

SLO report: 2014-2018

2018/02/08

1.Division	2.Service	3.Semester (Fall and Spring only)	4.Year	5.F:Face- to-face; O:Online; H:Hybrid	6.SAO assessed	7.ILO linkage	8.How was SAO assessed	9.# and % of students (or users) meeting SAO	10.What you tried new and worked well to meet SAO	11.What you need to change next time to meet SAO
Communica tions and External Affairs	Communications	AY	2014-2015	O	1	1,2,3,4,5,6	Monitor new page 'likes' on Facebook	August 1 = 2972 June 30 = 3146 1/2% increase over the academic year	Developed a social media business plan and monthly tracking of popular posts.	Periodically update the plan based on new trends.
Communica tions and External Affairs	Communications	AY	2015-2016	H	2	1,2,3,4,5,6	Number of news stories that received free media coverage	27 News Releases; Total News Story count 265; Total audience 5,469,054; Total calculated publicity value \$515,929	Worked with UH Systems Communications Office to pitch media on key stories	Continue to work with UH System Communications
Communica tions and External Affairs	Communications	AY	2016-2017	H	3	1,2,3,4,5,6	Successful delivery of targeted email messages to alumni	20 targeted Alumni Email blasts and newsletters; distribution total 6,207; average open rate of 15%	Co-developed an alumni engagement plan with UH Foundation alumni relations	Annual email to alumni members to update their contact info

SAO 1: Access to timely information about campus events, news, programs and services through a variety of delivery channels.

SAO 2: Convey the brand, mission, and philosophy of Honolulu CC's role as a community partner in preparing students to be contributing members in society and skilled laborers of our state's workforce.

SAO 3: Maintain intentional engagement with various stakeholder groups to improve the College's programs and services for students.

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Communications and External Affairs	Design Center	Fall	2014	O	2	1,2,3,4,5,6	Counted all service requests since SOP was introduced. First	0/61	Developed and implemented SOP for Design requests using a consultative process	Yearly review of the SOP if adjustments of the process need to be made based on work flow.
Communications and External Affairs	Design Center	Fall	2014	H	1	1,2,3,4,5,6	Online job submissions met by deadline	1172/1172=100%	Subscribed to a customer filled job submission website service.	Announce and offer our services to all faculty and staff.
Communications and External Affairs	Design Center	Spring	2015	H	1	1,2,3,4,5,6	Online job submissions met by deadline	2089/2089=100%	Continue to inform and help new customers to use our services to new faculty and staff as well as other UH System departments.	Nothing, but to maintain our reputation to produce jobs on a timely manner
Communications and External Affairs	Design Center	AY	2014-2015	O	4	1,2,3,4,5,6	Counted number of returning visitors for the academic year to	242,010	Redesign of the entire website for efficiency of navigation and visual appeal.	Continuous monitoring of web traffic.
Communications and External Affairs	Design Center	Fall	2015	H	1	1,2,3,4,5,6	Online job submissions met by deadline	2347/2437=100%	Continue to inform and help new customers to use our services to new faculty and staff as well as other UH System departments.	Nothing, but to maintain our reputation to produce jobs on a timely manner
Communications and External Affairs	Design Center	Spring	2016	H	1	1,2,3,4,5,6	Online job submissions met by deadline	1817/1817=100%	Continue to inform and help new customers to use our services to new faculty and staff as well as other UH System departments.	Nothing, but to maintain our reputation to produce jobs on a timely manner
Communications and External Affairs	Design Center	Fall	2016	H	3	1,2,3,4,5,6	Job count of major annual projects-- jobs had EEO/AA statement on	52/52=100%	Double check system in place for EEO/AA statement on all promotion material	No need for improvement at this time

Communications and External Affairs	Design Center	Fall	2016	H	1	1,2,3,4,5,6	Online job submissions met by deadline	2360/2360=100%	Continue to inform and help new customers to use our services to new faculty and staff as well as other UH System departments.	Nothing, but to maintain our reputation to produce jobs on a timely manner
Communications and External Affairs	Design Center	Spring	2017		1	1,2,3,4,5,6	Online job submissions met by deadline	2239/2239=100%	Continue in inform and help new customers to use our services to new faculty and staff as well as other UH System departments.	Nothing, but to maintain our reputation to produce jobs on a timely manner

SAO 1:

Engage customer/client participation in the development and timely receipt of a final product from the various services offered at the Design Center.

SAO 2:

Establish and maintain active communication between customer and the Design Center to assure the expeditious delivery of products.

SAO 3:

Adhere to and firmly apply the College's Graphics Standards on all products at the Design Center to convey Honolulu Community College's brand and mission.

SAO 4:

Use the Honolulu CCwebsite as a means to efficiently inform and disseminate information and news to the college community.

Access quality printing services to insure timely support and delivery of classroom material.