

Hawai'i Community College
Rural Hawaii

OUTREACH PLAN

STRATEGIES:

Produce monthly status reports	Keep Team informed
Developing toolkits	Increase number of press releases, Create collateral: Talking points, brochure, etc.
Producing website	Point of Reference to Resources; Attend events
Conduct training sessions & Educational meetings	Keep staff trained on UH System
Participate in community and business events	Attendance at Events
Author articles columns	Increase Press Releases; Community Calendars, etc.
Participate in radio talk shows	
Create Public Service Announcements	
Conduct speaking engagements	

COMMUNICATIONS

Annual Activities	Topic	Channel/ Outlet	Time		
				Notes	COMPLETE
Write/contribute to 2 local business blogs Blog #1 & #2	Blog #1: Condensed online courses (Feature participants)	Big Island news now	Fall 2014	Any	
*Publish local Press Releases	Fast Track online condensed classes @ HawCC	West Hawaii Today and Hawaii Tribune-Herald	June 2014	Discuss course design and certificates	
*Develop \ collateral with Rural HI initiatives	Toolkits, (ongoing)	Present, train and distribute to various stakeholders	6/2014 Updated 9/2014	Brochure, slick sheet, fact sheet, etc. and should include standard messaging about program, along with local program details and data.	x
Contact local reporters with 5 media announcements /press releases	Media Contact List: Please use for report purposes only; do not attempt to contact any of the media contacts. All of our written products should be vetted by Thatcher Moats. TY!	Karin Stanton, karin@hawaii247.com , Hunter.bishop@bigislandnow.com , emiller@westhawaiitoday.com , wht@aloha.net , dbock@hawaiitribune-herald.co , Colin Stewart: cstewart@hawaiitribune-herald.com , bigislandvideonews.com , davidcorrigan@bigislandvidonews.com , info@lava105.com , sherryb@lava105.com , sherryb@lava105.com , editor@bigislandweekly.com , Hadley Catalano, hadleycatalano@gmail.com , visa@hawaiiswave.com , newsdesk@bigislandnow.com , Dave Smith: dave.smith@bigislandnow.com , Baron Sekiya: news@hawaii247.com , news@kpua.net , rroberts@pacificradiogroup.com ,	June, July, August, October, December, Jan/February	Discuss progress and participant stories	x

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News Release #1	“HCC to offer new acceleration online classes in Fall”	See Media Contacts Above	6/5, 6/13, 6/18	Posted: KHNR, Big Island news now, HI Tribune, WH Today, NH News	
News Release #2	“HCC plans outreach for new online certificate programs”	See Media Contacts Above	9/28 9/23 9/30	Posted: West Hawaii Today http://westhawaii.com/news/local-features/about-town-9-28-14 Hawaii Tribune Herald http://hawaii-tribune-herald.com/news/community/hcc-plans-outreach-new-online-certificate-programs There's also this in UH News, in case that's useful... http://www.hawaii.edu/news/2014/09/30/hawaii-cc-holds-open-houses-for-new-online-certificate-programs/	
TV/Radio Placement #1	TV/Radio #1: Overall	Sherry Bracken on KHPR/KKOA/LAVA. KPUA, Pacific Radio Group, Hawaii Public Radio, Cox Radio,	Fall 2014	Record August 2014	

