



UNIVERSITY
of HAWAII®
MĀNOA

TELLING OUR STORY, SHARING THE EXPERIENCE

Leveraging Internal Talents to Brand and Engage

DSS Deep Dives | January 9, 2025
Jennel Sesoko & Dan Meisenzahl

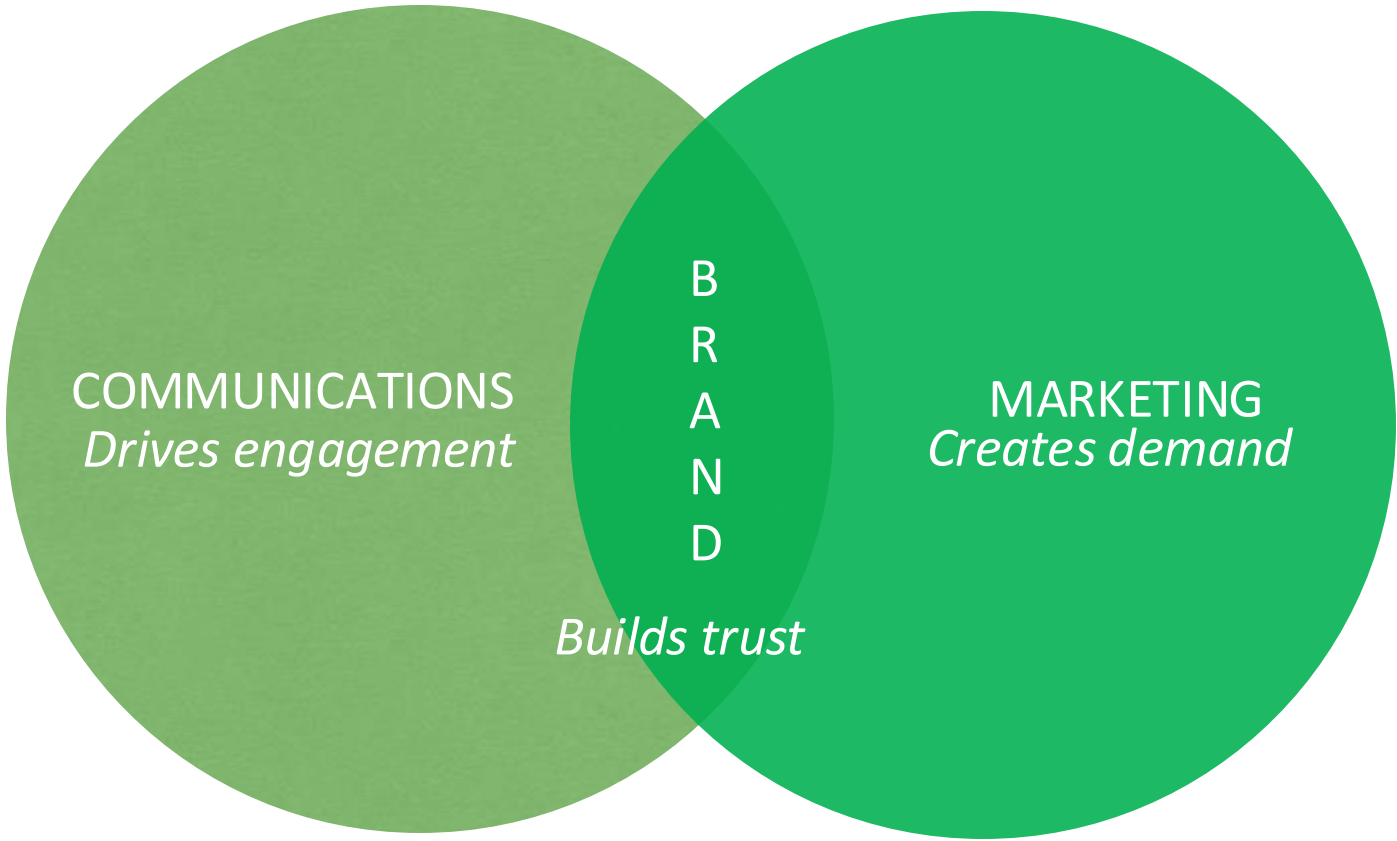




Jennel Sesoko
Branding & Marketing
UH Mānoa



Dan Meisenzahl
UH Office of Communications
and UH News



COMMUNICATIONS
Drives engagement

B
R
A
N
D

MARKETING
Creates demand

Builds trust

Google

Disney

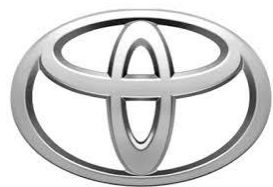
THE
NORTH
FACE



amazon

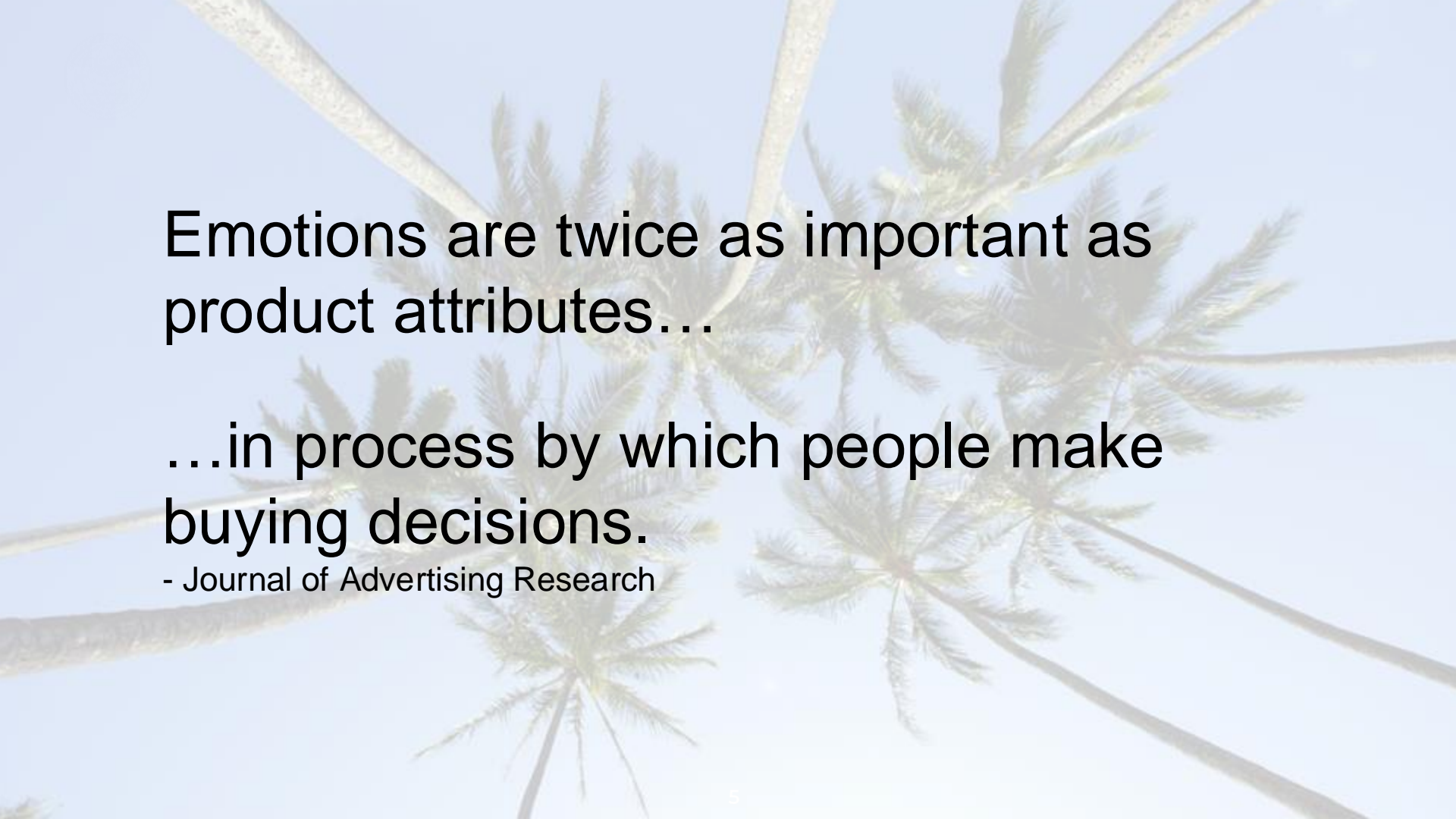


FedEx



GUCCI





Emotions are twice as important as
product attributes...

...in process by which people make
buying decisions.

- Journal of Advertising Research

A top-down view of a desk with various items. In the upper right, a green and white pennant for the University of Hawaii is partially visible. In the center, an open notebook with a red cover and lined pages is open, with a green highlighter resting on the left page. To the left of the notebook is a pink Samsung smartphone displaying a tropical wallpaper with palm trees. Above the phone are two yellow pencils and several green paper clips. Below the phone, a portion of a book or poster with the word 'Aloha' and 'UNIVERSITY of HAWAII' is visible.

A brand is...

