C3T Hawai'i Grant Communications Guidelines

The purpose of these guidelines is to offer guidance on general communication and education about C3T to the various constituency groups. Outreach and education are a vital piece to the C3T story and will serve to highlight the activities at each of the consortium colleges. Please direct all media inquires and questions to the Communications Coordinator.

C3T Hawai'i Communications Coordinator:
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Press Release and Media Event Guidance: Campus leads should consider issuing a press release and/or hosting a media event every time a significant new grant activity takes place. Examples of significant grant activities include installation of new technology/equipment, opening a new lab/classroom, start of a new program of study, and enrollment of participants in grant-funded programs.

As soon as you begin planning your media event or press release, please notify and coordinate with the Communications Coordinator. A draft press release should be sent to the Communications Coordinator who will work with the Project Manager to finalize and determine whether any quotes from college officials should be included in the press release. Distribution of the press release will be taken care of by the Communications Coordinator.

Please provide adequate time (a minimum of two weeks) for the Communications Coordinator to provide feedback on and contribute to the press release. Twenty-four hours is the standard minimum turnaround time. Each press release must include the following language:

*C3T Hawai'i is a $24.6 million dollar grant awarded to the University of Hawai'i Community Colleges through the U.S. Department of Labor Employment and Training Administration. The grant will fuel the development of education and training curriculum and student academic/career coaching, which targets certificate and degree programs specific to the needs of agriculture, energy and health industries. These industry-focused, employer-driven programs are designed to increase college completion rates and provide job opportunities to the C3T participants.*

Press Contacts: The grant office will periodically release statewide information about the various programs as well. When issued, this correspondence will also be sent to each college’s public information officer as well as the C3T Campus Leads. The college is not responsible for distributing of the press release, but should be aware it was released.

All media inquires should be directed to the Communications Coordinator. The Communications Coordinator will work with the Program Manager to identify the appropriate person(s) that need to be included.
**Material:** All grant-related materials to include, but not limited to, printed outreach and educational materials, curriculum development materials, and webpages, should follow the [University of Hawai’i System Style Guide](#).

Materials may be edited to include the C3T logo and the standard disclaimer that will be included in all materials housed on the web portal.

**Mandated disclaimer language for all outreach and curriculum related C3T Hawai’i materials:** The Department of Labor requires that a disclaimer be placed on all materials produced in whole or in part with grant funds. The language must appear on materials including, but not limited to, printed outreach and educational materials, curriculum development materials, webpages about C3T Hawai’i, applications for participants, and training materials provided by the grant office or consortium colleges.

The mandated disclaimer language is as follows for **outreach/marketing related** material:

> This project was funded from a grant awarded under the Trade Adjustment Assistance Community College and Career Training Grants, as implemented by the U.S. Department of Labor's Employment and Training Administration.

> C3T Hawai’i is an equal opportunity employer/program and auxiliary aids and services are available upon request to individuals with disabilities.

The mandated disclaimer language is as follows for **curriculum related** material:

> This workforce solution was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership.

**Web Portal Policy:** Periodically throughout the life of this grant, the grant office will keep information current on the web portal and consortium colleges may be asked to provide grant-related materials for purposes of sharing on the C3T web portal as a best practice to the other consortium colleges.

The materials may be edited to include the C3T logo and the standard disclaimer that will be included in all materials housed on the web portal. The portal will also serve as a reference guide for technical guidance throughout the life of the grant. Additionally, the web
portal will house each institution’s college abstract and information about the programs of study available to C3T participants.

**C3T Newsletter:** The C3T newsletter is a quarterly electronic publication that includes information from consortium colleges and grant partners as well as information from the C3T grant office. Consortium college leads and/or the public information officers involved in C3T communications should send the Communications Coordinator information about the programs at least two weeks to the ending of a quarter.

Material that is appropriate for the newsletter includes, but is not limited to, launch of new programs, spotlights on grant-supported staff, participant success stories, and program success stories. Consortium colleges are encouraged to submit photos and video of students and faculty in grant-funded programs, either with or without stories. Students must fill out a model release form consenting to have their image posted. (The model release will be posted on the web portal.)

These newsletters will be posted on the web portal and will be also posted on the C3T site on the OVPCC web site.

**Media Spokesperson:** The primary spokespeople to represent the grant should include the C3T Principal Investigator, Project Manager and Industry and/or Campus Leads. The Communications Coordinator will work with the Project Manager to determine the best spokesperson based on the media request.

The following are some tips to keep in mind when speaking to media:

• Be honest— if you do not know the answer, let them know that you will have that answer for them as soon as possible. If you make a mistake, a preemptive admission of that error will put you in a more positive light in the long run.

• Manage ambiguity; avoid speculation. You can always find out and report back later. A smoothly running system does not sound as interesting as a story detailing the problems occurring with communication. Minimize the focus on the need for immediate figures, and refocus the interview on the importance of receiving verified and accurate figures.

• Relate to the audience. They will not be able to follow the various academic acronyms or highly technical information. Explain yourself as you would to your family members.

• You are the expert; take the lead if necessary. Challenge inaccuracies and misinformation in a non-threatening way.

• Use the team approach and have team experts available to answer questions that you direct to them.
• Keep in mind that there is no “off the record” status. Everything you say can and may be used. Choose your words carefully and thoughtfully. Never try to be glib or inject humor, as it may be viewed out of context and considered inappropriate.

• Be prepared to deliver a succinct 20- to 30- second message and do it well. Your interview may last several minutes, and you will probably get a sound bite lasting a few seconds.

**Key Messaging Statements:**

*C3T Hawai‘i is a $24.6 million dollar grant awarded to the University of Hawai‘i Community Colleges through the U.S. Department of Labor Employment and Training Administration.*

*The University of Hawai‘i (UH) Community College (UHCC) system consist of seven independently accredited institutions from across the state serving approximately 34,000 students as of Fall 2012. The colleges include four on O‘ahu: Honolulu Community College, Kapi‘olani Community College, Windward Community College and Leeward Community College, with three additional colleges on the neighbor islands: Maui College, Hawai‘i Community College and Kaua‘i Community College.*

*The grant will fuel the development of education and training curriculum and student academic/career coaching, which targets certificate and degree programs specific to the needs of agriculture, energy and health industries.*

*These industry-focused, employer-driven programs are designed to increase college completion rates and provide job opportunities to the C3T participants.*

*Participants will have a complete pathway to obtain the skills and education necessary for high-wage and high-skill employment through the educational component.*

*Coupled with employer outreach, students will have the highest possible likelihood that their educational obtainment will be tailored to available jobs in the three focus industries of agriculture, energy and health.*

*There are three strategies that will form the foundation of C3T Hawai‘i: 1. adult basic education; 2. developmental education; and 3. wrap-around services. A strong online component and collaborative approach will leverage resources across the UHCCs to implement and deliver programs to C3T participants.*