Marketing and Recruitment: At UH Hilo they go hand in hand

by Aaron Hamasaki

The marketing at any institution of higher learning is always an important factor. An effective campaign to attract and enroll students is essential to maintaining an upward trend in the student population. Like any business venture, the University of Hawai‘i at Hilo must identify its target population, develop strategies to attract that population, and maintain that consumer base, once it has been established.

Dr. Robert King, heads the collective efforts of several offices, including Admissions, Media, University Relations and the Vice Chancellor of Student Services. Their responsibilities include the development and implementation of new and promising marketing tools and recruitment activities. “Our objective is to offer students a quality product, with more services and a stable environment,” Dr. King said.

Improving quality is an ongoing process, while additional services may come about when UH Hilo’s enrollment reaches 5,000. That goal, contained in the UH Hilo Strategic Plan is expected to be reached by the year 2007. “It’s an efficient size with other universities, but not so big that you sacrifice individualized attention,” Dr. King said in explaining how the figure was chosen.

The body which helps determine what type of students are chosen to attend the university is the Faculty Admissions Committee. The committee, chaired by Dr. Terrance Jalbert, Assistant Professor of Finance, and comprised of various faculty, makes recommendations to the Dean of the College of Arts and Sciences. By carefully analyzing quantitative data including test scores and first-year grade point averages at UH-Hilo, the committee helps determine the admission requirements for prospective students. “We look back at freshmen that we have admitted and decide how successful they were,” Dr. Jalbert noted.

Most students would agree that one of UH Hilo’s main selling points

SPOTLIGHT

McLean’s Mission: Acquire more funding

by Aaron Hamasaki

As a state-run institution, the University of Hawai‘i at Hilo is all too familiar with the budget cuts and belt-tightening brought about by fluctuations in the state’s economy. Some want more programs. Others favor structural improvements. Still others feel more scholarships should be made available. So how do you produce more benefits without additional funding from the state? That’s where Stephen McLean, UH Hilo’s new Director of Development comes in.

McLean is responsible for the development and implementation of forward thinking fundraising designs for the university. His direct involvement and initiatives over a 30 year period have helped channel millions of dollars into universities nationwide through gifts and donations from the private sector.

“Fundraising is for the extras,” McLean explained. “It cannot be used to pay bills or to keep the lights on. But private funding is the difference between something good and something special,” McLean added.

McLean is wasting no time in trying to make UH Hilo “something special.” Although he’s
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is its location.
Aside from its beautiful tropical setting are other consider-
ations such as a more intimate learning environment and
unique natural resources.
“Mainland students who enroll here like Hilo because
they prefer a smaller environment in a less populated, out-
door setting,” said James Cromwell, Admissions Coordina-

tor. The school’s mission is an-
other selling point according
to Cromwell. “Our primary
purpose is to inspire creative
and critical thinking in every student through personal in-
tervention, research and ap-
plied learning,” he added.
Admissions takes a very active
role in the recruitment of new students. In 1998, the office
mailed information to approximately 20,000 people.
Other prospective students are contacted through college fairs and high school visi-
tations on the mainland and within the state.
“We target areas in relation to the mission of the univer-
sity,” Cromwell said. “Hawaii is divided into market zones
by county, and O‘ahu with 75% of the state’s population is of
course, the largest,” he added.
O‘ahu graduates over 10,000 high school students each
year. Yet only forty to seventy students actually choose to
enroll at UH Hilo. Some blame the apparent lack of interest
during tough economic times, and DeMello is
working hard to make sure that trend continues.
“There are dollars moving through the process for Special
Education and Counseling Psychology degrees,” he said.
DeMello is also keeping an eye on House Bill 1683, which
would allow UH Hilo to provide incentives for attracting
high-tech firms to the university’s research park. That would
fit in nicely with the long range objective of establishing
UH Hilo as a source for developing a high-tech work force.
As you can see, marketing and recruitment go hand in
hand and requires the active involvement of several parties.
Increasing enrollment is no small task, but one that must be
accomplished in a manner that will meet the university’s
goals while preserving its academic integrity.

DeMello

Upward Bound alumnus Adams Agtarap addresses Big Island High School Students during TRIO Day activities at the UH Hilo campus.