- **A promise**
- **It is the feeling you get when you use the product**
- **The experience it provides you**
- **Loyalty beyond reason**

STUDENT SUCCESS

**BECOMING A
NATIVE HAWAIIAN
PLACE OF LEARNING**

**ALOHA
'ĀINA**

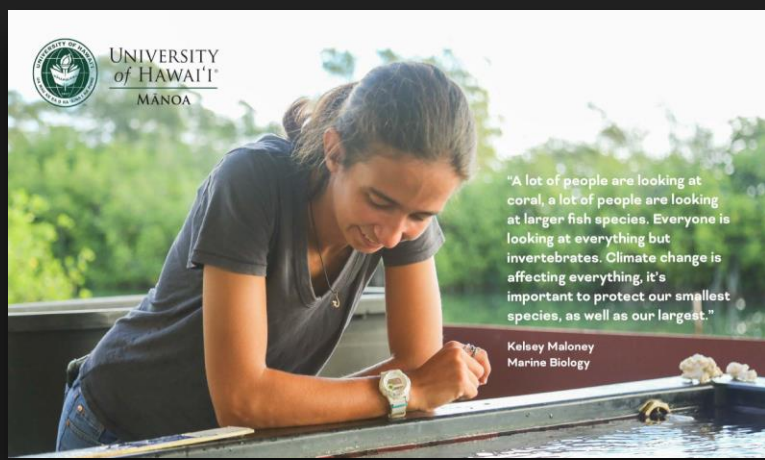
SUSTAINABILITY

RESEARCH EXCELLENCE



FINDING
OUR KULEANA

UNIVERSITY OF HAWAII AT MĀNOA



UNIVERSITY
of HAWAII
MĀNOA

"A lot of people are looking at coral, a lot of people are looking at larger fish species. Everyone is looking at everything but invertebrates. Climate change is affecting everything, it's important to protect our smallest species, as well as our largest."

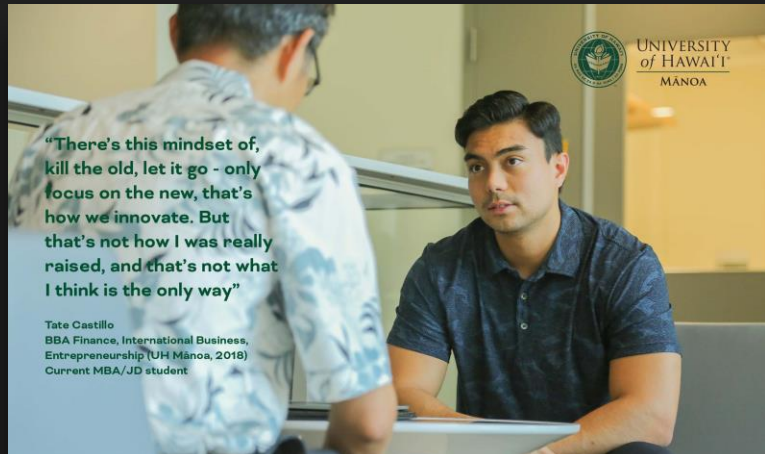
Kelsey Maloney
Marine Biology



UNIVERSITY
of HAWAII
MĀNOA

"Āina, it doesn't just mean food which feeds; it's also the old word for 'ohana, for family. And that's because it was recognized that the land is us. Your environment is a reflection of yourself."

Kahealani Acosta
BS, Tropical Plant & Soil Sciences
(UH Mānoa, 2019)
Current master's student in
Tropical Plant & Soil Sciences



UNIVERSITY
of HAWAII
MĀNOA

"There's this mindset of, kill the old, let it go - only focus on the new, that's how we innovate. But that's not how I was really raised, and that's not what I think is the only way"

Tate Castillo
BBA Finance, International Business,
Entrepreneurship (UH Mānoa, 2018)
Current MBA/JD student



FINDING
OUR KULEANA

UNIVERSITY OF HAWAII AT MĀNOA



Objectives

- Build brand awareness amongst our competitors
- Engage with our audience
- Encourage application/registration with seasonal campaigns
- Keep the appeal of the university evident
- Focus on top enrolling key feeder markets
- Drive recruitment and enrollment



**Wherever you want to go,
we can help you get there.**

At the University of Hawaii at Mānoa, we give you the tools to follow your dreams with a choice of 89 bachelor's degrees, 87 master's degrees, 52 doctoral degrees, and 5 professional doctoral degrees.
Begin your journey with us!

MANOA.HAWAII.EDU
f @ #TakeMeToMānoa

PHOTO: JESSIE AKA MIAMI
The University of Hawaii at Mānoa is an equal opportunity affirmative action institution.



UNIVERSITY
of HAWAII
MANOA

Tactics





- Advertise in editorial environments to associate our brand with the unique academic and collegiate opportunities, and location in order to stand out against our competitors
- Develop integrated campaigns that reach our audience at several different touchpoints to build recall via multichannel approach
- Coordinate and advertising placements with recruitment events, scholarship opportunities, unique sponsorship/ad opportunities within higher education sector
- Dominate the medium with high impact ad sizes and placement and use premium imagery to associate UH Mānoa as best choice and opportunity for resident and non-resident
- Communicate a drive to web message and social media engagement
- Utilize unique URLs for quick and easy recall, associated with brand recognition



UNIVERSITY of HAWAII
MANOA

Expand your horizons.

As a leading land, sea, and space grant university, there's no better place to pursue your passion than right here in Hawai'i. Where learning goes beyond the classroom, we invite you to expand your horizons at our world-class university, the University of Hawai'i at Manoa.

