MEMORANDUM

TO: M.R.C. Greenwood
    President

FROM: Linda K. Johnsrud
    Vice President for Academic Planning and Policy

SUBJECT: Reassignment of the Office of External Affairs and University Relations from the Office of the Vice President for Administration to Report to the Re-titled Office of the Vice President for Student Affairs and University/Community Relations

REQUEST:

It is requested that you approve the reassignment of the Office of External Affairs and University Relations from the Office of the Vice President for Administration to report to the re-titled Office of the Vice President for Student Affairs to the Office of the Vice President for Student Affairs and University/Community Relations.

ADDITIONAL COSTS:

Funds for the salary of the Vice President for Student Affairs and University/Community Relations will be through the reallocation of existing funds.

RECOMMENDED EFFECTIVE DATE:

Upon approval.

PURPOSE:

To document the reassignment of the Office of External Affairs and University Relations from the Office of the Vice President for Administration to the Office of the Vice President for Student Affairs and University/Community Relations and re-titling of the Office of the Vice President for Student Affairs.

BACKGROUND:
The attached reorganization proposal was prepared in accordance with the provisions of Administrative Procedure A3.101 dated March 2008. Given that in May 2010 the Board appointed a new Vice President for Student Affairs and University/Community Relations, the proposed reorganization serves to document the organizational structure to conform to the Board’s action. The proposed reorganization proposal is being submitted to the President for approval, because the affected units in the proposed reorganization are below the level of Vice President. Furthermore, another reorganization of an office of a vice president, Office of the Vice President for Academic Planning and Policy, was approved September 9, 2009 by then President David McClain. For these reasons the proposed reorganization of the Office of the Vice President for Student Affairs is being submitted to the President for approval.

**ACTION RECOMMENDED:**

It is recommended that you approve the reassignment of the Office of External Affairs and University Relations from the Office of the Vice President for Administration to report to the re-titled Office of the Vice President for Student Affairs and University/Community Relations.

\[\text{APPROVED}\quad \text{NOT APPROVED}\]

\[\text{M.R.C. Greenwood} \quad 6/30/10 \quad \text{Date}\]

President

Attachment

c: Vice President for Budget and Finance/Chief Financial Officer Howard Todo
   Associate Vice President Karen Lee
   System Director of Human Resources Brenna Hashimoto
University of Hawai‘i
Systemwide Administration
Office of the Vice President for Student Affairs
Proposed Reorganization

Introduction

Currently, the Office of the Vice President for Student Affairs (OVPSA) is responsible for providing executive leadership in student affairs at the system level. The Office of the Vice President for Administration (OVPA) is responsible for providing executive leadership for administrative affairs through subordinate offices responsible for human resource, capital improvements program, and external affairs and university relations at the system level.

The proposed reorganization documents (1) the realignment of the Office of External Affairs and University Relations (OEAUR) and associated functions and staff, from the Office of the Vice President for Administration (OVPA) to the Office of the Vice President for Student Affairs (OVPSA); (2) the re-titling of the Office of the Vice President for Student Affairs to the Office of the Vice President for Student Affairs and University/Community Relations (OVPSA&U/CR); and (3) the creation of the Office of Student Affairs (OSA) to accommodate existing staff currently assigned to the OVPSA which is being retitled to the OVPSA&U/CR. Within the OEAUR and OSA, there will be no internal organizational, supervisory, position re-descriptions, or functional changes made arising from the proposed realignment of the OVPA to OVPSA&U/CR and creation of the OSA.

The following reorganization proposal has been prepared in accordance with Administrative Procedure A3.101 dated March 2008.

Rationale for Reorganization

Description of conditions or factors prompting the proposed reorganization and explain how the proposed reorganization will address the conditions or factors prompting the reorganization.

In the absence of an incumbent in Position No. 89446, Vice President for Administration, the OEAUR reported directly to the President. Given the President’s broad scope of responsibilities, day-to-day operational supervision of the OEAUR had to be temporarily assigned to the Vice President for Academic Planning and Policy (OVPAPP).

In order to provide a more permanent reporting relationship through a Vice President for the OEAUR rather than continue the temporary reporting relationship through the OVPAPP, it is being proposed that the OEAUR be realigned and
reassigned as a subordinate office in the Office of Vice President for Student Affairs and University/Community Relations. This reassignment will clarify reporting relationships.

Additionally, Dr. Rockne Freitas, who is a former Vice President for University Relations, was recently appointed to lead the new OVPSA&U/CR. It is anticipated that Dr. Freitas' most recent experience working closely with students as Chancellor of Hawai'i Community College and his past experience as Vice President for University Relations will help to ensure executive leadership in the direction of the student affairs and university relations programs and the effective and more efficient utilization of limited resources.

