## Goals

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<th>Honolulu CC Strategic Goals</th>
<th>UHCC Marketing Goals</th>
<th>Honolulu CC Marketing and Communications Goals</th>
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| **Goal A: Promote Learning & Teaching for Student Success**  
  - Hawai‘i’s Educational Capital  
  - Goal B: Functions as a Seamless State System  
  - A Globally Competitive Workforce  
  - A Seamless System  
  - Goal C: Promote Workforce and Economic Development  
  - Economic Contribution to the State  
  - Promote Workforce Development  
  1. Goal D: Develop our Human Resources: Recruitment/Retention/Renewal | Promote CCs as the first step toward jobs - Articulation + Pathways + Jobs. | Create excitement about the college, its comprehensive liberal arts offering and array of technical programs, to attract and recruit students, facility as well as engage alumni and supporters. |
| **Goal A: Promote Learning & Teaching for Student Success**  
  - Hawai‘i’s Educational Capital  
  - Native Hawaiian Educational Attainment  
  - Goal B: Functions as a Seamless State System  
  - A Globally Competitive Workforce  
  - A Seamless System  
  - Goal C: Promote Workforce and Economic Development  
  - Economic Contribution to the State  
  2. Promote Workforce Development | Promote programs and graduate success. | Increase student enrollment, retention and completion rates specifically targeting first time students, non-traditional students, the Native Hawaiian community, and those from underserved populations. |
| **Goal E: Develop Sustainable Infrastructure for Student Learning**  
  - Resources and Stewardship  
  - Policies and Procedures  
  3. Communication and Accountability | Conduct more internal marketing on each campus with faculty and staff.  
  Build partners for the future; step-by-step.  
  Build alumni relations through fundraising, and recruitment. | Build and strengthen relations with key stakeholder groups, and engage and recruit them as advocates for Honolulu Community College to further enhance our government and community relations. |

*Define Your World With Us!*
Strategies

Four key strategies that will help to accomplish these goals are to:
1. Develop a Honolulu CC brand and marketing protocol to ensure integrity and alignment with the University of Hawaii System.
2. Proactively use media and new media tools to showcase Honolulu CC.
3. Engage individuals through a variety of tactics and educational outreach opportunities to further build trust, strengthen relationships, and enhance Honolulu CC’s reputation within the community.
4. Participate in the community college systems marketing group and other public relations associations to keep abreast of the latest system wide goals and media trends.
## Tactics

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<th>Align Our Messaging</th>
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Brand the College

• Building upon, and maintaining, a strong brand identity is an important first step for Honolulu Community College to achieve the goals in the college’s strategic plan.

• A strong brand can help reinforce and communicate the college’s message to target audiences. It can also trigger a positive emotional response to the college, as well as help build and maintain loyalty and support.

• Utilizing the college’s logo, creating a design that is representative of the college and incorporating a tag line will help to strengthen the recognition of Honolulu CC in the community.

• Reinvent the image of Honolulu as a college of innovation, history within the community and wide variety of program offerings in the heart of downtown Honolulu.
Brand the College

• Incorporate the UHCC tag line “Define Your World With Us!” strengthened the affiliation between Honolulu and the UHCC system.
• The panoramic photo of Honolulu from a distance was the inspiration of the new look.
• Inspiration from the old Chinese hospital balcony railing was recreated as a design pattern.
• Select a primary font – Helvetica Neue
• Streamline the look to have a clean, straight forward approach – literal
• Tell a story though student photos
• Follow the UH Style Guidelines
Align Our Message

Identify three to five effective core messages that will be the underpinnings of all communications. The messages will be updated, as needed. Part of message development is to ensure name recognition of Honolulu Community College as a quality educational institution.

1. Honolulu Community College is a world-renowned and nationally ranked comprehensive community college that offers quality instruction in a wide range of career and technical education programs.
2. Honolulu Community College positively impacts the state’s economy by increasing the intellectual sustainability of the state’s workforce.
Align Our Message

Identify three to five effective core messages con’t:

3. Honolulu Community College offers students the option to receive a competitive liberal arts education taught by highly qualified faculty with smaller class sizes at an affordable price.

4. Through the various trade and workforce placement assistance programs, Honolulu Community College is committed to provide opportunities for students to reinvent themselves to be more marketable in today’s competitive workforce.

5. Honolulu Community College serves the Pacific as the primary technical training center in areas such as transportation, information technology, education, communications, construction and public and personal services.
Website Redesign

Honolulu CC’s website is the primary source of promotion of the college to the world. The site is to be used as a tool for community dialogue, message dissemination and information collection.

