Communications and External Affairs

Annual Recap Report AY13
Prepared by Billie Lueder
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Three Focus Areas

- Honolulu Community College
- UHCC System
- C3T Hawaii
Honolulu Community College
Media Presence

- 24 Press Releases
- 8 UH Media Production Videos
- Broadcast Media Report
  - Total Story Count: 108
  - Total Audience Est: 2,341,090
  - Total Calc Publicity Value: $230,393
- 9 Print Stories
  - Estimated Value $80,000
Social Media Presence

• Facebook
  – 2,383 Likes to date
  – 10 + Likes on average per week
  – 250 Likes on average per quarter

• Twitter
  – 764 followers to date

• Instagram
  – 293 followers to date
Social Media Presence

- YouTube
- Pinterest
- Flicker

NEW

- Water Cooler Blog
  - Started in June 2013
  - 6,981 Total Views to date
  - 73 Posts
Paid Media

• Radio contract with Clear Channel:
  Island 98.5, 93.9 Jamz, and 101.9 Star
  – 1,176 Total Spots: on-air, live reads, iHeart Radio
  – 2 live on-site remotes
  – 2 on-air interviews at each station
  – Homepage takeovers and banner ads
  – Alumni Dinner emcee

• Investment $15,000 for the year
Website

Honolulu.hawaii.edu

- 603,258 Total Visits
- 347,547 Returning Visits
- 255,711 New Visitors
Website

Honolulu.hawaii.edu/welcome

– 1,966 Total Visits
– 1,017 Returning Visits
– 949 New Visitors
Projects

- Develop Social Media Strategic Plan
- HCConnect
- HCC Mobile App
- Annual Report
- Collateral and web development
- Interactive campus map
- Development of Event Promotion Procedures with Emily K.
- Scholarship and Donor Reception
- Kadan Automotive Technical School
- Development of Service Area Outcomes and measurements
Projects

– AUW Campaign
  • $19,912 Raised
  • Community Champion two years in a row

– Celebrate! 2012
  • Co-Chaired the event with Guy Shibayama
  • $10,674 Raised from the Silent Auction

– UH Foundation
  • 5 New Scholarship Donations
  • Student Opportunities Fund
  • $188,535 Raised FY13
UHCC System
Projects

– Web presence alignment
– Development of UHCC Strategic Marketing Plan FY 14-17
– Development of Go Forward! Campaign
  • Agree to Degree
  • System commercial and photo shoots
– Interact Media Preference Survey
– Planning for UHCC 50th Anniversary
C3T Hawaii
Projects

– Communications Director for the grant
– Management and coordination of communication and outreach activities for the C3T Hawaii grant to include:
  • Development of communications guidelines
  • Development of communications strategic plan
  • Draft press releases, pitch media, coordination and management of all media
  • Management and development of social media, e-newsletter, video stories, website, web portal, presentations, collateral material
Future
Projects

– Redesign of Welcome microsite (New Student Orientation and Registration)
– Services for Students webpage redesign
– Website rebranding
– Collateral development
– Annual Report
– Perkins and Gear Up Grant Activities
– Campus funding priorities and donor relations
Projects

– Implementation of Agree to Degree
– Interact Media Preference Survey
– Scholarship Reception – 11/21/13
– Celebrate! 2014 – 2/20/14
– UHCC Day at the Capitol – 3/18/14
– C3T Hawaii on-going