

# LEEWARD COMMUNITY COLLEGE

## 2003–2004 Faculty Senate

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James Goodman, Chair  
Nancy Buchanan, Vice Chair  
Candace Hochstein, Secretary  
September 10, 2003

TO: Mark Silliman, Chancellor  
FROM: Faculty Senate  
RE: Clarification on budgetary issues

The Faculty Senate requests information regarding the following issues:

1. Why is LCC paying for a full time Marketing Director and graphic artist when we are also paying a Marketing Assessment for the UH System? (see pages 2-3)
2. Please provide detailed information for what LCC receives for contributing to the UH Marketing Assessment. (see pages 2-3)
3. For the money that is given to the UH Foundation, please provide details of where the UH Foundation money goes to, and rationale for the increase in the LCC Foundation Assessment. (see reverse side)
4. What are the two Assessment charges from LCC intended for?  
**Alumni development and administrative overhead in managing foundation accounts**
5. How much funding did LCC receive from the UH Foundation last year? (**\$104,978**)
6. Precisely how much money does the UH Foundation have in its account now? If it is financially well off, what is the immediate need for the Assessment from LCC for?
7. What does the \$126,000 in the LCC budget under LCC campus reorganization costs and \$30,000 UH system reorganization assessment specifically slated for?

Private Secretary II – \$15,000  
Vice Chancellor – \$15,000

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UH Alumni Assessment	\$16,954
UH Foundation Assessment	\$48,439
UH Foundation Fund Developer (50%)	\$30,000 (Sharon Aoki – 11/3/03)
UH Marketing Assessment (returned 9/9)	\$72,659
UH Risk Management Assessment	\$64,733
LCC Restructuring Cost (est. for 2 positions)	\$126,000 (Dean of CTE + DPPA)



# University of Hawaii Foundation

Report A016 - Results by Source

01-JUL-02 to 30-JUN-03

Unit: LCC

Campaign Code: CENT

Record Type	Pledges and Outright Gifts	Gift in Kind	Grants	Deferred Gifts Face Value	Deferred Gifts Present Value	Total Face Value	Total Present Value
Alumnus/Alumna	\$30,431	\$0	\$0	\$0	\$0	\$30,431	\$30,431
Club/Association	\$4,550	\$0	\$0	\$0	\$0	\$4,550	\$4,550
Corporate Foundation	\$50	\$0	\$0	\$0	\$0	\$50	\$50
Corporation	\$41,619	\$0	\$0	\$0	\$0	\$41,619	\$41,619
Faculty	\$1,100	\$2,000	\$0	\$0	\$0	\$3,100	\$3,100
Foundation	\$5,515	\$0	\$0	\$0	\$0	\$5,515	\$5,515
Friend	\$15,220	\$3,100	\$0	\$0	\$0	\$18,320	\$18,320
Parent (Current)	\$260	\$0	\$0	\$0	\$0	\$260	\$260
Retired/Emeritus Faculty	\$55	\$0	\$0	\$0	\$0	\$55	\$55
Staff	\$559	\$0	\$0	\$0	\$0	\$559	\$559
Student	\$20	\$0	\$0	\$0	\$0	\$20	\$20
Trusts	\$500	\$0	\$0	\$0	\$0	\$500	\$500
<b>TOTALS:</b>	<b>\$99,878</b>	<b>\$5,100</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$104,978</b>	<b>\$104,978</b>

**Cash Received:** \$106,025 (Includes pledge payments from previous pledges)

**Deferred Gifts Realized:** \$0 (Includes realized deferred gifts from planned gifts counted in previous campaign)

### **How would (will) the UH System use the Marketing Assessment Funds?**

The UH System Marketing Assessment was originally designated for a major campaign for the roll out of the new logo and system "brand identity." This campaign was to include print, radio, television and online advertisements, coordinated by an advertising agency.