TV/Radio Placement #2	TV/Radio #2:	NaLeo	Spring 2014		
Earned Media: Secure 5 online/print placements (non-print ads)	Various	Various	Various	Could be tied to 1 event (note: press release placement after posting to PR)	
Print Placement #1	North Hawaii Kona Kohala Chamber	North Hawaii: Courses for Rural Communities	7/ 2014	Community Centers, Kona-Kohala Chamber	
Online/Print Placement #2	Kau	Working to bring classes to rural communities	7/ 2014	Community Center - Kau	
Online/Print Placement #3	Japanese Chamber of Commerce		7/ 2014	Newsletter	
Online/Print Placement	Success Stories	<p>Concept, copywriting, public ads</p> <p>West Hawaii Today, Hawaii Tribune Herald, Island Health, Big Island Weekly, North HI News, Kau Calendar, Hamakua Times, Paradise Post, health Journal of Medicine</p> <p>Big Island Reporter/Big Island Video News, HI Tribune Online (Leaderboard), 250x90 West HI Today, Facebook (Text Ads), Civil Beat, Hawaii Business.com, Honolulu Magazine.com, Star Advertiser.com, Honolulu Weekly.com., Kaleo.org., Biz Journals.com, Assisted by Thatcher Moat of HawCC Public relations</p>	<p>July, August, September</p> <p>September 2014</p>	Rural Hawaii Staff	
Online/Print Placement	To promote October 2014			HawCC Public Relations	

	public outreach events				
Distribute 1 monthly e-mail to stakeholders and partners in CRM	Contacts in database	eMail	Monthly (Start Fall 2014)	Rural Hawaii staff	
Regularly (1xmonth) update Facebook page	Info to prospective and current participants	Facebook	3 x's per month	With Rural HI news, intern stories, events, etc.	
Regularly (2xmonth) update website	Update as needed			Changes to courses, schedules, etc.	
Conduct 1 local reporter meeting	Editorial Meeting	West Hawaii Today / Hawaii Tribune Herald (consider statewide focus for Hon Advertiser)	Initial Meeting August 2014	Background or editorial meeting that may or may not lead to an article.	

News update #2	HawCC to offer new acceleration online classes plus some background information from the 2040 Hawaii Economic Forecast and the 2050 Hawaii Sustainability Plan	Big Island news now, West Hawaii/Hawaii Tribune Herald/HuffingtonPost Hawaii	August (need specific dates)		
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Media: Flyer distribution	Outreach material on upcoming informational events	Spring 2014 month of October	Flyer distribution down town Hilo to listed business locations: 10/07/2014 Orchidland Surf Shop Dragon Mama Futon Spencer's Health and Fitness
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			Garden Exchange Bueno Burrito Aloha Grown Kapoho kine Adventures Rainbow Jo Stella's Place Joy's Gift Shop Surf Break Café Paradise Restaurant Supply Rogue Surf Shop South Seas Tattoo Island Edges Beads Perfect HarmonyS-
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COMMUNITY OUTREACH

Phase One (JUNE 1, 2014 – JULY 15, 2014)

Primarily features a public awareness advertising campaign that aims to build a positive impression about the value of credentials and a vision for improved partnership with business and community.

Objective: Build baseline awareness

Strategy

- Inspire with a vision
- Set the stage for more specific information to come.
- Educate and empower community (participants)
- Ensure sufficient and relevant online info for people who want more details now.

Key Messages

- Rural Hawaii is helping to transform education and delivery
- To learn more, call (808) or email myfuture.edu

Implementation Summary

Advertising

Launch an attention-getting and vision-setting public awareness campaign to set the stage before a broader and more specific campaign in July.

- This illustrates the benefits of online and condensed courses leading to college credit
- The second concept showcases a participant at the center

Online

Add sections on existing Hawaii.hawaii.edu site for Rural Hawaii info

Phase Two (July 16, 2014 – August 15, 2014)

Expands on the general public awareness campaign. Phase Two works to educate community, key influencers, and interested parties. They will need the most information as they will directly influence the public with their connections to community and will need to answer most of the questions about Rural Hawaii offerings.

The stakeholders are diverse and broadly include members of the business community, community influencers and policy makers, and all residents.

Strategically, there are critical areas of focus for communications:

1. Build the case for online education
2. Connect when people are thinking about their education or career and reach them through those who most influence their lives (employers).
3. Engage influencers who can extend the reach of our message.
4. Reach a broad audience and build a meaningful level of awareness through advertising and proactive media relations.

Communications efforts will work in tandem with Rural Hawaii team, which covers the on-the-ground strategy. Elements of Community Engagement planning are referred to here where Communications will provide materials and support.

