STATE OF HAWAI'I
UNIVERSITY OF HAWAI'I
OFFICE OF UNIVERSITY AND COMMUNITY RELATIONS

MAJOR FUNCTIONS

The Office of the Vice President for External Affairs and University Relations provides system-wide leadership in planning, organizing, directing, evaluating, and coordinating the University's external affairs and relations. Program areas of responsibility include: marketing, brand management and collegiate licensing; governmental liaison and coordinating activities; public relations; news and media relations; print, broadcast and electronic communications and design; and event planning and execution.

To facilitate the execution of these functions, the Office of the Vice President for External Affairs and University Relations has been organized into five operational units: Creative Services; Governmental Relations; Marketing and Brand Management; Public Relations; and the support functions of Administrative Services.

Creative Services

Creative Services produces university system print and electronic publications and provides direct editorial and design services to the University system administration and campus, department and programs. Services included but are not limited to:

- Coordination, preparation, editing, design, photography, and production of a variety of publications for distribution within and outside the university.
- Design, editorial, photographic and production management in preparation of promotional and informational materials for the University system and its campuses, departments and programs.
- Management of the University's corporate identity program through education and application of its use in the University stationary program and other publications and materials.
- Review of marketing, promotional and recruiting publications and materials for compliance with University graphics standards and branding/marketing goals.
- Collaboration with information technology personnel in development of the look, content and usability of and application of University graphics standards to University Web pages.
- Design, coordination and monitoring of the dissemination of information relating to programs and activities within the University in compliance with University policies and procedures.
- Preparation, editing and production of a variety of publications for distribution within and outside of the University.
- Providing design and editorial resources to system, Unit, and campus departments in the preparation of promotional and informational materials.
- Develops strategies for appropriate publication of stories on University web pages.

Governmental Relations

The Governmental Relations unit seeks to promote the mission of public higher education in Hawai'i by developing and strengthening relationships between the University of Hawai'i and the members of the federal, executive, and legislative branches of government. This office ensures that the university’s goals receive state and federal recognition and support; informs the university community on local, state and federal government matters by monitoring legislation that has a potential impact upon the University, responding to constituent inquiries and collaborating with other UH campuses and the community to build support for the University. This office also serves as the official point of contact for government constituencies. Responsibilities include but are not limited to:

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Development and maintenance of effective working relationships with the executive, legislative and county branches of government.

Coordinating the University's efforts in communicating with government officers.

Development of University policies for addressing governmental issues.

Consolidating, editing and finalizing administrative proposals for insertion into the annual administrative legislation package.

Tracking all legislative initiatives as they proceed through the state legislative session.

Tracking all University of Hawai'i federal appropriations.

Providing an official contact point for local, state and federal governmental issues.

Development of an effective advocacy plan that includes the University’s own constituency, alumni and friends.

Marketing and Branding

Marketing and Branding provides leadership in the development and implementation of an integrated identity and branding strategy for the University system to serve as a resource to campuses in the area of marketing education, development of complementary campus marketing strategies, and development and implementation of the University’s advertising package. Responsibilities include but are not limited to:

- Development of the University marketing strategy and preparation of related marketing materials.
- Oversight of the University's collegiate licensing and University branding (logo/trademark) marketing program, ensuring proper collection of royalties and compliance of existing and proposed licensing agreements with appropriate legal and policy requirements; maximum revenues for the University's collegiate licensing programs; investigation of possible violations of licensing agreements; and review of use of University name/logo/trademark on products for appropriateness, quality, and accuracy; development and interpretation of University collegiate licensing policies and procedures.

Public Relations

Public Relations supports the University of Hawai'i system and primarily the Office of the President with all matters relating to national and international media audiences, public affairs and events related to building support for the University and its activities. The unit is organized into two sub-units: Public Affairs and Special Events.

Public Affairs manages the University national/international media relations program and public affairs broadcast programming projects. Responsibilities include but are not limited to:

- Advising University officials, including the President, Regents and others, on public and media relations.
- Developing strategies for appropriate placement of stories through print, broadcast and/or Web media.
- Developing and maintaining relationship with media outlets to assure appropriate coverage of university news and respond to inquiries in an effective manner.
- Maintaining relationships with all units in the university system to assure thorough familiarity with program operations and areas of expertise and the accomplishments of faculty and students so that their successes may be communicated to internal and external audiences.
- Coordinating University and external resources for the production of radio, television and other broadcast programming featuring University expertise, programs, successes and services.
- Monitoring and evaluation of university public and media relations activities to ensure consistency with university goals and objectives.
- Develops and maintains relationships with local media outlets to assure appropriate coverage of university news and responds to inquiries from the media in an effective manner.

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• Produces news releases, articles, commentaries and other communication materials for dissemination in the media.
• Monitors local media for coverage of the University and to detect and remain knowledgeable on issues to which University faculty may contribute insight and expertise.

