A Strategic Marketing and Communications Plan

The Next Three Years

We chose a color palette

Caring
Trustworthy
Honest
Friendly
Committed
Generous
Energetic
Excitement
New
Websites

Tuesday, February 1, 2011

Websites

Tuesday, February 1, 2011

Targeting Young Adults

Affordable

Tuesday, February 1, 2011
34,203 Student Headcount for Fall Semester 2010

UHCC headcount increased 35%, since the start of our collaborative marketing.
Web traffic increased significantly on our UHCC portal website with people staying longer.

Popular pages include:
- Program Offerings
- Nontraditional overview, particularly nontrad males
- Ka’ie’ie program (high downloading activity)
- Financial Aid

Bulk of referrals come from UH System homepage and Google searches.

Pooled resources gave us an advantage in media buys, media mix and placements.

- Television, 26%
- Print Ads, 2.8%
- Cable TV, 9.3%
- Outdoor Ads, 2.4%
- Printed materials, 22.7%
- Direct Mail, 1.7%
- Web*, 20.5%
- Special Events, 0.4%
- In-theatre Ads, 12.7%
- Radio, 1.3%

*Includes Web Developer, web ads and fees.

Spent $569,883 on media, and received a total of $1.24 million in additional value. For a total value of almost $1.8 million.
A total of 41,129 new students entered the college from Fall 2007 to Fall 2009.

* Marketing & Communications spent approximately $13.85 on advertising for every new student that came to the community colleges.
* Your campus invested approximately $20 in the collaborative marketing campaign for every new student.

External factors that may negatively impact our enrollment growth.

* Economy improves; people choose jobs over pursuing a college degree.
* Increased competition from other colleges targeting adult learners.
* High school graduates will decline through 2020.
* Increased competition from 4-year universities and proprietary schools; in particular those offering online degrees.

Internal factors that will positively impact our enrollment growth.

We have strength in numbers!
* Current students (34,000+)
* Alumni (unlimited possibilities)
* Faculty and staff (2000+)
* Millions of dollars in grants from government (federal & state) to increase the number of U.S. citizens with college degrees.

Social media is ahead of email in Internet usage.
* Teenagers spend 6.5 hours per day with media; 33% of that is on the web.
* People expect to see social media on all their preferred media channels.
* 33% of students say they search for schools on social media sites.
* 80% want official and unofficial content on social media sites.
Why invest in Social Media?

To drive sustainable Word-of-Mouth

• 92% of people say that getting a recommendation from a family member, colleague, friend or expert is the single most powerful determinant of their decision-making.

• Peer-to-peer recommendation is a very powerful force.

Acceptance of and Access to Video Communications

Google  camfrog  Microsoft

YouTube  Skype  Yahoo

• Students will decrease the use of campus visits and embrace “virtual visits” via the college website.

• This societal change also will see an increase in the desire for virtual classrooms and distance learning.

Mobile Landscape

You can already use a smart phone to make purchases and identify yourself

Starbucks, Chipotle, Airlines tickets, Boarding passes, Banking, Fandango, etc.
Stanford iPhone Research

Conducted in winter 2010 by undergraduate anthropology students, interviews with 177 students, overseen by Professor Tanya Luhrmann:

- 24% of students view iPhone as an extension of their brain or being
- 88% keep iPhone next to their bed
- 75% fallen asleep in bed with phone
- 69% more likely to forget their wallet than their phone
- 21% of graduate students and 15% of undergraduates circled "appendage" when describing the phone
- 36% get complaints for using the phone too much
- 22% worry they will become addicted to their phone
- 9% pet their phone; 3% give it a name

Mobility is here to stay.

- 4G radio technology network will provide exponential increase in wireless speed.
- Wireless will replace cable & DSL
- Cloud computing will prevail & support mobile beautifully
- Your email, music, videos, websites, will be accessed through 'the cloud'

"Thanks to the iPhone 3G and, to a lesser extent, Google's Android phone, millions of people are now walking around with a glamo in their pocket that not only knows where they are but also plugs into the internet to share that info, merge it with online databases, and find out what and who is in the immediate vicinity." - Michael Horan, WIKED Magazine 2009

Imagine the Possibilities.
Overall Strategy will remain the same.

New Technologies

Utilize new technologies, new media and the Internet to capture the attention of our targeted market groups and bridge the unique, diverse campuses as a system of community colleges, known for its rapid response to economic changes, innovation in education and accessibility to all who want to learn.

Tuesday, February 1, 2011

Strategy A: Image Building

Improve image and build top-of-mind awareness by supporting campuses’ Social Media activities.

Action 1
Develop systemwide Social Media Protocols.

Action 2
Develop a Social Media Strategy integrating with a major advertising campaign.

Action 3
Create a team of social media coordinators to monitor and interact with communities.

Action 4
Create a mashup page of all official social media sites on our portal UHCC.hawaii.edu site.

Overall Objectives

- Improve public perception of the community colleges.
- Increase overall enrollment by 5% annually.
- Increase alumni engagement with the colleges.

Target Audiences

- Traditional students, ages 16 to 25.
- Non-traditional students, ages 26 to 54.
  - Working adults looking to either change careers or enhance skills.
  - Adults with some college credits who want to complete their education with a degree or certificate.

Strategy B: eMarketing

Drive target audience to UHCC marketing Website and encourage users to forward site to their friends.