According to a survey completed in Fall 2010 by the UHCC system close to 65% of students ages 41-50, over 60% of students ages 26-30 and 31-40 and approximately 40% of students 21-25 obtain their information about a community college from its website.

This powerful tool must be kept current, fresh and relevant. Therefore the site needs to be continually updated to provide new content to attract repeat visits.
Website Redesign

Worked with the college’s webmaster and graphic designer to refresh the site by adding more color, photos, and making it more interactive by adding rotating web banners, events calendar, news releases, and incorporate social media to the home page.

*Data based on the UHCC Media Preference Survey completed in Fall 2009*
Website Redesign

The new look launched in February 2010. There was a gradual increase in traffic during the Spring semester with a decline as we moved into the summer months.
With the start of the Fall semester the web visits again increased and remained consistent with the trend of heavy traffic during the start of a new semester.

FY11

2010-2011  JUL  AUG  SEP  OCT  NOV  DEC  JAN  FEB  MAR  APR  MAY  JUN
All Visits  35,593  49,953  40,240  41,039  45,689  43,151  53,703  37,998  41,449  48,054  46,620  34,284  517,773
New Visitors  14,485  18,652  15,609  16,079  17,576  15,784  21,041  15,362  16,762  17,528  17,375  13,657  199,910
Redesign Collateral Material

Create a series of cost-effective, quality outreach material to share relevant information about the college – its programs of study, college facts, application/financial aid process, and contact information.

The various collateral materials would be used for different recruitment events and targeted to specific audiences.
Redesign Collateral Material

Created a double sided fact sheet that lists Honolulu’s program offerings and general College information.
Created a double sided 4x9 rack card with pertinent program information incorporating Quick Response (QR) Code technology to drive people to the main website from their mobile device.
Promotional Items

Promotional items were made available as gifts for college guests. This simple value added investment provides a positive and professional first impression of the college incorporating the College’s seal and logo as well as URL code. Other items included:

- Press kit folder
- Look book
- PowerPoint template
- Puzzle boards
- Puzzle cubes
- Pencils
- Pennant stickers
Use New Media

Best align Honolulu CC’s web-site and social media outlets, such as, Facebook, Twitter, and YouTube to gain a strong presence as a leading information resource.

This communication platform is able to not only engage potential students, but also reengage current students and keep connected with alumni.

Across all age groups social networking sites, primarily Facebook is the preferred method of obtaining information on the college.
Use New Media

SOCIAL MEDIA EXPLAINED

TWITTER  I'M EATING A #DONUT
FACEBOOK I LIKE DONUTS
FOURSQUARE THIS IS WHERE I EAT DONUTS
INSTAGRAM HERE'S A VINTAGE PHOTO OF MY DONUT
YOUTUBE HERE I AM EATING A DONUT
LINKED IN MY SKILLS INCLUDE DONUT EATING
PINTEREST HERE'S A DONUT RECIPE
LAST FM NOW LISTENING TO "DONUTS"
G+ I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
Use New Media

Prominently list social media icons for easy Accessibility and display Twitter feed on the home page.
Use New Media

Developed a microsite: honolulu.hawaii.edu/welcome as a recruitment tool to expose individuals to the College with quick links to programs via the rotating web banner, the little running men, campus videos, social media links and photo galleries.
Use New Media

YouTube receives 3 billion views a day and is the second largest search engine behind Google. Honolulu CC’s site offers videos of our programs, events and media stories.
There are 500 million users of Facebook, that is 1 in every 13 people on Earth is on Facebook.

48% is in the age range of 18-34 years old. The 18-24 (college) demographic grew the fastest at 74% in one year.
Stats for Honolulu’s Facebook Activity for FY2011. In the Spring of 2011 there was an increase in user activity due to more active posting of messages, links and photos to the page.

During the summer months there is a historical decrease in activity due to limited events and programs running.
Use New Media

More stats on the gender and age range that is active on Honolulu CC’s Facebook.
Recruitment Video

Create a 3 to 5 min recruitment video to show the school and its benefits to students and the community. The recruitment video could be shown at school or community presentations and made available on the college’s website.
Recruitment Video

Create a :60 second recruitment video to showcase the College to various stakeholder groups.
Media Relations

Develop a 12-month plan for media relations designed to seek ongoing coverage, such as, news stories, feature stories, by-lined opinion pieces, radio/morning TV talk shows and letters to the editor that are designed to educate the public about many benefits of a community college education.
According to Dateline Media, a broadcast reporting agency, that covers TV and radio, Honolulu CC had the following numbers for FY11:

Total story count: 164
Total Nielsen audience: 4,232,912
Total Calculated Publicity Value: $428,253
Advertising

