MINUTES OF THE REGENTS’
COMMITTEE ON UNIVERSITY
AND EXTERNAL AFFAIRS

Date: Thursday, June 20, 2002

Place & time: Campus Center conference Chamber, Room 220
University of Hawai‘i at Mānoa
4:06 p. m.

Committee Members Present: Regents Weiner (presiding)
Kawakami
Lee
Thurston
Ikawa (ex-officio)

Committee Member Excused: Regent Dowling

Other Regents Present: Regents Bergin
Kobayashi
Kurisu
McElrath
Nunokawa
Poe

Others Present: Evan S. Dobelle, President, University of Hawai‘i
Paul Costello, Vice President for External affairs and University Relations
Gloria Garvey, Senior Vice President, Starr Seigle McCombs Milici Valenti Gabriel/DDB Needham Hawai‘i
Brook Gramann, Vice President, Milici Valenti Gabriel/DDB Needham Hawai‘i
Phil Kinnicut, Director of Marketing and Brand Management
David Iha, Executive Administrator and Secretary of the Board
Carl H. Makino, Executive Assistant to the Board

Approval of Committee Meeting Minutes

The minutes of the meeting of the Regents’ Committee on University and External Affairs held on October 18, 2001 and April 18, 2002, were approved as circulated.
Mr. Kinnicut provided the Committee with a report on the University of Hawai‘i’s Brand Identity project. He informed that the University of Hawai‘i recognizes that it operates in an increasingly competitive higher education marketplace. Success in this environment requires “branding” the University of Hawai‘i system and successfully communicating this brand throughout the University’s universe. He reported that a local company that specializes in “branding,” The Brand Strategy Group was hired as consultants.

Ms. Gloria Garvey and Ms. Brook Gramann, principals of the consultant company provided the Committee with a briefing on branding, explaining that branding was not a logo but a promise, a promise more and more universities are making to its alumni, students, the public, the community and themselves. A promise that if applied effectively can work to increase enrollment, boost giving, and create awareness.

Regent Weiner asked about their timetable. Ms. Garvey stated that a proposal would be delivered sometime in early July. Regent Weiner stated that the Committee believed that the matter was of great importance to the University and therefore, must come to the Board for approval. President Dobelle stated that he clearly understood that to be the case and would see to it that the administration complies with the Committee’s instruction.

There being no further business before the Committee, the meeting was adjourned at 4:20 p. m.

Respectfully submitted,

David Iha, Secretary

Dated: July 11, 2002

Chairperson Allan K. Ikawa
Members, Committee on University and External Affairs
President Evan S. Dobelle
Vice President Paul Costello