

Hawai'i Pacific Turnaround Marketing Improvement



CASE
Circle of Excellence
Awards 2020

Supporting Materials

The following pages contain materials and creative samples representing methodologies, strategies and tactics deployed by HPU's Communications & Marketing and its collaborative partners in leading the university's enrollment turnaround, beginning in 2019. This is not an exhaustive representation of our efforts. The examples demonstrate refreshed approaches that were applied to our work ranging from routine to new.



Methodology and Strategy: Research

- **Simpson Scarborough: Qualitative findings from admitted-but-declined and inquiry-only prospective students**
- **Staff audits of Preview Day and Admitted Student Receptions**
- **Focus groups with current students**

Methodology and Strategy: Research

- **Simpson Scarborough produced recommendations. Most useful to us were the findings that confirmed HPU’s strengths and outlined weaknesses that we could immediately address in our content**

Top associations for non-applicants included the beautiful, unique campus and the Marine Biology program’s prominence.

MENTIONED ASSOCIATIONS:

- Beautiful location (Many)
- Unique campus (Few)
- Marine Biology (Few)
- Solid school (Few)
- Small classes
- Private
- Small
- Expensive
- Amount of opportunities

Bolded are more frequently mentioned
Blue are part of 2016 brand platform



- "I found the **campus** interesting because of its location near the ocean. It's so beautiful!"
- "I liked the **location** of Hawai'i but didn't hear about the quality of their programs."
- "They are located here in Hawai'i and I don't think they have a normal, traditional campus."
- "It seems like a **really good school**. The **campus** is **really spread out** which I don't like but they seem to have a lot of good opportunities for internships."
- "It's an exceptional college that has **good programs, a good location, and good classes.**"
- "It's kind of a **new campus** and it's a pretty small school from what I know."

Top associations for admitted, non-enrolling students included the beautiful campus, student opportunities, and diversity of the students and campus.

MENTIONED ASSOCIATIONS:

- Beautiful Location (Most)
- Student opportunities (Some)
- Diverse (Few)
- Small (Few)
- Poor communication (Few)
- Friendly (Few)
- Science programs (Few)
- Supportive of students (Few)
- Less academic (Few)
- Different

Bolded are more frequently mentioned
Blue are part of the 2016 brand platform



- "It has a **beautiful campus** which was one of the biggest things that attracted me to the school. You can't go wrong being in Hawai'i."
- "Its campus is **pretty and small** so you get very personal with faculty and students. Its location is really unique. Also, HPU's residential honors program really impressed me because it offers special internships and job opportunities, special housing, study abroad opportunities, and seminars that honors students could attend."
- "It supports and really cares for its students a lot which impressed me. You'll also meet a lot of people from different places and ethnicities."
- "At first it appears like a great place. But once I dug deeper I had a lot of communication issues with counselors. I was waitlisted and accepted at the same time. I had no idea I got into the Honors program and my financial aid was late."
- "It seems like a nice school but when I tried to get answers from admissions they could not provide much information. I decided not to go because admissions people were unresponsive to my emails."

Methodology and Strategy: Research

Reported weaknesses for HPU included lack of prestige, weak academics, lack of a college campus, and perceived high cost.

MENTIONED WEAKNESSES:

- Lack of prestige (Many)
- Weak academics (Few)
- Lack of college campus (Few)
- Expensive (Few)
- Sports
- Vacation location
- Hard application process
- Distance from home

"It just doesn't feel like a school that matches my prestige. I worked hard throughout high school so I could get into a prestigious college."

"HPU doesn't seem as established and doesn't offer many things. I associate it with something new which is not good."

"HPU isn't known for business or the medical field."

"I heard from a friend that HPU has weak academics because the university didn't have money to invest in programs."

"It's just such a small school and I didn't feel a college campus vibe. They have a lot of random buildings downtown, which felt weird to me and it didn't feel like a solid campus."

"Because it's smaller, it's perceived as not as popular and fun socially. You don't get that college sense."

Bolded are more frequently mentioned

Like non-applicants, admitted, non-enrolling students mentioned numerous weaknesses that included the perceived high cost and distance from home.

MENTIONED WEAKNESSES:

- Cost (Most)
- Far from home (Many)
- Poor communication (Few)
- Lack of academic excellence (Few)
- Expensive city (Few)
- Isolated
- Low rankings
- Low graduation rates
- Too laid back
- Small student body
- Lack of support for out of state students
- Lack of alumni programs

Bolded are more frequently mentioned

"Tuition was expensive especially for out-of-state students, HPU should provide more financial aid or more support for out-of-state students overall."

"HPU is too far from home. My parents could not visit often."

"HPU gave out information too late. It should start sending information earlier."

"The communication with the admissions staff was poor overall."

"HPU is only known for marine biology and nursing. It isn't known for other areas of academics."

"HPU doesn't have the best academics because it seems the transfer rate is really high. Plus the vibe from students and teachers seems very laid back and not like a top academic school."

"Its culture is more nonchalant about academics. I want to go to a school where I can be unapologetically passionate about what I am studying."

"HPU is not as academically rigorous as others based on their average SAT and acceptance rates."

Methodology and Strategy: Research

Non-applicant quotes on the drawbacks of HPU's location.

"Being in Honolulu is difficult because it's so crowded and there is so much traffic."

"I feel like the amount of people can be a bit overwhelming. Transportation and traffic can be rough because of all the tourists."

"It's very far from where I live. I'd be leaving my family for a long time and I don't know what kind of access I would have to other places other than a plane."

"It's so far from home and I feel like it's isolated. I wouldn't be able to see my family as much."

"Seeing my family not as much would be tough because it's so far away and it's expensive to fly."

Most admitted, non-enrolling respondents mentioned it's difficult and expensive to get to and from Hawai'i and there is a feeling of isolation.

LOCATION WEAKNESSES:

Hard to get to and home (Most)

Expensive (Many)

Isolated (Few)

Hard to interview/network (Few)

City can be overwhelming

"It's hard and expensive to get home and the cost of living in Hawai'i is high."

"It's an island so it's hard to get to and leave."

"It's expensive to live in Hawai'i and to travel to and from."

"The cost of airfare is crazy. My parents were excited about HPU but then they looked up airfare and it was so expensive."

"You can feel isolated and bored on the island. You start to feel stuck."

"It's isolated and hard to leave and far from everywhere so you can feel stuck."

"You are so far from home so it's hard to network or interview for an internship opportunity outside of the island."