Special Events plans, coordinates and executes events in support of the University's strategic objectives related to public relations, marketing and support building. Responsibilities include but are not limited to:

• Developing events for the University of Hawai'i system administration, University units and related organizations. Sample events include receptions, dinners, groundbreaking ceremonies, etc.
• Coordinating all phases of event planning, which may include invitation and program design, event logistics, speech and script writing, etc.
• Maintaining a positive working relationship with internal and external departments and vendors.
• Providing protocol services, information and logistics.
• Coordinating special projects as required.

Administrative Services

Administrative Services provides internal support services for divisions within External Affairs and University Relations. Responsibilities include but are not limited to:

• Providing staff support to the Vice President for External Affairs and University Relations.
• Planning, preparing and coordinating materials and procedures for fiscal and personnel requirements for the Office of the Vice President for External Affairs and University Relations.
• Development and coordination of information technology services within the office.
• Development and maintenance of user-friendly Web sites that facilitate public access and ability to find information about the University of Hawai'i.

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MAJOR FUNCTIONS (Summary)

Provides systemwide leadership in planning, organizing, directing, evaluating, and coordinating the University’s external affairs and internal relations. Program areas of responsibility include: community and alumni relations; marketing and public relations; legislative liaison and coordinative activities; news and media relations; special events planning and coordination; information practices; collegiate licensing; and print, broadcast, and electronic communications and design.

- Develops programs, policies, and strategies for the University’s external affairs programs to affirm the University’s role in higher education for the State of Hawaii; guides the University in its relationships with various constituencies to enhance the University’s prominence both locally and internationally; and effectively and aggressively promotes the University’s legislative agenda.

- Advises the Board of Regents, President, and University community in University relations matters.

- Focuses marketing and advertising goals and strategic plans on student recruitment, fund-raising, and community relations and institutional image. Ensures proper dissemination of information regarding University operations, programs, and activities to external audiences and internal constituents.

- Fosters internal communication to promote effective partnerships and relationships with faculty, students, staff, and administrators.

- Oversees the University’s collegiate licensing and University branding (logo/trademark) marketing program. Provides for proper collection of royalties and ensures that existing and proposed licensing agreements are in accordance with appropriate legal and policy requirements. Seeks to maximize revenues from the University’s collegiate licensing program. Investigates possible violations of licensing agreements and use of the University’s logo/trademark, etc., and takes appropriate action. Ensures the controlled commercial use of the University’s logo/trademark and reviews products for appropriateness, quality, and accuracy in the use of the University’s logo/trademark. Develops and interprets university collegiate licensing policies and procedures. Serves as the University’s liaison on collegiate licensing matters.

Creative Services

Creative Services is the support service division of the Vice President for External Affairs and University Relations office. It provides direct editorial and design services to the Board of Regents, system administration, and Unit, campus, and departmental units. These services include but are not limited to the:

- Design, coordination and monitoring of the dissemination of information relating to programs and activities within the University in compliance with University policies and procedures.
- Preparation, editing and production of a variety of publications for distribution within and outside of the University.
- Providing design and editorial resources to system, Unit, and campus departments in the preparation of promotional and informational materials.
• Coordination of the development of the broadcast and electronic public relations initiatives.

Community and Alumni Relations

Community and Alumni Relations is responsible for interface between the University and the community such as business and community groups, advisory boards, alumni organizations, and the legislature and other governmental bodies. This division is charged with establishing clear lines of communication and positive rapport with external and internal groups. Responsibilities include but are not limited to:

• Development and maintenance of effective working relationships within and outside the University with a variety of individuals and groups, formal and informal, that are interested in or are associated with the University.
• Coordination and development of policies, procedures and operating guidelines and understanding between the University and the University of Hawai‘i’s Alumni Association, internal and external recognized alumni organizations, and individual alumnus and alumnae.
• Guidance and general supervisory control for the design, development and implementation of alumni programs and activities.
• Coordination of the University’s legislative activities.
• Development of appropriate administrative procedures and operational practices in conformity with applicable state law and University policies, rules, regulations and procedures.

Public Relations and Special Events

Public Relations and Special Events is responsible for the development and maintenance of a positive image and good will between the University and the public. These functional responsibilities include but are not limited to:

• Development of the marketing strategy for the University of Hawai‘i and preparation of related marketing materials.
• Preparation of speeches, scripts, and related communication materials for delivery to internal and external publics.
• Development of a UH media strategy and preparation of media releases and other news services.
• Monitoring and evaluation of University public and media relations activities to ensure consistency with University goals and objectives.
• Development and coordination of University of Hawai‘i administration, UH Foundation, UH Alumni Association, and other UH campus or departmental special events.
• Provision of protocol services, information and logistics.

Administrative Services

Administrative Services provides internal support services for divisions within the Office of the Vice President for External Affairs and University Relations. Responsibilities include but are not limited to:

• Provision of staff support to the Vice President for External Affairs and University Relations.
• Planning, preparation and coordination of administrative support for fiscal and personnel requirements for the Office of the Vice President for External Affairs and University Relations.
• Development and coordination of information technology services within the office.
• Development and maintenance of user-friendly web sites which facilitate public access and ability to find information about the University of Hawai‘i.