### Part I. General Information

**Unit, Department or Program:** Natural Science Dept./ ASC Plant Biotechnology

**Type of request:**
- Health and safety positions
- Program improvement equipment
- New program operating recruitment/marketing
- Facilities, R&M other 1
- Other other 2

**Alignment with Strategic Plan:** UH Strategic Outcome #1.2.4
(WCC Action Outcomes: 1.1 – 1.7, 2.1, 2.6, 4.1, 4.5, 4.7)

**Resources requested:**

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health and safety positions</td>
<td></td>
</tr>
<tr>
<td>Program improvement equipment</td>
<td></td>
</tr>
<tr>
<td>New program operating recruitment/marketing</td>
<td>$1,500</td>
</tr>
<tr>
<td>Facilities, R&amp;M other 1</td>
<td></td>
</tr>
<tr>
<td>Other other 2</td>
<td></td>
</tr>
</tbody>
</table>

**Total:** $1,500

**Date of request:** 11/8/10
**Date required:** Fall 2010
**Start date:** ASAP

### Part II. Narrative - Description and Rationale (do not exceed space provided)

**Why is this request important?** (what are the most important reasons for this request)

Active marketing is necessary to attract students to enroll in the Plant Biotechnology program. This program offers excellent career pathways, guaranteeing high paying jobs and transferable credits to higher institutions.

**Descriptive Summary of the Request** (provide a summary of the resource request)

Marketing tools such as newspaper advertisement, TV, Windward Malamalama, Ka ‘Ohana, websites, flyers, posters, Power Point presentations, special student activities and exhibits and class/school visitations have to be done more frequently and effectively. It is suggested that meetings should be arranged with the administrator, marketing committee, counselors and program coordinator to discuss and coordinate a better way to encourage high school and freshman college students to take classes offered in the program and to receive the certificate.

**Rationale for Request** (how will the request benefit the unit, department, program or institution;)

With rigorous marketing efforts, it is expected to double or triple student majoring in Plant Biotechnology.