Bolded are more frequently mentioned

Methodology and Strategy: Research

Simpson Scarborough Admissions Communications audit produced several messaging recommendations, readily embraced, for example:

Tone

- **Move away from words like must, mandated, required**
- **Use a tone that's warm, personable, and welcoming**

Perspective

- **Shift away from "Hawai'i Pacific offers . . ."**
- **Move toward "Here you'll find . . ."**

Methodology and Strategy: Research

- **Communications & Marketing and Enrollment Management assessments of Preview Day format concluded that it was relatively unengaging and did not capture the excitement of HPU's Downtown Honolulu location.**
- **Admitted Student Receptions, particularly on the Mainland, featured complicated multi-segment multi-media with scripted adlibs, mostly from an older-person's perspective.**

Methodology and Strategy: Research



Thirty current students representing HPU's undergraduate recruitment regions are identified by Communications & Marketing and meet several times in focus groups to discuss Simpson Scarborough, and then for interviews on and off camera responding to the issues raised in that research. Responses inform profiles used in Admissions' search campaign in targeted digital advertising and emails and in video profiles produced for use in Spring 2020 Admitted Student Receptions—regionally relevant students speaking to prospects, answering their questions before they are asked.

Methodology and Strategy: Product Development

- **HPU President John Gotanda charged his senior leadership team with developing revenue-generating initiatives—new projects and the rethinking of many ongoing activities.**
- **Prime Example: Communications & Marketing collaborated in the creation of the California Match Commitment, which puts the university’s best discount offer up front in the key recruitment state of California, enabling students and families to move more quickly to consider the ROI of the HPU experience, now comparable, if not even a better overall price, than attending a UC campus, thanks to a special tuition of \$12,570.**
- **California Match Commitment collateral was developed in house, featuring the refreshed approach to language stemming from Simpson Scarborough and inviting campus imagery. Content supported a print flyer, mailer, email and digital ad campaign.**

Methodology and Strategy: Product Development



Aloha from Hawai'i!

We are making a one-of-a-kind private college experience even more affordable for you and your family.

Introducing California Match Commitment.

We will provide you with an education in the Aloha State at the same tuition rate that you would pay if you attended one of the public University of California campuses. This means that for Fall 2020, your tuition at HPU would be no more than \$12,570 - the tuition and fee rate at all eight UCs. We are also committed to matching the UC tuition and fee rate each of your four years at HPU.

California Match Commitment



hpu.edu

California Match Commitment

Why are we making this offer?

We want you to be part of our HPU 'Ohana (that's the Hawaiian word for family). HPU is the most culturally diverse private university in the United States, and our Golden State students add tremendously, and benefit greatly, from that experience. Our Californians represent the largest single-state group from the Mainland, and we want to keep that going.

Why Hawai'i Pacific University?

First of all, it is everything it looks like. You'll attend an excellent university in the most beautiful place on earth. But it's so much more. Honolulu is an amazing city at the crossroads of the Pacific. You will feel the urban energy from the moment you arrive, and you'll experience an education that's woven into the community around you. Plus, you'll soak up a bit of paradise every day.

Hawai'i Pacific University is a small, private university that offers a complete range of majors, with small classes taught from a global perspective. You will receive attention and opportunities that you won't find at other universities. And HPU is rated among the top schools in the nation for employability after graduation. Our alumni can be found throughout the USA and around the world.

California Match Commitment

- Graduate from an accredited California high school in 2020.
- Out-of-pocket tuition rate in 2020-21 will be no more than \$12,570. That's the same as the \$12,570 California resident undergraduates at all UC campuses pay in system-wide tuition and fees.
- All eligible students will receive a merit scholarship and/or a California Match grant at the time of admission that lowers their out-of-pocket tuition rate in 2020-2021 to no more than \$12,570.*
- Tuition at HPU will continue to match the current UC tuition and fee rate for up to six additional semesters (2021-22, 2022-23, and 2023-24). This is a four-year tuition match guarantee.
- *Some students, based on academic ability and/or financial need, will pay less than \$12,570 in out-of-pocket tuition.

Additional Terms and Conditions

- California Match Commitment is available for first-time, full-time, freshmen applicants who plan to enter in the Fall 2020 semester. Any student who plans to graduate from an accredited California high school in 2020 is eligible.
- This is a pilot program for tuition costs only.
- California Match Commitment pertains only to Regular, Pre-Nursing, and Scholars Programs tuition rates. It does not extend to Nursing (Level 1 and above) or the Residential Honors Program tuition.

Find out more

Come see us at an information session near you, or visit us on campus any time. We look forward to sharing our aloha with you!

Southern California inquiries contact:

Michael Taylor, mtaylor@hpu.edu or 866-353-3535

Northern California inquiries contact:

Alex Miller, almiller@hpu.edu or 866-383-3838



hpu.edu

Methodology and Strategy: Product Development

- **HPU's President and members of his cabinet began talks with Arizona State University to develop meaningful collaborative partnerships that would generate additional revenue.**
- **Communications & Marketing created supporting collateral including an executive viewbook, a proposal booklet, and a multi-media presentation to support HPU's delegation on its trips to Tempe. We projected that highly visual pieces showcasing the opportunities for ASU to partner in the lush setting of Oahu would enhance conversation in Tempe.**
- **Five samples follow.**

