COMMUNICATIONS DEPARTMENT 2014-2015 ASSESSMENT PLAN

MISSION

The Communications Department strives to promote UH West O‘ahu through meaningful and purposeful exchanges of information to inform and engage the University community and increase the visibility of UH West O‘ahu for its many audiences.

We aim to increase awareness of campus programs and partnerships with a comprehensive, consistent, and integrated message to foster growth and student success.

The department’s functions include:

- Public Relations: Disseminate timely and accurate information and assistance to news organizations and community members. Includes the use of Social Media to engage with constituents.
- Community Engagement: Servicing the Leeward and West O‘ahu community through the promotion and development of partnerships that position the University as a valuable community partner.
- Campus Communications: Manage the University’s internal communications with faculty, staff, and students, providing a voice and method for distribution of information, including production of publicity materials, notices, and management of the University’s website, social media and other relevant communication channels.

GOALS

1. Increase positive awareness of UH West O‘ahu (UHWO) academic programs, events, awards, faculty research, distance education, and partnerships at UHWO, the University of Hawai‘i System and statewide.

2. Improve internal communication by helping faculty, staff, students, and administrators effectively disseminate information about their newsworthy events, efforts, and initiatives via proven communication-mechanisms. Develop streams of reciprocal communication methods to encourage feedback and refinement of strategies.

3. Support the Office of Enrollment Management’s efforts that contribute to enrollment growth and student success by increasing community outreach.

Draft v3 (11-6-14)
POINTS OF PRIDE

1. The pick-up rate of news releases issued by the Communications Department for the 2013-2014 Academic Year was 81%. Of the 27 news releases issued, the media picked up 22. This surpassed the goal that the Communications Department set in the 2013-2014 Academic Year of 75%. Another key indicator of the work of the department is the number of releases issued overall in the 2013-2014 Academic Year, which nearly doubled to 27 from 14 from the 2012-2013 Academic Year.

2. The Communications Department received 183 total requests on its Communications Request Form in the 2013-2014 Academic Year. The Communications Request Form is utilized by UH West O‘ahu faculty and staff to promote their programs or respective areas of interest.

Of the requests, Social Media and UHWO Student Emails (72 requests, 13.8% each) were the most commonly requested methods of communication. Following close behind were UH Faculty Email and Website requests (70, 13.5%); This Week at UHWO Email Bulletin (66, 12.7%); Digital Signage and UHWO Staff Email (62, 11.9%); Press Release (23, 4.4%); Flyer/Posters (16, 3.1%); Photography (4, 0.8%); and Other (3, 0.6%). Requestors were allowed to select more than one method of communication. Members of the Student Affairs department (81) made the most requests, followed by Academic Affairs (78), Administrative Affairs (20), and the Chancellor’s Office (4).

3. The Communications Department oversaw the composition and implementation of Comprehensive Communication Plan, which was developed to improve communication processes with the goal of building an informed and engaged campus community.

ASSESSMENT ACTIVITIES 2014-2015

Program Objective 1

- Formalize, publish, and publicize the Communication Department’s campus responsibilities and measure how effectively the department assists with internal communication on behalf of UH West O‘ahu faculty and staff.

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Methods and Measures

Create a comments/suggestions box on the Communication Department’s website to solicit feedback from the campus community on communication effectiveness.

Findings

The Communications Department implemented a comments/suggestions box on its website on October 28, 2014.

Conclusions/Status

TBD.

Program Objective 2

- Assess level of utilization of official UH West O‘ahu social media sites Twitter and Facebook.

Methods and Measures

Measure the number of people who participate on UH West O‘ahu’s social media sites Twitter and Facebook (via site analytics) at the end of each semester (Fall 2014 and Spring 2015) to determine baseline of utilization and engagement. Use baseline data to develop a plan to increase traffic.

Findings

TBD.

Conclusions/Status

TBD.

Program Objective 3

- Enhance the Social Media Directory content on the UH West O‘ahu main website with a social media and internal marketing campaign. Develop and publish Social Media Guidelines.

Methods and Measures

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Analytics on current traffic on UH West O’ahu’s Social Media Directory site (http://www.uhwo.hawaii.edu/campus-life/social-media-directory/), from July 1, 2014 through October 31, 2014, show that there were 255 unique page views and six entrances (number of people who entered the website through this page).

As of July 1, 2014, there were six programs (UH West O’ahu, UH West O’ahu Library, UH West O’ahu Bookstore, UH West O’ahu Career Services, Pueo Leadership and Mentoring Program, and theHoot) included in the directory.

The Communications Department will run a social media campaign in Spring 2015 to promote/drive traffic to UH West O’ahu’s Social Media Directory and encourage programs and departments to participate and be included in the directory, as well as educate them about the Social Media Guidelines.

Findings

TBD.

Conclusions/Status

TBD.

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**PLANS FOR COMING YEAR**

1. Pending appropriate resources, launch comprehensive marketing campaign to drive enrollment.

2. Publication of semiannual UH West O’ahu alumni newsletter, with a built-in feedback mechanism for the external community to inquire about additional methods of communication to hear about UH West O’ahu news.

3. Development of University/website brand guidelines in compliance with the UH System’s Style Guide for standardization.

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