During the past academic year, when Paul Costello (VP, External Affairs/University Relations [EAUR]) and Phil Kinnicutt (EAUR Director of Marketing and Brand Management) were asked about their roles in marketing for specific campuses, their replies indicated the following:

1. UH EAUR would handle "image" marketing and general recruitment for the entire system, with an emphasis on mainland marketing.
2. Each individual campus would still be responsible for its own marketing and recruitment plans.
3. UH EAUR would be available to help and advise individual campuses.

### **If the UH System is handling marketing, why do we have an LCC Marketing Officer?**

The LCC Marketing Officer position handles publications and communication initiatives as well as marketing (see list of duties and projects below) and supervises the Graphic Designer. Each year, marketing goals are evaluated and adjusted to deal with any changes in the environment. When the College's capacity to offer classes in Fall and Spring semesters preclude aggressive recruitment, the focus shifts to revenue generating activities such as Winter and Summer Sessions, non-credit enrollment, fund development, and assisting with legislative lobbying. Additionally, communication projects, such as improving on-campus information as an aid in retention, are given a higher priority. Even during times of fiscal challenges, it is critical to keep our name and mission in the community's mind, so that when the budget crisis evolves into its next shape, we are positioned to continue our growth, whether it is in the number of students in credit or non-credit courses, or in increased donations to the College.

#### **Marketing Officer Duties:**

Coordinate the production of all College publications including, but not limited to College catalog, schedule of courses, and all external publications, to ensure quality and compliance with system standards;

Inform staff on the various computer systems in support of class schedules and catalog development and troubleshoots problems encountered in the use of these systems;

Develop publication timelines and coordinates the production of College publications;

Implements a comprehensive institutional marketing and recruitment plan;

Coordinates and oversees advertising to promote the College and its schedules and programs;

Develops and approves content for College websites;

Serves as the College representative on the UH Communication Council and works with the UH Community Colleges system on joint marketing activities and communication policies;

Supervises and directs graphic arts and media staff in the production of printed and online materials reflecting the College's mission and its programs, including all promotional materials; websites and external publications;

Determines need for and supervises staff, as delegated by the Provost Office, in the creation and production for the College marketing for student recruitment program;

Other duties as assigned.

## **LCC Creative Services**

Creative Services provides communications and marketing services to the College.

### **CS Goals**

- to effectively communicate with the public while establishing and maintaining the College identity with its diverse audiences
- to support the educational and promotional initiatives of the College
- to ensure that college publications maintain a unified identity that is appealing, intelligent, interesting, professional, and in compliance with University regulations
- to assist the campus community in producing the printed materials needed throughout the year using the most economical and efficient processes possible
- to provide campus clients with the creative communications expertise, production knowledge, and production management
- to communicate a positive image of the College as effectively and efficiently as possible
- to inform the communities served by the college of the wide variety of programs and support services offered at LCC

### **Creative Services Staff**

Kathleen Cabral, Marketing and Communications Coordinator, ext. 524

e-mail: [kcabral@hawaii.edu](mailto:kcabral@hawaii.edu)

Wendy Hakoda, Graphic Designer, ext. 531

e-mail: [whakoda@hawaii.edu](mailto:whakoda@hawaii.edu)

### **Roles & Responsibilities**

Kathleen Cabral, Marketing and Communications Coordinator, oversees the operations of Creative Services and sets all production priorities. She coordinates the production of all College publications; develops publication timelines; creates and implements a comprehensive institutional marketing plan; coordinates and oversees advertising to promote the College and its programs; serves as the College representative on the UH Communication Council; and supervises and directs the Graphic Designer. Wendy Hakoda, the Graphic Designer, designs and creates artwork, layouts, displays and the visualization of concepts for all communication projects. Together, they work as a team to create a variety of projects each year for the College.

### **Creative Service Projects**

The primary responsibilities of Creative Services include the following:

- College catalog
- Credit class schedule
- Continuing Education & Workforce Development catalog/schedule
- Commencement materials
- Student Handbook
- Print and electronic media advertising
- Institutional brochures
- On-campus Communication sign holders

In addition to these major projects, Creative Services produces many other publications, flyers, brochures, posters, postcards, signs and various printed materials for College programs, activities and events. Major projects, such as the Catalog and Schedule of Classes, will always take priority over all other publications and projects.