Strategy

- Ensure strong island-wide messaging promoting classes across all media and opportunities.
- Use credible and highly respected individuals to share and support the vision. Also share Hawai'i Island resident testimonials from relatable individuals.
- Build an extended set of distribution channels to share the message.
- Support critical on-the-ground outreach including talk story sessions and community meetings.

- Time key communications with the launch of the opt-out procedure so patients can take action ahead of the pilot.
- Anticipate negative opinions and perspectives. Monitor and defuse critics.

Toolkits

Fact Sheets	The primary piece for interested students and influencers
Benefits for Participants	Overview about overarching benefits of education/ credentials
Posters & Signage	Transforming Education
PowerPoint Presentation	Presentation tool with baseline information for general community audiences and flexibility to tailor for other stakeholder groups.

2014 OUTREACH CALENDAR

Overall Target or Aim	Activity	Success Criteria	Time scale Year	Resources required & lead responsibility
Educate Rural UH HI Staff	Provide training sessions to each Rural	All Rural HI Attended team training on processes	May 2014 & June 2014	Content review completed – Grace Funai Toolkits – Wil Tehero, Grace & Jessica

	HI team members			In-house training – Jessica Yamamoto/ Grace Funai
Continue to educate and engage campus faculty and staff members	Provide tool-kit and presentation Spoke with Josephine Mauga, Office Assisant to distribute info to Admin, Couseling, and Registrar. Presented at Student Services Meeting to explain certificate programs.	Ambassador base expands	July 14, 2014 - ongoing	Ambassador Toolkit – RH Team -Contact for RH1 team, provided outreach material of certificates.
	Update on RH programs	Met w/student Services and Counselors to familiarize them with RH programs.	West Hawaii CC - August 2014	RH Team provided outreach material and discussed in detail the programs and support services. Provided contact information for Coordinators. Presentation made by J. Paula, W. Mason, V. Rasgado, W. Tehero
CRM Members	Provide Targeted Emails that	Email checked regularly	Monthly start Fall 2014	Staff to Updates- RH Team

	contain updates (Mailchimp)	(report Mailchimp)		Combine content, input & Mailchimp – Jessica Yamamoto
Conduct 3 meetings with public official/local “thought influencer”	Transformation	Mayor's Office	July 15, 2014	Includes local and state public officials, and ability to share talking points in support of Rural HI Initiatives
Public Official Mtg #1 Continue to Educate and engage Businesses	Provide tool-kit, training and presentation	Ambassador base expands; help to deliver aims in strategy	July 2014 (TBA)	Jessica Yamamoto, RH Coordinators
Public Official Mtg #2 Educate & Engage Council Members	Provide presentation & Tool-kit	Community Liaison; expand ambassadors 6-members present	Start by July 23, end by August 30, 2014 July 8, 2014	RH Coordinators Jessica Yamamoto, RH Director Native Hawaiian Education Council - BI Council Members Carrie Kuwada-Phipps
Present to HI Island Rotary	Presentation/s	Reach 150 members	July/August 2014	Toolkits & Materials South Hilo (Hilo Hawaiian) July 24, 11:30am

				<p>Kona Mauka (Teshima's) July 24, 12:00p Pahoa (Luquins) July 24, 5:30pm Hilo Bay (Yacht Club) July 25, 6:45am North HI (Daniel Thiebaut Restaurant) July 25, 12pm Volcano (Kilauea Military Camp) July 26, 7:00am Kona (Royal Kona Resort) July 26, 12pm Hilo (Hilo Hawaiian) July 27, 12pm Kona Mauka (Teshima's) October 21, 12 pm</p>
Conduct 2 meetings with local trade organizations	Courses	Japanese Chamber of Commerce		Includes leadership of key trade organizations to ensure partnership and understanding of Rural Hawaii work; 1hr 15 min Presentation (25 orgs and individuals)
Conduct meetings with local trade organizations to share Certificates JCCIH, HI Island Chamber,	Presentation/s (Updates/ New)	Reach 50 organizational leaders	August - November	Toolkits & Materials Responsible: Jessica, RH Coordinators

