OFFICE OF THE DIRECTOR

The Office of the Director reports to the Office of the Chancellor, UH Manoa, and provides guidance and supervision to Aquarium departments.

- Develops short and long-range plans for the growth and improvement of the Waikiki Aquarium.
- Serves as liaison between the Aquarium and the University administration, government agencies, and community groups.
- Serves as liaison and ex-officio member of the Friends of the Waikiki Aquarium, a nonprofit corporation, organized solely for charitable, scientific, and educational purposes to benefit the State Aquarium.
- Maintains close working relationships with other aquariums, zoos, and museums to provide leadership for the long-term development of the Aquarium.
- Ensures that proper standards are maintained for all living organisms at the Aquarium.

EDUCATION

The Education Department is responsible for the planning and implementation of Aquarium education programs such as the Blue Water Marine Laboratory, community outreach programs, lecture series, field trips, travel tours, school programs and training programs for education volunteers. The department produces educational materials including books, pamphlets, videos, and other audio-visual programs.

GIFT SHOP / COMMUNITY RELATIONS

The gift shop sells marine-related items of educational value or which inspire an appreciation of the ocean, e.g. artwork. A fraction of the proceeds benefit other Aquarium programs.

AQUARIUM SCIENCE SECTION AND LIVE EXHIBITS

The Aquarium Science Section and Live Exhibits department is responsible for the design and construction of Aquarium displays and life support systems. The department cares for all living organisms which includes their collection, quarantine, feeding, husbandry, water quality and research activities. Research emphasizes aquaculture, husbandry techniques, fieldwork, physiology, behavior, and other studies that explore the minimizing of trauma to the organisms.

AQUARIUM SUPPORT AND OPERATIONS

The Aquarium Support and Operations staff is responsible for the general operation, safety condition, appearance of the building and all graphics and labels, and maintenance of the Aquarium building, grounds, and equipment. The department assists in the planning and construction of new facilities and oversees the repair and maintenance of present facilities.

BUSINESS MANAGEMENT

The Business Management office prepares monthly, annual, and internal financial and budgetary statements to the Office of the Director, University of Hawaii, State agencies, Friends of the Waikiki Aquarium and other Aquarium departments. The department is responsible for State personnel matters, Aquarium expenditures and revenues including donations and gifts, and oversees the Visitor Services department (RCUH).

DEVELOPMENT AND MARKETING (RCUH)

The Development and Marketing department is responsible for the membership program for the Friends of the Waikiki Aquarium, producing and executing a marketing plan, overseeing a volunteer program, and maintaining the public relations for the Aquarium. The department prepares direct mail campaigns, bi-monthly newsletters, fund-raising activities and special events.