Title: Chancellor’s Administrative Staff Council Agenda  
Place: ‘Ilima 202A  
Date: Monday, January 11, 2016  
Time: 1:30-3:30 p.m.

Administrative Staff Members: Maria Bautista, Brian Furuto, Kelli Goya, Carol Hoshiko, Ann Ishida-Ho, Brenda Ivelisse, Salvatore Lanzilotti, Nawa’a Napoleon, Patricia O’Hagan, Louise Pagotto, John Richards, Leon Richards and Joanne Whitaker

Members Absent: Joanne Whitaker, Brian Furuto

A. Native Hawaiian Values and Culture: Nawa’a Napoleon

Kā’ko’o
Ka – sound of walking stick  
Ko’o the cane  
Kāko’o - Similar to kokua and means to support or be in favor of

B. Updates and Reports:

Travel Requests - Brian
Travel requests will be generated by Brian on a spreadsheet, emailed to the Administrative Staff Council for review/information and then to the Chancellor for approval. The appropriate supervisor will present a brief summary on each travel request.

Travel requests were presented and approved.

Enrollment Update - Brenda and Carol
Vice Chancellors and Deans, please do a through review of class enrollments prior to final student registration.

Carol Hoshiko presented the enrollment update: 7,265 enrolled = 3.1% down from last spring – 7,501. Presently, there are have fewer students taking slightly fewer classes compared to last spring.

Carol suggested the College place some marketing emphasis on Business areas for increasing enrollment.

Responsibilities: Next week we will review low course enrollment issues.

C. Discussion Topics:

Draft Reorganization Plan - Leon, Salvatore
Leon will meet with the three VCs, the academic deans and Carol to discuss the reorganization proposal we have been developing over the in 2015.

Responsibilities: Leon’s office will contact the VCs for the meetings.
New Marketing Plan - Carol

Carol is working to increase involvement of Vice Chancellors and Deans in marketing activities such as Farmer’s Market, Shopping Centers, etc.

**Responsibilities:** Carol will present the spring Calendar of departments and programs that will be staffing a KCC booth at the Farmer’s Market (It was suggested that programs/departments prepare to answer questions on both their level and the institutional level, e.g., Who we are, What we do, What it costs to attend KCC, How to enroll; and be able to address questions about programs for seniors and continuing education classes.

Carol distributed a flyer for “Brand Positioning, Marketing and Communication Update,” which lists resources available at the OCCR site. (See Appendix I: Office of College & Community Relations: Web Marketing Resources).

Accelerated Learning (Time-to-Degree) Update - Louise and Brenda

Louise offered an update of the new math model for the UHCC system to address students who arrive unprepared to meet the Math 100 entry standard. Only two campuses are keeping three levels below Math 100 all others will use two levels below. Louise is meeting this Friday to discuss what KCC will do with 3-level below students. Also, discussed will be how best to place students in math now that COMPASS will not be used, how do we accurately place students? High school scores will not be valid for many adult students

Louise, Brenda, and Kelli Goya have identified classrooms that may be available for use by other academic areas than their current use. Also, they are reviewing the time slots in which these rooms are available. For example, presently they are only available before 7:45 a.m. and after 3:00, but that availability does not work for math and English demand. Therefore, they will work with departments to adjust their class schedules in order to make room for math and English classes at prime times.

Effective fall 2016, Kahikoluamea faculty will be reintegrated into the Math and Science and LLL departments. Louise is setting up a voluntary transition team. Everyone in math and English should be eligible to teach across the spectrum of courses and have the opportunity to do so.

There had been a Task Force in 2013 that wrote recommendations about some of these issues. Louise and Brenda will obtain this report and review it for any applicable suggestions/recommendations.

Nawa’a stated that there were some faculty at the LLL Cluster meeting after Convocation that expressed interest in being on the transition team.

Announcements:

**Administrative Staff Updates** - Admin Staff

Cluster Meetings:

- **John Richards:** John reported on the Hospitality, Business and Legal Cluster and state that his DNA Committee identified 23 projects of all types and sizes, many of which are institution wide.
Responsibilities: John will present the DNA Committee identified projects at next week’s Admin Staff meeting

Responsibility: John will be starting an exploratory committee re: the Kapi‘olani CC Experience Day for the next year.

- Patricia O’Hagan: The Health Cluster had a consultant that organized three two-hour modules of clinical assessment and rubric development.