BIWC, HIHA, GHome, Others				
Unions	Presentatio n/s One on one site visit w/UPW, HGEA, ILWU, Laborer's Union, HSTA	TBD Promote RH programs. 2 staff members present at each site	August 2014 – September 2014 July 7, 2014	HSTA, UPW, ILWU, HGEA, Police (SHOPO), Fire – Rural HI Staff TBD RH Program outreach material provided. condensed presentation made on all programs. W Tehero
Presentati on to Workforc e Developm ent and WIA represent ative	Presentatio n - WIB members Presentatio n to WDD staff - West Hawaii io	Promote RH programs. 7 - members attended and shared contact information . 5-staff members present	Hilo - 7/23/14 West Hawaii - 7/10/14	RH Program outreach material provided. Presentation made on all programs. RH Coordinators
Present & Engage KIAA (members)	Presentatio n & Partnershi p for disseminat	25 small business owners	By July 20, 2014	Toolkits & Materials RH Coordinators

	ion of materials			
Present to Other Business Entities/Organizations	Presentations	Reach 25 small business owners 9-interested attendees 50 - attended	July 8, 2014 25 - attended Aug 13, 2014 Sept. 2, 2014 Sept. 26, 2014	ACF Chef's organization Mtg. KKCC Education Committee, Aug 13, 11:30 Kona Executive Association Sept 2, 7:30 a.m. King Shops Waikoloa Tenant Meeting, Sept. 26
Present & Engage Lions (members)	Presentation & Partnership for dissemination of materials	75 Lions	August 2014	Hilo Waiakea , Akaka Falls , Kohala, Kona – (Teshima's) Aug 20, 7pm, Mauna Kea – (BI Vision Center) – Aug 12, 12pm – Jessica, Puna – (Pahoa Neighborhood Facility) – Aug 6, 7pm – Waikoloa – (B.Paradise B&G) – Aug 7, 6:30pm
Present to other Community/Non-Profit organization	Presentations	Reach 6 Organizations and their members 3-staff members	July 16, 2014 July 7, 2014	Family Program July 16 Hui Malama Ola Na Oihi (Hilo)

	Presentatio n to staff	15 - attended 3 - staff members attended 2-staff attended 20 - atttended / 14 - interested attendees	Aug 1, 2014 Aug 25, 2014 Sept. 26, 2014 Sept 29, 2014	Hui Laulima (Kona), Aug 1, 10:30 a.m. Hui Malama Ola Na Oiwi Aug 25, 9 a.m. (Kona) 2014 Goodwill (HIlo) Sept. 26, 9:15 a.m. BISAC (Hilo) Sept. 29, 9:30 a.m. 14- shared contact info
Raise awareness	Hold meetings on topic areas that	TBD	As needed	RH Coordinators Toolkit
	Identify key Spokespers on/s Derek Kirisu			Derek Kirisu – Highlight classes
Participat e in Communit y/ Business Expos/Fai rs	Information al booth/displ ays	Participate in 6 Community /Business Expos/Fairs 7/18 - 100 attended 8/23 - 25-attended /	June - November July 18, 2014 Aug 23, 2014	KKCC Business Expo (Four Seasons Resort) June 27, 9 a.m. Waimea Small Business Expo (Kanu O Ka Aina) July 18, 10 a.m. 2014 Wellness Fair (Kealakekua Ranch Center), Aug 23, 10 a.m.