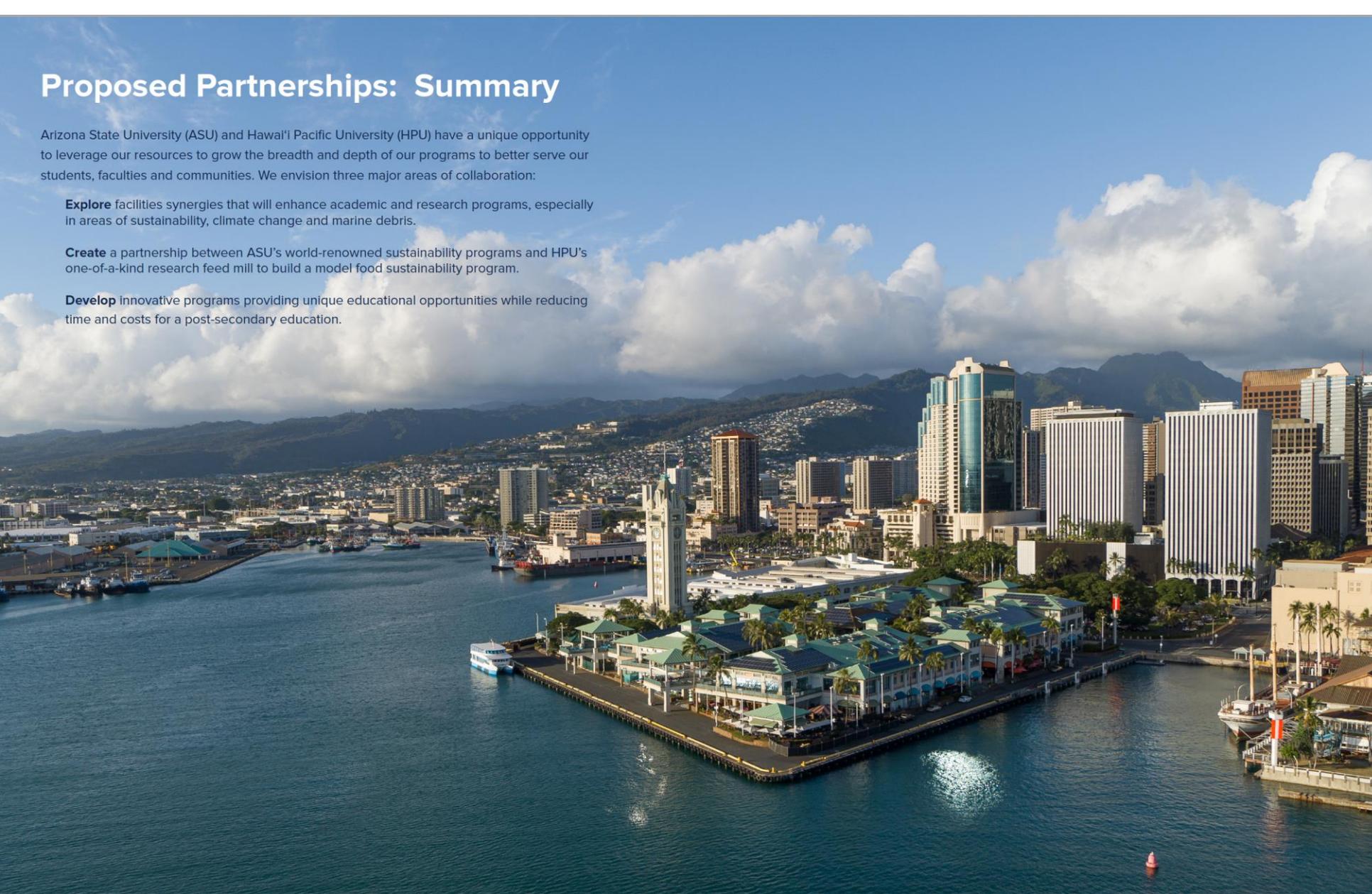
Proposed Partnerships: Summary

Arizona State University (ASU) and Hawai'i Pacific University (HPU) have a unique opportunity to leverage our resources to grow the breadth and depth of our programs to better serve our students, faculties and communities. We envision three major areas of collaboration:

Explore facilities synergies that will enhance academic and research programs, especially in areas of sustainability, climate change and marine debris.

Create a partnership between ASU's world-renowned sustainability programs and HPU's one-of-a-kind research feed mill to build a model food sustainability program.

Develop innovative programs providing unique educational opportunities while reducing time and costs for a post-secondary education.



Innovative Academic Partnership

Program Overview

ASU and HPU have the opportunity to create a unique ocean-to-desert program enabling Hawai'i's high school graduates to enjoy the advantages of a local university's highly personalized, hands-on education and focus on community connections and internships combined with the benefits of ASU's world-class global research and diverse, rich academic programs.

HPU and a number of Hawai'i's high schools have developed dual-credit programs that enable participating students to receive an associate degree from HPU at the same time as their high school diploma. Our largest high school partner is Kamehameha Schools (KS), which has enrolled over 600 students in this program from its Kapalama campus, and plans are underway to expand the program to other KS campuses on Maui and the Big Island. The large number of students who will graduate from this program creates an opportunity to develop an innovative 16-month (summer to summer) BA completion program that would enable high school students who complete the HPU-Kamehameha Schools

associate degree program to study for a semester at ASU—building their network in Hawai'i through HPU's connections, mentorship programs, and internship opportunities and benefitting from the opportunity to live and study on the mainland. Given Hawai'i's focus on "brain drain" and encouraging Hawai'i's best and brightest to remain in the islands, this summer-to-summer experience would begin and end at one of HPU's Oahu campuses. This life-changing program would greatly reduce the time and cost of earning a BA degree and would significantly boost students' return on investment.

Other academic collaborations could include new graduate and certificate programs for students exiting BA completion programs and the opportunity for ASU students to live, study, and/or intern in Hawai'i.

These efforts would kick start an effort to explore even deeper partnerships and synergies between HPU and ASU.

Innovative Academic Partnership Initiatives and Goals

1 Enter into an agreement that would create an innovative ASU-HPU academic partnership that would enable certain students who received associate degrees through one of HPU's high school dual-credit programs, particularly those in the HPU-Kamehameha Schools program, to earn a BA in an accelerated ASU-HPU program.

The program's primary degree would be a 16-month BA that would commence in the summer immediately after graduation from high school and would culminate in the participating student receiving the degree by the end of the following summer.

This program may include:

- a semester at ASU,
- the opportunity to take certain online courses at each university,
- an internship in Hawai'i, and
- participation in a special mentorship program.

An additional program could offer accelerated undergraduate joint degree programs in certain majors not offered at HPU, such as civil and mechanical engineering, although the time period to complete this program would likely exceed 16 months.

Another program could also offer accelerated BA/JD or other similar joint undergraduate+master's degree programs.

GOAL: Complete an academic agreement by December 2019.

2 Create graduate and certificate programs for students exiting BA-completion programs. Create a joint task force to map graduate and certificate pathways for students exiting BA-completion programs.

GOAL: Submit a proposal by December 2019.

3 Explore an agreement that would enable ASU students to study at HPU and HPU students not participating in the special BA accelerated program to study at ASU.

Explore an agreement that would allow students to take online courses not offered at the students' home institution on a space-available basis and subject to other requirements.





OCEANIC INSTITUTE AREAS OF RESEARCH

FINFISH Developing sustainable farming to ease pressures on wild populations

FISHERIES AND ENVIRONMENTAL SCIENCE Restoring depleted fisheries

AQUATIC FEEDS AND NUTRITION Developing and applying innovative feed and nutrition technologies for aquaculture and associated industries

SHRIMP Expanding aquaculture research and advancing technological innovation



THE CENTER FOR MARINE DEBRIS RESEARCH Develops and applies optimal methods to investigate the sources, transport, fate, and impacts of plastic marine debris. This knowledge is disseminated to stimulate global ocean stewardship.





