Administrative Staff Members: Esben Borsting, Bob Franco, Brian Furuto, Kelli Goya, Carol Hoshiko, Ann Ishida-Ho, Salvatore Lanzilotti, Mona Lee, Nawa’a Napoleon, Conrad Nonaka, Patricia O’Hagan, Louise Pagotto, Leon Richards, Charles Sasaki, Joanne Whitaker, and Dawn Zoni

Members Absent: Esben Borsting, Brian Furuto and Charles Sasaki

Guests: Louise Yamamoto

A. Information/Reports:

1. Enrollment Management - Retention, Graduation - Mona
   Mona presented data on enrollment trends and offered recommendations in light of these trends. The enrollment numbers are returning to spring 2009 levels. There are slight declines in returning and not home-based students. A recommendation was to market to former students to return to college for their degrees and to underserved groups to broaden the applicant pool and increase access. First time students and transfer students show growth while overall enrollment has decreased. A recommendation is to invest in creating a one-stop center for all services geared toward transfer-in students, partnering with the Maida Kamber Center. There is a slight increase in students placing into developmental courses. A possible policy would be to require students who place into developmental levels to take English and math in their first semester. There would be a need to align the curriculum map and update the advising sheet. Another possibility would be to offer developmental courses in high schools. The impact this would have on the college will be discussed at future VCAC meetings.

   There is growth in both liberal arts and CTE majors and a decline in unclassified students (those not eligible for financial aid). A recommendation is to market our college brand to increase general enrollment across all programs. There is a slight drop in first-year student persistence and no change in overall persistence rates. We should invest in current strategies: orientation, early warning and required advising to increase these rates. We should also invest in strategies that focus on gatekeeper courses or course completion in general and in the planning of the student success center. Another idea is to embed a student success course into a first semester class such as English or math or in the introductory courses for each major. Transfers to four-year campuses have increased. Auto graduation and reverse transfer options are also increasing our rates. We can focus on servicing UH Mānoa undergraduates by offering more 200-level classes in their most popular majors. The College of Arts and Sciences is by far the most popular major at 6,599 students.

   Action steps: The Student Success committee will look at all the possibilities and will make recommendations. The Office of College and Community Relations should use data from Administrative Staff Council meetings and VCSA’s analysis to inform the marketing plan.
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. Three people will attend the League of Innovations Conference with National Science Foundation funds: Collin Herve, Kathleen Ogata and Matthew Tuthill. (See Appendix A)

2. Marketing Plan Feedback - Carol Hoshiko
   The Administrative Staff Council was asked for feedback on the marketing plan. The final report by SMS was discussed. 800 students were asked to complete a survey. 272 students responded. There was a suggestion that the internal communication plan should be separated from the external marketing plan. It will be important to measure if the strategies are effective. There needs to be a plan to monitor and assess the process and to tie it back to student success. Continuing Education needs to be included in the marketing plan as well. There is a need to create specific marketing strategies for each program as well as a message to the general population.

   **Action steps for OCCR (Office of College and Community Relations)**
   - Work with people such as the Deans, OCET, Sheldon Tawata, LaVache Scanlan and Cory Ando as resources for messaging. Adding a full-time position for marketing is not possible at this time.
   - Make sure the marketing plan follows the planning cycle and ties into the budget cycle.
   - Use enrollment data provided by Mona.
   - For each goal in the marketing plan, state specific performance measures, outcomes and timeline.

   After consultation with key people and approval of the final marketing plan, $75,000 will be allocated to marketing with the proviso that OCCR adheres to the recommendations above.

   The next discussion was around the branding statement. Two branding statements were discussed: “Engage. Learn. Achieve.” or “The Help You Need, Every Step of the Way”. The word, “success” was mentioned in the SMS final report as an important word. Queen Kapi‘olani’s motto, “Kūlia i ka nu‘u” or “Strive for the highest” was also considered. A decision was made to keep the Queen’s motto as part of the branding statement. After consulting each person on the Administrative Staff Council, the conclusion was to ask the faculty and staff who attend the convocation on January 9, 2014 to vote on either, “Engage. Learn. Achieve.” or “Engage. Learn. Succeed.”

3. “KCC Community Ambassadors” - Joanne
   The KCC Community Ambassadors would be people from the community and industry professionals who could advocate for KCC. A draft mission statement and suggestions for possible members were presented and discussed.

   **Action Step:** Additional names of possible members will be submitted to Joanne.
C. Announcements:

OCET announced there was a possibility to provide continuing education classes on hotel management for two hotel properties on Lanaʻi.

D. Other Items - For the VCs and Deans:

1. Vacancy Prioritization for Academic/Student Affairs - Leon

The Vice Chancellors and Deans met previously to make recommendations about filling vacancies. Declining enrollment means declining revenue to fund positions. It is important to consider the strength of the college as a whole. A priority will be to keep Art & Sciences strong, which will lead to strong CTE and Health programs. The programs and variety of courses we offer are what attracts students to KCC. There is a need for a career services position to assist students in job placement. Adding Professional Advanced Certificates in Culinary, IT, Health and HOST may require additional positions. Continuing Education needs a new person to replace Trude Pang who will be the Chair of BLT (Business, Legal and Technology Education Department). Other areas of growth are in ESL.

Action Step: Nawaʻa will do research on the Mālama Program.

* 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
2014-1-6_Admin_Staff_Council_Minutes