

ANNUAL
REPORT OF PROGRAM DATA

2022

UNIVERSITY of HAWAI'I

HAWAI'I
COMMUNITY COLLEGE



July 1, 2021 through June 30, 2022

Marketing

1. Program or Unit Description

This program is designed to directly align students with one of three potential paths upon graduation. Paths include freelance positions in digital design, marketing, or advertising; industry employment; and transfer to a four-year institution. With courses focused on graphic arts, branding, economics, management, marketing, international relations, and a working employment portfolio created and available upon program completion, graduates will be able to apply concepts and strategies directly to the benefit and/or advancement of their professional and/or academic careers.

The Marketing program targets individuals with an interest in business and its associated topics for purposes of self-development and/or professional employment. This target is further segmented into three categories:

1. Small business owners (current and/or future **entrepreneurs**)
2. Individuals seeking **industry** employment (marketing, management, supervision, graphic design, advertising, etc.)
3. Individuals seeking to continue their academic journey at a four-year institution (**transfer**)

These segments were created in response to feedback received from industry experts as well as from students through over ten years of classroom interactions. Students who are uncertain about whether or not to continue their education can postpone that decision without losing credits, time, or value. They can also return to that decision later in life if their academic or professional plans change. Students who are interested in opening a small business (whether freelance, online, or brick-and-mortar) will have the option to also be able to successfully perform in available industry positions while obtaining the financing needed to develop and strengthen their small business(es). Students interested in working immediately upon graduation will be equipped with the option to successfully do so (assuming hire in relevant industry positions) with the expanded option of opening a business later in life or transferring credits earned to a four-year institution if academic and/or professional plans change.

The goal of the Marketing program is to maximize value, provide opportunities, and allow for life changes and flexibility in and for students while minimizing risks associated with financial investments that no longer align with professional and/or academic plans. Students are expected to have their needs and preferences change over time. The Marketing program is dedicated to providing its students with a collection of courses curated (and in the case of MKT 233 and MGT 234, created) specifically to ensure that they can do just that. Successful completion of the program will continue to provide returns throughout the professional lives of students and present opportunities that will assist with the navigation of, in, and through a multitude of economic conditions and/or environments.

2. Analysis of the Program/Unit

[UHCC Annual Report of Program Data \(VARPD\)](#)

Contextual background information: The Marketing program has been working on a substantial overhaul of program offerings. Changes include the deletion of outdated or misaligned program-specific courses (MKT 121, MKT 151, MKT 130, MKT 193V, MKT 185, MKT 157, and ECOM 100), the removal of outdated or misaligned non-program-specific courses (BUSN 121, BUSN 123, BUSN 150, BUSN 164, BUSN 188, ACC 120, and ACC 124), the addition of industry aligned program-specific courses (ECON 130, ECON 131, ACC 201, ACC 202, BLAW 200), the addition of industry aligned non-program-specific courses (ART 112, MATH 135, ART 115, HWST 101, ENG 100, ART 209, HWST 201, and SP 130 or 151), the addition of newly created program-specific courses (MGT 234, MKT 233), newly revised and updated targeting and segmentation of three new potential customer or student profiles (entrepreneur, industry, transfer), and the adoption of updated industry and community-aligned Program Learning Outcomes (listed in section three of this report). The newly renovated Marketing Program officially launched in Fall 2020 in an unplanned asynchronous online modality because of Covid-19 requirements.

Analysis of ARPD: The Marketing program generated a “healthy” rating in both demand and efficiency categories. The receipt of a “healthy” demand rating indicates continued opportunities for employment upon (or prior to) graduation with State positions remaining steady and County positions increasing slightly in the 2021-22 year. The number of majors also remained steady even with the change in program requirements.

The receipt of a “healthy” efficiency rating resulted from the consistent increases reported in class fill rates. The 2019-20 fill rate was 44.5 percent. An increase of 17% in 2020-21 led to a fill rate of 61.5% and an additional increase in 2021-22 of 32.5% resulted in a fill rate of 94% (a cumulative increase of 49.5% over the three year period provided). It’s notable that these increases took place over the time period that the redeveloped program was launched in its asynchronous modality (Fall of 2020) and continued to increase as the redeveloped program progressed (2021-2022). Majors to FTE BOR Appointed Faculty has also remained consistent dropping by just one in 2021-22.

