Hawaii Medical College Agenda & Notes 02/27/26

Attendees:

Link to last week's agenda: HMC Weekly Agenda 02/20/26

REPORTING:

- Month-End Recap & Budget report
- 2025 Year-End Report

Feb Budget > Q1 goals & budget?
- Google Ads: $5,000
- Bing Ads $0
- Facebook Ads: $200
- Stackadapt: $500
- Criteo: $200
- **TOTAL: ($5,900.00)**

Campaign	Campaign type	Optimization score	Bid strategy type	Impr.	Clicks	Avg. CPC	Conversions	Phone calls	Search impr. share	Cost	Viewable CTR	Avg. viewable CPM
CC: Coding & Billing - AC Update	Search	75.3%	Maximize clicks	880	149	$2.88	3.00	0	60.13%	$428.44	—	—
CC: Medical Assisting AC Update	Search	72.1%	Maximize clicks	1,428	149	$2.86	8.00	0	50.54%	$426.70	—	—
CC: Nursing AC Update	Search	76.1%	Maximize clicks	1,740	187	$2.84	11.00	0	61.11%	$530.47	—	—
CC: Pharmacy Technician	Search	77.3%	Maximize clicks	628	88	$2.88	1.00	0	73.24%	$253.70	—	—
Total: All enabled campa...		—		4,676	573	$2.86	23.00	0	58.46%	$1,639.30	—	—

hmi.edu PROTECTED

62% Cleaner Traffic $ 346.1 Total Savings   121 Clicks Saved

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<u>Notes: Advanced Nurse Program -> Removed from website and googleads.</u>

COMPLETED AGENDA ITEMS:
Want to stay in the Military Guide? Agreement / Price, 2025 Ad, 2025 Editorial <mark>APPROVED</mark>
Ad & Edit will be sent to publisher (Christine to correct her files to match Ashton's change)
Website Changes <mark>APPROVED</mark> √
To be added to the website: 50% Tuition Reimbursement for BNA - if work for HMC HC 6 mo. √

Add HMC to TV schedule - Traffic with Home Care <mark>**<u>REVISED SPOT</u>**</mark> <mark>APPROVED √</mark>

Podcast Proposal For further Discussion
Comments:
Centered on HMC & Healthcare Workforce
90-day pilot (3 episodes)
Integrated into our existing marketing strategy

Questions:
- **What metrics can we realistically expect in the first 90 days in terms of reach, engagement, and lead generation?**
    - That depends on several factors.
        - Who are our guests and what size audience are they already tapped into.
        - Our ask in terms of sharing — > email blast, website feature, press release, etc
        - Advertising budget for Youtube ad on each. With a $500 budget per video we could expect upwards of 2 million impressions and 20k in subscribers. TBD. We'd start with a $100 boost and then take it from there.

- **How do we plug this directly into our admissions funnel?**
    - We can have a link to the website and squeeze page in the Youtube description.
        - UTMs -> when they call.
        - Call-in's -> prompt to an AI agent.

- **What campaigns can we build around each episode to drive engagement?**
    - Depending on our guests, we should brainstorm on key issues that matter. I.e. news jacking + typical trends. Such as "Heart Association Month"
        - **March**
            - **National Doctors' Day** – March 30
        - **April**

- **National Public Health Week** (first full week of April)
  - **May**
    - **National Nurses Week** – May 6–12
  - https://chatgpt.com/share/69a23881-f8d4-800f-ae7c-225d82b87bf7

- **How do we capture and track leads from both prospective students and employers?**
  - Drive them to the website with clear click funnels (new website design might be appropriate here to plan for the customer journeys)

- **What is a realistic lead potential per episode if we market it properly?**
  - It's hard to put a number on this. The offsite SEO potential is significant and if we pick the right guests and topics.

FAQ's - Are we meant to add these to the website?
- Transfer of Credits?
  - Not as easy as you might think.
- Price of School?
  - Depends on so many factors. What you qualify for.

2026 - Medical Assisting Program is our first "test" for the new type of bid strategy.

MA not NA (write content, fun social)
- Think they want to be an RN (nurse) or LVN vocational nurse, they want nursing.
- The scope of practice has evolved from what medical assistants can do — can do a lot that nurses do in the appropriate environment (with oversight).
- VIDEO IDEA -> I'M AN MA
- MAs can be trained by a physician and get certification. No cost, not in school.
- Online class attendees may pass but don't really know how to do anything.

