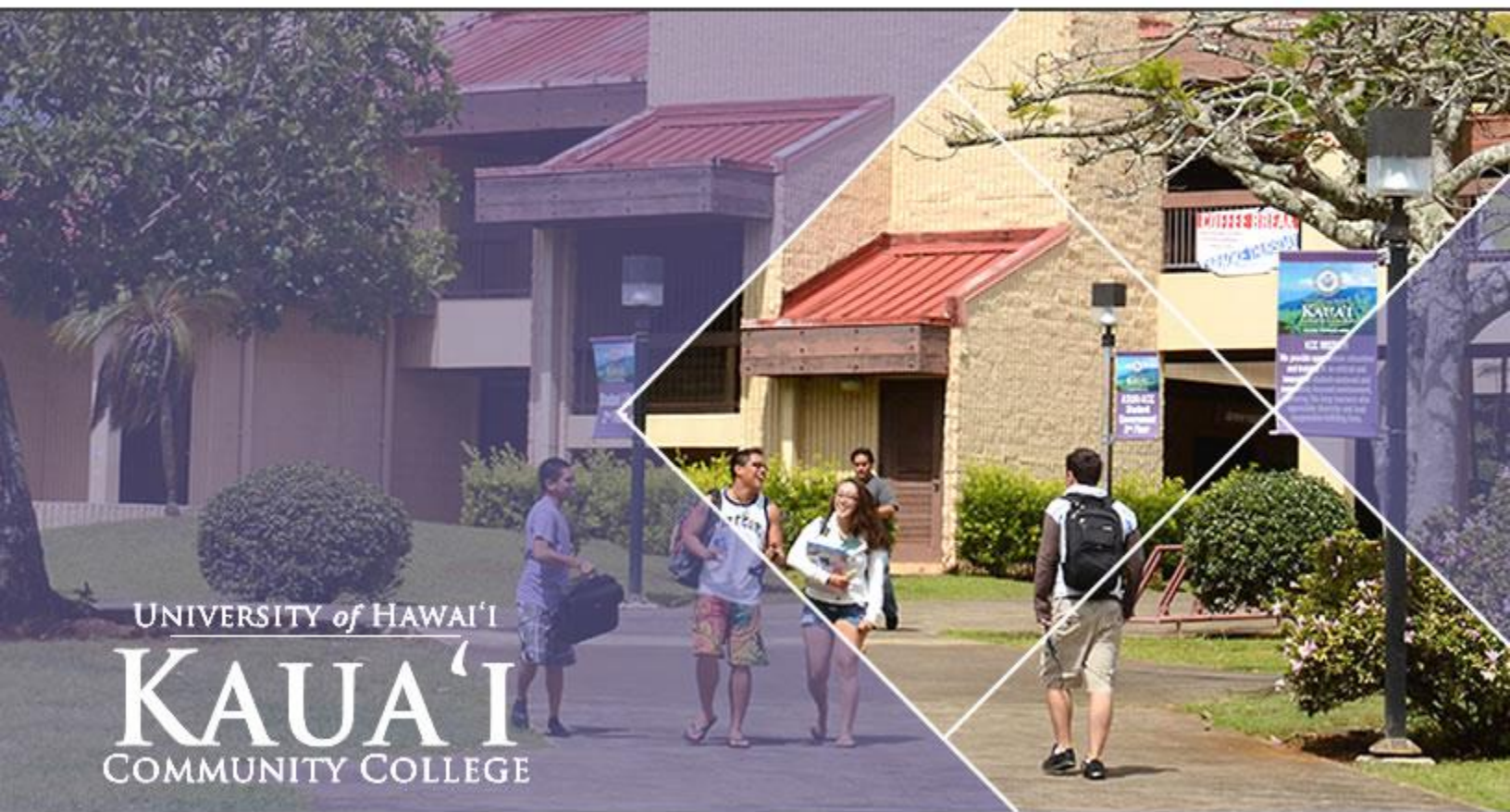


ANNUAL  
REPORT OF PROGRAM DATA  
2023



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



# 2023 Annual Report of Program Data

## Marketing

### 1. Program or Unit Mission

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Mission: 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.

Marketing supports the mission of the college by marketing degree and certificate programs to the island community.

### 2. Program Student Learning Outcomes or Unit/Service Outcomes

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PSO 1 is to reduce the time to degree; increase student retention and credit accumulation. It was assessed this year. Continuing student retention decreased from 566 to 422. We will reassess in 2023-2024.