The Marketing program was assigned a health rating of “progressing” in the effectiveness category with Fall to Spring persistence reporting an increase of 13% between 2019-20 and 2020-21 and a decrease of 23% in 2021-22. Fall to Fall persistence reported increases in each of the years listed starting at 43% in 2019-20, increasing to 44% in 2020-21, and increasing again to 50% in 2021-22. The decrease in persistence from Fall to Spring realized between 2020-21 and 2021-22 is more than likely due to the cancellation of the Program’s brand new capstone courses in Spring 2022 because of the lack of eligible Program majors. The Program is expecting those numbers to increase as students are provided the opportunity to progress through the required course offerings, eventually accumulating the appropriate prerequisites for capstone course admission.

Unduplicated degrees/certificates awarded experienced an initial decrease from 21 to 19 between 2019-20 and 2020-21 but an increase from 19 to 27 between 2020-21 and 2021-22. The Program

Marketing Program

expects this number to fluctuate a bit as the old program requirements are phased out and students begin to work towards degree completion under the new program requirements.

All Perkins indicators were met (and exceeded) and it is projected that this will remain moving forward as the recently launched program changes were curated with said indicators in mind. Transfers to UH-4-yr continue to increase and it is the Program's goal that this trend continue because of the Program's heavy emphasis on transfer-friendly course offerings.

3. Program Student Learning Outcomes or Unit/Service Outcomes

- a) List all Program Learning Outcomes (PLOs) or Unit/Service Outcomes (UOs) and their alignment to the College's Institutional Learning Outcomes (ILOs).

The Marketing program has been extensively reconstructed. One of the last remaining changes that the Program is waiting to have approved is the transformation/updating of its Program Learning Outcomes (currently awaiting CRC approval). To assist with readability/comprehension, ILOs as well as both current and proposed Program Learning Outcomes have been provided below along with tables illustrating requested alignments.

Institutional Learning Outcomes

1. Communicate effectively in a variety of situations.
2. Utilize critical thinking to solve problems and make informed decisions.
3. Apply knowledge and skills to make contributions to community that are respectful of the indigenous people and culture of Hawaii Island, as well as other cultures of the world.
4. Utilize quality comprehensive services and resources in the on-going pursuit of educational and career excellence.
5. Produce and perpetuate safe, healthy learning and professional environments that are respectful of social and individual diversity.
6. Contribute to sustainable environmental practices for personal and community well-being.

Current Marketing Program Learning Outcomes

1. Synthesize principles and concepts of marketing in developing a marketing plan.
2. Develop responsive marketing campaigns that adapt to both foreign and domestic markets.
3. Demonstrate an in-depth understanding of the marketing and management environment of Hawaii and offer innovative ideas to develop and sustain said environment.
4. Develop current technological skills and be able to utilize said skills in a simulated business environment.
5. Communicate an in depth understanding of the diverse needs of the international market through the creation of culturally responsive management plans.
6. Demonstrate the ability to effectively communicate with a global audience.
7. Design an active portfolio that demonstrates an in-depth understanding of the advertising up to and including the proper use of color, graphic design, and digital audio production.

Marketing Program

8. Develop solutions that demonstrate the successful navigation of the current financial and legal business environment.

MKT PLO/ILO Alignment - Current

PLOs	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6
1	X	X				
2	X	X	X	X	X	
3	X	X	X	X	X	X
4	X	X		X		
5	X	X	X		X	
6	X		X			
7	X	X		X		
8	X	X		X		

Table 1: Current Marketing PLO and ILO Alignment

Proposed Marketing Program Learning Outcomes

1. Develop responsive marketing campaigns that adapt to both foreign and domestic markets.
2. Demonstrate an in-depth understanding of the marketing and management environment of Hawaii and offer innovative ideas to develop and sustain said environment.
3. Develop current technological skills and be able to utilize said skills in a simulated business environment.
4. Communicate an in-depth understanding of the diverse needs of the international market through the creation of culturally responsive management plans.
5. Demonstrate the ability to effectively communicate with a global audience.
6. Design an active portfolio that demonstrate an in-depth understanding of the principles of advertising up to and including the proper use of color, graphic design, and digital audio production.
7. Develop solutions that demonstrate the successful navigation of the current financial and legal business environment.

