Administrative Staff Members: Brian Furuto, Ann Ishida-Ho, Mona Lee, Nawa`a Napoleon, Louise Pagotto, Trude Pang, Leon Richards and Joanne Whitaker

Members Absent:

Guests:

A. Information/Reports (for Transmission):

1. Enrollment Management - Retention, Graduation - Mona

Enrollment for spring 2014 has declined across all of the UH Community Colleges with KCC’s enrollment at -13% from last year. 654 newly admitted students have registered for spring 2014. 990 are admitted but not registered (471 are transferring in, 172 are returning students and 346 are first year students). 903 applications are pending. There was a discussion on strategies to increase enrollment. One suggestion was marketing approaches such as viewbooks and brochures for the college; and individual brochures for each area. Sheldon Tawata is doing a great job speaking to high schools about KCC. Should we consider reassigning a few people temporarily to assist Sheldon in recruitment efforts to increase the outreach to high schools? The focus would be during the spring semester to encourage students to come to KCC in the fall. Another target population is adults returning to upgrade their skills.

Students should be asked about the best ways to communicate with them. Should more emphasis be placed on social media: Facebook, Twitter and Instagram? Part of the college’s budget goes to the UHCC for marketing. The marketing should be campus specific. There was an announcement of a $250,000 scholarship award from the UH Foundation, which motivated many students to apply. Should there be more of an emphasis on scholarship support for students to increase enrollment?

Action step: Funds and resources need to be reallocated to address declining enrollment. The focus will be on producing a brochure and more staff support. This will be an agenda item for the next Administrative Staff Council meeting. Brian will speak to Susan Lee from UHCC about target marketing for KCC.

B. Action Items and Updates:

1. Travel Requests - Brian

All faculty, staff, and administrators must submit a travel request and travel completion report for all official out-of-state travel as per official standards/formats of the University. Federal grants and RTRF travel should also be scrutinized carefully.

Travel requests were granted for Anna Thomas for a Library Association meeting. Takashi Miyaki will be traveling to Japan as a translator and he will follow up with a technology initiative. Lori Maehara will be attending a Culinary Arts accreditation event. Steven Singer will attend a technology conference. Judith Coryell will attend a Gallaudet event. Laure Burke will attend the WASC Academy. Charles Sasaki, Maria Bautista, Carl Hefner, Colette Higgins
and Nawa’a Napoleon will attend an AAC&U event in Portland, OR.

2. ACCJC Follow Up Report Response - Leon

The Evaluation Team’s report was received from the site visit on November 16, 2013. The Chancellor sent a letter to Dr. Jowel Laguerre, Evaluation Team Leader, in response to their report. We are preparing for the meeting with the ACCJC Commission in January.

3. Scott Murakami Presentation on EMSI Data: Dec. 9, 1:30-3:30 p.m. - Leon

A presentation of the EMSI data on workforce trends will be next week.

4. Convocation: Theme and Agenda - Leon

A possible theme for convocation is “The Road Ahead” or “Looking Forward”. As the accreditation process is concluding, what are our overarching goals for the future? There may be a potluck lunch.

5. BOR Meeting – April 17, 2014 - Leon

During the Board of Regents meeting in April, we will be given 15 minutes to showcase the college. The Chancellor asked for suggestions from the council. There will be further discussion on this in future meetings.

6. “Community Advisory Group” - Joanne

There was a preliminary discussion on a possible group of community supporters for KCC. Windward and Kauai Community Colleges have a group of supporters. A description of Windward’s group was distributed with a draft description for a similar group for KCC. The main objective at this point will be to determine the role of the group and to begin to think of who should be included as members.

7. CAC Agenda: - Leon

At the meeting of the CAC, there will be a discussion on the mission of the CAC, the role of the members and the change in the membership based on position and representation. There will be 5 meetings: twice a semester and once in the summer. The Administrative Staff Council will also be changing in membership and will meet every 1st, 3rd and 5th Mondays.

8. Implementing SAO guidelines - Brian

This was tabled until the next meeting as there was not enough time to cover the material.

C. Announcements:

D. Other Items:

* For accompanying documents and/or access to all Administrative Staff Council minutes and documents please go to Quill, Governance: Shared and Participatory (http://quill.kcc.hawaii.edu/page/governance); under Standing Councils, Administrative Staff Council.

Submitted by: Joanne Whitaker
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