Title: Chancellor’s Administrative Staff Council Minutes

Place: ‘Ilima 202A

Date: January 28, 2013

Time: 1:30 p.m. – 3:30 p.m.

Admin Staff Members: Esben Borsting, Kauka DeSilva, Bob Franco, Kelli Goya, Frank Haas, Milton Higa, Carol Hoshiko, Salvatore Lanzilotti, Mona Lee, Conrad Nonaka, Patricia O’Hagan, Louise Pagotto, Leon Richards, Charles Sasaki, and Dawn Zoni

Members Absent: Mona L., Charles S.

Guests: Raphael Lowe, Kevin Adreshak

A. Information/Reports (for Transmission):

1. Enrollment Management       - Mona L.
   No report

2. Marketing         - Carol H., Frank H.
   a. Brand themes, concept testing
      The marketing survey is interrelated to improving student success. The information
gathered will be used to understand what can be done to contribute to students’ success.
Concept statements will be developed and tested to determine if students associate the
concepts with KCC, and for the likability of the concept(s). There is also a need for
connections between marketing and KCC’s website to support the brand.
   b. Assignment writer
      Michael Tsai, who is an instructor in Arts and Sciences at KCC, will serve as an
Assignment writer, develop media lists, write emergency release templates, develop a
Story lead template, and develop an experts source list template during the 2013 spring
semester. Tsai is a former HMSA corporate writer and reporter for the Honolulu Star
Advertiser.

3. KCC Website Update       - Raphael L.
   a. Back of house work – how should items be submitted for the web? Items should be
      sent to Raphael or Martin. CELTT is working on a submission process and identifying
who should review items before submission/posting.
   b. Currently there are 20+ satellite sites that live off of the KCC website but are on
different servers. KCC needs to convert to a single platform.
   c. Main marketing brand and plan – the UHCC system template may impact KCC web.
      Raphael and Martin are working on the content dump and design during the summer.
      Main audience for web is student. Separate site for faculty, staff or at least data. Redirect
URLs. There will be no lapse in service.

B. Action Items:
1. Travel Requests       - Milton H.
Travel requests must follow protocol. Grant PIs do not have the authority for final approval of travel requests. Requests must go through the department approval and unit (Dean) approval process.

Cullen Hayashida will travel to the Association for Gerontology.
Sally Pestana will attend a Clinical Lab Science conference

**C. Other**

1. Next Admin Staff Council is Feb. 4, 2013, 1:30 p.m.
   Centralization of Scholarships – Mona L.

2. Hawai‘i Papa O Ke Ao and retreat briefing - Kauka D, Iwalani T.
   Kalaualani met on December 7, 2012 and worked on the Papa O Ke Ao plan – calls for two positions: Rank 3 counselor/instructor and APT support counselor.
   Asked participants for their manao – they shared their thoughts for increasing Native Hawaiian leadership, engagement as well as language and cultural practices’ parity. Also discussed was the need to identify who the Native Hawaiians are on campus.
   The discussion was primarily student focused. Some other topics were covered such as professional development for faculty, and increasing public relations within all Native Hawaiian organizations. Final topics included the Sustainability conference in April and the need to have Native Hawaiian faculty to participate; and to make sure that Kalaualani is at the table for developing Marketing/Communication. Two more goals were set; 1) to hold a follow up summit organized as a two-day workshop; and 2) to develop a five-year plan.
   Students are having problems with math. Malama is needed to help students succeed through social engagement and place-based learning, similar to an academy. Also discussed was the need to develop a five year comprehensive Title III grant, and Strategic Plan to 2021. To be the leading indigenous peoples’ serving institution, there is a need to diversify faculty.

3. Workforce Assessment - Scott M.
   Scott Murakami, UHCC Workforce Development Director, will attend the next Admin Staff Council Meeting.

4. The PPAC, Feb. 5, 2013, tentatively scheduled in Tamarind but may be moved to Iliahi 1,2,3

5. An agreement was signed with Pacific University in Oregon

6. Frank Haas and Leon Richards will travel to India to attend a multi-national conference to establish 200 community colleges. Feb. 6 & 7. They will also meet with Hotel School in Sri Lanka.

7. Suzette Robinson is coming to KCC to discuss Perkins funding.

8. Kaiser is going to lay off 47 RNs. Med assistants are doing more of the work now.

*For accompanying documents and/or for access to all Administrative Staff Council minutes and documents please go the Quill, Governance: Shared and Participatory (http://quill.kcc.hawaii.edu/page/governance) and log in to Administrative Staff Council.
Submitted by: Carol A. Hoshiko*