MANOA.HAWAII.EDU/ADMISSIONS    



HI-SEAS (Hawaii Space Exploration Analog and Simulation) is an analog habitat for human spaceflight to Mars and located in an isolated position on the slopes of the Mauna Loa volcano on the island of Hawaii. Photo Credit: HI-Seas





The University of Hawai'i at Manoa is an equal opportunity, affirmative action institution.



UNIVERSITY of HAWAII
MANOA

Beyond the classroom.

As a leading land, sea, and space grant university, there's no better place to pursue your passion than right here in Hawai'i. Where learning goes beyond the classroom, we invite you to expand your horizons at our world-class university, the University of Hawai'i at Manoa.

MANOA.HAWAII.EDU/ADMISSIONS    





Moku O Laka, or Coconut Island, located in Kaneohe Bay off the island of O'ahu, is the University of Hawai'i's private research island, offering world-class lab, field, and genetic facilities for faculty, students, and visiting students and convenient access to a diverse range of marine environments. Photo Credit: Cameron Brooks
The University of Hawai'i at Manoa is an equal opportunity, affirmative action institution.



UNIVERSITY of HAWAII
MANOA

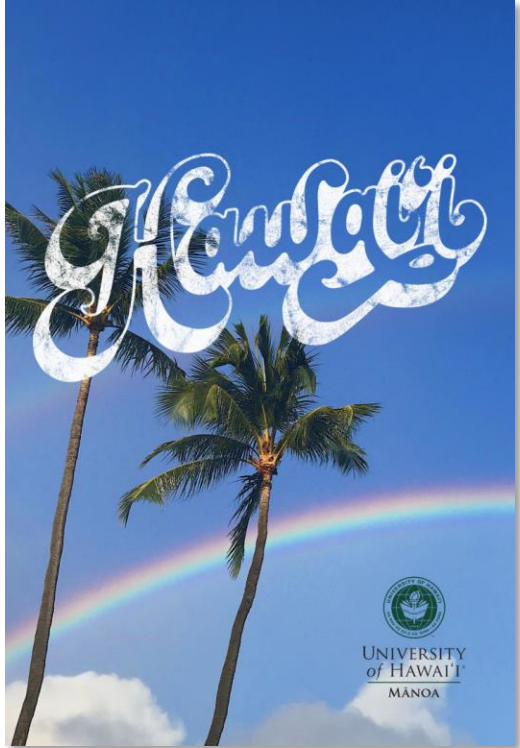
It all starts here.

As a leading land, sea, and space grant university, there's no better place to pursue your passion than right here in Hawai'i. Where learning goes beyond the classroom, we invite you to expand your horizons at our world-class university, the University of Hawai'i at Manoa.

MANOA.HAWAII.EDU/ADMISSIONS    

We'ehia Ridge, nearly 500 feet above sea level, overlooking Piilolo Valley on one side and Manoa on the other, from which you can see Diamond Head, Waikiki, Downtown Honolulu. Photo Credit: Shane Grace
The University of Hawai'i at Manoa is an equal opportunity, affirmative action institution.

Media placements



Brand Style Guide

Our Belief Statement

The University of Hawai'i at Mānoa is among the nation's leading land-, sea-, and space- grant universities. Grounded in the traditional values of our host culture, we strive for excellence in teaching, research, and community engagement, while promoting environmental sustainability and a diverse culture.

Enrollment Management is committed to:

- Providing outstanding student experiences, including admissions, financial aid, and student support services
- Successfully attract, admit, and retain students to The University of Hawai'i at Mānoa
- Promoting The University of Hawai'i at Mānoa as a leader in higher education
- Playing a leadership role in the state with the skills and knowledge of our state, and the world.

Tone & Voice

The tone and voice of The University of Hawai'i at Mānoa is authentic, innovative, unique, inspiring, and welcoming. It embodies the spirit of the University that stems from our purpose and principles. To suit the varied audiences, it will leave a lasting and meaningful impact.

TOPE

"Make Mānoa Yours" is the inviting tone throughout all messaging. Through the art of mo'olelo storytelling, "Make Mānoa Yours" captures the one-of-a-kind experience, intrinsic to our location, which cannot be replicated anywhere else in this world.

VOICE

We engage with our varied audiences through conversation that is comfortable and natural, educational and professional. We are passionate, people-oriented, and determined to make a positive impact.