JUST MINUTES FROM DOWNTOWN BY VEHICLE, including convenient public transportation, is Makapu'u, along O'ahu's windward shore. Here, on a 105-acre parcel adjacent to the Pacific Ocean, sits Hawai'i Pacific University's Oceanic Institute and its Center for Marine Debris Research. These programs are home to vital, ongoing investigations into a range of sustainability issues. The work is aimed at global solutions to today's most pressing issues.

Research and Facilities Partnership:

Identify research and other programs that would benefit from co-location at HPU facilities

December 20, 2019

Mr. John Gotanda
President
Hawaii Pacific University
500 Ala Moana Boulevard, Suite 4-510
Honolulu, HI 96813

Dear President Gotanda:

Thank you for visiting Arizona State University from October 17-18, 2019, and sharing Hawaii Pacific University's proposal for collaboration. I am sorry I wasn't able to meet with you during your visit. We are prepared to start our engagement with you immediately in order to advance our joint efforts.

[Bryan Brayboy](#), President's Professor of Indigenous Education and Justice, Senior Advisor to the President on American Indian Affairs, Director of the Center for Indian Education, Associate Director of the School of Social Transformation, will serve as the primary contact for this partnership. I understand Bryan is already talking with HPU on narratives and indigenous education opportunities.

ASU looks forward to collaborating with HPU on research as it relates to the Oceanic Institute and exploring Hawaii-specific opportunities related to food security, energy security, and climate change. [Dr. Peter Schlosser](#), Vice President & Vice Provost for Global Futures at ASU, will be the point of contact for this work.

[Stefanie Lindquist](#), Senior Vice President for Global Academic Initiatives, will be the point of contact for the efforts related to summer or semester exchange opportunities around sustainability and study away pathways. We found the discussions related to these possibilities to be innovative and exciting. Stefanie's office has already been in touch with Jennifer Walsh on these topics.

Furthermore, ASU looks forward to exploring next steps related to programs and courses for Entrepreneurship and Innovation (E+I), including encouraging innovation among Native Hawaiian populations. [Ji Mi Choi](#), Associate Vice President for Knowledge Enterprise Development at ASU, will be following up with Jan Boivin in the near future.

ASU appreciates the opportunity to advance a mutually beneficial relationship. ASU, with its vast scientific research, knowledge enterprise development, and innovation can be an important partner for Hawaii Pacific University. Alternately, HPU with its strategic location in downtown Honolulu, opportunities for marine and coastal research at Oceanic Institute, and its record of being innovative and successful in quickly adapting to Hawaii's changing needs can provide ASU with a valuable opportunity to expand its global engagement.

Office of the President

PO Box 877705, Tempe AZ 85287-7705 | 300 E University Dr., Tempe AZ 85281
p: 480-965-8972 f: 480-965-0865 president.asu.edu

Success

Methodology and Strategy: Product Development

- **HPU's President and members of his cabinet began to build on the university's role as a provider of knowledge to all stages of learning within our community**
- **Communications & Marketing created supporting collateral including a website and flyers for the fledgling HPU Next program, intended to bring custom professional development and training to our region's professional work force. HPU faculty members would be enlisted to lead education and training to meet the needs of Hawai'i corporations and non profits.**



[Home](#) > [College of Professional Studies](#) > [Outreach Programs](#) > [HPU Next—Opportunities in Workforce Development](#)

**COLLEGE OF
PROFESSIONAL STUDIES**

[Public Service Department](#)

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HPU NEXT—OPPORTUNITIES IN WORKFORCE DEVELOPMENT

Is your business competitive? How do you compare with local, regional, and even global competition?

A thriving business is one that seizes opportunities to improve the team. Competitiveness is fueled, in part, by strategic investments in workforce capabilities.

HPU NEXT, Hawai'i Pacific University's workforce development program, offers you a valuable tool to identify areas for competitive upgrade, and an array of custom-tailored professional training courses for your team.

The specialized programs of HPU NEXT are offered in many packages, from one day to a semester, and can be delivered to your workplace, or you may bring your team to our convenient downtown Honolulu campus.

Here is a sampling of solutions that await your business when you partner with HPU NEXT:

MANAGEMENT INFORMATION SYSTEMS Is your team current in its knowledge of data management? Efficient information management using the latest in technology will upgrade the competitiveness of your business.

PROJECT MANAGEMENT Is your workforce comprised of amateur project managers? A systematic knowledge of project management will improve your business' ability to complete projects successfully in less time, with less effort.

CYBERSECURITY Malicious attacks on your information system could be a showstopper for businesses, and it could cost your business in liability. Computer savvy employees can be trained to reliably protect your business.

BUSINESS ANALYTICS AND BIG DATA A few years ago, business analytics and big data was the exclusive realm of large corporations. Today, with improved technology, these tools are accessible to medium and small businesses. Possessing accurate, timely intelligence allows your business to see through the fog and to compete. Connect your team to our business analytics and big data courses to improve your competitive edge.

MULTIMEDIA PRESENTATION TECHNOLOGY FOR BUSINESSES Train your employees to create in-house presentations with professional-grade multimedia content. Improvements in technology have made such presentations within reach of small- and medium-sized businesses.

These are but a sampling of courses we offer. We also offer a range of professional certificate programs in areas that include: Business Analytics; Global Leadership and Sustainable Development; Nonprofit Management; Software Engineering; Telecommunications Security, and many more.

Find the solutions you need to advance your business ahead of the competition.

Methodology and Strategy: An Invitation to the HPU Experience

- **Incorporate authentic and regionally relevant student experiences into the Admissions search campaign, plan to do the same in the winter/spring yield campaign, and in content for Admitted Student Receptions**
- **Highlight our dynamic urban setting and all that Hawai'i offers.**
- **Adopt a new, welcoming tone in messaging.**

Methodology and Strategy: An Invitation to the HPU Experience

The team of regional students became individual representatives of the HPU experience. On-camera interviews were discussions of the issues the Simpson Scarborough research uncovered as negatives that had contributed to decisions not to pursue HPU by some prospects in 2018-19.

Soundbites and written profiles were incorporated into emails in the search campaign and for the early 2020 yield campaign, and the content *and* several of the students themselves, live, would appear in early spring Admitted Student Receptions.



Methodology and Strategy: An Invitation to the HPU Experience

~~Search campaign e-mails~~ were updated to share real experiences of regional students targets at potential prospects from the same region. Sample improved message below from San Diego student. Open rate was 40.9 percent. All similar-message open rates in 30s and 40s, compared to previous year's in the 20s.

Email #1 – 40.9% open rate

Aloha {!Contact.FirstName},

My name is Madison Masek, and I'm from San Diego. Much like my sunny hometown, Hawai'i is a unique place to call home for many reasons. There's a sense of family, known as "ohana," everywhere I go.

