A. Information/Reports:

1. Enrollment Management - Retention, Graduation - Mona
   For spring 2014, enrollment is down 5.7% and Student Semester Hours (SSH) is down 5.5% as of December 30, 2013. Current enrollment total is 6,713 students with an estimated enrollment total of 7,500 students. Enrollment across all seven community colleges is down. There was a discussion on the reason for the decline. Several years ago, there was a growth spurt and the numbers are now leveling off. High school graduating classes are getting smaller. There is a need to target certain markets such as military and international students as well as neighboring high schools. Another idea was to expand growing programs such as our health programs (possibly training community health workers) and Arts and Sciences with a concentration on STEM. Should the upper level Information and Computer Science courses (ICS) be moved into STEM? There would be the possibility of offering an ASNS in pre-computer science. Other growth areas are ESL, CTE and HOST. There is a plan to provide a 3rd year certificate in HOST with students finishing their 4th year at UH West O‘ahu. The key is for students to stay at KCC for two years for the strong offerings in Arts and Sciences. Strong liberal arts programs promote strong CTE and HOST programs.

   If programs are expanded, there will be a need for more facilities and faculty. Programs are heavily subsidized, putting more pressure on the budget. Another suggestion was to provide public awareness and health education courses through Continuing Education such as in nutrition and sleep. Leahi Hospital would be a good choice for expansion.

   There was a suggestion to move the fall to spring enrollment benchmark to 75%.

B. Action Items and Updates:

1. Travel Requests - Brian
   Travel requests will be generated by Brian on a spreadsheet, emailed to the Administrative Staff Council for approval and included in the minutes. Takashi Miyaki and Louise Pagotto were approved for travel. See Appendix A.

   The agenda has been approved.
3. Recycling Bin in the news - Brian
There were complaints about the recycling bin on Kilauea Ave. KCC offers the recycling bin as a service to the community. However, people are abusing the privilege by putting trash in the bin and piling materials around it. The recycling bin will be removed.

*Carol asked that she be notified about the removal so she can notify the neighbors.*

There is also a problem of people dumping washers and dryers and trash at Diamond Head and a couple of hundred homeless people living there. This may cause a problem for the Culinary Arts facility groundbreaking in February or March.

4. Marketing Plan Feedback - Carol Hoshiko
Two years ago, SMS did concept testing and research, and provided a preliminary/interim marketing plan. Frank Haas produced a preliminary communications plan and met with Carol. Together with Louise Yamamoto, they developed a communication concept plan.

KCC is a great college. What is KCC all about? What stellar program and services should be conveyed to ourselves as well as outside the college? What is our brand?

**Four goals:**

1. Develop and launch a new branding campaign that will convey the quality, strengths, and value of the college. Provide oversight for brand management. Brand is the college’s pride and promise.

Suggested phrase for KCC: The help you need, every step of the way. Possible tagline: Because we care.

2. Serve as a one-stop center to assure consistency and timeliness in disseminating information to the college community and its constituents.

A suggestion was made to educate the public on the college’s strategic plan. The mission of the marketing plan should align with the college’s mission and vision statement. A performance measure is needed and a reference to resources.

3. Promote the college as a destination of choice. Create and implement marketing activities to increase student enrollment.

Using social media, TV spots, brochures and other tools to reach potential students.

4. Strengthen relationships in the community. Educate the public to win stakeholder and public support.

Feedback on the goals was presented. If enrollment is declining, it may be necessary to start on goal three. Branding is important as well. We need to identify what we do well and link that to the messaging. The college has strong achievements and outcomes. What phrase could be used that would instantly capture KCC?

*Action Step: At the next meeting, decide on the brand statement. Give Carol feedback on the marketing plan.*
5. Sabbatical Leave for Civil Service Members/Guidelines - Mona
There is a state policy that allows civil service members to apply for sabbatical. There is one pending request. At the present time, there are no guidelines for civil service sabbaticals. A process and deadline are needed. For the sabbatical to be granted, the sabbatical would need to benefit the department. A proposal would need to be presented and funding would need to be available.

APT members have an option for an educational leave. Both of these should be considered at the same time.

Action Step: Mona and Louise will forward the faculty guidelines for sabbatical to Brian who will work on guidelines for civil service and APT members with HR.

This will be considered in the planning cycle, as priorities for the year need to be justified in the budget. In the next six months, we should create the process, develop the rubrics and implement it next year.

Currently, there is no money in the budget for sabbaticals. There are a couple of faculty members in a queue. It was suggested that the faculty can stay in the queue for a year. After the year, they would have to reapply.

6. Phone Issues During Registration/Check-in - Mona
During peak times of registration, one phone line to Kekaulike is not enough. There is no call center. Should we add more phone queues? Another idea was to add an FAQ section to our social media site to disseminate information.

Action Step: Mona will disseminate a list to the secretaries of counselors to whom to refer the calls. Taking a message and sending it to the counselors is another possibility.

C. Announcements:

D. Other Items:

The Chancellor thanked the Administrative Staff Council for their dedication and commitment to the college.