Color Palette



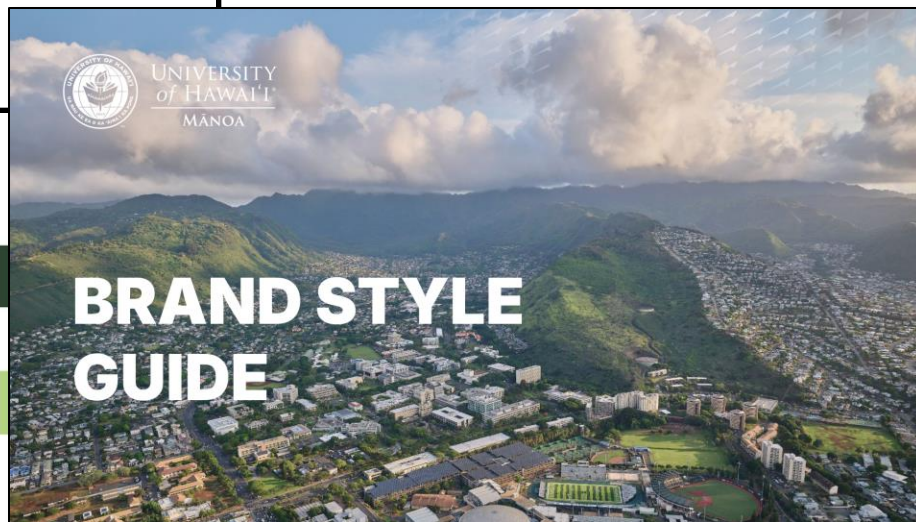
Manoa Green
Pantone® 3435
CMYK: 100, 100, 0, 0
RGB: 0, 100, 100
HEX: 008080



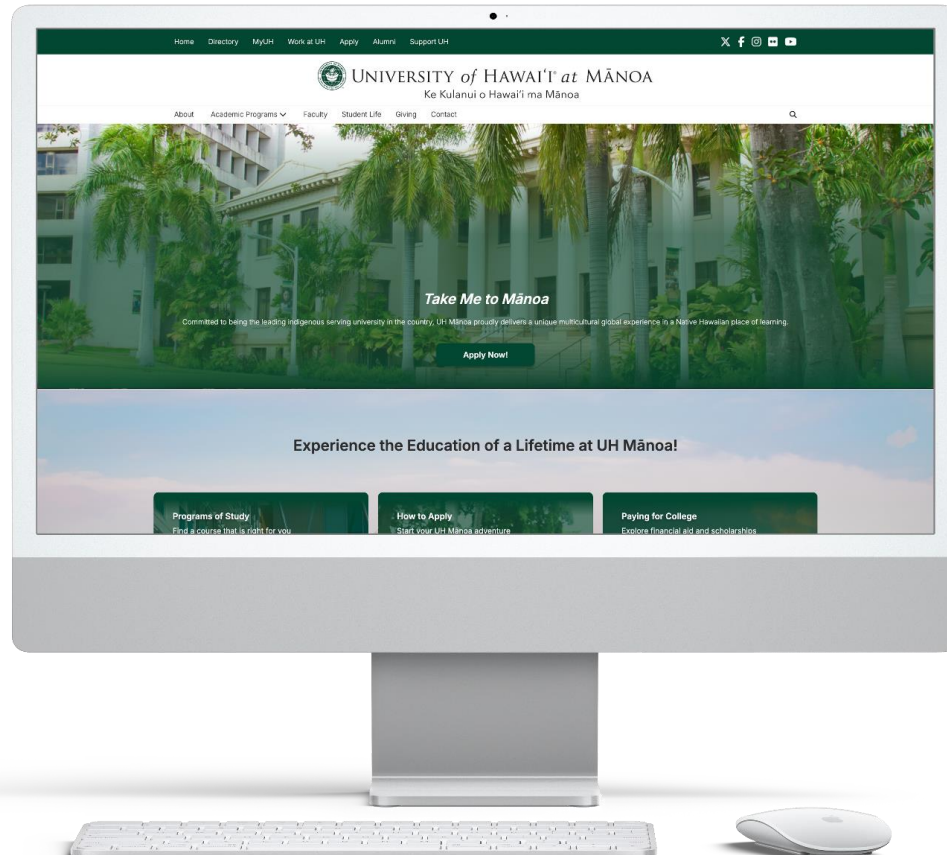
Kelly Green
Pantone® 3415
CMYK: 100, 100, 0, 0
RGB: 0, 100, 100
HEX: 008080



Light Green
Pantone® 357
CMYK: 100, 100, 0, 0
RGB: 0, 100, 100
HEX: 008080



Content Management System



Templates



College Of Engineering

Transform Lives, Improve Society.

The College of Engineering at the University of Hawaii is research. We produce the entrepreneurial and innovative to be competitive in an increasingly technological and global world. We provide people and discoveries to knowledge-based economies. We are inspired by the pride fostered by our unique island environment.

Research
 Research expenditures from external funding sources has risen from approximately \$4 million to \$9 million per year.
Figures from the 2001-2002 Academic Year

1394
 Undergraduate College of Engineering Students

PROGRAMS
 Civil Engineering
 Computer Engineering
 Construction Engineering
 Electrical Engineering
 Engineering Science
 Mechanical Engineering

BAM (4-1) PATHWAYS
 Earn your bachelors and masters degree within four years!
 • BS/MS Civil Engineering
 • BS/MS Computer Engineering
 • MS Electrical Engineering
 • BS/MS Electrical Engineering
 • BS/MS Mechanical Engineering

OUR UNIQUE VANTAGE POINT
 The LH College of Engineering is a unique learning community, modulated by its sense of place and space. Nestled in the heart of the Pacific Ocean, we take advantage of our unique geographic location afforded by our mountains, oceans, trade winds, and proximity to Asia Pacific. We embrace our host culture as a Native Hawaiian place of learning. And as a Minority Serving Institution, we are proud of the outstanding quality, diversity, and vibrancy of our students.

