Three Focus Areas

- Honolulu Community College
- UHCC System
- C3T Hawaii
Service Area Outcomes

- Access to timely information about campus events, news, programs and service through a variety of delivery channels.

- Convey the brand, mission, and philosophy of Honolulu CC’s role as a community partner in preparing students to be contributing members in society and skilled laborers of our state’s workforce.

- Maintain intentional engagement with various stakeholder groups to improve the College’s programs and services for students.
Media Presence

- 27 News Releases
- 8 UH Media Production Videos
- Broadcast Media Report
  - Total Story Count: 265
  - Total Audience Est.: 5,469,054
  - Total Calculated Publicity Value: $515,929
- 10 Print Stories
  - Estimated Value: $100,000
Website

- Honolulu.hawaii.edu
  - Total Visits: 1,295,721
  - Total Sessions: 505,875
  - Pages/Session: 2.56
  - Returning Visits: 224,554
  - New Visitors: 235,433
Website

Welcome Microsite
- Total Visits: 22,500
- Total Sessions: 3,159
- Pages/Session: 7.12
- Returning Visits: 3,618
- New Visitors: 3,105
Social Media

- Creation of Social Media Business Plan and Guidelines
- Facebook
  - Gained 878 Likes
  - 3,000 Likes
- Twitter
  - 1,035 followers
- Instagram
  - 450 followers
- YouTube, Pinterest, Flicker, The Water Cooler Blog
Paid Media

- Radio Contract with Clear Channel:
  - Island 98.5, 93.9 Jamz, and 101.9 Star
  - 1,140 spots :15 & :30 commercial campaign
  - Traffic Report
  - 2 Live Remotes and promotion spots
  - 3x Movie Premiers
  - In-studio interviews
  - Homepage take overs and social media
  - Radio DJ Host
  - Investment $15,000

- Limited Print Ads $5,000
Where Great Fashion Begins!

Go Forward!
www.honolulu.hawaii.edu
Annual Report

Third Annual Report
System Work

- Agree to Degree campaign rollout
  - Commercial campaign
  - Radio campaign
  - On-campus campaign

- UHCC 50th Anniversary
  - UHCC Day at the Capitol
  - Proclamation signing at the Capitol
  - Gala Event November 14th
  - Presenting at the 2015 NCMPR Conference
Priority One

- Redesign of the campus website and collateral material.
Priority Two

- Integration of Communications with the College’s Outreach Plan.
  - Messaging
  - Branding
  - Perkins Grant
  - Outreach Training
Priority Three

- Creation of “Tools of Engagement”
  - Mobile App expansion
  - Social Media growth
  - HCConnect 2.0
  - Campus signage
  - Video
  - Agree to Degree
  - 50th Anniversary