Office of the Vice President for Community Colleges
Marketing and Communications

In support of the mission of the University of Hawai‘i Community Colleges (UHCC), the Office of the Vice President for Community Colleges’ Marketing and Communications unit promotes UHCC in ways that enhance the public’s knowledge and understanding of the seven community colleges; increases interest, support and enrollment in the colleges; and strengthens—locally, regionally, and nationally—the reputation of the colleges.

Our purpose is to:

Promote the image of the University of Hawai‘i community colleges through:

- Contact with major print and broadcast media representatives.
- Quality and consistency of graphics and message in print and broadcast production.
- Participation in local, state and national community college efforts and organizations.
- Open relationships with media, vendors and service suppliers.

Serve as a point of contact for inquiries regarding:

- The UH system of community colleges’ policies and procedures.
- The seven community colleges—their programs, services, events and schedules.
- Business, facilities and services provided collectively by the seven community colleges.
- Statistical information regarding enrollment, students, employees, diversity, financial and other general information about individual colleges or the UH system of community colleges, and the state and national community college environment.

Coordinate collaborative, mass-market advertising that promotes:

- Credit classes and transfer capabilities at all colleges.
- Technical/Occupational programs and opportunities at all colleges.
- Noncredit classes and community education.
- Common benefits offered at all colleges.
- Accessibility (convenience of location to home and/or work).
- Open door, diversity and value for the dollar (tuition and fees).
- Flexible scheduling of classes.
- Quality of instruction.

Maintain a close working relationship with campus marketing/communications directors to:

- Plan, develop, coordinate and incorporate individual college promotional plans into an overall systemwide approach to mass marketing and public relations campaigns.
- Review, discuss and recommend media strategies and creative direction.
• Share and review media opportunities in terms of appropriateness for local or systemwide participation, and impact for the dollar.
• Share and review campus marketing, promotional events and activities.
• Share and review national trends in college marketing and communications.
• Share and review national trends in recruitment and enrollment management.
• Share and review concerns from internal constituents.
• Share and review concerns and complaints from external constituents.

**Take the lead in coordinating and executing special events** hosted by the Office of the Vice President for Community Colleges and senior staff that are designed to celebrate, present and/or enhance the image of the entire system of community colleges as a provider of superior educational programs and services to the state of Hawaii.

**Support internal and external communications** for the Office of the Vice President for Community Colleges and senior staff by maintaining and updating information via print or multi-media communication tools.

**Support government relations activities** for the Office of the Vice President for Community Colleges and senior staff.

**Serve as the liaison to the University of Hawaii system** for marketing and communications.

**Key Services include:**
• Media relations
• Publications and print production
• Advertising and promotion of the UHCC programs and services
• Special events coordination and execution
• Speech writing
• Photography
• Copywriting
• Desktop publishing – design and production
• Crisis management planning and implementation
• Coordination of systemwide participation in exhibits, trade fairs and celebrations
• Coordinate, rewrite and schedule all copy for electronic messaging via the Internet
• Coordinate information gathering and write updates for systemwide participation in various recruitment and marketing activities
• Multi-media and video presentations
• Website design and development consultation
Marketing and Communications Organizational Structure

Because today’s marketing strategies must encompass the full spectrum of communication channels, we have reorganized our functions into four distinctive areas and established new collaborative teams across the system that allow us to build upon each other’s strengths and talents.

We have placed more attention to digital marketing strategies, as we believe this is an area that will provide us with more unique opportunities for differentiation and for developing real competitive advantages.

These new functional areas will make the OVPCC Marketing and Communications more efficient and effective as we move forward to meet the UHCC strategic goals and to help advance our seven community colleges.

The four functional areas are:

**Strategic Planning and Research**
- Research, planning and execution
- Digital marketing strategy and tactical plans
  - Social media networks
  - Mobile
  - Email campaigns
  - Rich media
  - Search (organic and paid)
  - Feed services (e.g. Twitter)
  - Affiliate marketing
  - Blogs
  - Application development

**Branding and Advertising**
- Print publications
- Promotional materials
- Advertising (print, digital, etc.)
- Graphics
- Licensing
- Signage
- Logos and college identifications

**Media and Community Relations**
- Public and media relations
  - Press releases
  - News monitoring
  - Story development
- Event Planning
- Donor and alumni relations
- Government relations
Online Experience and Emerging Technologies

- Website development, upgrades and maintenance
  - UHCC portal http://uhcc.hawaii.edu
  - Career Connections http://careerconnections.hawaii.edu
  - Workforce development
  - International educational
  - Going green
  - Maui CC
  - Leeward CC
  - Kauai CC
  - Windward CC

- Application development and deployment
  - UHCC viewbook
  - UHCC online orientation
  - UHCC virtual tours of campuses
  - Career/industry
  - Salary dashboard
  - Strategic outcomes dashboard (UH system IRO)
  - Lifestyle calculator
  - Character server (AIMA) for different languages
  - Career café (70 community colleges consortium)
  - Distance learning orientation (on hold)

- Social media management
  - Monitor and support social networking activities
  - Employ tactical efforts to optimize usage

- Customer feedback and tracking analysis