Seventy students from Big Island High Schools celebrated TRIO Day, February 19 on the University of Hawai‘i at Hilo campus. TRIO pro-

grams, which provide educational op-
portunities are legislated by the Higher Education Act of 1965
and funded by the U.S. Department of Education.
UH Hilo has three TRIO programs: The Upward Bound Clas-
sic Program, Upward Bound Mathematics,
and Student Support Services. Two other programs serving individuals from 12 to 29 island wide are Hawai‘i Commu-
nity College’s Talent Search and the Kamehameha Talent
Search. Together, Big Island TRIO programs serve 1,500 low
income individuals.
The term TRIO refers to the original three programs: Upward Bound, Student Support Services and Talent Search. Since 1965, the Educational Opportunity Center and the
Ronald McNair Post-baccalaureate program have been added. Nationwide, more than 1,700 TRIO programs serve 200,000
economically disadvantaged individuals who are first gen-
eration college students. Individuals with learning or physi-
cal disabilities are also served by TRIO programs.

During this year’s TRIO Day celebration, students re-
ceived congratulatory letters from Hawai‘i’s Congressional
delegation in Washington D.C. Mayor Stephen Yamashiro
also read a proclamation honoring TRIO programs and

talked about his own educational experiences. The Mayor
told the group that he was not a very good student in high
school and had to struggle to receive his law degree.
Lorraine Sonoda-Fogel, a local physician and Student Support Services alumnae, spoke to the students about over-
coming life’s barriers in order to achieve one’s dreams.
Sonoda-Fogel lived in a housing project in Oahu and dropped out of high school at the age of sixteen. Adams Agtarap, an
Upward Bound alumnus, addressed the group about pursu-
ing educational goals. Agtarap, who was raised by his father
since the age of two graduated from UH Hilo with a double
major in Psychology and Criminal Justice.
Admissions Coordinator Jim Cromwell rounded out the
day with a presentation to high school juniors about attend-
ing UH Hilo. Seniors heard from Tami Moikea, who talked about her experiences as a UH Hilo freshman, while the
others received a campus tour from UH Hilo students Allan
Sebastian and Brandon Inouye.

Students gave the university high marks in terms of facili-
ties and environment. Many were impressed with the
friendliness of the campus and said they now feel more
comfortable about participating in this summer’s six-week
residential program.

Hawaiian Language College/Student Services Dean get new names
The University of Hawai‘i at Hilo’s Hawaiian Language College has been renamed Ka Haka ‘Ula O Ke‘elikolani.
The name translates as “The Venerable Standard of Ke‘elikolani,” in honor of the 19th century Hawai‘i Island princes
who was an early advocate for traditional Hawaiian methods of education and a primary force for perpetuation of the
Hawaiian language.

As Governor of the Big Island during the mid-1800’s, she is credited with using her mana to intercede with the
goddess Pele and stop an 1881 lava flow in the vicinity of the UH Hilo campus. UH Hilo students annually march in
Ke‘elikolani’s honor during the Merrie Monarch parade in Hilo. The official renaming of the College was approved
by the University of Hawai‘i’s Board of Regents at its February meeting in Honolulu.

“The name change is a fitting tribute to this great ali‘i whose life and principles have become the venerable standard
we seek to emulate,” said Dr. Kalena Silva, Director of Ka Haka ‘Ula O Ke‘elikolani. “The contributions Ke‘elikolani
made to the retention of the Hawaiian language, culture and education during her time are most worthy of the
recognition we give her now,” Silva added.

In another change affecting UH Hilo, the regents retitled the dean of student services position to vice chancellor for
student affairs. The new name brings the office in line with the titles of other cabinet level positions and reflects the
scope of duties.
UH Hilo site of Island Science Conference

The University of Hawai‘i at Hilo Chapter of Sigma Xi will host the 1999 Big Island Science Conference April 15-17 at the UH Hilo campus. Oral and poster presentations of original research by high school and college students, UH Hilo faculty and other scientists from around the Island will be featured during the three day event. The opening day session begins Thursday, April 15 at 1:00 p.m. in the UH Hilo Campus Center, Rooms 306-307 and will include sessions on VOC along with an evening presentation on the latest findings from local observatory scientists. Other sessions during the conference will focus on terrestrial, marine and aquatic biology. The conference will shift to Westworth Hall on Saturday, April 17 where the morning session will focus on geography and the biology of lava caves. The conference will conclude with an afternoon session on science education co-sponsored by the Hawai‘i State Teachers Association.

"This is a very prestigious event which brings together the Big Island Science community," said Jene Michaud, Chair of the Big Island Science Conference. "It’s a great opportunity for colleagues to share their research with one another and for the public to learn more about some of the exciting scientific developments taking place in their own back yard," Michaud added.

The event is free to students and members of the public who simply wish to observe the proceedings. Those who wish to participate by obtaining a program and a copy of the proceedings will be charged a $32 registration fee. For more information, call 974-7411.

1999 Pac Rim Exhibit

The 1999 Pacific Rim International Print Exhibition drew a variety of visitors to the Campus Center Gallery during February and March. The exhibit featured 59 prints by 40 artists from 9 countries.

