Website Revisions: Louise Pagotto, Raphael Lowe and Craig Spurrier

Raphael gave an update on changes to the website. During the summer, 33 individual program pages were overhauled. Information from the catalogue was transferred to the webpages to provide consistent information and to avoid confusing the students. The goal was to make the information from program to program as consistent as possible, making it easier for the students to navigate the site. There is a possibility of having eight different sections per program. Three areas would be required: 1) an index (landing page); 2) a toolbox (for forms); and 3) program outcomes (SLOs). Many programs want a marketing page. They will work with OCCR to incorporate the College’s brand.

Analytics are showing increased activity on the site. Engagement was increased by 36.7% and the duration the user was in the session increased 54.63%. The bounce rate (someone who bounces off the page instead of staying on the page) decreased. The new visitors increased by 17.64%. The total visitors on the site were four times our student enrollment. There were 41,000 hits per 30-day period. They are working with marketing to use the data effectively.

The web team is planning on adding an integrated campus map, which will be an enhanced Google map and an enhanced campus directory by the end of the semester. They are also working on a better system to show course availability and are considering a system where the instructors could upload their own syllabus. They are working on an improved continuing education page with an active registration system. They are also working on improving the site search feature. They will be incorporating the websites that are currently operating outside of the KapCC website and will complete this project by January 1, 2015. Another upcoming project is to revamp Quill.

An inquiry was made as to who is the specific target audience of the website? The website is primarily for current students with information for prospective and returning students. Faculty, administrative and staff documents and information are to be housed on Quill. A request was made to move the student service policies from under the mission statement tab to a separate page.

Enrollment Management and Marketing Update: Carol Hoshiko and Dawn Zoni

Current enrollment is 7,996 or 4.6% down from last year. All the colleges and universities have lower enrollment except for UH West O‘ahu.

A suggestion was to work with Gary Rodwell on the Velocity Pressure Point program. Gary can work with the department chairs to run a report on Star, which can calculate the number of sections to offer. Gary will be invited to come to the campus.

For the spring semester, the schedule goes live on October 20 and registration starts on November 2. For marketing, they are working on the rack brochures. The free advertisement...
from the Honolulu Star Advertiser’s Midweek East Islander will come out on October 1 and November 5. These ads will encourage people to apply to the College. Work is continuing on social media and other communication vehicles.

Charles invited the Arts & Sciences faculty to go to Kaimuki High School on October 2 to observe the partnership between KapCC and Kaimuki High School. Can other classes be offered at the high school or at KapCC for their students? A suggestion was to get Rona Kekauoha and Michaelyn Nakoa involved in reaching out to the high schools, especially schools with large Native Hawaiian populations. Outreach should extend to charter schools and adult learners. A new target population is people working toward their GED, Filipino and Pacific Islanders.

**Behavioral Intervention Team (BIT): Dawn Zoni**
There is a need to formalize the BIT team. 11 people went to BIT training at Windward CC. There are 3 main elements: 1) Classroom management: equipping faculty to handle classroom issues; 2) Student conduct; and 3) Behavioral intervention: students with serious issues. Faculty would be able to send a confidential email if there is a concern with a student. Starfish could be used to monitor the student. Dawn will convene the first meeting and a BIT coordinator will be chosen.

Title IX is not the same as BIT. Everyone in the system will need to be trained. If anyone is told of harassment or an assault, the person is required by law to report the information to law enforcement and college authorities. Is there a way to meld the Creary Act, VAWA, and Title IX?

**Vacant Position Guidelines: Leon Richards**
The vacant position guidelines are in the final draft and will be distributed soon. The Request to Fill Critical Position Form is on Quill under the HR forms.

**Travel Requests**
Travel requests were generated by Brian on a spreadsheet, emailed to the Administrative Staff Council for review/information, discussed at the meeting and forwarded to the Chancellor for approval. A brief summary on each travel request was presented. Please refer to 09.22.14 Appendix A.

* 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
2014-9-22_Admin_Staff_Council_Minutes