After recently moving from the bustling life of Honolulu to the greener side of paradise known as the Windward Side of O'ahu, I'm constantly reminded of what it means to be a part of a community. From my helpful neighbors next door to seeing a friendly face throughout HPU's campus and being more than just a number in my classroom, I've been fortunate to have met and become friends with the people who I now call my family.

I hope you join me as I share my HPU story over the course of this year. Consider [applying for admission](#) in advance of the January 15th Regular Decision deadline.

Mahalo,

Madison Masek
Class of 2020

AFTER



Methodology and Strategy: An Invitation to the HPU Experience

Search campaign e-mails were updated to share real experiences of regional students targets at potential prospects from the same region. Sample improved message below from San Diego student. Open rate was 40.9 percent. All similar-message open rates in 30s and 40s, compared to previous year's in the 20s.

Email #1 – Last year

Aloha {!Contact.FirstName},

Tomorrow is the big day. January 15th. The Regular Decision deadline.

Don't miss the opportunity to study at the largest private university in Hawai'i, and the most culturally diverse university in the entire country.

[Submit your application today.](#)

Sincerely,

Office of Admissions

Hawai'i Pacific University

hpu.edu | admissions@hpu.edu | toll-free 1-866-225-5478

BEFORE



Methodology and Strategy: An Invitation to the HPU Experience

Our monthly HINow paid content included a fall segment on downtown campus expansion and greater opportunities in our urban surroundings. Package was repurposed in fall Admissions information sessions on Mainland and in Hawai'i and in HPU social media.

Communications & Marketing developed this content with our media partner. [Click here](#) or on the image to view the segment.



HPU expands downtown campus to include new phase at Waterfront Plaza



Placing HPU students at the gateway to Kakaako

Sponsored by Hawaii Pacific University

Hawaii Pacific University has made its mark in downtown Honolulu. In 2015, the university moved in



Our students are making the world a better place, starting right here in Honolulu.

Methodology and Strategy: An Invitation to the HPU Experience



Residence Life

2nd Floor Loft Units:

Each loft is like an apartment layout and is configured differently. There are four to seven students who share a unit with two or three bedrooms in the loft. Residents in each loft share a single or double bathroom. Lofts feature a living area with seating and kitchenette (lower level cabinets, sink, counter space, microwave and apartment sized refrigerator).

2nd Floor Studios:

Studios house two, three or four students who share a bathroom. All studios are equipped with a microwave and mini fridge.

3rd Floor Living Community:

First year Residential Honors students receive priority housing. Students share a bedroom (including lofted bed, desk and storage unit) with one, two or three roommates. The 3rd Floor Living Space features a communal kitchenette and snacking area, study spaces, community gathering space, and shared bathroom/shower facilities. (NOTE: All first year Residential Honors students are required to live in the 3rd Floor Community bedrooms.)

All students living in the Waterfront Lofts are required to purchase the meal plan. Students can choose from three pricing options. These meals are provided by Aramark and are served in our state-of-the-art dining facility, Pier Nine by Sam Choy, on the first floor of the Aloha Tower Marketplace. Students can enjoy all you care to eat dining, specialty stations or grab and go!

Contact Us

- Direct Line: (808) 544-0277
- Email: housing@hpu.edu

Waterfront Lofts

On-Campus Housing and Meal Rates

| Unit | Housing Fee Per Year | Meal Plan Fees per Year | Total Per Year |
|---|----------------------|---|----------------------------------|
| 2nd Flr Community | | | |
| Loft Double Occupancy Bedroom | \$11,700 | 12 meals/wk. \$6,500 • 15 meals/wk. \$7,000 • All Access: \$7,500 | \$18,200 OR \$18,700 OR \$19,200 |
| Loft Quad Occupancy Bedroom | \$8,300 | 12 meals/wk. \$6,500 • 15 meals/wk. \$7,000 • All Access: \$7,500 | \$14,800 OR \$15,300 OR \$15,800 |
| Loft Single Occupancy Bedroom (VERY LIMIT-ED)** | \$12,700 | 12 meals/wk. \$6,500 • 15 meals/wk. \$7,000 • All Access: \$7,500 | \$19,200 OR \$19,700 OR \$20,200 |
| Studio Double Occupancy | \$10,600 | 12 meals/wk. \$6,500 • 15 meals/wk. \$7,000 • All Access: \$7,500 | \$17,100 OR \$17,600 OR \$18,100 |
| Studio Triple Occupancy | \$9,300 | 12 meals/wk. \$6,500 • 15 meals/wk. \$7,000 • All Access: \$7,500 | \$15,800 OR \$16,300 OR \$16,800 |
| Studio Quad Occupancy | \$8,300 | 12 meals/wk. \$6,500 • 15 meals/wk. \$7,000 • All Access: \$7,500 | \$14,800 OR \$15,300 OR \$15,800 |
| 3rd Flr Community | | | |
| Double Occupancy Bedroom | \$9,300 | 12 meals/wk. \$6,500 • 15 meals/wk. \$7,000 • All Access: \$7,500 | \$15,800 OR \$16,300 OR \$16,800 |
| Triple Occupancy Bedroom | \$8,800 | 12 meals/wk. \$6,500 • 15 meals/wk. \$7,000 • All Access: \$7,500 | \$15,300 OR \$15,800 OR \$16,300 |
| Quad Occupancy Bedroom | \$8,300 | 12 meals/wk. \$6,500 • 15 meals/wk. \$7,000 • All Access: \$7,500 | \$14,800 OR \$15,300 OR \$15,800 |

WHAT DO THESE RATES INCLUDE FOR RESIDENTS?

- Moderately furnished loft and studio units on the 2nd Floor.
- Bedrooms with furniture listed above and common bathroom facilities on the 3rd Floor.
- Utilities included: electricity, water, sewer, trash, and Internet.
- Access to laundry facilities in each building, the Learning Commons, ESPORTS Arena, Fitness Center, and outdoor common spaces.
- Live-in Community Advisors on campus for community building, conflict resolution, safety, security, emergency response.
- Area Coordinator (full-time professional staff living on campus).
- HPU Security presence 24/7 at the Aloha Tower Marketplace.
- Waterfront Lofts events and programs, and university and community resources.

WHAT TYPES OF PAYMENT ARRANGEMENTS ARE MADE?

- Housing payments are due with tuition and fees before the start of each fall and spring semesters. For deadlines, go to Registration Policies & Deadlines.
- If you are unable to make a full payment by the published deadline, you are encouraged to utilize the Tuition Management System. HPU has a service agreement with a third party service provider, Tuition Management Systems, to administer our Monthly Payment Plan. The Monthly Payment Plan allows you to pay your education expenses. For more information: <http://www.afford.com/hpu>.

