

Date: January 9, 2019

**REQUESTOR CONTACT INFORMATION**

Name Susan Kazama  
Title Interim Vice Chancellor for Academic Affairs  
Office/Dept Academic Affairs

Campus Kapi'olani CC  
Email smurata@hawaii.edu  
Phone 808-734-9519

**PROGRAM CODE FOR  ADMISSION STOP-OUT ONLY OR  TERMINATION (PLEASE CHECK ONE)**

Program Code AS -MKT  
Institution KAP - Kapiolani Community College  
College \_\_\_\_\_  
Level UG - Undergraduate

Program Description AS Marketing  
Campus KAP - Kapiolani Community College  
Department Business/Legal/Technology

Are current students "grandfathered" under the program code?  Yes  No

Should the old program code be available for use in Banner?  Yes  No

Effective Fall 2018, this program code will no longer be available to admit or recruit students.

Term (ie. Fall 2014)

*This will turn off the online application, recruitment (effects Banner forms SRASUMI and SRAQUIK) and admissions (effects Banner forms SAADCRV, SAAADMS, SAASUMI, SAAQUIK, and SAAQUAN) Banner modules.*

Effective Fall 2020, this program code will no longer be available to enroll or award degree to students.

Term (ie. Fall 2014)

*This will turn off the general student (effects Banner form SGASTDN) and academic history (effects Banner form SHADEGR) Banner modules.*

**FOR ADMISSION STOP-OUT ONLY REQUEST**

Effective Fall 2022, this program code will be reactivated and available to admit or recruit students.

Term (ie. Fall 2014)

*This will turn on the online application, recruitment (effects Banner forms SRASUMI and SRAQUIK) and admissions (effects Banner forms SAADCRV, SAAADMS, SAASUMI, SAAQUIK, and SAAQUAN) Banner modules.*

Check here to leave ONLINE APPLICATION OFF

**ADDITIONAL COMMENTS**

This admission stop-out action affects financial aid eligibility. Please update SFACPLR. Mahalo!

IRAO USE ONLY: DATE RECEIVED

**ATTACHMENTS**

Admission stop-out<sup>1</sup> greater than 2 years; Termination of an Associate, Bachelor and Graduate Degrees, and sole credential certificates.

Memo with President's Approval, with cc to Vice President for Academic Planning and Policy, regarding program action.

Admission stop-out<sup>1</sup> less than 2 years. Termination of a Certificates (eg. Certificate of Achievements, Certificates of Competence, Subject Certificates, Academic Subject Certificates) & Associate in Technical Studies (ATS) Degree.

Memo from Chancellor to Vice President for Academic Planning and Policy regarding program action.

**VERIFICATIONS**

*By signing below, I verify that I have reviewed and confirm the above information that is pertinent to my position.*

Registrar  
(Print Name)

Jerilynn Lorenzo  
*ENDKAWA*

*Jerilynn A. Endkawa* 1/9/19  
Signature Date

Financial Aid Officer  
(Print Name)

Jennifer Bradley

*J. Bradley* 1/9/19  
Signature Date

For Community Colleges,  
verification of consultation with  
OVPC Academic Affairs:

*[Signature]* APR 11 2019  
Signature Date

<sup>1</sup> "Admission stop-out" is defined as a halt to new admissions to a program. (Regent Policy 5.201)



memorandum

January 9, 2019

To: Donald O. Straney, Vice President, Academic Planning and Policy, University of Hawai'i

From: Louise Pagotto, Chancellor

*Louise Pagotto*

Subject: ADMISSION STOP OUT OF ASSOCIATE IN SCIENCE AND RELATED CERTIFICATES IN MARKETING

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On October 11, 2018, pursuant to Board of Regents Executive Policy # 5.202 Section IV.B., I approved a two-year admission stop out of the Associate in Science in Marketing, the Certificate of Achievement in Retail Management, and Certificates of Competence in Customer Service, and Retailing.