MKT PLO (Proposed)/ILO Alignment

Table 2: Proposed PLO and ILO Alignment

PLOs	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6
1	X	X				
2				X	X	X
3		X		X		
4	X	X	X		X	
5	X	X	X	X	X	
6	X	X	X	X		
7	X	X	X		X	

2022 Hawai'i Community College ARPD
Marketing Program

- b) List the PLOs or UOs that have been assessed in the year of this Review. Instructional programs must list the courses that have been assessed in the year of this Review and identify the alignment(s) of Course Learning Outcomes (CLOs) to the PLOs. If no assessment was conducted in the year of this Review, provide an explanation and schedule of upcoming planned assessments.

MGT 234 (a new course reserved for students who have declared under/in the new (now current) program schedule), was set to be assessed in Spring 2022. This course is a capstone course that requires students register in their final semester. Students completing the previous Marketing program schedule were still graduating out of said schedule during the period under review, and new students declaring under the new program schedule did not yet have enough time to qualify for course registration. As such, the course was cancelled due to low enrollment. It will be run and assessed for the first time in Spring 2023. There were no courses scheduled to be assessed in Fall 2021. The Program’s next scheduled assessment is a “closing the loop” assessment that will take place in Fall 2022.

MKT Course Learning Outcomes	20% Review Due	KEY																				NOTES							
		2014	2015	2015	2016	2016	2017	2017	2018	2018	2019	2019	2020	2020	2021	2021	2022	2022	2023	2023	2024		2024	2025	2025	2026	2026	2027	2027
Course		Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	
ECOM 100 - INTRODUCTION TO E-COMMERCE							Initial						CTL																S17 Report input to Campus Labs. Per email from Donala Kawaauhau, 2019-02-11, Moving assessment
BUS 120 - PRINCIPLES OF BUSINESS											Initial	Initial-CTL									INITIAL					CTL			Per email from Donala Kawaauhau, 2019-02-11, Assessment wasn't
MGT 124 - PRINCIPLES OF SUPERVISION											Initial	Initial			INITIAL				CTL										Per email from Donala Kawaauhau, 2019-02-11, Assessment wasn't
MKT 120 - PRINCIPLES OF MARKETING									Initial			Initial			INITIAL					CTL									Per email from Donala Kawaauhau, 2019-02-11, Faculty was on
MKT 121 - MARKETING TOPICS									Initial		Initial																		Per email from Donala Kawaauhau, 2019-02-11, S18 Assessment wasn't
MKT 130 - PRINCIPLES OF RETAILING							Initial					CTL																	S17 Report input to Campus Labs. Per email from Donala Kawaauhau, 2019-02-11, Class did not run in
MKT 151 - PRINCIPLES OF CUSTOMER SERVICE			Initial									Initial																	Per email from Donala Kawaauhau, 2019-02-11, Assessment wasn't
MKT 157 - PRINCIPLES OF WEB DESIGN I				Initial								Initial																	Course did not run in F16; Initial asstt moved to S18. Per email from Donala Kawaauhau, 2019-02-11, Assessment wasn't
MKT 185 - PRINCIPLES OF E-MARKETING							Initial				Initial		CTL																Per email from Donala Kawaauhau, 2019-02-11, Assessment wasn't
MKT 189V - COOPERATIVE VOCATIONAL EDUCATION										Initial	Initial		CTL																INITIAL scheduled for S21 & CTL scheduled for S23, Per email from Donala Kawaauhau, 2019-02-11, Assessment wasn't
BLAW 200 - LEGAL ENVIRONMENT OF BUSINESS															INITIAL				CTL										INITIAL scheduled for S25 & CTL scheduled for S27, Per email from Donala Kawaauhau, 2019-02-11, Assessment wasn't
MKT 233 - INTERNATIONAL AND TECHNOLOGICAL BRAND INTEGRATION																							INITIAL				CTL		INITIAL scheduled for S25 & CTL scheduled for S27, Per email from Donala Kawaauhau, 2019-02-11, Assessment wasn't
MGT 234 - CROSS-CULTURAL MANAGEMENT																													INITIAL scheduled for S25 & CTL scheduled for S24, Per email from Donala Kawaauhau, 2019-02-11, Course did not run and
MKT 292 - INTEGRATED MARKETING PROJECTS											Initial																		Per email from Donala Kawaauhau, 2019-02-11, Course did not run and