Action 1:
Update and refresh uhcc.hawaii.edu portal website and integrate more alumni and business-to-business connections. Ideas include:
- Promoting alumni-owned businesses once a month on website; and encouraging people to patronize alumni-owned businesses.
- Placing news feed on site.
- Creating mashup of all campuses’ official social media accounts.
- Building a google map to tag dots with the locations of people who join our social media (build WIKI... people can add dots to the map).

Action 2:
Integrate an email campaign with traditional mix of advertising to drive new visitors to the portal marketing website and/or to campuses.
Strategy 6: Branding

Create and implement a branding campaign that increases visibility in our community and key markets.

Goals of Campaign:
- To attract targeted audiences to choose the community colleges as their entry to higher education and/or return to higher education.
- Engage our alumni and encourage them to reconnect with us.

Action 1: Establish theme and look of new campaign

Action 2: Integrate social media into mix of traditional marketing activities

Action 3: Advertise in new and unique channels

Timelines

Phase I

Spring 2011 - Begin developing new creatives
- Refresh websites; build new microsites; build interactive components; print new collateral; produce new commercials; develop new ads; develop social media accounts

Spring 2012 - Launch new campaign

Phase II

Summer 2012 - Focus on UHCC 50th Anniversary
- Develop corporate sponsorships and media sponsors.

May 2013 - Launch 50th Anniversary

May 2014 - 50th Anniversary Gala

Action 4: TV Advertising with mobile marketing

Action 5: Radio advertising with mobile marketing

Action 6: Co-marketing Advertising

Integrate marketing plans to form partnerships with major corporations and primary media sponsor to promote the community colleges vis-à-vis the UHCC 50th anniversary for a one-year period beginning in June 2013.

Promotional Ideas may include:
- Radio and TV Promo’s featuring notable UHCC alumni and other recognizable individuals, UHCC programs, UHCC initiatives, etc.
- News stories to run several times a month over a 12-month period during the year.
- Possibly produce a one-half-hour UHCC 50th Anniversary program to air sometime in 2014.
- 50th Anniversary Gala to draw alumni and friends to a culminating event.

Budget

This proposed budget is based on integrating interactive technology into our print broadcast media communications.

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2012</th>
<th>FY2013</th>
<th>FY2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
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<td>$500,000</td>
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<tr>
<td>Emerging Technologies</td>
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<td>Personnel</td>
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<tr>
<td>Professional Services</td>
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<td>$50,000</td>
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<tr>
<td>Printing Supplies and Advertising Specialties</td>
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<td>Special Events</td>
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<td>Professional Development</td>
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Note: OVPCC has redrafted and filled two positions to support web development and new media strategies in marketing and communications. Continued support will be provided to implement additional marketing actions.
Key Points of Success

* Involvement of web early and often.
* Pursued partnerships to leverage $$.
* Bigger budgets bought better media buys.
* Shared assets, talent and resources.
* Campuses put competition aside.
* All marketing efforts drove people to the websites.
* Interactive TV, microsites tied to campaigns.
* Used in-house talent.
* Consolidated video shoots to reduce cost & time.

Key to Future Success

* Embrace and manage social media for recruitment, retention and fund development.
* Begin planning for the integration of mobile accessible websites, and mobile applications.
* Integrate UHCC 50th Anniversary into marketing tactics to cultivate alumni and donors.
* Continue to share assets, talent and resources.

Questions?
### University of Hawai‘i - Community Colleges
#### FY 2011 CC Marketing Assessment

<table>
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<tr>
<th>Assessment</th>
<th>UH Total</th>
<th>CC %</th>
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<td>CC Marketing</td>
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<td>UH Foundation</td>
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<td>Risk Management</td>
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<td><strong>Total</strong></td>
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(Estim based on FY 2010 - $1,000,000 of $3.0M UHF contract funded by UH System, remainder allocated to campuses)

(Estim based on FY 2010)

(Assessment held at FY09 level)

(Estim based on FY 2010)

### CC Marketing Assessment - Proration Based on General Fund Appropriation + CB + TFSF Revenue

<table>
<thead>
<tr>
<th></th>
<th>HON CC</th>
<th>KAP CC</th>
<th>LEE CC</th>
<th>WIN CC</th>
<th>HAW CC</th>
<th>MAU CC</th>
<th>KAU CC</th>
<th>CCSWS</th>
<th>TOTAL</th>
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<tr>
<td>FY 2011 GF Appropriation + CB</td>
<td>20,332,551</td>
<td>18,279,710</td>
<td>15,255,021</td>
<td>8,853,191</td>
<td>12,771,520</td>
<td>12,802,253</td>
<td>9,329,613</td>
<td>6,313,284</td>
<td>103,934,143</td>
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<td>FY 2011 TFSF Revenue Projection (Sept 2010 Census FTE Enrollment Growth)</td>
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<td>17,538,161</td>
<td>12,004,992</td>
<td>3,729,525</td>
<td>6,504,319</td>
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<td>Less: Exclude CCSWS</td>
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<td>-6,313,284</td>
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<td>0</td>
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<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td><strong>Total Adjusted GF Appropriation + CB + TFSF Revenue</strong></td>
<td>27,418,454</td>
<td>35,817,871</td>
<td>27,260,013</td>
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### CC Marketing Assessment
#### FY 2011 Assessment (Prorated by GF + CB + TFSF)

|                      | 61,027 | 79,722 | 60,674 | 28,006 | 42,904 | 46,883 | 25,784 | 0 | 345,000 |

|                      |        |        |        |        |        |        |        |    |        |