		<p>3-interested attendees</p> <p>9/13 - 100-attended / 2-interested</p> <p>9/20 - 150-attended</p> <p>9/20 - 60-attended 9-interested attendees</p> <p>9/27 - 100 - attended / 7 - interested</p>	<p>Sept, 13, 2014</p> <p>Sept. 20, 2014</p> <p>Sept 20, 2014</p> <p>Sept 27, 2014</p>	<p>“Building Community” home Expo</p> <p>Hilo All Nations Pow Wow</p> <p>Ka‘u Coffee Run 9/20/14</p> <p>Wili Wili Festival</p>
Table/Exhibit	lilikoi Festival attendees	500+ through door	October 25, 2014	Eleven People were interested and signed for more information and on applying
Present & Engage Community Association	Presentation/s	Reach 100 Individuals & add to community engagement list	Start September 3 & complete by October 15, 2014	<p>Administrative Assistant – TBD (Scheduling for Staff/CE)</p> <p>Ainaloa, HPP, Leilani, Nanawale, Hawaiian Shores – RH Coordinators</p> <p>Fern Acres, Hawaiian Acres</p> <p>Keaukaha, Kulaloe Kolea, Waikoloa Village</p> <p>Pu‘u Anahulu, Ocean View, Kona Palisades Naalehu</p>

<p>Community Assoc. Engagement</p>	<p>Presentation</p>	<p>One on one discussions with members. Build interest in RH programs.</p> <p>8-board members attended</p>	<p>Hawaiian Acres Community Association July 2014. 30 attendees 6 - interested attendees</p> <p>Keaukaha Community Resource Center 7/16/14</p> <p>Nanawale Community Assn. July 2014</p> <p>Sept. 15, 2014</p>	<p>Presentation on RH Programs. Provided outreach material. Collected information for follow up communication. Presentation by Wil Tehero Business Coordinator</p> <p>Volcano Community Assoc. presentation by W Mason</p>
<p>Present & Engage Faith Based members and organizations</p>	<p>Presentation/s</p>	<p>Reach 500 members</p>	<p>October & November 2014</p>	<p>New Hope (waiakea, puna, keaau), Haili, Puna 7th day, Sure Foundation, Puna Hongwanji Temple Center for Spiritual Living (Puna), Lighthouse Baptist (Ocean View), Naalehu Assembly of God</p>

				<p>Puna Congregational St. Joseph Church Puna Covenant, New Hope Volcano Kinoole Baptist, Hilo Missionary Church, Hilo United Methodist, The Berean Bible, Aloha Chapel, New Hope (Hamakua, Kailua), Honokaa United Methodist, Aloha Baptist, Honokaa 7th-day, Church of Jesus Christ, Calvary Chapel Hamakua New Hope (East HI, Hilo) Solid Rock Ministries Puna Church on a Sure Foundation</p>
				<p>Need more dissemination of social media/directory cards (bulk in toolkits for dissemination)</p>
				<p>RH Coordinators</p>
Continue to improve online/	Ongoing marketing	Improve web traffic & directory listing	Ongoing beginning July	

web-based resources, CRM		Add to database (200+)	End November 2014	
Continue to maximize opportunities to improve awareness @ events		3000+ residents (families, teachers, community members)	ON-GOING OUTREACH	
Events	Attend Public Events & collect names for CRM Hold Open House Event	Disseminate to 50 individuals per event Improve database by 200 before October 2014	Monthly (1) 7/22 HawCC Campus 7/24 West HI Center	Spring Health Fair & Celebration, Kona Family Fun & Health Day, Kona “Ladies night out”, Big Island Farm Fair, *Events are often cancelled by organizers. We intend to participate in 1 per month.
Provide opportunities for communities, groups, businesses and others to request presentations	Advertising & Phone number	Requested to speak at 1 event/engagement per month	July 15 – Ad Launch (Continued throughout project period)	Campaign to encourage calls to request information or request attending an engagement
Present to Local	Share informatio			Savio Realty, Hawaiian Springs Water, Pahoa

