Sessions	175,875	248,217	453,879	444,857
# Adult Learner Contacts (Requested)	4	2	1	0
# Adult Learner Contacts (Initiated)	30	4	1	0
# High School Contacts (Requested)*	679	762	0	0
College Fair attendees	725	0	0	520
# Outreach Activities (Requested)	12	4	0	0
# Outreach Activities (Initiated)	8	3	0	0
# Marketing Requests	12	13	10	195
Graphic Designs created (print/digital)	88	149	304	121/505
Printing* (pages)	28,420	26,117	<5,000 *	4650
Newspaper (articles and ads)	36	4	6	7
Creative Media (photos/videos/SM posts)	2100/25/0	1200/23/14	450/32/12	850/24/352
Radio: stations/vendors (spots)	8/5 (15)	8/5 (23)	7/4 (6)	7/4 (14)
Web Pages & Updates (Requested)	700	947	950	2250
New Website Sections (Initiated)	50	36	34	45
Social Media (Requested)	180	164	171	80
Social Media (Initiated)	406	350	220	45

\* August 2021, the primary campus printer was removed. The replacement printer is not of sufficient quality for marketing materials. As such, and since printed materials were in less demand due to COVID restrictions, printing was limited to smaller in-house printers. A new printer is under consideration.

Looking at the efficiency metrics, we generated 8 professional radio commercials for this year’s radio campaigns. We have accrued a significant bank of radio spots from previous years, many of which proved to be reusable, giving us a bank of 16 spots for our spring advertising buy. 24 Videos were also produced in-house adding to the arsenal of marketing products we produce completely in-house. A 5-minute campus centerpiece video was created, all in-house, for the new marketing campaign, focusing on the college as an integral part of island life. The video was featured on the revised website in the summer of 2022 and highlighted during the College Convocation fall 2022. While the UHCC system marketing efforts rely exclusively on outside sources to provide audio and video marketing tools, all Kaua‘i Community College (Kaua‘i CC) videos and radio commercials were completed by the Marketing department.

On our website, the percentage of ADA compliant pages, currently at 84% compliant, is again at the top in the UH system, three years running. Most of the remaining non-compliant pages are links to UH system documents, which are beyond our control. The new homepage on the KCC website was launched in the summer of 2022. In the next school year we will approach ways to review all website pages for accuracy by May 2023. The online academic catalog continues to be a successful transition from the old, printed versions, resulting in a streamlined process, reduced hours required to complete the annual document, and quicker updates as needed.

<b>EFFICIENCY METRICS</b>	<b>2018-2019</b>	<b>2019-2020</b>	<b>2020-2021</b>	<b>2021-2022</b>
% up-to-date webpages*	100%	100%	100%	100%
ADA Accessibility	81%	83%	82%	84%
% of print and media products completed in-house	95%	92%	100%	100%
% of print and media products completed out-of-house (specialty print jobs)	5%	8%	0%	<1%

For effectiveness, our ability to design, produce, and complete photography and video in-house remains a strength. All the photos used on the KCC college website and in our marketing materials have been imagined, shot, and edited in house, using college equipment and 2 student workers. A high-quality campus image video was designed, filmed, and edited all in house. The 24 promotional videos for our podcasts were re-broadcast and had over 5,000 views on social media. Total views of all videos on social media was 49,416. A video featuring Mark Oyama was viewed over 12,000 times.

<b>EFFECTIVENESS METRICS</b>	<b>2018-2019</b>	<b>2019-2020</b>	<b>2020-2021 Enrolled #s</b>	<b>2021-2022</b>
# Applications	1972	1845	1336	-17% (968)
% Direct High School:” percent (#)	15% (287)	15% (275)	34% (452)	41% (377)
% Working Adults: percent(#)	20% (385)	24% (447)	17% (231)	36% (348)
% GED: percent(#)	2% (33)	2% (31)	3% (43)	No Data
State Average % Direct High School P-20 Statewide Data College and Career Readiness Indicators	13%	13%	Data Pending from P20	32% 2 yr: 20% 4 yr: 12%
State Average % Working Adults	29%	31%		?
State Average % GED	3%	3%		?

The equipment remains in good working order and the team of two student workers have gained sufficient experience to help produce videos in house, eliminating significant out-of-pocket costs. If these videos were outsourced, the cost would have been \$20,000 to \$30,000. Video distribution via social media, YouTube, and our website incurs no cost, unlike radio which requires buying airtime, and print which requires paper stock, ink, and often postage. No stock footage was purchased and no outside contractors were hired, thus saving money and maintaining a Kaua'i feel to our college images and promotions.

Much of the college continued to survive the effects of the COVID-19 virus, and Marketing and Outreach department did as well. The radio budget was cut for the Fall and no social Media buys were made. No campus promotional items were purchased to give away. However, the spring saw a return to more productivity. Two student workers returned, and two-four social media posts per week became more regular. Radio marketing resumed with an advertising buy for 10 weeks. On a system level, the UHCC Marketing Director position was filled, and plans to move ahead started to be discussed. This will mean representation in budget meetings for marketing efforts for the community colleges.

#### Evaluation of Goals from 2020-2021 APRU

**Goal 1:** Transition from print marketing to video/podcast marketing. This benchmark was to transition from 2020 marketing output (86% print and 14% video) to a more balanced approach. The goal was to change marketing materials so that the ration of print materials will be at 50% and video/audio products will be 50%. In 2020-2021, 1016 graphic design pieces were created. There were 121 created for print (12%) and 895 created for video/digital & social media/audio (88%). In total, 336 (33%) of the design pieces were videos.

The outcome of this goal is an ongoing effort to increase the number of videos produced between 2022-2025.

In 2022-2023, we will work to bring the videos produced to 40%.

**Goal 2:** Design and launch revised branding and a new website homepage.  
Completed

The new College website homepage was designed, all assets created, and all programming completed by mid-July. This effort was done completely in-house, saving the college 10's of 1,000's of dollars. The new homepage was successfully launched in late July. This activity will continue in 2022-23 school year as the next phase will be the redesign of all the remaining website pages to fit with our new design.

**Goal 3:** Evaluate metrics used to measure demand, efficiency, and effectiveness of the unit.

The outcome of this goal was to provide new metrics by 2022.

Status: Not Accomplished. This goal will be extended to 2022-2023.

**Goal 4:** Evaluate use of radio advertising in light of budget constraints. This benchmark was 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 (75%), social media (\$25), and budgets between 2022-2023.

In 2021-2022 we reduced radio advertising by not running ads going into the Spring semester and by running more Social Media videos and posts. This will produce a savings of \$8,000.

## **2. 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. We will reassess in 2022.

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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.

## **3. 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.

Action Plan 1: Engage the marketing committee members in establishing metrics to measure selected marketing campaigns. No benchmark exists. This aligns with UH Imperative 1 and KauCC Goals 1 and 3.

Action Plan 2: Develop & implement a process to ensure webpages are accurate and up-to-date. This aligns with UH Imperative 1 and KauCC Goals 1 and 3.

### **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.

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

As we work to refresh our presence in our island community, it would help to make a greater effort in public relations. In addition to press releases with the local media outlets, Public Relations includes having an active presence in community events, associations, and committees. From the Chamber of Commerce, City Council, to annual Celebrations, a Public Relations person is our face and our voice in the community. In previous years, the college had several people in serve in this capacity. The most recent was Cammie Matsumoto, who retired 5 years ago.

I am requesting that the college reinstate the position of Public Relations on a full time or part time basis.

### **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.**