The stop out is to take effect Fall 2018-Spring 2020, thereby allowing current students to complete these programs while the program faculty develop and submit for approval a new associate in science in entrepreneurship. Once the entrepreneurship program is approved, approval will be sought from President Lassner to terminate the marketing program.

C: Susan Kazama, Interim VCAA  
John Richards, Dean, CTE  
Susan Pope, Educational Specialist




UNIVERSITY OF HAWAII  
**KAPĪ'OLANI**  
COMMUNITY COLLEGE

**MEMORANDUM**

October 11, 2018

TO: Louise Pagotto  
Chancellor

FROM: Susan Kazama   
Interim Vice Chancellor for Academic Affairs

SUBJECT: STOP OUT OF MARKETING PROGRAMS

SPECIFIC ACTION REQUESTED:

It is requested that the Chancellor approve stop out admission of new students to the following Marketing programs:

AS in Marketing  
CA in Retail Management  
CO in Customer Service  
CO in Retailing

RECOMMENDED EFFECTIVE DATE:

Fall 2018-Fall 2020

ADDITIONAL COST:

None

PURPOSE:

The stop out time frame is in accordance with the termination process.

BACKGROUND:

In accordance with Board of Regents (BOR) Policy, RP 5.201, Instructional Programs, Section III E, and associated UH Executive Policy #E.5.202, Section III, F, the

Chancellor's approval is requested to temporarily stop out the admission of new students to the Marketing program.


Per the "Authorization to Plan, Associate in Science in Entrepreneurship" approved by Vice President for Academic Planning and Policy Donald O. Straney, the Associate in Science in Entrepreneurship program will replace the existing Associate in Science in Marketing program. During the requested stop out period, the Marketing program will prepare a termination request for approval by the Board of Regents.

ACTION RECOMMENDED:

It is recommended that the Chancellor approve stop out admission of new students to the following Marketing programs:

AS in Marketing  
CA in Retail Management  
CO in Customer Service  
CO in Retailing

APPROVED / DISAPPROVED:

  
\_\_\_\_\_  
Louise Pagotto  
Chancellor

10/12/18  
\_\_\_\_\_  
Date



**MEMORANDUM**

**July 5, 2018**

**TO:** Louise Pagotto, Susan Kazama, Brenda Ivelisse, Brian Furuto, Nawa`a Napoleon, Aaron Koseki, Carol Hoshiko

**FROM:** John Richards  
Dean, Hospitality Business & Legal Academic Programs

**SUBJECT:** University of Hawai'i Executive Policy #E5.202, Review of Established Programs, Section III, #6 temporarily stop out the admission of new students to the Marketing program.

The Interim Chancellor, Interim Vice Chancellor for Academic Affairs, and Dean of Hospitality, Business & Legal Programs approved the stop out of our Marketing Program on May 09, 2018. Therefore, it is no longer possible to continue admitting students to this program.

Kapi'olani Community College is committed to enabling our current Marketing majors the opportunity to complete the program and obtain their Associate in Science degree. The program will have a stop-out period of two-years, ending in Spring 2020, to enable our students to complete the program requirements and graduate.

The stop out will work as follows. The current program and all of the courses will be offered through Spring 2020, when the degree will no longer be available. BLT Counselors (Flo Abara and Lori Sakaguchi) will assist students with identifying comparable programs which students may wish to transfer, in the event students cannot complete the program at Kapi'olani Community College during the stop-out period.

If you have any questions concerning the stop out of the Marketing Program, please contact John Richards at (808) 734-9515 or johnlric@hawaii.edu.

Attachment: MKT Stop Out Memo - Approved

- c:
- Administrative Staff
  - Chair, Faculty Senate
  - Chancellors Advisory Committee CAC
  - Faculty Senate Curriculum Committee
  - Kekaulike Information and Service Center (KISC)
  - Maida Kamber Center (MKC)
  - Honda International Center (HIC)
  - Military and Veterans Program (MVP)
  - Counseling and Academic Advising Council (CAAC)
  - Center for Excellence in Learning, Teaching and Technology (CELTT)
  - Student Congress
  - Student Success Coordinator
  - Staff Council
  - Dean of Arts and Sciences
  - Dean of Health Academic Programs
  - Dean of Office of Community Relations and Continuing Education
  - Susan Pope, Educational Specialist
  - Marketing Program Coordinator