<p>Businesses</p>	<p>n on RH Certificates</p>			<p>Farm and Feed, The Employment Experts, Pacific Floral Exchange, Kona-Kohala Chamber of Commerce, Mauna Kea/Hapuna Prince Resort, Fairmont Orchid, Montessori Country School, Rozett's Nursery, Big Island Pet Care Center, True Value Hardware Orchid Land, Pahoa Fresh Fish, Malama Market, Island Cold Storage, Paradise Business Center, Rider Levett Bucknall, Safeway, Target, Fun Factory, Ross's, HR Works, Island Naturals,</p>
<p>Presentation to Local Businesses</p>	<p>Met with Management to present educational opportunities for employees</p>	<p>Promote employees participate in online classes. Take advantage of tuition assistance provided by businesses.</p>	<p>7/16/14 - Target 7/28/14 - Starbucks 8/29/14 -PACBLU</p>	<p>Provided RH Certificate Brochures and additional information for support services offered by RH. Onsite Q&A with management provided by W. Tehero and W Mason.</p>
<p>Presentation to Community Group</p>	<p>Presentation to school Administration and Parents</p>	<p>Build awareness about the Certificate Programs and innovative</p>	<p>9/25/14 25 - attended</p>	<p>Waikoloa Elementary School PTSA . Presentation by C Kuwada-Phipps</p>

		<p>online courses.</p> <p>27 - members 5-board members 632-members emailed newsletter which included RH program info</p>	<p>9/20/14</p>	<p>Cooper Center - Volcano W Mason</p>
<p>Promote student enrollment. Promote Certificate Programs</p>	<p>Info Table set up to share RH Certificates</p>	<p>Build awareness with students about the Certificate Programs and innovative online courses.</p>	<p>8/25/24 & 8/26/14 East Hawaii Campus 10- students 9/15/14 East Hawaii Campus RISO Event 84 - students</p>	<p>RH Certificate Brochures and information for all RH programs made available. Support provided by W. Tehero and W Mason</p>
<p>Promote student enrollment - College to Career Internship Program</p>	<p>Tables set up 1st week of school advertising Internship Program</p>		<p>8/25/14 & 8/26/14. East Hawai'i campus 8/27/14 - West Hawai'i campus - exact</p>	<p>Table with information on Internship program and support career services by College to Career staff</p>

			dates to be verified upon approval	
Veteran Event	Outreach event to local veterans both students and non-students promoting RH1 support services increase veteran participation	Michele' & Jan to host - RH1 staff to assist	Thursday 8/28/14 from 8am - 12pm Location: 385A classroom	Maricar to present info on Hilo Vet Center resources. RH1 staff to introduce services, classes and Internship/Career services
Veteran Event	Outreach event to women veterans in order to promote RH1 certification courses.	3 - interested attendees Billy and Will	Women's Vet Center Event at the Pohakuloa Training Area 8/16/14 10am-4pm	Maricar is the coordinator for the event. Final approval to attend pending.
Veteran Event Talk Story Session	Hosted 1st "Veteran Talk Story" session	Michelé & Jan	Kaneikeao 9/19/2014 2pm-4pm	Hosted by Jan & Michelé - 1 participant stopped by.

We	<p>Presentation to Staff members on all RH Programs.</p> <p>Table Exhibit</p> <p>Info gathering</p>	<p>Network with staff members in an effort to spur collaboration 4 - interested attendees</p> <p>Meet with women veterans. Promote online courses.</p> <p>How to build a on-base class for military personnel and families</p>	<p>7/24/14</p> <p>Pohakuloa Training Area 8/16/14 2 - interested attendees</p> <p>9/30/14</p> <p>10/31/14</p>	<p>Presentation and outreach material provided. Q&A session with staff. RH Coordinators.</p> <p>Outreach material provided for all programs. Collected information for follow-up. Invited by Maricar Souza Veteran Center Coordinator.</p> <p>Discussed how to proceed with serving current National Guard and Army Reserve soldiers on base.</p> <p>Dropped of Surveys for Data Collection. Waiting for MOU Template from Captain Todd Uyetake. Invited to HawCC to West Hawaii Armory.</p>
West HI meeting w/National Guard	Meeting and Presentation	2-staff members	9/4/14	Discussed how to proceed with serving current National Guard.

