Honolulu District Science & Engineering Fair on Feb. 14, 2015: Louise Yamamoto
On February 14, the sixth annual Science and Engineering Fair will be held at KapCC. More judges are needed. A decision was made to limit the number of projects that could be submitted by all the schools to allow more schools to participate. A request was made to send a flyer or request form for judges to the Administrative Staff to send to colleagues.

Enrollment Management Report: Dawn Zoni
For fall 2014, there were 5,597 processed applications, 3,703 students were accepted and were admitted, and 2,691 registered. The number of FAFSA applications was down by 4% but the number of students awarded has increased by 17%. Currently, 1,695 students have been awarded Pell grants for the 2014-2015 academic year in the amount of $7,743,540.

Welcome Week: Merrissa Brechtel
How do we help our students find their sense of place? During the first four days of school, events were planned to welcome students and to make students aware of the resources and programs on campus. Monday was “Agree to Degree” Day and also featured student support services. Tuesday was Student Club Day but only one club was represented. More will be done to ensure greater participation next year. Wednesday was the Academic Resource Fair for undeclared students to make them aware of our programs and Thursday was VA Appreciation Day. For fall 2015, there are plans to do a bigger event which will involve the entire campus and will be planned by the Board of Student Activities (BOSA).

A mobile app is being created for an events calendar, campus map and other features. Updates on our website will automatically be uploaded to the app. The registration guide will be online instead of distributed as printed hardcopies. Instead of a student planner, there will be a Native Hawaiian-themed planner.

Marketing Report: Carol Hoshiko and Synergy Design
Jan Nakamura from Synergy Design felt KapCC needed a stronger presence. Rack brochures are being produced covering 30 programs and a viewbook is being produced for the entire campus. Good data has been collected on the College through the Hawaii News Now website. There was a profile piece for the college in the Honolulu Star Advertiser. Two additional half-page color ads were given to KapCC because the colors on the original ad were not correct. The UH System is producing marketing for the entire system. However, our marketing efforts are to show how KapCC is different.

Andy Arakaki from Mixed Plate Media spoke about social media as an integrated marketing approach. On the digital side, a campaign was released on Facebook targeting the 21- to 24-year-old age group. On Google, ads were purchased for specific keywords. If a user clicked on the link, it would take them to the College’s landing page. The “Request Information Button” links to the KapCC website. The information is collected and stored in a database and exported to an excel sheet. Hawaiian students have their own landing page. There are
different pages for specific areas. For instance, the Business landing page shows the user only the business programs. The six TV ads are on Facebook. Ads that are working best can be tracked. 640,000 Facebook users were reached. 449 visitors clicked on the site. The total budget for the digital side was $3,500 in ad dollars to Google and Facebook. 1,800 people from the Hawaii News Now ad visited our landing page. The average cost per lead is $18.53 for Google. The national average is $30 per lead.

There were 3,449 visits on the landing page with nursing being the most popular. The Facebook ad page leads were sent to Admissions. We can account for which ads are doing better. We can also determine the cost of ad dollars per lead and the cost of ad dollars per admission. Google keywords are used to create different ad groups. There are multiple keywords and ads running at the same time. Keywords create direct links to people’s interests. Now we have a baseline of data. The next phase is to determine how many leads convert to those who attend.

The digital strategy moving forward is to separate marketing from the main website so the website can be dedicated to the enrolled students. We need to find the audiences we are not currently reaching. One way is to create a micro website that contains stories, testimonials and other content that is emotionally evoking. Microsites are immediate and cut through the clutter. Students want information fast. The microsite will refine our pitch. The College is doing great things but we need to get the word out. We could point high school counselors to this website. The goal of the microsite is to get more leads. What are we doing with the leads? Leads need to be contacted quickly. A process has to be created for KISC and other areas of the College such as New Student Orientation (NSO) to contact the leads.

Eric Eppling from Synergy Design reported that in the spring, tactical pieces were created such as the newspaper insert. A viewbook for parents and students is being produced. Social media is very important for engaging students. How do you make people aware of our social media presence? How do we communicate with students? Many students come from high schools so we need to be equipped with materials. Also, there are persistence issues. Are the obstacles to persistence certain classes such as math, or is it finances, or the hours that classes are offered? Can there be incentives and expectations that students should continue?

How can we make KapCC a real hub of this community? How can we engage the community? How do we make it their college? The community hears about our programs. How can we make it stronger? Building relationships with businesses in the community will be important. Programs need to be developed to help us partner with businesses. The broader message is KapCC is the core of the community working with schools, churches and community organizations.

What is Synergy Design doing differently for the spring? What have we learned? Where do we go from here? How do we benefit from what we’ve done this semester? They will continue to utilize the TV ads. KFVE is offering to run our ads for free and we will continue to run them on social media. The focus will be on free ads instead of the newspaper insert. We need to focus on conversions as well and looking internally to do a better job at responding to inquiries. Does KISC need more assistance? The process needs to be fine-tuned before spring.

Travel Requests: Leon Richards
Travel requests were generated on a spreadsheet, emailed to the Administrative Staff Council for review/information and then to the Chancellor for approval. See 08.25.14 Appendix A and 09.02.14 Appendix B.
Blue Zones Project Statewide Strategy Summit: Louise Pagotto
There was an HMSA summit on campus on the Blue Zone Project in Hawai‘i. Blue Zones are places where people live longer. Dan Buettner identified six places in the world with the greatest number of centenarians and fewer diseases. There were nine characteristics that contributed to longevity such as being physically active, belonging to a tribe, etc. They are going to create Blue Zones in Hawaii. KapCC already has some of the characteristics in place. The application is September 15 to show an interest. They will research those who are interested and will select Blue Zone communities in November. No money will be given but support. Melvin Jadulang and Tony Choy will co-chair Healthy Campus 2020 around lifelong learning and health. We want to be the first Blue Zone campus of higher education to educate the community. We can be ambassadors to the state and the world (internationally). All our current initiatives can be folded into the project. We will indicate that we are interested in being considered for the project.

ACCJC Follow Up Report Timeline: Joanne Whitaker
The final draft of the follow-up report was sent to the CAC Accreditation and Assessment Work Group and discussed at their meeting on September 3. The draft was also sent to the CAC Technology Work Group and the full CAC. The report will be discussed at the CAC Technology Work Group meeting on September 8 and the full CAC meeting on September 9. Any comments must be sent to Sunny Pai no later than September 9. The Chancellor will receive the final version on Friday, September 12. After the Chancellor’s review, the final version will be sent to the UH Community College Vice President on September 17 and the Board of Regents on September 19. The report is due to the ACCJC by October 15, 2014 and the evaluation team will be visiting the campus on November 7.

Title IX and BIT Updates: Dawn Zoni
The discussion was postponed to a later meeting.

Beginning of the Fall Semester: Leon Richards
The Chancellor asked for updates.
- Continuing Education had a good first week.
- EMT graduation is on September 4.
- The PN nursing program is at Leeward.
- No update on the next Title III Grant. The current Title III Grant ends on September 30. Unless we are notified soon, there may be a break between grants to create new accounts.
- There were a few problems with the re-keying project with faculty not receiving new keys before classes started. A schedule is being created. Policies on who receives keys such as security and CELTT will need to be revisited.

C. Announcements

President David Lassner’s KCC Visit – Thursday, October 9, 2014: 10:30 a.m. - 4:30 p.m.
The Administrative Staff brainstormed on an agenda for President Lassner's visit. One of the goals is to inform the President of what we are doing at the College. It is important to show how many opportunities there are for growth at the College, but support is needed.

* 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
2014-9-2_Admin_Staff_Council_Minutes