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UH Hilo geographers wow em at international gathering

It seems safe to say that the faculty and students of the University of Hawai‘i at Hilo Geography program made an impression on the participants in last month’s annual conference of the Association of American Geographers (AAG) in Orlando, Florida. Six UH Hilo Geography presentations, sponsored by the UH Hilo Student Association (UCHSSA) attended the international conclave March 22-26 at the Hilton Hawaiian Village, which attracted more than 4,000 geographers and environmental scientists. Students attended plenary and specialized sessions, met important scholars and professionals in their fields, and listened to academic and professional geographers discuss aspects of our changing earth.

The session was also attended by faculty members, who played key roles. Sonia Juvik presented a paper on “Post Plantation Land Use Policy Changes in Hawai‘i,” Jim Juvik delivered a unique and comical look at “Lawn Art in Hilo,” and Tom Paradise led discussions in the “Weathering and Geomorphology” sessions and participated in the Geomorphology/Specialty group administrative meetings.

Conference participants and visiting dignitaries also enjoyed Thursday trip to observe the “Geography of a Volcanic National Park,” organized and hosted by Paradise. The one day trip included an early flight from Honolulu to visit Park Headquarters, and tour Halema‘uma‘u Crater, Kilauea Caldera, Pu‘u ‘O‘o’s Chain of Craters Road, the Thurston Lava Tube, and a hike across the flows of Mauna Ulu to the Pu‘u ‘O‘o overlook at Pu‘u Huluhulu.

The final trip of the conference was a two day tour of “The Big Island’s Unique Ecology and Climatology” hosted by Jim Juvik. The around the island trip included a visit to the Mauna Loa Observatory (MLO), which is one of the world’s leading Climatological research laboratories. A familiar sight was the big blue ATLAS of HAWAII book which the UH Hilo Geography Department edited and produced for the State and Pacific area. The publication could be seen carried between sessions, under the arms of participants and banquet in the back seats of parked rental vehicles on grounds of the Hilton. Its just one more reason participants will remember the important role UH Hilo played in making this year’s conference a success.

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lived in Hilo for slightly more than a month and has barely finished unpacking from his former home in California, McLean has been actively reviewing and compiling a catalog of needs for the various programs on campus. This catalog has become one of McLean’s most important companions in his quest to locate monies by serving as a resource that defines the school’s needs and offers prospective donors the opportunity to choose how to make the most effective use of their gifts.

“When you catalog projects, you have to look at potential sources of support,” McLean noted. “What I’m looking for are the projects that are achievable and will produce the biggest overall benefit to the entire university,” he said.

The process begins with the identification of a prospective donor. McLean then has to contribute as much information as possible to the donor’s decision making process. His aim is to make sure the donor’s investment is meaningful to him.

"I’m nowhere without accessibility," McLean said. Accessibility provides the prospective donor with the opportunity to evaluate the needs of the university and to decide with McLean’s help how the donation can be put to the best use. “This involvement process starts to build a life of its own by attracting others. Once somebody sees some leadership in that area, others follow and you begin to build a base over time,” according to McLean.

He also notes that a donor’s investment can create a personal sense of value or responsibility. Once someone invests their time and /or money in an institution they have a tendency to continue that practice and maintain the relationship.

"I’m the person who gives the money which the university has to do with who gets the money. For example, corporations will likely direct their resources to programs that relate to their own type of operation. There are also foundations, which are established to pursue a specific mission. These organizations are more likely to fund specialized programs or front resources for them. McLean’s challenge is to try and match the projects with the foundation in that area.

McLean was hired at UH Hilo following an extensive nationwide search. He arrived at UH Hilo with a solid track record of building successful fundraising programs at several other schools. At one of his former posts, McLean served as part of a 100-member fundraising team. Despite making important contributions, he wanted to play a more meaningful role and that was one aspect of the UH Hilo job that he found appealing.

"I feel that what I do here might have a far greater impact than it would elsewhere." McLean said. "I have to go to work every day and want to feel that I am accomplishing something more than just making it through," he added.

(UH Hilo is proud to be a part of this community and we want to do our part to help improve the quality of life," said Chancellor Dr. Rose Y. Tseng. “I urge all the members of our UH Hilo family to support this worthy cause,” Tseng added.

The campaign is part of the Hawai‘i Island Food Bank’s 1999 “Hunger Relief” Food and Fund Drive. It is supported by the Rotary Clubs of Hilo, Hilo Bay and South Hilo, in partnership with the Hawai‘i Tribune Herald and Bank of Hawai‘i.