- Maria Batista: Math/Science Cluster discussed new courses, new SLOs, how to compare these to Math 24, 25 changes. They also discussed how we came to the need for changing how the UHCC system addresses the math skills of its students. Also, it was expressed that changes in wording from Math 24 prerequisite to another Math number should be done through Faculty Senate. Therefore, Maria sent a letter to Faculty Senate asking for permission for Math faculty to change the Math course number for prerequisites.

Also, when Maria announced she would be asking for faculty interested in contextualizing math for culinary, she received positive responses.

Carol Hoshiko: Observed that people in the Convocation were concerned about safety on campus, given their response to Tyra’s presentation.

Responsibilities: Carol reminded the Chancellor of a pending meeting with area business leaders that was a carryover from KCC Experience Day; she will follow-up with Red Cross, Lions, Kaimuki Business Assoc., etc., to setup the meeting with the Chancellor.

Responsibilities: Leon asked that the Admin Staff think about a date for the Kapi‘olani CC Experience Day next year for the next Admin Staff meeting.

Kelli Goya: Title III Renovations: Iliahi and Ohia are priorities for renovation; Ohia in fall 2016. The bid will go out in about a week.

The Annual Performance Report for Title III is due February 1, 2016 for renovations. Kelli will check status with VP Office.

Kelli is Pathway Coordinator and Star Coordinator – students can now go to MyUH portal and register through STAR; the Business Department will pilot this new tool first.

Louise stated that she, Kelli, and Brenda will be reviewing analytics to see which constellation of courses taken in a particular sequence have led to the most student success.

Kelli reported on a student exchange project with students from Japan via Skype through which these students work on projects together, e.g., how environment and culture impact learning. KCC students will go to Japan; Japanese students will come to KCC for a week during Spring break.

* For accompanying documents and/or access to all Administrative Staff Council minutes and documents, please go to the Ohana website, (https://ohana.kapiolani.hawaii.edu/groups/administrative-staff-council/) under Groups, Administrative Staff Council.
Appendix I: Office of College & Community Relations: Web Marketing Resources
Office of College and Community Relations

- ‘Ohana Intranet - Group (https://ohana.kapiolani.hawaii.edu/)
  - Flyer Templates - Guide to Kapi’olani CC Templates
    - Landscape 8.5 x 11
    - Portrait 8.5 x 11
    - 4x9
  - Policies
    - Social Media
    - Kapi’olani CC Brand Guide
  - Marketing Plan(s)
    - 2014-2015
    - 2015-2016
  - Documents
    - UH Film Licensing
    - Application for Film Licensing
    - Model Release Form
    - Media Release Form
    - Source List
    - Testimonial Release Form
    - News Analysis
    - Cover Memo regarding news
  - gokapiolani.com microsite - prospective students
    - gokapiolani.com microsite originated as a marketing landing page with link to Kapi’olani website jump page. Then, it was enhanced into a microsite with inquiry capacity; inquiries are retrieved, sent to OCCR, which currently sends inquiries to depts. for follow-up.
  - gokapiolani.com/blog - targets prospective students
    - gokapiolani.com/blog intended to feature each department via news blog to prospective students. Response feature is currently turned off.

Gokapiolani.com microsite and blog were transitioned to CELTT in mid-fall 2015.

Office of College and Community Relations

Marketing for spring semester 2016

- Kapi’olani view pieces distributed to all public libraries in Kapi’olani CC service region
- Three television ads completing run (rotation) on KHNL flight schedule included; news/prime, Fallon, late fringe, NFL Sunday, PSA rotation, HNN.com Jumbo banner, HNN.com web/mobile
  - September - December
- Google AdWords
  - September - December
- Facebook Ads
  - September - December
- ‘Ohana Broadcasting - KDBB
  - October - December
- iHeart Media - KSSK
  - November
- Rack Cards
  - Outreach, education, workforce and career fairs
  - Kaimuki Hawai’i Newsletter & email
- Public/community relations activities
  - Farmer’s Market at Kapi’olani CC Info booth
  - September, November - December
  - Communities for a Lifetime - Kaimuki
  - September – December
  - On-going – Diamond Head Scenic Byway, Neighborhood boards 3, 4, & 5, Diamond Head Citizens Advisory Board, Envision Kaimuki

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