HOW DO I MAKE A PAYMENT?

You can make a payment online through your HPU Pipeline account. Click on the eBill Quick Link.

FINANCIAL AID

Many students utilize financial aid to make their education possible. Financial aid will first apply to tuition and required fees. If there are sufficient funds remaining, then housing expenses can be deferred with anticipated aid. If a student will have partial financial aid to put towards their housing expenses (but not quite enough to cover the balance), they will need to consider a payment plan through Tuition Management Systems. Students who wish to apply this aid toward their housing fees should have all required financial aid documents completed and supporting documentation received by the Financial Aid well in advance of the tuition and fees deadlines (by July 1 for Fall semester and November 1 for Spring semester). Students receiving financial aid must not assume that their financial aid will cover all academic and housing expenses. Students are also responsible for all unpaid balances not covered by financial aid as a result of any revisions that may occur prior to and/or during the academic year.

SPECIAL CIRCUMSTANCES: SCHOLARSHIPS, YELLOW RIBBON, and GI BILL

There are always special circumstances for families and students. Housing and Residence Life has experience working with a variety of HPU scholarships, the Yellow Ribbon program and GI Bill. If you are interested in utilizing these benefits (or other programs not listed here), please contact the Business Office directly to ensure that your specific questions can be addressed.

Sample: Improved messaging tone. Before and After Housing Flyer.

***Before* overwhelms with pricing, warning tone, and words.**

***After* invites to the experience of living and learning in Honolulu. Draws to the web for pricing. Trades words for pictures.**

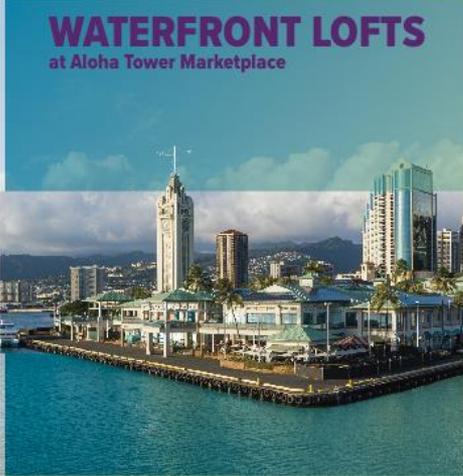


Methodology and Strategy: An Invitation to the HPU Experience

LIVE HERE



WATERFRONT LOFTS at Aloha Tower Marketplace



EXPLORE HONOLULU

ALA MOANA BEACH PARK • 'IOLANI PALACE • KAKA'AKO

Living on campus means adventure is at your doorstep. You'll be immersed in one of the world's most diverse cities when you live at Waterfront Lofts. There is so much to do - socially, culturally, and recreationally. Imagine being within walking distance of some of the best places in the world.



Waterfront Lofts At Aloha Tower Marketplace

Live on the water, wake up to Hawaiian sunrises, and end your day watching the sunset. At the Lofts you are supported by caring residential staff community advisors and have convenient access to HPU facilities.



2nd FLOOR Lofts



Each loft is like an apartment layout and is configured differently. Share a two to three bedroom unit with four to seven students. Lofts feature a living area with seating and a kitchenette and share a single or double bathroom.



EACH SPACE IS UNIQUE - JUST LIKE THE EXPERIENCE YOU'LL HAVE LIVING HERE.

2nd FLOOR Studios

Choose a studio with shared space for two, three, or four students. Studios are equipped with a mini fridge and share a bathroom.



3rd FLOOR Residences

Share a bedroom with one, two or three roommates. Choose the 3rd floor for bedrooms with furniture that share common bathroom facilities. Community living space features a communal kitchen, study spaces, and gathering space for hanging out. First-year Residential Honors students live in the 3rd Floor community bedrooms.

FOR PRICING, APPLICATION & MORE INFO, GO TO
hpu.edu/housing

Housing and Residence Life - (808) 544-1436 - housing@hpu.edu



Methodology and Strategy: An Invitation to the HPU Experience

Sample: Improved messaging tone. Next Steps booklet for Admitted Student Receptions

E KOMO MAI



Aloha!

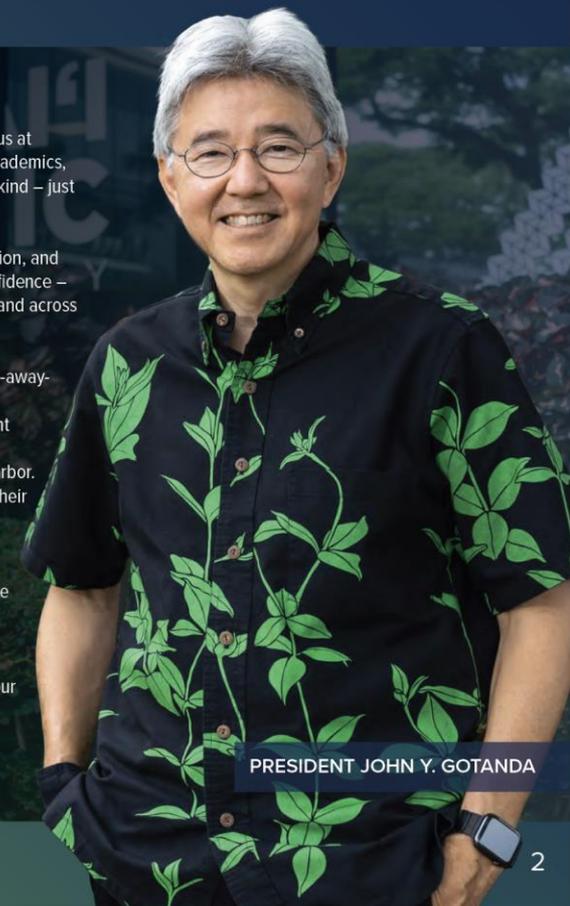
We look forward to seeing you soon on campus at Hawai'i Pacific University. Our location, our academics, and the experiences we offer are all one of a kind – just like you.

We'll help you find the path that fits your passion, and we'll make sure you pursue learning with confidence – in the classroom, throughout our vibrant city, and across our beautiful state of Hawai'i.

We'll take good care of you in your new home-away-from-home. Picture yourself, along with a few hundred of your new friends, at our candlelight opening ceremony under Aloha Tower, with a beautiful Hawaiian sunset across Honolulu Harbor. Let a faculty or staff member take you under their wing in our Hanai (Adopt-a-Student) program and show you how to feel at home in Hawai'i. Celebrate your first semester of adventures when we gather for Thanksgiving Dinner at the annual Fall Feast.