Table 3: Marketing Program Five-Year Assessment Schedule

4. Action Plan

As stated in the [Marketing Program’s 2021 Comprehensive Review](#), the Program’s objective over the past three years has been to successfully curate a schedule aimed at improving class fill rates, student persistence rates, graduation rates, and 4-yr-UH transfer rates with the goal of improved overall program health. The Annual Report of Program Data for report year 2021 assigned the Marketing program an overall rating of “cautionary.” This year, the Marketing program received a program rating of “healthy” demonstrating a positive return in primary success factors that, while encouraging, will continue to be monitored for sustained success in the coming years.

Specific focus will be placed on increasing fall to spring persistence rates and maintaining the rise in unduplicated degrees/certificates awarded. The goal for the 2023 reporting period will be to

Marketing Program

receive an effectiveness rating of “healthy” while maintaining the “healthy” ratings in both the efficiency and demand categories. Methods currently in place aimed at achieving said goal were introduced in the [Marketing Program's 2021 Comprehensive Review](#) and have been repeated and updated below.

1. The creation of specialized Certificates of Competency that can either be earned and awarded as students progress through the program towards degree or CA achievement, or specifically sought and pursued as independent certificates. Certificates will be developed in Spring 2022 and proposed in Fall 2022 with a planned official launch date of Fall 2023. This goal ties directly into the Program's overall goal of increased persistence and graduation rates.

Update: Certificates have been created and will be officially proposed in Fall 2022.

2. The updating of the Marketing Program's new Program Learning Outcomes on the Hawai'i Community College webpage, in Kualii, and in Campus Labs (the old PLOs currently remain in and on those particular sites). Contact will be made with the appropriate individuals in Fall 2021 with updates completed by Spring 2022.

Update: Updated PLOs are currently awaiting CRC approval. Once approval is received, PLOs will be updated in the aforementioned locations utilizing appropriate channels.

3. The updating of Course, Program, and Institutional Learning Outcome alignments with the new Program Learning Outcomes, the new courses, and the recently revised and updated Institutional Learning Outcomes in all relevant locations (Campus Labs, Kualii, etc.). Alignment updates will be communicated to the appropriate individuals by Spring 2022.

Update: Updated PLOs are currently awaiting CRC approval. Once approval is received, the communication/posting of PLOs and all associated alignments will be updated utilizing appropriate channels.

4. The processing of the updated five-year assessment plan and its successful upload to Campus Labs. Contact was made in Fall 2021 and edits, acceptance, and official posting in Campus Labs is projected to be completed by Spring 2022.

Update: Official posting is postponed until Spring 2023 awaiting approval of revised PLOs by CRC. While not required, a congruent update is being sought to assist with overall consistency in program messaging.

5. The successful completion of all scheduled assessments in the updated five-year assessment plan.

Marketing Program

Update: The successful completion of goal five is currently underway with a “closing the loop” assessment being conducted in Fall 2022. Assessments will continue to be conducted based on the new five-year plan set to start in Spring 2023 resulting in a 100 percent course assessment completion rate in and by the Program’s next comprehensive review.

6. The updating of the Marketing program’s thumbnail on the Hawai‘i Community College’s “Programs of Study” page. Update will be completed in Spring 2022.

Update: Completed.

7. An improved overall program health rating of “healthy” (improved from its current rating of “cautionary”) by Spring 2024.

