

## **External Affairs and Relations**

**Prepared by: Thatcher Moats**

### **PALAMANUI**

In the past month (approximately Feb. 8-March 8) the Office of External Affairs and Relations helped with the promotion of Hawai'i CC – Pāalamanui's two major events, the Moku Ka Piko ceremony and the Open House and Grand Opening Celebration.

This included promotions in advance of the event with radio ads, print ads in newspapers, production and distribution of flyers, creating a web presence, and using social media.

It also included coordinating coverage of the events in the media before and during the events, and providing in-house coverage of the events, plus follow-up distribution of press releases and photos and posting of web stories and social media.

### **HAWAI'I CC DAY**

We helped prepare for, promote and provide media coverage for the 3<sup>rd</sup> Annual Hawaii CC Day. This included press release, social media and inviting dignitaries and coordinating their presence on campus. Continuing to do follow-up to gather and distribute photos and video.

### **PALAMANUI MARKETING PLAN**

Worked with UHCC system office to develop a marketing plan specific to Pāalamanui. It's in draft form; will be continuing to refine.

### **LIVING 808**

Helping to coordinate a Hawaii CC presence on Living 808, a local daytime show on KHON. We have identified a Palamanui student to appear on the show on March 16 in Honolulu, and over the next week will be continuing to coordinate this.

### **WHAT'S COMING UP for EARO:**

- Preparations for the Merrie Monarch Parade.
- Promotions for Express Admissions Day.
- Promotions for Fall 2016 enrollment,