



UHMC Professional Development **FINAL REPORT 2017**

UNIVERSITY OF HAWAII OFFICE OF CONTINUING EDUCATION AND TRAINING

MARKETING SUMMIT

WINDWARD COMMUNITY COLLEGE
45-720 KEAAHALA RD, KANEOHE, HI 96744
SEPTEMBER 28-29, 2017

OVERVIEW

The Marketing Summit consisted of a two day event structured around workshops and presentations that provided hands-on techniques and best practices in the marketing of educational programs and courses to our local community and throughout the state. As a co-organizer and presenter in 2016, I am well aware of the value this Summit has for its attendees including learning new marketing techniques, sharpening skills and networking with UHCC system-wide colleagues.

DIGITAL MARKETING

We learned how digital marketing can increase reach using existing tools and how content marketing can bring prospective students to your campus programs (inbound marketing)

BRANDING

In this workshop we gained further knowledge regarding how to stay on theme but not become redundant while appropriately unifying our brand and assets.

THREE PRONGED MARKETING STRATEGY

Topics covered in this session explained real-world application of marketing to a target audience with various media assets and real-world scenarios.

DESTINY SOLUTIONS MARKETING TOOLS

Destiny Solutions lead us through the Marketing module, giving us a better understanding of the key features including marketing questions, list manager, campaign manager, content management, public view analytics, and badging features.

DIGITAL STRATEGIES FOR MARKETING

We explored how UNC Charlotte incorporates Destiny into their marketing efforts to track successful (and not so successful) advertising efforts in order to make better decisions, increase enrollment and revenue.

IMPACT ON MY POSITION AS GRAPHIC DESIGNER

The information and knowledge gained at the Marketing Summit is already helping in my duties and responsibilities as the UHMC Graphic Designer.

Primary benefits to UH Maui College offer contributions and best practices to our marketing efforts while supporting UHMC's overall strategic goals.

BENEFIT TO UHMC

I am in development of a Design & Marketing workshop to offer our campus. My goal is to build a comprehensive workshop in conjunction with UHMC's Marketing Director and Web Master to cover topics that will empower our faculty and staff to supplement Marketing efforts to promote UHMC and respective programs within the context of further and continuing education.

MAHALO

Having this Professional Development resource is vital to my growth and education to stay relevant, efficient and productive in the constantly evolving field of design and marketing.
Mahalo!