<p>Engage and educate community members of College to Career services</p>	<p>Presentations to iCan classes located in Hilo</p>	<p>Audience interest in services offered</p>	<p>07/14</p>	<p>Invited by Estee and executed by Michele and Jan</p>
<p>Engage and educate community members about Certificate Program</p>	<p>Presentaion to ICan graduating class iCAN math class students</p>	<p>Shared online accelerated courses and Certificate Program 40 attended / 7 - attendees interested</p>	<p>9/25/14 10/27/2014</p>	<p>Presentation made by W Tehero. Provided outreach material to all graduates. Made outreach material available to audience. Presented to iCAN math class the RH1 certificates. Five Students signed up for more information.</p>
<p>Extend services to rural areas, engaging and educating members of those communities</p>	<p>Presentaion to Ka'u Rural Health Communities and iCan Classes</p>	<p>Audience interested in services offered and possible site referrals given</p>	<p>9/16/14</p>	<p>Invited by Ka'u Rural Health Communities Association Executive Director Jessie Marques. Presentation done by Michele and Jan</p>

Educate current HawCC students of College to Career Services	Presentation to Juvenile Justice Class	14 students attended	9/19/14	Invited by lecturer R. Vincent. Presentation by Jan
Educate current HawCC students of College to Career Services	Presentation to Current Issues AJ Class	10 students attended	9/29/14	Invited by D. Madrid and referred by R. Vincent. Presentation by Jan and Michele
Public Outreach Event Waimea	Presentation to attendees	four people present	October 14, 2014	RH1 presented at Keck Observatory office in Waimea. Six attendees.
Public Outreach event Honoka'a	Presentation to attendees	Five people in attendance	October 21, 2014	One attendee applied for business
Public Outreach event Hilo	Presentation to attendees	Five people in attendance	October 23, 2014	Six people in attendance. Two applied for business and two applied for GIS Hybrid course
Public Outreach Event in Puna	Presentation to attendees	Four People in attendance	October 24, 2014	Four people in attendance. Unavailable wifi. One AEC interested and two Business certificates for VOA and VOA/Entrepreneurship

Public Outreach Event in Kailua, Kona	Presentation to Attendees	23 people in Attendance	October 28, 2014	Signed 7 people to our innovativ online programs.
Governmental Agencies	Presentations	Build working relationships with County Planning, County office of housing and community development, Varying county district offices,	Work with Officials to speak at public forums. Research Planning Department projects by 8/15/14	Coordinators should be familiar with the political landscape of all nine districts and State Agenciesto seek out and find ways to discuss our certificates for economic prosperity.
Big IslandWorkorce Connection Job Fair	Table exhibit	Meet Job Seekers and employers from East Hawaii	10/29/2014	27 people signed our sheets for interest in HawCC. More than 500 walked through the door according to State workers.
Non profit Social Services	Presentation	New Student Enrollments	Arrange to speak at monthly board meetings and public events on a regular monthly basis beginning 8/15/14	Contact public and or educational outreach Directors to establish working relationships

COMMUNITY ENGAGEMENT SUPPORT

We recognize that the staff alone cannot achieve the ambitions in this strategy. Everyone has a part to play in making this Community Engagement Strategy work, particularly:

- Rural Staff Members
- Business Leaders - everyone is involved in community engagement activity in various forms
- Community and voluntary sector organizations, who provide local services, work directly with local groups and organizations and with members of usually excluded groups and represent the views of their sectors partners, by working with other organizations and partnerships to make sure that the message reaches across Hawaii County.

We also know that we need to work closely with communities to encourage effective community engagement and ensure that processes are flexible and can be tailored to different groups and individuals in different areas of the County. We understand that sometimes people are reluctant to get involved and we are working with other partners to ensure that community engagement is as straightforward as possible and targeted appropriately.

TRACKING OUTREACH ACTIVITIES

We accurately account for all outreach activities conducted to report.