DIVERSE RESEARCH
 Our students work with world-class professors performing research in a range of areas, including: artificial intelligence and machine learning, cybersecurity, life sciences and biotechnology, aerospace engineering, biomedical engineering, advanced materials and nanotechnology, data analysis and big data, computation, energy, sustainability, resilient infrastructure, systems automation and control, ocean engineering, and biological engineering. They solve the problems of the future, whether it's paving the way for autonomous vehicles in Honolulu or designing a smart grid that can diagnose cyclic threats. Many students join Vertically Integrated Project (VIP) teams, engaging in industry-infused, project-based learning while earning college credit.

IMMERSED IN CAMPUS LIFE
 We offer over a dozen award-winning student chapters of national and international professional organizations, such as the Society of Women Engineers (SWE), Institute of Electrical and Electronics Engineers (IEEE), American Society of Mechanical Engineers (ASME), and the American Society of Civil Engineers (ASCE). Students work on campus as faculty assistants and share their love of STEM with the community as Engineering Student Ambassadors. The College of Engineering's Residential Learning Program, Engineering 'Ohana, affords the chance to live with fellow budding engineers in Johnson Hall, across from our home base, Holmes Hall. Our Native Hawaiian Science and Engineering Mentoring Program offers amazing resources and opportunities in professional development, cultural engagement, and more.

MAJOR ACADEMICS
 • Alternatives
 • Composites
 • Indigenous
 • Intermodal
 • Law and Policy
 • Political Risk
 • Public Policy


SPECIALTIES
 Indigenous US history, culture, geographical practices of engagement in Hawaii

STUDENT GROUPS
 • Pi Sigma Epsilon
 • History, Culture & Community
 • Minerva Plus

College of Engineering
 University of Hawaii at Manoa
 2545 Oole St., Holmes Hall 240
 Honolulu, Hawaii 96822
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 eng@hawaii.edu
 eng@hawaii.edu
 #Engineering

College of Social Sciences

Political Science



The Department of Political Science (POLS) stands out in the fields of international politics, Asian politics, Marine studies, Indigenous politics and public policy, preoccupation with the critique of dominant historical forces and centers of forced yet comprehensive decisions that critique critical thinking and justice.

MAJOR ACADEMICS
 • Alternatives
 • Composites
 • Indigenous
 • Intermodal
 • Law and Policy
 • Political Risk
 • Public Policy

SPECIALTIES
 Indigenous US history, culture, geographical practices of engagement in Hawaii

STUDENT GROUPS
 • Pi Sigma Epsilon
 • History, Culture & Community
 • Minerva Plus

PUT YOUR DEGREE TO USE

With a degree in Political Science, students enter fields such as law, government, journalism, social and civil service, diplomacy, education, business and research. Graduates have translated their knowledge and skills to employment in:

- Government and Law**
 State legislators and staffers, elected campaign managers, regional planners, foreign service and diplomats, law enforcement officers, lobbyists, attorneys, military officers and public advocates.
- Business**
 CEOs, managers, human resource professionals, and sales and marketing executives.
- Journalism and Publishing**
 Editors, reporters, author, circulation managers, and broadcast journalists and anchors.
- Education and Research**
 Teachers at all levels (PreK-12 and university), librarians and educational leaders.

PROFESSIONAL ASSOCIATIONS

- American Political Science Association
- Association for Public Policy Analysis and Management
- International Association for Political Science Students

Nonprofit
 Executive directors and managers, nonprofit regulation professionals, grant development specialists, public relations professionals, and broadcast journalists and anchors.

OCCUPATIONAL OUTLOOK*

Occupation	Typical Entry-Level Education	Per Year	2020 Median Pay	Per Hour
Judges and Hearing Officers	Doctoral or professional degree	\$124,200	\$59.71	
Lawyers	Doctoral or professional degree	\$136,000	\$61.03	
Paralegals and Legal Assistants	Associate's degree	\$52,600	\$25.44	
Political Scientists	Master's degree	\$125,300	\$60.27	
Postsecondary Teachers		\$60,700		\$29.20
Urban and Regional Planners	Master's degree	\$75,950	\$36.52	


* U.S. Bureau of Labor Statistics

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 808.956.8777 (fax)

polsci@hawaii.edu
 polsci@hawaii.edu
 #PolSci

Photography

 UNIVERSITY of HAWAII SYSTEM Drive

Search Drive
















NEW

My Drive > UHM Branding > Photography

Files Name ↑

- My Drive
- Team Drives
- Shared with me
- Recent
- Google Photos
- Starred
- Trash

26.2 GB used

 2012_Photos...	 2012_Photos...	 2013_PHOTO...	 2013_PHOTO...	 2013_PHOTO...
 2014_PHOTO...	 2014_PHOTO...	 2014_PHOTO...	 2014_PHOTO...	 2014_PHOTO...
				