So much more awaits you as you begin your journey at the Crossroads of the Pacific, on your way to becoming a world-ready Shark for Life!

You're going to love it!



PRESIDENT JOHN Y. GOTANDA

Methodology and Strategy: An Invitation to the HPU Experience

Sample: Improved messaging tone. California Match Commitment



California Match Commitment

Why are we making this offer?

We want you to be part of our HPU 'Ohana (that's the Hawaiian word for family). HPU is the most culturally diverse private university in the United States, and our Golden State students add tremendously, and benefit greatly, from that experience. Our Californians represent the largest single-state group from the Mainland, and we want to keep that going.

Why Hawai'i Pacific University?

First of all, it is everything it looks like. You'll attend an excellent university in the most beautiful place on earth. But it's so much more. Honolulu is an amazing city at the crossroads of the Pacific. You will feel the urban energy from the moment you arrive, and you'll experience an education that's woven into the community around you. Plus, you'll soak up a bit of paradise every day.

Hawai'i Pacific University is a small, private university that offers a complete range of majors, with small classes taught from a global perspective. You will receive attention and opportunities that you won't find at other universities. And HPU is rated among the top schools in the nation for employability after graduation. Our alumni can be found throughout the USA and around the world.

Methodology and Strategy: Revamp Admissions Recruitment Events

- **Communications & Marketing staff observed two Admitted Student Receptions in California, later collaborated with Enrollment Management to recast the event with refreshed, student-focused, welcoming multi-media, more streamlined presentations, updated, welcoming tone throughout.**
- **Communications & Marketing staff observed spring 2019 Preview Day, later collaborated with Enrollment Management to recast the event of more interactive, more student-led, an open-air opportunity-fair format to accompany fewer large meeting sessions. Then, show off the new Waterfront Plaza facilities with hands-on, major specific presentations in new classes and labs. Plus, shift from a makeshift breakfast to a full student breakfast in HPU's Pier Nine by Sam Choy.**

Methodology and Strategy: Revamp Admissions Recruitment Events



<https://youtu.be/bEIMPGRVtSw>



https://youtu.be/XjPcT_814_A

A powerful before-and-after transformation. The most previous campus overview video featured at Admitted Student Receptions was replaced with a student-focused piece that ends with a profile of a student from the region in which the event is held. The example features a Southern California student.

Methodology and Strategy: Revamp Admissions Recruitment Events

Admitted Student Reception: Script and collateral improvements

- **Previous year's program included 11 separate video files with admissions counselor's connecting script, unscripted remarks from a senior administrator, and a student presenter often selected days prior to the trip to the Mainland.**
- **Revamped program features simplified run of show, directions for student that are rehearsed in a group session in Honolulu, and warm-tone script for President/Provost/VP Enrollment, depending on who is scheduled.**
- **An inviting Next Steps booklet frames much of the discussion, booklet created and produced in-house.**

Methodology and Strategy: Revamp Admissions Recruitment Events

Sample: From Admitted Student Reception Run of Show, outline for HPU regional student remarks, discussed in groups and developed in Honolulu.

Good afternoon everybody.

One thing that happens a lot at HPU is this . . . when you get into a group at a meeting you have some kind of ice-breaker.

Today I brought my own ice-breaker

I'm going to show you a few photos from my own posts. These pictures represent:

--one cool part of the experience of being a college student in Hawai'i

--one that shows how I've been changing as a person

--and one that shows you just one of my favorite things.

- **PHOTO SECTION**

PHOTO #1.

Describe cool experience as a college student in Hawai'i

PHOTO #2

Describe how you're changing

PHOTO #3

One of my favorite things



Methodology and Strategy: Revamp Admissions Recruitment Events

Sample: From Admitted Student Reception Run of Show, outline for HPU regional student remarks, continued

LIFE of a STUDENT

So let me tell you what it's been like, for me, to be a student at HPU.

Describe academics—what's challenging, what a class day like, what's the class experience like, etc.

MAKING THE MOVE FROM REGION

One thing I have in common with you . . . I'm from STATE/REGION like most of you.

I was excited to head off to HPU. It is far away, but some of the ways it's worked for me have been . . .

Easy to make friends; easy to stay in touch with home; pushed myself realize how big the world really is and I'm always going to be a citizen of the world, etc. to get out and do things; etc.

HPU and my surroundings have helped . . .

MORE ABOUT WHAT I LIKE

I showed you a picture of . . .

Let me tell you about some of the other things I've discovered . . . some of the things I really like . . .

INTRO NEXT SPEAKER

Methodology and Strategy: Revamp Admissions Recruitment Events

Preview Day: Event improvements, maximized the Aloha tower Marketplace spaces and showcased the new Waterfront Plaza facilities. November 2019 event was first in new format. Next, in February 2020, drew twice the attendees over February 2019.



Methodology and Strategy: Revamp Admissions Recruitment Events

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Methodology and Strategy: Maximize Paid Media Buys

Communications & Marketing directs a portion of its advertising budget to the development of TV advertorial content, which includes placement of HPU commercials on air and digital, and results in repurposable content, including the following segments from Hawai'i News Now that are used in HPU social media and by Admissions in info sessions, college nights, campus tours, and the Admitted Student Receptions pre-show multi-media.



<https://www.hinowdaily.com/hpu-expands-downtown-campus-to-include-new-phase-at-waterfront-plaza/>

<https://www.hinowdaily.com/hpu-takes-marine-bio-students-outside-the-classroom-for-hands-on-projects/>

<https://www.hinowdaily.com/new-provost-shares-hawaii-pacific-universitys-focus-on-academics/>

Methodology and Strategy: Maximize Paid Media Buys

Communications & Marketing directs a portion of its advertising budget to the development of TV advertorial content, which includes placement of HPU commercials on air and digital, and results in repurposable content, including the following campaign on KHON to position HPU's innovation and energy on its downtown campus with one of the nation's top e-Sports arenas.