A shared calendar, managed by the Rural Hawaii team; enter data pertaining to the activity, identify the type of communication tools used to achieve the goal, date of activity, message, desired outcome, targeted audience, allocated resources, and lead contact agency/person.

PRINTING OUTREACH MATERIALS

The Coordinator Associate would be responsible for ensuring all outreach materials/ toolkits are available for upcoming events.

INITIATING EDUCATION EFFORTS

An important component of the Outreach includes conducting community-based educational presentations. The outreach team has developed an outline of stakeholder groups and staff will be responsible for conducting presentations, which includes initial contact before event. Lualaba will have an Internet-based archive of educational handouts, stories, photos, and presentations.

WORKING WITH MEDIA

The media can be an effective way for the team to communicate its priorities and accomplishments. Reporters serve as important audiences that get their information through public service announcements and community calendars. On occasion, staff may be contacted by a reporter seeking information on specific programs or issues. Although staff is at liberty to conduct interviews with the media, this information should be handled by Director.

ESTABLISHING MUTURAL PARTNERSHIPS

The establishment and enhancement of partnerships with councils, businesses, chambers, groups, and other organizations offers an opportunity for the outreach team to develop more effective outreach tools to increase its communication with specific target audiences. Staff should submit feedback to the Director immediately following event.

As with any partnership, outreach partnerships should involve a clear articulation of the goal and objectives of the project as well as the role that each partner brings to the group to reduce duplication and accomplish more with the same level of effort. In addition, each partner should be able to identify specific benefits by participating and each should have the necessary skills and resources to accomplish the overall goal.

IDENTIFYING BUDGET RESOURCES

The funding needed for each outreach area/ coordinator would be determined on a project-by-project basis. However, some of the costs associated with the event such as printing costs associated with toolkits, should be reported to the Rural HI Director. In an effort to establish a budget for outreach in the future, all outreach plans would include an associated budget needed to implement the outreach effort. In addition, each outreach ambassador would compile a month-end budget.

COMMUNITY ENGAGEMENT STANDARDS:

COLLABORATION AND PARTNERSHIPS

- Increase collaboration and communication efforts with constituents.
- It is essential that Outreach concentrate on building and improving long-term relationships with important constituencies. Forming partnerships would strengthen various community programs and initiatives, thereby creating a higher level of trust and confidence in the goals. Although concentrating on important constituencies such as decision makers and opinion leaders, communication will be made to all residents.
- Creating an atmosphere of cooperation would allow the project to learn more about the public through the exchange and flow of information. Partnerships will be created so they can also assist by conveying outreach messages to the appropriate publics.
- Coordinate community engagement activities, with the Council and partners.
- Provide leadership from the top, to ensure that community engagement influences services and plans

CLARITY & CONSISTENCY

- Only use Rural Hawaii materials
- Be open and honest about the aims of and what it hopes to achieve
- Ensure participants know UH processes

ROLES & RESPONSIBILITIES

RURAL HAWAII DIRECTOR

- Responsible for overall outreach efforts: Coordinate, manage and monitor engagement activities across the county
- Work with team to manage County-wide schedule of events, engagements and activities
- o Ensure the purpose, priority, & managing expectations are met
- Identifying barriers, matching target populations with appropriate outreach materials
- Produce activity reports

COORDINATOR ASSOCIATE/ ADMINISTRATIVE ASSOCIATE

- Responsible to determine the right resources for outreach efforts at any given time
- Maintaining a shared online calendar with details, logistics and Rural HI Team member
- Ensure events are properly planned
- Send out details to engagement staff prior to date

ALL RURAL STAFF

- Responsible for outreach and engagement activity
- Content areas of expertise to consider when scheduling
- Provide picture and summary of event (size of group, comments, etc.) for social media, tracking, reporting and/or follow-up.
 - Finding people and groups who are often missed out of community engagement activities and make contact, add to calendar and complete engagement
 - Assist in identifying opportunities for community engagement activities
 - Assist with engagement activities
 - Raise awareness and identify other stakeholders who can assist with engagement activities