COLLEGE of ARTS, LANGUAGES & LETTERS



UNIVERSITY of HAWAI'I at MĀNOA
WILLIAM S. RICHARDSON
SCHOOL OF LAW



UNIVERSITY OF HAWAI'I AT MĀNOA
OUTREACH COLLEGE



COLLEGE OF TROPICAL AGRICULTURE
AND HUMAN RESOURCES
UNIVERSITY OF HAWAI'I AT MĀNOA







The Importance of Communications

UH Office of Communications

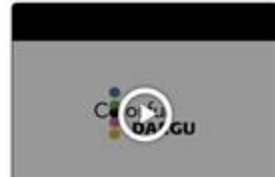
UHNews.org



WHY?

College May Not Be Worth It Anymore

Americans' increasing distrust of science and not just on climate change



Conservatives take aim at tenure for university professors

By HEATHER HOLLINGSWORTH January 8, 2023

Florida higher education under fire as 'woke' by DeSantis, appointees

Yet another report says fewer Americans value 4-year degree



BRIEFING • SCIENCE

People Are Becoming Increasingly Skeptical of Science, Report Finds

Alb
An
The



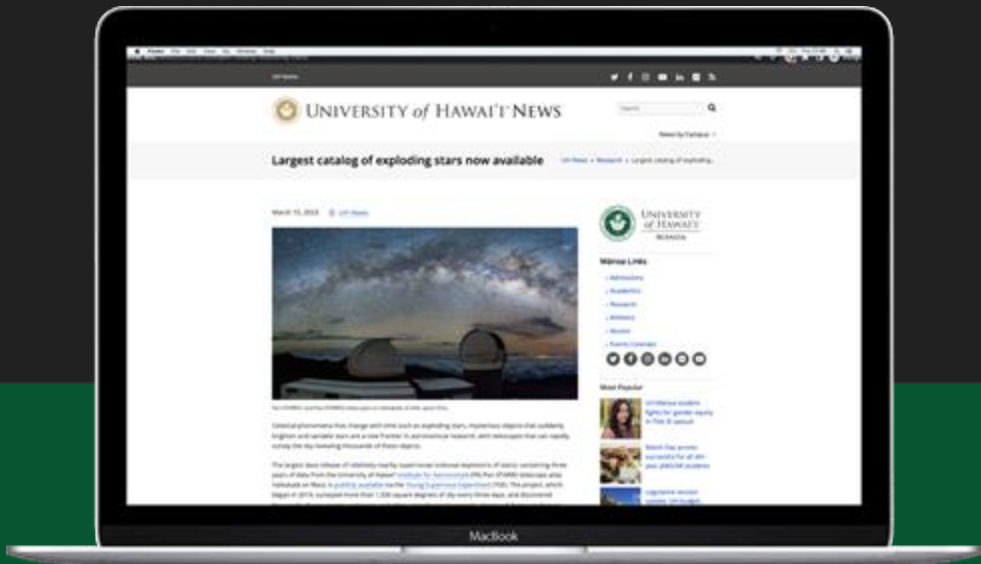
**If we don't tell our
stories, no one else will**



