University of Hawaii – Windward Community College
Staff Development
GRANT REPORT

Procedure
1. Complete this form-fillable report.
2. Submit your signed report to the Chair of the Staff Development Committee not more than 30 days following the project completion date.

<table>
<thead>
<tr>
<th>Grant Applicant</th>
<th>Bonnie J. Beatson</th>
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<tbody>
<tr>
<td>Title of Proposal / Project</td>
<td>NCMPR Conference in Chicago (National Council for Marketing &amp; Public Relations)</td>
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<tr>
<td>Date of Project</td>
<td>March 10-13, 2013</td>
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<td>Amount of Grant</td>
<td>up to $1,000</td>
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Describe the information, knowledge, skills gained from your project

Attended a variety of workshops, forums, round-tables and networking opportunities and learned how to:
LEVERAGE VIDEO by creating YouTube and Web-based video and student spotlights, partnering with media, and the right equipment to use for editing, etc. TALK TO REPORTERS how to provide exciting and relevant quotes by college experts and how to respect FERPA regulations when interviewing students. Also learned what reporters are looking for, what makes a great story, and when is a great time to turn presentations into stories in media, along with tips on how to build relationships with media representatives, reporters, etc. CREATE AN "OVER 30" AD CAMPAIGN utilizing radio for saturation and TV remnant space for stretching budget. SOCIAL MEDIA CAMPAIGN incorporating Pinterest, Facebook, YouTube and Instagram, tracking referrals to website and how to

Describe how you will apply your experience to further the College's mission to provide quality post-secondary education.

I will share the excitement of new media by discussing with my department ways to incorporate Social Media campaign with a new "go forward" media campaign (TV radio, print, Social Media and video) and "agree to degree" initiative to help students a.) discover ways to make their life better through college, and b.) get the help they need while in college.

Describe how you will share your experience with your office, department, or the faculty/staff at large.

1. Hold Social Media brown bag lunch sessions to share information, policy and strategies for engagement.
2. Do a college-wide search for more compelling stories about faculty and students for sharing with media.
3. Discuss and strategize video stories with graphic designer/videographer and Web administrator.
4. Find out who knows TV/newspaper reporters and discuss how we can better connect with them.
5. Engage with Student Affairs colleagues to implement "Agree to Degree" program for new students at orientation and throughout the retention process.

Signature of Grant Applicant

Date 5/15/2013

Staff Development Committee's Actions
☐ Accepted ☐ Not Accepted

Chair, Staff Development Committee

Date

Created 12/13/12