UNIVERSITY of HAWAII  
**KAPI'OLANI**  
COMMUNITY COLLEGE

Office of CTE Dean

May 9, 2018

TO: Louise Pagotto  
Interim Chancellor

VIA: Susan S. Kazama *[Signature]*  
Interim Vice Chancellor for Academic Affairs

FROM: John Richards *[Signature]*  
Dean  
Hospitality, Business & Legal Academic Programs

SUBJECT: Stop Out of Marketing Program

**SPECIFIC ACTION REQUESTED:**

Approval to stop out admission of new students to the Marketing program.

**ADDITIONAL COST:**

No additional costs are incurred by this action.

**RECOMMENDED EFFECTIVE DATE:**

Fall 2018 - Fall 2020

**BACKGROUND INFORMATION:**

In accordance with UH Executive Policy #E5.202, Review of Established Programs, Section III, #6, the Chancellor's approval is requested to temporarily stop out the admission of new students to the Marketing program.

Per the "Authorization to Plan, Associate in Science in Entrepreneurship" approved by Vice President for Academic Planning and Policy, Donald Straney, the Associate in Science in Entrepreneurship program will replace the existing Associate in Science in Marketing program. During the requested stop out period, the Marketing Program will prepare a termination request for approval by the Board of Regents.

4303 Diamond Head Road  
Honolulu, Hawaii 96816-4421  
Telephone: (808)734-9515  
Facsimile: (808)734-9828  
Website: [www.kapiolani.hawaii.edu](http://www.kapiolani.hawaii.edu)  
An Equal Opportunity/Affirmative Action Institution

Memo to Louise Pagotto  
May 9, 2018  
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The Marketing Program currently has 49 students pursuing the Associate in Science degree, and four (4) students are pursuing the Certificate of Achievement. Program faculty members working with BLT Counselors will offer needed courses or alternatives and develop individual advisement plans to help each student to complete their program.

Dean Richards attended the April 30, 2018 Business, Legal & Technology Department meeting to request a departmental vote in support of the stop out of the Marketing Program. Eleven of the 11 full-time faculty members present voted to support the measure.

ACTION RECOMMENDED:

Approval to stop out the admission of new students to the Marketing program effective Fall 2018.

Approved / Not Approved

Louise Pagotto  
Louise Pagotto, Interim Chancellor

5/9/18  
Date

JR:wg

xc: Brenda Ivelisse, Vice Chancellor for Student Affairs  
Brian Furuto, Vice Chancellor for Administrative Services





January 22, 2018

**MEMORANDUM**

TO: Donald O. Straney  
Vice President for Academic Planning and Policy

VIA: John Morton  
Vice President for Community Colleges

FROM: Louise Pagetto *Louise Pagetto*  
Interim Chancellor

SUBJECT: AUTHORIZATION TO PLAN, ASSOCIATE IN SCIENCE IN  
ENTREPRENEURSHIP

SPECIFIC ACTION REQUESTED:

Kapi'olani Community College is proposing a hybrid face-to-face and online Associate in Science degree in Entrepreneurship to replace the existing Associate in Science degree in Marketing. Kapi'olani Community College has the capacity to grow the enrollment numbers significantly with entrepreneur students, as well as Health, Information Technology (ITS), Hospitality and Tourism (HOST), Culinary, and Business students interested in opening their own businesses.

The Business, Legal, and Technology Department is seeking permission to plan the Associate in Science in Entrepreneurship degree program.

RECOMMENDED EFFECTIVE DATE:

Fall 2019

ADDITIONAL COST:

The proposed Associate in Science degree in Entrepreneurship will be funded the same as the current Associate in Science degree in Marketing, by general funds and tuition and fees. No additional costs are anticipated because the proposed Associate in Science degree in Entrepreneurship will replace the current Associate in Science degree in Marketing.

