

Office of External Affairs



ANNUAL

REPORT OF PROGRAM DATA

2021

July 1, 2020 through June 30, 2021



UNIVERSITY of HAWAII®
HAWAII
COMMUNITY COLLEGE

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1. Program or Unit Description

The External Affairs and Relations Office (EARO) is organized under the Office of the Chancellor and consists of one full-time APT staff member, the External Affairs Coordinator. The office serves the Chancellor and the campus as a whole by providing creative and publicity services; and works independently and with committees to market and promote the College within the community generally and to specific target audiences.

2. Analysis of the Program/Unit

The unit is small and is managed by its one full time APT staff, assisted by a part-time student worker and part-time clerical support. During the evaluation period, there were several factors that had major impacts on the unit:

SIGNIFICANT IMPACTS FOR REVIEW PERIOD:

- ***Turmoil related to COVID-19 pandemic:*** This led to a reduced budget (from approximately \$33,000 to \$18,000), and for part of this review period, the budget was frozen entirely. It also necessitated much communications work that was related to public and campus information specific to COVID-19 such as web page development and the dissemination of COVID-related information. It also impacted the types of outreach events the College typically conducts, and the type of events and activities within the College that would normally generate publicity. In addition, it presented challenges to prospective students considering enrolling at Hawai'i Community College.
- ***Vacancy of the UHCC Marketing Director position and the freezing of the UHCC Marketing Budget:*** Prior to the pandemic, the UHCC Marketing Director position was vacant and it was left unfilled during the entire review period. In addition, the UHCC Marketing Budget was effectively frozen. This had a major impact because that position and funding historically played an important role in implementing marketing initiatives for all seven of the UHCC campuses.

REVIEW OF UNIT'S PERFORMANCE FOR REVIEW PERIOD:

NOTE: This is the first time this unit has conducted a unit review, so there are not yet established metrics. The unit is in the process of developing measurable metrics and benchmarks and will be

reporting those in the next annual review. In addition, the unit will develop a unit satisfaction survey to gather feedback from the campus.

The unit performed well during the performance period and was adaptive to the extraordinary circumstances faced by the College as a result of the COVID-19 pandemic.

Major Unit Accomplishments and Strengths for this Review Period:

RESPONDING to COVID-19:

Supported the campus and administrative team with COVID-19 messaging and other information, including developing related web pages.

KAUHALE NEWS IN THE MEDIA:

Published 6 full-page advertisements in the Hawai‘i Tribune Herald with articles and advertisements providing information about and promoting Hawai‘i Community College. Content was repurposed for social media and the web. This work was part of a contract put in place prior to COVID-19 and then extended during the review period. We also launched the Kauhale News for West Hawai‘i Today in Spring 2021 and ran three half-page advertisements with editorial content and ads.

COMMENCEMENTS:

Hawai‘i Community College hosted drive-through commencements in Hilo and at Pālanui as well as a “virtual” hour-long program on Na Leo TV. This required much more planning and coordination than a typical commencement for the External Affairs office.

Successful outcomes included successful virtual and drive-through events; front page newspaper coverage of the Pālanui and Hilo commencements in Hawai‘i Tribune Herald and West Hawai‘i Today; television news coverage of Hilo drive-through; social media coverage of Hilo drive-through by Na Leo TV; successful livestream of the Hilo commencement on the Hawai‘i CC YouTube Channel.

ADS:

Ran additional radio, print, and social media ads.

80th ANNIVERSARY:

Celebrated Hawai‘i Community College’s 80th Anniversary through self-organized events and t-shirt sale fundraiser with the Alumni and Friends organization.

ONBOARDING and ADVANCEMENT:

Successfully collaborated with these two task force groups on initiatives related to onboarding students and fundraising and image-building.

AWARDS: The External Affairs Coordinator, the leader and only member of the EARO office, received Hawaii CC Chancellor’s Award for Outstanding Service during the review period, which

is given to “individual employees who have provided outstanding service to Hawai‘i Community College.”

Challenges for the Review Period:

There were almost no in-person events where we could connect with prospective students and the community.

We faced challenges adapting to an online-only world and developing new ways to promote the College on social media and elsewhere. In retrospect, there were probably innovative things we could have done that we didn’t do.

ACTION PLAN and FUTURE OPPORTUNITIES:

Going forward during the current AY2021-22 review period, we will continue to build on the successes of the previous academic year, while working to strengthen areas that are perceived weaknesses.

SOCIAL MEDIA:

This will take a particular focus on improving the social media presence of Hawai‘i Community College with a focus on Instagram, which is rated the #1 social media platform for Hawai‘i CC students in the most recent Interact Media Preferences survey. In addition, the survey has shown the rising importance over the years of social media in general.

We will work to build our followers and provide meaningful, engaging content. To support this, we plan to re-describe the student worker position that will be vacated Dec. 17, 2021 to make it a social media focused position.

STRATEGIC PLANNING:

As part of the strategic planning process for Hawai‘i CC in 2022, EARO is supporting an RFP and the hiring of a consultant to conduct a community assessment/survey. This data will be used to inform marketing and publicity efforts.

CREATIVE CONTENT:

Hawai‘i CC’s creative content is outdated, due in part to the lockdown of COVID-19 and the difficulty it has created in coordinating photo and video shoots. We need to develop new creative content that will serve as a foundation for on-going and future marketing efforts.

BUDGET IMPLICATIONS:

The EARO plans to continue to operate within its existing budget.