Update: Completed

The Program will be closely monitoring the movement of its persistence and completion rates as well as its class fill rates to ensure that students are being served at each touch point from program introduction and awareness to program completion and graduation. The Program will be responding with initiatives that work to serve those touch points that show the need for improvement and actively tracking trends as more data is made available in the coming years.

Using the objectives listed in this action plan to monitor, assess, and improve revised program offerings directly serves the mission of the College and works to assist in the fulfillment of its Strategic Plan (specifically HGI). A successful program will result in graduates that are ready to either enter the workforce or continue their education by transferring to a four-year institution. This directly aligns with the College’s mission of “pursuing academic achievement and workforce readiness.” It also directly aligns with the Hawaii Graduation Initiative by increasing the educational capital of the state through the increased participation and completion of students focusing specifically on preparing students for success in the workforce and their communities.

*The action plan may be amended based on new initiatives, updated data, or unforeseen external factors between now and the next Annual and/or Comprehensive Review.

5. Resource Implications

*** Special Resource Requests not included in operating “B” budget ***

Detail any special, one-time or personnel resource requests in the categories listed in the table below that are not included in your regular program or unit operating “B” budget.

*Note: CTE programs seeking future funding via UHCC System Perkins proposals must reference their ARPD Section 4. Action Plan and this ARPD Section 5. Resource Implications to be eligible for funding.

2022 Hawai'i Community College ARPD
Marketing Program

I am NOT requesting additional resources for my program/unit.

I AM requesting additional resource(s) for my program/unit.

Total number of items being requested: _____ (4 items max.)

*For each item requested, make sure you have gathered the following required information and all relevant documentation before you upload this Review; you will submit all information and attachments for your **Resource Request** as part of your Review document submission via the

[Hawaii CC - Program & Unit Review Submission portal](https://hawaii.kualibuild.com/app/builder/#/app/60ef56c477b0f470999bb6e5/run)
<https://hawaii.kualibuild.com/app/builder/#/app/60ef56c477b0f470999bb6e5/run>

✓ **Item Description**

✓ **Justification**

✓ **Priority Criteria** (must meet at least one of the following):

1. Ensure compliance with mandates and requirements such as laws and regulations, executive orders, board mandates, agreements and contracts and accreditation requirements.
2. Address and/or mitigate issues of liability, including ensuring the health, safety and security of our Kauhale.
3. Expand our commitment to serving all segments of our Hawaii Island community through Pāalamanui and satellite centers
4. Address aging infrastructure.
5. Continue efforts to promote integrated student support in closing educational gaps.
6. Leverage resources, investments with returns, or scaling opportunities
7. Promote professional development.

CATEGORY	Category-Specific Information Needed			
Equipment	Estimated Date Needed	Quantity / Number of Units; Cost per Unit	Total Cost (with S&H, tax)	On Inventory List (Y/N); Decal #, Reason replacing
Facilities Modification	Estimated Date Needed	Total Cost	Monthly/Yearly Recurring Costs	Utilities Required
Personnel Resource	Estimated Date Needed	FTE; Position Type; Position Title	Estimated Salary	Was an Existing Position Abolished? (Y/N); Position #
Professional Development	Estimated Date Needed	Have you applied before (Y/N); was it approved?	Professional Development Type	PD Details; Impact; Total Cost
Reallocation of Funds	Estimated Date Needed	Total Cost	Monthly/Yearly Recurring Costs	Reallocation Proposal

6. Optional: Edits to Occupation List for Instructional Programs

Review the Standard Occupational Classification (SOC) codes listed for your Instructional Program and verify that the occupations listed align with the program learning outcomes. Program graduates should be prepared to enter the occupations listed upon program completion. Indicate in this section if the program is requesting removal or additions to the occupation list.

I am NOT requesting changes to the SOC codes/occupations listed for my program.

I am requesting changes to the SOC codes/occupations listed for my program.

[O*Net CIP-SOC Code Look-up](#)

in the **Crosswalks box, choose "Education," then enter CIP number to see related SOC codes*

List below each SOC code for which change is being requested and include details of requested code deletions and/or additions. Include justification for all requested changes.