UH Hilo joins Food Bank fight against hunger

The University of Hawai‘i at Hilo is participating in the “Fill a Bag, Feed a Family” campaign, which began March 15 and runs through April 17, 1999. Faculty, staff and students are urged to fill a bag with non perishable food items and drop them off at the Office of University Relations (College Hall 9 or the Administration Building) or contact Drive Coordinator Walter Dudoit (974-7642/7501) to arrange a pick up. Monetary contributions will also be accepted.

If past history is any indication, UH Hilo is counting on to generate outside funding. The university’s annual budget is determined by the State Legislature, but for the most part, its just enough to get by.

Stephen McLean is not satisfied with just getting by. He’s a man of action who wants to see the university grow and realize its potential. If past history is any indication, UH Hilo can look forward to making the transition from something good to something special.

Interim Vice Chancellor for Student Affairs, Gai Makiakane-Lundin, Director of Development

Stephen McLean, Chancellor Dr. Rose Tseng, and Drive Coordinator Walter Dudoit kick off UH Hilo’s on-campus food drive.

Its that kind of spirit and determination that UH Hilo is...
Rick Castberg, Professor of Political Science, attended the Asia Crime Prevention Foundation workshop on “The Role of the Prosecutor in the Changing World” held in Bangkok, Thailand from February 15 to 19. He presented a paper comparing the role of the prosecutor in common law nations with those in civil law nations, and served as discussion leader. The only representative from the U.S., Professor Castberg worked with prosecutors from China, India, Indonesia, Japan, the Philippines, the Republic of Korea, Sri Lanka, Singapore, and Thailand.

Marlene Hapai, Professor of Natural Sciences/Biology, served as coordinator and chief judge for the Hawai‘i District Science and Engineering Fair held at the UH Hilo Campus Center from February 20-20th. A Science Fair Fair participant herself in 1966, at the District Fair, she helped to revive the event in 1986 and has facilitated it between the DOE and the University ever since.

Immediately following the awards ceremony, Hapai was off to share her Insect Expertise at the Hawaiian Entomological Society Insect Expo held at the Ala Moana Hotel in Honolulu on February 23rd. There, she worked with 650 students in grades 2-6 on the topics of Insect Friends and Foes and later assisted UH Manoa Entomology graduates in various insect activities.

Bob Watson, Assistant Professor of Political Science, has received a contract for his book titled “The President’s Wives: Reassessing the Office of First Lady.” The book will be published by Lynne Rienner Publishers and will be out in either the summer or fall. Watson presented a paper at the Southwestern Social Science Association Conference in San Antonio, held from March 31-April 3, 1999. His paper was entitled “The White Glove Pulpit” and analyzed the role the first ladies play in presidential policymaking, comparing the approach to the presidential bully pulpit. He also published an essay on the civil rights movement and the Congress on Racial Equality (CORE) for the book The Sixties in America (C. Singleton, Editor, published in April by Salem Press) and had two book reviews published this spring.

Tanya Fusco Johnson, Assistant Professor of Sociology, is the Editor of a book just published by Greenwood Publishing Group called the “Handbook on Ethical Issues in Aging.”

EIGHTEEN AUTHORS from multidisciplinary settings have given four perspectives on those ethical issues which older adults and their families as well as caregivers face on a daily basis. They fall within the context of abuse, neglect, dementia, intergenerational equity, end of life decisions, etc.

The book is both a source on the history of changing definitions in the area of ethical decision-making and a resource for ways to address concerns and dilemmas in the next century. (Pua Evans, a recent Sociology graduate has served as the Research Assistant on this project.)

Manu Meyer, Assistant Professor of Education, delivered a presentation on the “Aculural Assumptions of Empiricism” to the International Indigenous Scholars Conference held last month at the University of Alberta in Edmonton, Canada. More than 100 indigenous scholars from around the globe participated in the four day event.

Walter C. Dudley, Professor of Oceanography and Director of the Kala‘au Marine Education Center has been working on two television projects related to tsunami that feature the Pacific Tsunami Museum in Hilo. A special scheduled for airing on the History Channel April 6th, will tell the story of how destructive tsunami waves impacted east Hawai‘i and changed the history of Hilo and Laupahoehoe. The second special, scheduled for airing in mid-April during Tsunami Awareness Month, is being produced by Kim Germain of KGMB News and will show rare film footage of the 1946 tsunami striking Hilo. The show will also tell the story of Marsee McGinnis, a young teacher at Laupahoehoe School in 1946. McGinnis, who was interviewed on videotape by Dudley and UH Hilo Instructor Mike Childers, was washed out to sea to be rescued hours later by her fiancé. The KGMB Special will also describe what preparations to take in order for the new tsunami.