

University of Hawai'i

**MAUI COMMUNITY COLLEGE**


Humanities Department

Dr. Robert Wehrman, chair

**MEMORANDUM**

February 8, 2007

TO: Suzette Robinson  
Interim Vice Chancellor for Academic Affairs

FROM:  Robert Wehrman, Ph.D., Ad Hoc Program Review Committee Convener  
and MCC Humanities Department Chair

SUBJECT: Ad Hoc Review Committee Report on 2001-2006 UH Center  
Comprehensive Program Review

The Ad Hoc Committee met to discuss the UH Center's 2001-2006 Comprehensive Program Review Report and the February 2, 2007 Program Review Team Report. The committee members are Alvin Tagomori, Kelly Watanabe, William C.N. Wong, and I. Alvin is the Chancellor's Executive Committee representative, Kelly is a graduate of the Neighbor Island MBA and Internet MACC programs, Bill is a member of the Chancellor's Advisory Council, and I am the convener and scribe for the committee. UH Center Director Karen Muraoka was also in attendance to answer questions and provide additional information as necessary. Our discussions and recommendations are summarized in this memorandum.

We found the UH Center productive, especially in light of its resource constraints. The comprehensive and team reports both clearly state that the UH Center is carrying out its mission, vision, and goals. The Center is providing Maui residents access to a variety of bachelors and masters degree programs and its benchmark measures – number of programs, number of students registered, and number of graduates – underscore the quality and efficiency with which these programs are made available to Maui County residents.

**The committee concurs with the commendations and recommendations given in the February 2, 2007 report. In addition to those commendations and recommendations, we submit these suggestions for your further consideration.**

**1. Expand Strategic Activities of the UH Center**

The committee recommends MCC leadership expand certain activities of the UH Center. The committee found the UH Center underutilized and undervalued with regard to these activities:

- As a means of improving MCC's transfer rate and increasing the number of AA/AS degrees MCC awards. The committee notes an increase in the number of AA degrees awarded (from 47 in 2001 to 108 in 2005) and learned that the MCC Counseling staff attributes, in large part, the more than doubling in AA degrees awarded to the UH Center's activities.



- As a means of leveraging existing MCC infrastructure, developing degree program partnerships with non-UH institutions, and relieving MCC and other UH campuses of the costs of developing and offering unsustainable programs. A cost/benefit analyses inclusive of quality standards should be undertaken when evaluating whether a program is best suited for UH Center partnering versus development at MCC.
- As a means of forming strategic alliances with other institutions and to draw more students into MCC.

## 2. Support Marketing and Promotion of the UH Center and Communicating the Quality of the Degree Programs

As identified in the comprehensive and team reports, the UH Center needs a stronger public image and greater name recognition.

- Funding for marketing must not only be restored, but must be increased substantially in order for the Center to continue promoting programs and increase its public image across Maui County.
- Marketing and recruiting activities for traditional versus non-traditional students and bachelor's versus graduate students should be segmented and handled differently since the needs and wants of each group are very different.
- The quality of UH Center brokered programs should be highlighted, in contrast with other on-line programs using lesser quality faculty and much fewer support services, so that the public understands the quality and value of those programs.

The committee recognizes there has been much discussion about Maui County's need for a four-year university, yet the UH Center already provides much of this service. Until such time that MCC is able to significantly increase its four-year degree offerings and build a resource base to support it, the UH Center must continue to fill this need. In fact, it does so already and simply needs more financial support to enhance public awareness and expand the breadth of its degree programs.

In closing, the committee wishes to express its appreciation for the opportunity to comment on the UH Center. Should you have any questions or require further clarification from the committee, please do not hesitate to contact me at [rwehrman@hawaii.edu](mailto:rwehrman@hawaii.edu) or x303.

c: Alvin Tagomori, MCC Vice Chancellor for Student Affairs  
 Kelly Watanabe, MBA/MAcc Graduate  
 William C.N. Wong, CPA, Chancellor's Advisory Council Member