Sample features: <https://www.khon2.com/hawaii-pacific-university-esports-tournament/>



Methodology and Strategy: Maximize Paid Media Buys

KHON Campaign Sample Results

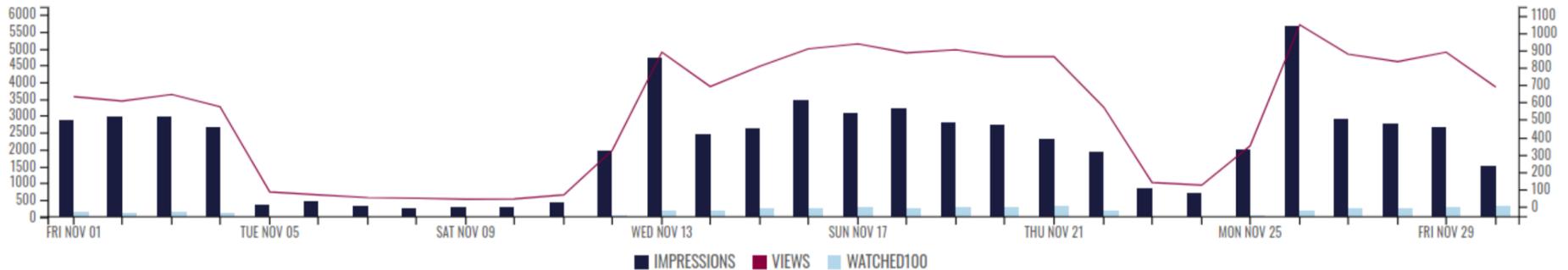
YOUTUBE

Hawaii Pacific University - eSports Campaign

Campaign ID: 148346

Campaign Statistics (Nov 1, 2019 - Nov 30, 2019)

64,486 IMPRESSIONS **16,464** VIDEO VIEWS **4,499** COMPLETIONS **125** CLICKS **150.00%** LAST 24 HOURS **25.531 %** VIEW RATE **\$ 3,209.21** TOTAL COST
77.45% LAST 24 HOURS



PERFORMANCE BY FLIGHT

HPU eSports Tournament

| Creative | Impressions | Clicks | CTR | Watched 25% | Watched 50% | Watched 75% | Watched 100% | Completion Rate | Video Views | View Rate | CPV | Total Cost |
|------------------------|-------------|--------|--------|-------------|-------------|-------------|--------------|-----------------|-------------|-----------|--------|------------|
| HPU eSports Tournament | 64486 | 125 | 0.194% | 9565 | 6161 | 5095 | 4499 | 6.977% | 16464 | 25.531% | \$0.19 | \$3,209.21 |



Methodology and Strategy: Maximize Paid Media Buys

KHON Campaign Sample Results

TV VIEWING



| 11/1 & 11/2 | | | | | | | HH Live | | |
|------------------|---------------|-------|------|--------------------|----------|-----|---------|--------|--|
| Series | Net/Station | # Eps | Day | Local Time | Run Time | Rtg | Sh | AA | |
| KHON2 News at 6 | KHON+ (FOX) | 2 | F, S | 06:00 PM | 30 | 7.6 | 12 | 31,481 | |
| KHON2 News at 10 | KHON+ (FOX) | 3 | F, S | 02:35 AM, 10:00 PM | 30, 35 | 3.8 | 8 | 15,913 | |
| KHON2 News at 10 | KHII+ (MyNet) | 1 | S | 10:00 PM | 35 | 0.8 | 1 | 3,268 | |

| 11/9 | | | | | | | HH Live | | |
|------------------|---------------|-------|-----|------------|----------|-----|---------|--------|--|
| Series | Net/Station | # Eps | Day | Local Time | Run Time | Rtg | Sh | AA | |
| KHON2 News at 6 | KHON+ (FOX) | 1 | S | 06:58 PM | 29 | 5.3 | 8 | 22,063 | |
| KHON2 News at 10 | KHON+ (FOX) | 1 | S | 10:00 PM | 35 | 4.0 | 6 | 16,599 | |
| KHON2 News at 10 | KHII+ (MyNet) | 1 | S | 10:00 PM | 35 | 0.8 | 1 | 3,408 | |

| 11/15 & 11/16 | | | | | | | HH Live | | |
|------------------|---------------|-------|------|--------------------|----------|-----|---------|--------|--|
| Series | Net/Station | # Eps | Day | Local Time | Run Time | Rtg | Sh | AA | |
| KHON2 News at 6 | KHON+ (FOX) | 2 | F, S | 06:00 PM, 06:16 PM | 30 | 6.3 | 10 | 26,081 | |
| KHON2 News at 10 | KHON+ (FOX) | 3 | F, S | 02:35 AM, 10:00 PM | 30, 35 | 4.0 | 8 | 16,372 | |
| KHON2 News at 10 | KHII+ (MyNet) | 1 | S | 10:00 PM | 35 | 0.7 | 1 | 3,099 | |

| 11/23 | | | | | | | HH Live | | |
|------------------|---------------|-------|-----|------------|----------|-----|---------|--------|--|
| Series | Net/Station | # Eps | Day | Local Time | Run Time | Rtg | Sh | AA | |
| KHON2 News at 6 | KHON+ (FOX) | 1 | S | 06:29 PM | 31 | 8.1 | 12 | 33,430 | |
| KHON2 News at 10 | KHON+ (FOX) | 1 | S | 10:00 PM | 35 | 5.3 | 8 | 22,153 | |
| KHON2 News at 10 | KHII+ (MyNet) | 1 | S | 10:00 PM | 35 | 0.8 | 1 | 3,434 | |

Methodology and Strategy: Maximize Paid Media Buys

KHON Campaign Sample Results

TV VIEWING

10/16

| | | | | | | | |
|--------------|---------------|-----|----------|----|-----|---|--------|
| Wake Up 2day | KHON+ (FOX) | 1 W | 07:00 AM | 60 | 3.8 | 9 | 15,636 |
| Wake Up 2day | KHII+ (MyNet) | 1 W | 07:00 AM | 60 | 0.5 | 1 | 2,218 |
| Wake Up 2day | NHON (CW) | 1 W | 07:00 AM | 60 | 0.4 | 1 | 1,640 |

11/7

| | | | | | | | |
|-----------|---------------|--------|----------|----|-----|---|-------|
| Living808 | KHON+ (FOX) | 2 R, F | 09:00 AM | 60 | 2.1 | 6 | 8,812 |
| Living808 | KHII+ (MyNet) | 2 R, F | 04:00 PM | 60 | 0.4 | 1 | 1,652 |

11/8

| | | | | | | | |
|-----------|---------------|-----|----------|----|-----|---|-------|
| Living808 | KHON+ (FOX) | 1 F | 09:00 AM | 60 | 2.4 | 7 | 9,809 |
| Living808 | KHII+ (MyNet) | 1 F | 04:00 PM | 60 | 0.4 | 1 | 1,493 |

11/13

| | | | | | | | |
|-----------------|---------------|-----|----------|----|-----|---|-------|
| KHON2 News at 7 | KHII+ (MyNet) | 1 W | 07:00 PM | 30 | 2.2 | 3 | 9,033 |
|-----------------|---------------|-----|----------|----|-----|---|-------|