FILL THE VOID



UH Office of Communications



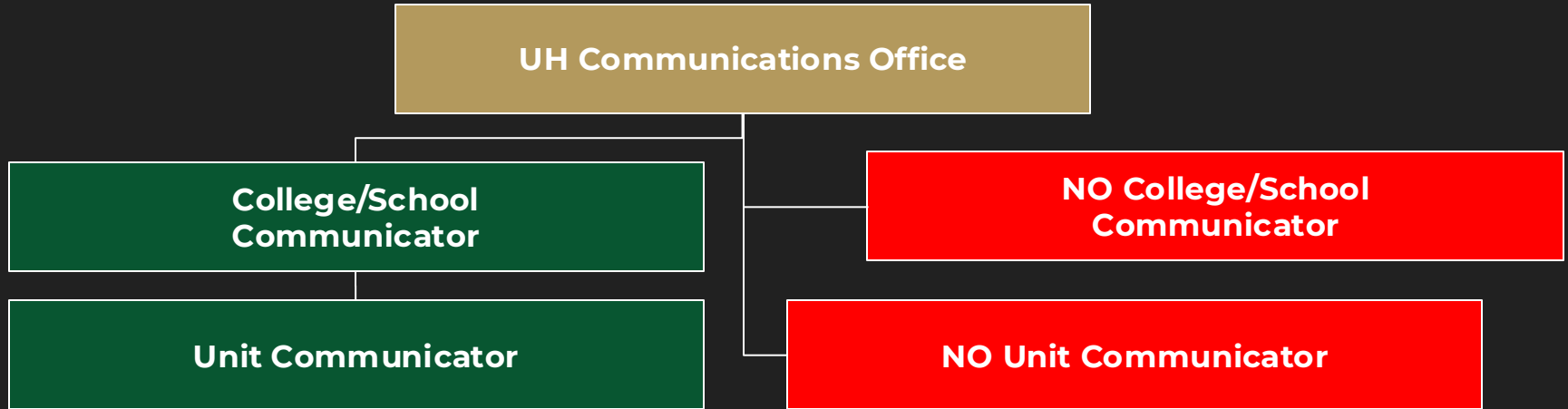
Telling Our Own Stories

UHNews.org

- 2 Million views last year!
- Averaged 122 stories a month



How We Work





News
Release

Video
News
Release

Social
Media

Media
Pitches



Facebook



2023 Recap



**1,474 UH News
Stories Posted**



**355 News Releases
Systemwide**



**106 Video News
Releases**



**50+ Social Media
Videos**



Content Development

- Work with researchers/faculty
- Review and approve
- Accommodating stakeholders



Storytelling

- For the masses, not your peers
- Don't bury the lead
- Avoid scientific jargon
- Be willing to work with us



Creating a Narrative

- Avoid one-off stories
- Capture a journey
- Look for opportunities to update
 - Remind audience about research



Not everything is a news release

- Star student
- Former student doing great things
- In the community
- Let's discuss possible story ideas



Headlines are key

- The **most important thing** - give readers a reason to click on story
- Not for your internal audience, but for your external audience
- Headlines should not be false or misleading
- Headlines should elicit interest so readers click on the story
- Be relatable to readers
- Please be flexible when considering possible headlines





Media Pitches





Emails

- Events
- Opportunities
- Student emails



Communication Support

- Crisis
- Internal
- Media Inquiries
- Media Training



**We must be
ambassadors of UH,
higher education,
research and science**



Media Training



- Prepare at least three talking points, or more depending on media outlet and platform
- Practice talking points
- The pivot - prepare for and practice
 - Does not matter what the media asks
- Prepare answer to end line of questioning
- Do not ignore red flags



- Know your audience - educate yourself on the reporter/media outlet
 - Make a list of possible questions the media may ask and prepare answers
- Prepare answer length for media outlet: shorter for TV, longer for print, even longer for long form print like magazine or radio interview/podcast
 - For TV you have 12 seconds!



- Do not answer a question a second time/refer them to your first answer
- Okay to say you do not know and will get back to them
- Never speculate
- Never repeat negative words or phrases
- Do not accept the premise of a sensational question



What NOT to Do



- Lie, guess or speculate
- Get upset or angry
- Use acronyms or jargon
- Talk about protected information
- Talk about information outside your area of expertise or organization
- Repeat negative words from questions
- Play favorites with reporters
- Say “no comment”
- Introduce new issues or subjects



What to Do



- Take your time
- Think before you answer
- Say if you don't know
- Stick to the facts
- Say if you can't answer - explain why
- Talk only about your area of expertise
- Assume everything is "on the record" and is being recorded
- Maintain eye contact with the reporter
- Be firm, fair and honest



Looking Your Best



Your Body Language Speaks Volumes

- Lean slightly forward (*makes you look engaged... and slim!*)
- Make eye contact with the interviewer (*not the camera*)
- Move your head (*avoid quick, jerking movements*)
- Move your hands (*elbows bent, fingers slightly touching*)
- Move your body (*keep an athletic stance, feet staggered*)
- Speak with more energy than normal
- Keep a smile on your face (*remember TV cools you down*)
- Be natural, conversational, relaxed
- Aware of surroundings



For the Zoom Interview

- Make sure to raise the height of the camera
- Add some lights on your face to make you look your best
- Do not put a window behind you (the lighting can make you look dark)
- Keep the background simple and not distracting (books shelf or wall hanging can work)





Appearance

- Appropriate attire (*be sure your style compliments and extends your message*)
 - Solids are better than prints; avoid small/busy prints
 - Iron your clothes
 - No white or black
 - No flashy, dangling jewelry
 - Company logo wear is OK
 - No sunglasses



Appearance

- General guidelines for colors:
 - **Blue:** the most universal color of authority, competence, and steadiness
 - **Red:** attention-getting, powerful, confident
 - **Green:** calming, refreshing, successful
 - **Gray:** neutrality, sophistication, power, quiet success
 - **Yellow:** cheery, but head-to-toe could be jarring
 - **Pastels:** safe, approachable, "nice"
 - **Brown:** sturdy, steady, earthbound



Appearance

- Brush your hair
- Check makeup before the interview
- Keep hair out of your face; for women, no touching, swinging or playing with your hair



That's It!

Any Questions?

Collaborate, support, and work together.

- Continue partnerships
- Continue stories - working closely with UH Communications team with emails and media trainings
- Provide design tools, copywriting tips and strategies for reaching your audience





Mahalo



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