PURPOSE:

Hawai'i is in the top 10 states for entrepreneurs and small businesses. Kapi'olani Community College is meeting with the Small Business Administration, Counselors to America's Small Business (SCORE), Hawai'i Workforce Development Division and Pacific Asian Center for Entrepreneurship (PACE) to create educational pathways from Department of Education programs to the community colleges, as well as for our community's entrepreneurs. The Entrepreneurship program at Kapi'olani Community College will be designed to be nimble enough to respond to the rapidly changing industries of Information Technology, Hospitality and Tourism, Health, Culinary, and Business.

BACKGROUND:

The most recent Hawai'i Business Development and Support Division reports that small business represents 96% of all businesses in Hawai'i and employs 54% of the private-sector labor force. Most of Hawai'i's small businesses are very small with 78% of all businesses operated by sole proprietors. The Hawai'i Business Development and Support Division states that Hawai'i must generate revenue in addition to the income we receive from tourism and federal monies, including the military. Hawai'i's economic future depends on a well-trained workforce of versatile workers and innovators who can address its regional, cultural, and industry needs.

The current Hawai'i Career Pathway System Handbook includes Entrepreneurship as an Occupational Cluster and as a Program of Study for Career Pathways in Arts and Communication, Business, Health Services, Industrial and Engineering Technology, Natural Resources, and Public and Human Services. The Associate in Science degree in Entrepreneurship will better align a clear pathway that does not exist today between high school and college students. Currently, there is no University of Hawai'i Community College Associate in Science degree in Entrepreneurship to connect with these high school students.

Meetings were held at Kapi'olani Community College with deans of Career and Technical Education (CTE), Health, and Liberal Arts, as well as program coordinators of Culinary, Hospitality, Business, Legal, Information Technology, and Accounting to determine the need for an entrepreneurship program that focuses on Career and Technical Education pathways for students who are also interested in opening their own business after graduation. Kapi'olani Community College will offer various opportunities for these students to gain the knowledge to better help them succeed in their own business.

Donald O. Straney  
January 22, 2018  
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ACTION RECOMMENDED:

Approve Kapi'olani Community College's Authorization to Plan an Associate in Science degree in Entrepreneurship.

Attachment

1. Authorization to Plan-New Associate in Science degree in Entrepreneurship

APPROVED/DISAPPROVED:

Donald O. Straney  
Donald O. Straney, Vice President for Academic Planning and Policy

26 Feb 18  
Date

**Authorization to Plan (ATP)**  
New AS, Entrepreneurship Program

1. **Campus Information.** Kapi`olani Community College's Business, Legal and Technology Department is proposing a new AS, Entrepreneurship Program.
2. **Degree proposed and Objectives.** The proposed AS, Entrepreneurship Program will:
  - a. Integrate entrepreneurship skills with knowledge based learning for, but not limited to Marketing, Management, Accounting, ITS, Culinary, Hospitality, Health, Continuing Education, and the Liberal Arts majors.
  - b. Create sustainable, employment skills across various disciplines.
  - c. Influence Oahu and the state's economic development through new business start-ups and hiring.
3. **Alignment with Campus and UH system mission, etc.** The AS, Entrepreneurship Program proposal is aligned with the UH System, UHCC Strategic, and Kapi`olani Community College's Strategic Plans.

University of Hawai'i System Strategic Directions 2015-2021

1. Hawai'i Graduation Initiative (HGI)
  - a. Goal: Increase the educational capital of the state by increasing the participation and completion of students, particularly Native Hawaiian, low-income students and those from underserved regions and populations and preparing them for success in the workforce and their communities.
    - i. HGI Action Strategy 1: Strengthen the pipeline from K-12 to the university to improve college readiness and increase college attendance.
    - ii. HGI Action Strategy 3: Anticipate and align curricula with community and workforce needs
2. High Performance Mission-Driven System (HPMS)
  - a. Goal: Through cost-effective, transparent and accountable practices, ensure financial viability and sustainability to ensure UH's ability to provide a diverse student body throughout Hawai'i with affordable access to a superb higher education experience in support of the institutional mission of the university, which includes commitments to being a foremost indigenous-serving university and advancing sustainability.
    - i. HPMS Strategy 2: Increase opportunity and success for students and overall cost-effectiveness by leveraging academic resources and capabilities across the system