The affects of the proposed reorganization on operational, organization, functional, programmatic relationships and impact on services to students, other target groups and relationship with other segments of the university.

The proposed reorganization will clarify operational, organizational, functional and programmatic relationships between the Office of the President, OEAUR, OSA, and OVPSA&U/CR. While the long standing vacant Vice President for Student Affairs has been filled, operationally and the organizational, functional and programmatic relationships between existing student affairs positions within OSA and within OEAUR will remain unchanged.

The OEAUR will be in Toto reassigned and realigned to report to the OVPSA&U/CR. The function of the OVPA will be limited to human resource and capital improvements program. The proposed reorganization makes no changes to existing operations and the organizational, functional, supervisory and programmatic relationships within OEAUR will remain unchanged. Position No. 89002, Associate Vice President that heads the OEAUR will, as the result of the reassignment of the unit, will report to Vice President for Student Affairs & University/Community Relations. There are no changes being proposed with respect to the impact on services to students, other target groups and relationships with other segments of the University.

Currently, all positions assigned to the OVPSA appear in the OVPSA unit on the organization chart. Because the position of Vice President for Student Affairs is being re-described to encompass responsibility for student affairs and external affairs and university relations, four positions: Associate Vice President for Student Affairs, Position No. 89172, Student Services Specialist, PBC, Position No. 81298, and two Student Services Specialists, PBB, Position No. 81210, and Position No. 79172, are being reassigned to the proposed Office of Student Affairs (OSA). The establishment of the OSA will create a unit that will parallel the proposed reassigned OEAUR. The proposed reorganization makes no changes to existing operations and the organizational, functional, supervisory and programmatic relationships within OSA will remain unchanged. In conjunction with the reassignment of the three cited positions to the OSA, there will be no changes with respect to the impact on services to students, other target groups and relationships with other segments of the University.
Efficiencies, service improvements and other benefits.

It is envisioned that the realignment of the OEAUR will promote greater efficiencies and improved services based on clarification of reporting relationships.

Resource Requirements or Savings

Funding, position, space, equipment, and other resources required by the proposed reorganization.

Funding requirements and position counts will be met by means of existing system budgeted funds. Office space, equipment and other resource needs will be satisfied with existing resources and budgeted funds.

Source of Resources - reallocation or new revenue.

As noted, the source of funding to implement the proposed reorganization will be through the use of existing resources.

Programmatic Impact on the University

It is anticipated that as the result of the implementation of the proposed reorganization, the OVPSA&U/CR will be better able to provide enhanced support while more efficiently utilizing limited existing resources to meet priority needs of the OVPSA&U/CR in fulfillment of its functional assignments to support student affairs and external affairs and university relations.

The proposed reorganization has been shared with all staff of the OVPSA&U/CR for their review and input. In conjunction with the proposed reorganization, no positions in the Offices of Student Affairs and External Affairs and University Relations are being redescribed and all employees will continue in their respective classification, supervisory relationships, wages, hours and working conditions that existed prior to the proposed reorganization. The Hawai‘i Government Employees Association has been consulted and concerns identified have been addressed.

Attachments

Current organization charts and functional statements
Proposed organizational charts and functional statements
List of all permanent positions affected by the reorganization, position number, vacant or filled, and impact of the reorganization on position
INTRODUCTION

This office provides executive leadership for Student Affairs in the University of Hawai‘i System. In collaboration and consultation with the Office of the UH System Vice President for Academic Planning and Policy and Senior Student Affairs and Student Services Officers on all UH campuses, this office initiates, develops, and coordinates student affairs programs and policies and procedures related to system wide Student Affairs programs.

This office advocates for Student Affairs faculty and staff, students, and equity of service to students throughout the University of Hawai‘i System.

This office serves as administrative liaison for the Hawai‘i Commission for National and Community Service and the National Corporation for Community Service. This office interacts and collaborates with public and private pre-K through 20 schools and educational institutions on numerous and varied topics, issues, and projects that are mutually beneficial to students and the community.

MAJOR FUNCTIONS

- Advises the senior University staff on Student Affairs matters.

- Serves as administrative liaison with Board of Regents’ Committee on Student Affairs.

- Serves as an advocate for students within the scope and intent of the Board of Regents, executive policy and the UH System and campus strategic plans, goals and objectives.

- In consultation with the Office of the UH System Vice President for Academic Planning and Policy, participates in the development of student affairs policies and coordinates the implementation of system-wide policies among UH campuses, including but not limited to residency, admissions, enrollment management, recruitment, records and registration, financial aid, tuition waivers, scholarships and tuition differentials.
• In consultation with campus student affairs and student services offices, develops and facilitates Student Affairs programs that require coordination among UH campuses, including but not limited to counseling; student employment and cooperative education; career services; internships; service learning; judicial affairs; residence halls; students with disabilities; child care; student health insurance; student health services; student equity and diversity; and international student services.