New Mail to Ashton's list of healthcare providers – 2 Campaigns:
- One for college - Employment purposes – DRAFTS FOR APPROVAL
  - Updated the mailing for doctors / changed the creative on the ad.
- One for home care agency and one for care home (combined) referrals – DRAFTS FOR APPROVAL
  - CHANGE NUMBER - 808-400-6688
  - **Awaiting new list**
- **Third Campaign:** Email partners — we're sending a poster to help the healthcare industry get the staffing it needs.

- Then send the posters (using our past creative) DRAFTS

Traditional Marketing Ideas
When students came in person.HMC was seen on hundreds of students with scrubs. Now that's not the case. The goal is to saturate as many places as possible.

- **EDDM Mailer for potential students.** To top enrolling zip codes. Ashton has a list. We will design. He will send it to Pat.
- BUS Ad. Pat Monick bus routes. West of where we are.
- School Newsletters -> David.
- Sponsor the high school sports – Campbell, Fairrington, Waianae High, Waipahu High, field a banner, possible?
- Sponsor teams not connected with a school?
- Filipinos -> Filipino Chamber of Commerce, Filipino Community Center, radio (KNDI), local targeting.

Blogs & MAC
- HMC March MAC FOR APPROVAL

MARCH BLOGS
- Blog 1 - What Healthcare Employers are Looking For APPROVED
- Blog 2 - What Nurse Aides Do in a Typical Shift APPROVED

Coming soon: Plus pharm tech associates degree - April 2026

Jan/Feb 2026 - Stand-alone programs for phlebotomy, CPC certification prep, CPR training, and CNA renewal training (every 2 years). Dialysis tech —> now. PCT leads to it.

Once accreditation is received, the programs will start. All considered in-scope projects.

MAILING CAMPAIGN - Details
Every 2 weeks with Zoho with integration. Option 1 / 3 -> being with bulk drop on option 3. Enrolled_NA (rename file as status = No Start)—we want a person looking at the camera. Option 2 is the best, but we want another person to be more direct.

Drop out withdrew Need list? - Option 1 / automated to send once status reaches 30 days. Then send another card at 90 days. At 10 months—you would have been done!

LOA January contacts Sent - Option 1 (the finger)—look at the custom field for "return date" and then send 30 days before that date. Can also or might be applicable for ENA—Enrolled Not Attending.
- For ENA, look at "return date" and send out immediately once the status changes. <return date> Use the custom field to replace 30 days with variable content.

Cancelled - Need list? send 14 days after status changes.

==================<mark>= Do we need any of this below?</mark>==================
Technology Discovery **Emails, etc., need approval** **> Writeup & QUOTE**

- Marketing
  - Drip Email -> Layouts -> Number 1. from Zoho - lead created within 30 days. That are not in 'contract signed.'
    - Open job with Manish to code into Zoho. <mark>Done?</mark>

Travis and Cheryl are tweaking some things.

New project - Automated reminders. One issue is reschedule appointments. Via text, email, call. 24 hours before, 2 hours before. We're outlook. We want to use Zoho meetings. That can do automatic email. Confirmation, via email. Does not do texting. Zoho can communicate with DialPad, automated SMS. Host of the meeting has a Dial Pad number and that would send the notification to the customer. Automated call you're appointment scheduled. chat

As we got into 2026 - **Q1** - our goal is to NET 33 so we need to enroll 40 per start. So 120 gross starts for the first quarter. Budgeting 1.65 to 1.70 by the end of January.

We see enrollment likely mirroring this year in terms of enrollment but we should be much more profitable because we cut costs and as long as we keep expense structure lean and mean we'll be good to go.

QuickLinks
- Month-End Recap Report & Budget "Old Faithful"
- Month-Over-Month Performance Report
- Running MAC
- Social Media Meeting Notes
- HMC Wisdom Bubbles / Owls
- Ask Me, I'm An Alumni > View creative
- LiveAdmin Script
- 3-Year Plan Meeting 3/31/23 > notes in-process
- Anniversary May 10th
- Social Media Content Ideas
- StackAdapt DOOH
- **Vimeo - covert@hmi.edu / Pass - P@ssw0rd!!**