Title: Chancellor’s Administrative Staff Council Agenda  
Place: ʻIlima 202A  
Date: Monday, October 6, 2014  
Time: 1:30-3:30 p.m.

Administrative Staff Members: Brian Furuto, Carol Hoshiko, Ann Ishida-Ho, Salvatore Lanzilotti, Linka Mullikin, Nawa’a Napoleon, Patricia O’Hagan, Louise Pagotto, Leon Richards, Charles Sasaki, Joanne Whitaker and Dawn Zoni

Members Absent: Linka Mullikin, Nawa’a Napoleon, Charles Sasaki and Dawn Zoni

Position Update:  
Dawn Zoni will return to her original faculty position. The Chancellor will be the acting Vice Chancellor for Student Services until further notice.

Marketing Update: Carol Hoshiko
- Promotional newspaper exposure: The Honolulu Star Advertiser Midweek East Islander (East O’ahu Community News) will run a half page ad at no cost on October 1 and November 5. The ad was delivered to 32,000 households.
- Brand graphic design: Working with KISC on the spring 2015 academic calendar, the First year Experience postcard, Continuing Education flier template, environmental graphics for sandwich boards and lamppost banners.
- Collateral materials: a general campus brochure has been drafted, program cluster rack brochures have been drafted except for two, and a banner has been developed for the Farmers’ Market.
- Social media campaign: based on analytics from the pilot social media campaign, we will use SEM (Search Engine Marketing) and SEO (Search Engine Optimization) to improve the visibility of the website through Facebook and Google Adwords to point to the new microsite and landing page (targeting prospective students). Ensure that our social media sites are current and interactive.
- TV ads: HNN collaboration of two separate stations – KHNL and KGMB, promoted across three separate television stations: KHNL, KGMB and KFVE.
- Email blasts: targeted messages to currently enrolled students

Final Budget: Brian Furuto  
The final budget was distributed to the Vice Chancellors on Monday and will be sent out to the deans, department chairs and unit heads.

ACCJC Evaluation Team Visit: Joanne Whitaker  
The ACCJC Evaluation Team will be visiting the campus on November 7th. A faculty senate forum will be convened on October 22nd to review the follow-up report.

Travel Requests  
Travel requests were generated by Brian on a spreadsheet, emailed to the Administrative Staff Council for review/information and then to the Chancellor for approval. Please refer to 09.29.14 Appendix A and 10.06.14 Appendix B.

* 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  
2014-10-06_Admin_Staff_Council_Minutes