• Convenes/facilitates meetings of the UH Council of Senior Student Affairs Officers (CSSAO).

• Works with UH System Student Caucus.

• Monitors campuses’ compliance with federal and state statutes, acts, and administrative procedures related to Student Affairs programs and jurisdictions.

• Works with other appropriate UH schools, colleges, and campuses to collaborate, develop and facilitate partnerships with pre-K through 20 educational institutions on projects that are mutually beneficial to students and the community.

ACADEMIC PLANNING AND POLICY AND STUDENT AFFAIRS COLLABORATION

It is imperative that the Office of the UH System Vice President for Academic Planning and Policy and the Office of the UH System Vice President for Student Affairs work closely and collaboratively in matters related to enrollment management, admissions, recruitment, records, and registration, financial aid, tuition waivers, scholarships and tuition differentials. In general, the Vice President for Academic Planning and Policy will have jurisdiction and leadership for the initiation and development of policies related to these areas, while the Vice President for Student Affairs will have jurisdiction and leadership for coordinating among campuses the implementation of system-wide student affairs policies.
INTRODUCTION

This office provides executive leadership in planning, organizing, directing, evaluating, and coordinating the following aspects of UH System administrative and support functions.

MAJOR FUNCTIONS

- Human resources administration
- Capital Improvements Program
- External Affairs and University Relations (Creative Services, Governmental Relations, Marketing and Branding, Public Relations, and Administrative Services)
Current

STATE OF HAWAI'I
UNIVERSITY OF HAWAI'I
SYSTEM-WIDE ADMINISTRATION
VICE PRESIDENT FOR ADMINISTRATION
OFFICE OF EXTERNAL AFFAIRS AND UNIVERSITY RELATIONS

FUNCTIONAL STATEMENT

The Office of External Affairs and University Relations provide 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.

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:

- Coordinates, prepares, edits, designs, photographs, and produces 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.
- Manages the University's corporate identity program through education and application of its use in the University stationery program and other publications and materials.
- Reviews marketing, promotional, and recruiting publications and materials for compliance with University graphics standards and branding/marketing goals.
- Collaborates with information technology personnel in development of the look, content and usability of and application of University graphics standards to University web pages.
- Designs, coordinates and monitors the dissemination of information relating to programs and activities within the University in compliance with University policies and procedures.
- Prepares edits and produces a variety of publications for distribution within and outside of the University.
- Provides 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, state and local 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:

- Development and maintenance of effective working relationships with the executive and legislative branches of federal, state and county governments.
- 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.
- 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) and 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 offices.
- 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.
- 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 writings, etc.
- Maintaining a positive working relationship with internal and external departments and vendors.
- Providing protocol services, information and logistics.
- Coordinating special projects as required.
INTRODUCTION

The Office of Student Affairs and University/Community Relations. This office provides executive leadership for Student Affairs student affairs and university/community relations in the University of Hawaii System. The Office of Student Affairs and University/Community Relations has two subordinate offices: Office of Student Affairs (OSA) and Office of External Affairs and University Relations (OEAUR) whose functions are to fulfill and support student affairs and university/community relations.

With respect to student affairs, in collaboration and consultation with the Office of the UH System Vice President for Academic Planning and Policy and Senior Student Affairs and Student Services Officers on all UH campuses, this office initiates, develops, and coordinates student affairs programs and policies and procedures related to system-wide Student Affairs programs.

The OSA This office advocates for Student Affairs faculty and staff, students, and equity of service to students throughout the University of Hawai‘i System. This office serves as administrative liaison for the Hawai‘i Commission for National and Community Service and the National Corporation for Community Service. This office interacts and collaborates with public and private pre-K through 20 schools and educational institutions on numerous and varied topics, issues, and projects that are mutually beneficial to students and the community.

The OEAUR provides executive leadership in planning, organizing, directing, evaluating, and coordinating the University’s internal and external affairs and relations relating to 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.

MAJOR FUNCTIONS

OFFICE OF STUDENT AFFAIRS

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• Convenes/facilitates meetings of the UH Council of Senior Student Affairs Officers (CSSAO).

• Works with UH System Student Caucus.

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• Works with other appropriate UH schools, colleges, and campuses to collaborate, develop and facilitate partnerships with pre-K through 20 educational institutions on projects that are mutually beneficial to students and the community.

Note: ACADEMIC PLANNING AND POLICY AND STUDENT AFFAIRS COLLABORATION

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OFFICE OF EXTERNAL AFFAIRS AND UNIVERSITY RELATIONS

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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.
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- 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 offices.
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- 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 inquires from the media in an effective manner.
- 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.