PSO 2 is to increase recent high school graduates' applications. It was assessed this year. Direct high school applications increased from 220 to 262. While Kaua'i HS and Waimea HS enrollments increased from 2022 (62 to 95, and 63 to 72, respectively), Kapaa HS showed a decline in applicants (61 to 52). We will reassess in 2023-2024.

### 3. Analysis of the Program/Unit

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Demand for marketing services such as graphic design, website updates, creative media, and printing are evident. Marketing continues to improve in efficiency, including percent of ADA compliant webpages. Percentage of high school students applying increased, yet overall enrollment of new applicants declined. Areas of strength are in-house abilities of the marketing team to produce Kauai-centric marketing materials, including radio spots, videos, and graphics. An area for improvement is better collaboration/integration with student affairs on high school visits. Marketing no longer visits the high school juniors and seniors at the three public high schools on a weekly basis. I believe more attention paid in-person to our high school students would be a good investment. At the same time, the Annual College Fair held at Island School shows two interesting statistics. First, the number of students attending is now less than 50% of the graduating seniors from the 3 public schools (approximately 625 graduates and 300 attendees). Since juniors also used to attend, that percentage drops to 25% of pre-COVID numbers. Second, the number of 4-year universities attending the college fair from the mainland is up over 30%, growing from 60 last year to 84 this year, indicating that mainland schools are now investing more money and effort to recruit

2023 Kaua'i Community College ARPD  
 Program: Marketing

Kauai high school students to their universities. Student workers from the marketing office supporting visits to the high schools helps greatly when building a rapport with the students. It is recommended that more student workers be recruited to participate in recruiting events.

<b>DEMAND METRICS</b>	<b>2019-2020</b>	<b>2020-2021</b>	<b>2021-2022</b>	<b>2022-2023</b>
# Website Sessions	248,217	453,879	444,857	161,000****
# Adult Learner Contacts (Requested)	2	1	0	0
# Adult Learner Contacts (Initiated)	4	1	0	0
# High School Contacts (Requested)*	762	0	0	0
College Fair attendees	0	0	520	475
# Outreach Activities (Requested)	4	0	0	0
# Outreach Activities (Initiated)	3	0	0	0
# Marketing Requests	13	10	195	20
Graphic Designs created (print/digital)	149	304	121/505	135/50X
Printing (pages)	26,117	<5,000	4650	4,500 ***
Newspaper (articles and ads)	4	6	7	6
Creative Media (photos/videos/SM posts)	1200/23/14	450/32/12	850/24/352	1890/20/284
Radio: stations/vendors (spots)	8/5 (23)	7/4 (6)	7/4 (14)	7/5 (16)
Web Pages & Updates (Requested)	947	950	2250	492
New Website Sections (Initiated)	36	34	45	20
Social Media (Requested)	164	171	80	63
Social Media (Initiated)	350	220	45	48

\*\*\* 1 of the two marketing printers was not operational. New printer arrived in the summer of '23.

\*\*\*\* Data incomplete, Jan-July data lost when Google Analytics upgraded

<b>EFFICIENCY METRICS</b>	<b>2018-2019</b>	<b>2019-2020</b>	<b>2020-2021</b>	<b>2021-2022</b>
% up-to-date webpages based on owner update request	100%	100%	100%	100%
ADA Accessibility	81%	83%	82%	84.7%
% 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%	10% (swag for college)

<b>EFFECTIVENESS METRICS</b>	<b>2019-2020</b>	<b>2020-2021</b>	<b>2021-2022</b>	<b>2022-2023</b>
# New Applications	1012	846	842	942
% Direct High School: percent (#)	26% (260)	26% (216)	26% (220)	28% (262)
% Working Adults: percent(#)	24% (447)	17% (231)	36% (348)	
% GED: percent(#)	2% (31)	3% (43)	No Data	1.4% (18)
% Enrolled	57% (581)	63% (535)	65% (549)	57% (536)

## **4. Action Plan**

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Action Plan: Increase collaboration with student affairs to include marketing in high school visits. Benchmark: marketing participated in no visits in 2022-2023. Desired Outcome will be developed in 2023-2024 after a plan has been developed. Unit of measure is the number of applications.

Action Plan: Webmaster will improve upon webpage accuracy project to improve accuracy of information. Benchmark: 55% of webpages were reviewed and updated in 2022-2023. The goal is to reach 80% by the next CPR. Unit of measure is the response of webpage owners to review requests.

## **5. Resource Implications**

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