Develop creative marketing messages utilizing radio to target specific audiences. Partnering with a media outlet could provide additional support activities, like onsite promotions, prize giveaways, event participation for direct marketing opportunities, online links from advertiser’s website to Honolulu CC’s website, and on-air presence.
Advertising

Focused on Two Audiences; Two Messages

• High School graduate:
  – Utilize the UHCC theme – Define Your World With Us

• Non-Traditional student:
  – Reinvent Yourself
Advertising

Did a media buy with Cox Radio with on-air presence on KRTR and KCCN to address the two target groups:
1. 18 – 44 age range
2. Native Hawaiian population

Both stations reach the 18 - 44 age group whose highest education level attained was high school or some college. KCCN is one of two radio stations that play Hawaiian music and local artists while KRTR plays top 40 hits that appeals to a more general audience. KCCN and KRTR have consistently ranked in the top 5 of radio stations for the two targeted audiences.
Annual Report

Provide shareholders with information on how the college has been performing and how it expects to grow in the future. This is used as a marketing tool to further advance a particular message, theme or concept.

The annual report was a part of the College’s strategic plan to further enhance communication to the greater public.
Annual Report

- Brainstormed the theme and content with graphic designer, Vice Chancellor or Academic Affairs and the Chancellor.
- Designed and printed the report in house
- Mailed out to identified stakeholders
- An e-book format was also made available on the College’s website
## Recruitment Increase

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>Fall Credit Headcount</strong></td>
<td>4,183</td>
<td>4,143</td>
<td>4,027</td>
<td>4,218</td>
<td>4,567</td>
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<tr>
<td><strong>Spring Credit Headcount</strong></td>
<td>3,774</td>
<td>3,774</td>
<td>3,772</td>
<td>4,015</td>
<td>4,468</td>
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<tr>
<td><strong>Fall FTE Enrollment</strong></td>
<td>2,387</td>
<td>2,349</td>
<td>2,288</td>
<td>2,354</td>
<td>2,573</td>
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<td><strong>Spring FTE Enrollment</strong></td>
<td>2,112</td>
<td>2,125</td>
<td>2,058</td>
<td>2,164</td>
<td>2,391</td>
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<tr>
<td><strong>Average Fall Student Semester Hours (SSH)</strong></td>
<td>8.6</td>
<td>8.5</td>
<td>8.5</td>
<td>8.4</td>
<td>8.4</td>
</tr>
<tr>
<td>- Full time</td>
<td>13.2</td>
<td>13.3</td>
<td>13.1</td>
<td>13.2</td>
<td>13.2</td>
</tr>
<tr>
<td>- Part time</td>
<td>5.8</td>
<td>5.8</td>
<td>5.9</td>
<td>5.8</td>
<td>5.7</td>
</tr>
<tr>
<td><strong>Average Spring Student Semester Hours (SSH)</strong></td>
<td>8.3</td>
<td>8.4</td>
<td>8.2</td>
<td>8.1</td>
<td>8.4</td>
</tr>
<tr>
<td>- Full time</td>
<td>13.3</td>
<td>13.3</td>
<td>13.2</td>
<td>13.2</td>
<td>13.2</td>
</tr>
<tr>
<td>- Part time</td>
<td>5.9</td>
<td>5.9</td>
<td>5.8</td>
<td>5.8</td>
<td>5.8</td>
</tr>
<tr>
<td><strong>Going Rate of High School Students (Fall) Percentage</strong></td>
<td>3.30%</td>
<td>3.20%</td>
<td>3.30%</td>
<td>3.70%</td>
<td>4.10%</td>
</tr>
<tr>
<td><strong>Entering Students (Fall) Total</strong></td>
<td>2,399</td>
<td>1,920</td>
<td>1,848</td>
<td>1,492</td>
<td>1,578</td>
</tr>
<tr>
<td>- First-time students: Freshmen</td>
<td>782</td>
<td>679</td>
<td>670</td>
<td>779</td>
<td>812</td>
</tr>
<tr>
<td>- First-time Students: Other undergraduates</td>
<td>175</td>
<td>131</td>
<td>136</td>
<td>54</td>
<td>57</td>
</tr>
<tr>
<td>- Returning</td>
<td>313</td>
<td>271</td>
<td>250</td>
<td>244</td>
<td>258</td>
</tr>
<tr>
<td>- Transfers</td>
<td>1,129</td>
<td>839</td>
<td>361</td>
<td>415</td>
<td>451</td>
</tr>
</tbody>
</table>
FY12 Projects

1. Mobile App
2. HCConnect
3. Google+
4. Multi-Voice Blog
5. Celebrate! 2012
6. Alumni Website
7. Passport to College Microsite
8. Transfer Microsite
9. SMS (Texting) Solution
Thank you for your support!