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- 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 writings, etc.
- Maintaining a positive working relationship with internal and external departments and vendors.
- Providing protocol services, information and logistics.
- Coordinating special projects as required.
STATE OF HAWAI'I
UNIVERSITY OF HAWAI'I
SYSTEMWIDE ADMINISTRATION
VICE PRESIDENT FOR
ADMINISTRATION

POSITION ORGANIZATION CHART

CHART 1

Office of the President
University of Hawai'i

President, University of Hawai'i System 89058¹

Office of the Vice President for Administration

Vice President for Administration 89446
Private Secretary SR22 900120

Human Resources
(See Chart II)

Capital Improvements
(See Chart III)

¹ Excluded from position count

General Fund 2.00

Approved 6/30/10

Date
INTRODUCTION

This office provides executive leadership in planning, organizing, directing, evaluating, and coordinating the following aspects of UH System administrative and support functions.

MAJOR FUNCTIONS

- Human resources administration
- Capital Improvements Program
- External Affairs and University Relations (Creative Services, Governmental Relations, Marketing and Branding, Public Relations, and Administrative Services)
## Permanent Positions Affected by Reorganization of the Office of the Vice President for Student Affairs & University/Community Relations

<table>
<thead>
<tr>
<th>Position No.</th>
<th>Position Title</th>
<th>Current and Proposed Organizational Unit</th>
<th>Status - Vacant or Name of Current Position Incumbent</th>
<th>Reorganization Proposal Impact on the Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>89103</td>
<td>Vice President for Student Affairs</td>
<td>Current: Office of the Vice President for Student Affairs</td>
<td>Vacant</td>
<td>Position Redescribed</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Proposed: Office of Student Affairs &amp; University/Community Relations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>89172</td>
<td>Assoc Vice President for Student Affairs</td>
<td>Current: Office of the Vice President for Student Affairs</td>
<td>Karen C. Lee</td>
<td>None</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Proposed: Office of Student Affairs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>89002</td>
<td>Assoc Vice President for External Affairs and University Relations</td>
<td>No Change</td>
<td>Vacant</td>
<td>To report to position No. 89103, Vice President for Student Affairs &amp; University/Community Relations</td>
</tr>
<tr>
<td>100054</td>
<td>Private Secretary II (VPSA)</td>
<td>Current: Office of the Vice President for Student Affairs</td>
<td>Beverly J.M. Shigemura</td>
<td>None</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Proposed: Office of Student Affairs &amp; University/Community Relations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13894</td>
<td>Secretary IV (EAUR)</td>
<td>No Change</td>
<td>Joyce M. Chun</td>
<td>None</td>
</tr>
<tr>
<td>06345</td>
<td>Secretary II (Creative Services)</td>
<td>No Change</td>
<td>Norma Vazquez</td>
<td>None</td>
</tr>
<tr>
<td>81298</td>
<td>Student Service Specialist (VPSA), PBC</td>
<td>Current: Office of the Vice President for Student Affairs</td>
<td>Gregg Y. Yoshimura</td>
<td>None</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Proposed: Office of Student Affairs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ID</td>
<td>Position Description</td>
<td>Current Status</td>
<td>Position Owner</td>
<td>Notes</td>
</tr>
<tr>
<td>------</td>
<td>-----------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>81210</td>
<td>Student Service Specialist (VPSA), PBB</td>
<td>Current: Office of the Vice President for Student Affairs</td>
<td>Russell A. Chan</td>
<td>None</td>
</tr>
<tr>
<td>79172</td>
<td>Student Service Specialist (VPSA), PBB</td>
<td>Current: Office of the Vice President for Student Affairs</td>
<td>Vacant</td>
<td>None</td>
</tr>
<tr>
<td>80344</td>
<td>Adm &amp; Fiscal Support Sp (EAUR), PBA</td>
<td>No Change</td>
<td>Position abolished eff. 9/1/09.</td>
<td>None</td>
</tr>
<tr>
<td>77927</td>
<td>Legislative Liaison (Governmental Relations), PBC</td>
<td>No Change</td>
<td>Stephanie C.S. Kim</td>
<td>None</td>
</tr>
<tr>
<td>81706</td>
<td>Public Information Off (Governmental Relations), PBB</td>
<td>No Change</td>
<td>Robert K. Watland</td>
<td>None</td>
</tr>
<tr>
<td>81168</td>
<td>Educational Spec (Governmental Relations, PBB)</td>
<td>No Change</td>
<td>Laura L.W.C. Chun</td>
<td>None</td>
</tr>
<tr>
<td>89269</td>
<td>Univ &amp; Comm Relations Prog Off (Public Rel &amp; Sp Events)</td>
<td>No Change</td>
<td>Vacant</td>
<td>None</td>
</tr>
<tr>
<td>89350</td>
<td>Univ &amp; Comm Relations Prog Off (Creative Services)</td>
<td>No Change</td>
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