LISTENING TOUR 2010: MEETING WITH THE INTERCOLLEGiate ATHLETICS ADVISORY COUNCIL  
SEPTEMBER 13TH 2010

This note represents a summary of the meeting held with the UH Hilo Intercollegiate Athletics Advisory Council (IAAC) on September 13th 2010 as part of the 2010 Listening Tour to prepare for development of the next UH Hilo Strategic Plan. The summary reflects the collection of individual comments made, not necessarily the consensus view of the entire group or the official view of UH Hilo. The order of the note may not necessarily reflect the order of the discussion.

Strengths of UH Hilo  
The group identified the following as key strengths of UH Hilo:

- Location and environment  
  - Small community feel
- Diversity
- The university has a critical mass of people and histories that forms an important community resource
- Athletics has a strong identity at UH Hilo  
  - Division 2 school  
  - Good new logo
- Athletics has improved significantly over recent years  
  - But more needs to be done

Weaknesses of UH Hilo  
The group identified the following as key weaknesses of UH Hilo:

- Lack of clear university identity
- Ineffective communication  
  - There are so many good things going on at the university but the message is not getting out  
  - Need to develop appropriate communication strategies and utilize appropriate mechanisms for different groups (community, students, staff, faculty, age appropriate)
The university website looks better but still needs to improve

- **Location**
  - Although a strength in many ways, the location of the university is a particular weakness for athletics as it can be difficult to attract teams to Hilo due to cost.

- **Infrastructure and facilities**
  - Lack of student housing
  - No special events center – such a center could act as a focal point for university-wide activities and events, as well as community events
  - Poor facilities overall
  - UHH currently does not seem to have the procedures in place to make the meeting spaces it does have available to the wider community. If the university did this it would help further develop the university’s relationship with the community, bring more people onto the campus, and potentially bring in some revenue.

- **Support for non-traditional students**
  - There appears to be a current lack of support for non-traditional students. Given the general trend for an increase in this student group the university needs to respond to ensure that they get the support they need (e.g. computer skills training)

**Challenges for UH Hilo, Priorities for UH Hilo, and Appropriateness of the Current UHH Strategic Goals**
These questions were not asked of the group due to lack of time but members were invited to submit any comments on the current goals direct to the facilitator, Sián Millard at uuplan@hawaii.edu, or through the companion survey to the listening tour (www.surveymonkey.com/listening).