UHCC Strategic Plan 2015-2020

Goal C: Promote Workforce and Economic Development Workforce

### Kapi'olani CC Strategic Directions 2015-2020

The proposed AS, Entrepreneurship Program will be aligned with the following Kapi'olani CC Strategic Commitment Outcomes:

- Outcome 2: Innovation
  - Build better workforce development system through credit and continuing education programs.
  - Develop community partnerships locally and globally that advance the college's indigenous serving goals.
  - Implement Open Educational Resources (OER) to replace most textbooks.
- Outcome 3: Enrollment Growth
  - Integrate recruitment of working age adults into overall workforce development system.
  - Target outreach strategies to innovative programs.
  - Focus on campus-based re-enrollment strategies.

4. **Justification of Need.** The justification of Kapi'olani's CC proposal for an AS, Entrepreneurship Program is to replace the existing AS Marketing Program, which will be terminated. Kapi'olani CC has the capacity to grow the enrollment numbers significantly with entrepreneur students as well as Health, IT, HOST, Culinary, Business, and Liberal Arts students interested in starting their own businesses.

5. **Demand for program.** Student demand in entrepreneurship is difficult to demonstrate more than most other academic programs because entrepreneurs do not fit under any one discipline or industry, but rather all disciplines and industries. Demand for entrepreneurship is best illustrated through new start-up business annually according to the Small Business Association of Hawai'i. According to the most recent Perkins federal report 2016 Consolidated Annual Report (CAR), these were the numbers for high school Career & Technology Education (CTE) concentrators:

197 in Business management and administration  
0 in Finance  
112 in Marketing sales and service

The 2016 Hawai'i Career Pathway System Handbook includes Entrepreneurship as an Occupational Cluster and as a Program of Study for Career Pathways in Arts and Communication, Business, Health Services, Industrial and Engineering Technology, Natural Resources, and Public and Human Services. The AS, Entrepreneurship Program will provide a clear pathway between high school and college students that does not exist today.

Meetings were held at Kapi'olani Community College (KapCC) with deans and program coordinators to determine the demand for an entrepreneurship focus in Health, Hospitality and Travel and Tourism, Culinary, Information

Technology and Accounting. The program will be designed for students who are interested in opening their own business. KapCC will give these students the opportunity to gain the knowledge to help them succeed in developing and growing their own businesses.


The 2016 Hawai'i Business Development & Support Division reports that small business represents 96% of all businesses in Hawai'i and employs 54% percent of the private-sector labor force. Most of Hawai'i's businesses are very small with 78% percent of all businesses operated by sole proprietors. The Hawai'i Business Development & Support Division states that Hawai'i must generate revenue in addition to the income we receive from tourism and federal monies. including the military.

Hawai'i's economic future depends on a well-trained workforce of versatile workers and innovators who can address its regional, cultural, and industry needs. We need to make sure that entrepreneurs are well equipped to survive the challenges posed by the economic and small business climate.

6. **Non-duplication of programs.** The proposed AS, Entrepreneurship Program does not duplicate any program in the University of Hawai'i CC System.
7. **New Resources.** The proposed AS, Entrepreneurship Program will be funded the same as the current Marketing Program, by general funds, tuition and fees. No additional costs are anticipated because the proposed AS, Entrepreneurship Program will replace the current Marketing Program.

*Signature indicates that the person has reviewed the ATP1 and supports the proposed program. Signature page is to be completed upon submission to the VPAPP.*

*Dean/Department/Division Chair:*

	JOHN RICHARDS	12/1/12
Signature	Print Name	Date

*Campus Chief Academic Officer:*

*[Handwritten Signature]*

Sumari Kazama

12-5-17

Signature

Print Name

Date

Chancellor:

*[Handwritten Signature]*

LOUISE PAGOTTO

12/5/17

Signature

Print Name

Date