MEMORANDUM

TO:        Board Secretary Pepper Shiramizu
FROM:      Rodney Sakaguchi
SUBJECT:   NOTIFICATION OF REORGANIZATION – OFFICE OF THE VICE
            PRESIDENT FOR UNIVERSITY RELATIONS

Enclosed for the information of the Board of Regents is a copy of a
reorganization approved on December 5, 1991, for the Office of the Vice President for
University Relations. The purpose of the reorganization is explained in the accompanying
executive summary.

If there are any questions regarding this matter, please contact Vice
President Freitas at 956-6106 or Leslie Takenaka at 956-8854.

Attachment
cc:  President/Chancellor Simone
     Vice President Freitas
     Leslie Takenaka
EXECUTIVE SUMMARY

UNIVERSITY OF HAWAII, SYSTEMWIDE ADMINISTRATION
OFFICE OF THE VICE PRESIDENT FOR UNIVERSITY RELATIONS

Enclosed is the approved reorganization for the Office of the Vice President for University Relations. The reorganization reflects the relocation of the Director of Public Affairs, Position No. 89062, and the Secretary, Position No. 13892, from the Vice President's office to reflect the direct control the position will have over the Office of Alumni Affairs and Media Relations and Publications.

The relocation was made to reflect the actual line of authority within the OVPUR. This line was not clear under the existing organization wherein many positions are located within the VPUR's block.

PRESENT ORGANIZATION

The OVPUR is presently organized into two major offices under the VPUR.

The Office of Alumni Affairs is responsible for all alumni activities systemwide. The office is under the supervision of the UH Alumni Affairs Specialist, who has five subordinates reporting to her.

The Media Relations and Publications unit is currently supervised by a UH Public Information Officer. The unit is comprised of three sub-units: media support, public relations and publications. This unit is responsible for part of the University's information dissemination and the production and distribution of a variety of publications.

PROPOSED REORGANIZATION

The proposed reorganization merely reflects the current practice within the OVPUR. Unlike the current organization, the proposed reorganization reflects more distinct lines of authority.

The proposed reorganization reflects the Public Affairs Office as having authority over the Communications Office (formerly Media Relations and Publications), Office of Alumni Affairs, and the Events Management Office.

The Events Management Office is being established to plan and coordinate commencements, ceremonies and all other special events such as receptions, tours for dignitaries, conferences, community issues series, and other events as required by the University administration.
The major functions remain essentially unchanged for the other two units. This proposal also entails the reassignment of a few positions.

The proposed reorganization does not require additional resources. The proposal will, however, require the reclassification of several positions such as an administrative officer to an events manager and an account clerk to a photographer. These changes will enable the Office of the Vice President for University Relations to better meet its objectives.

The proposed reorganization clarifies the organization of the OVPUR by reflecting the positions in their respective operational units.
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<tr>
<td>Vice President for University Relations</td>
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<td>Special Assistant to VPUR</td>
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Approved by: [Signature]

Title: V.P. for University Relations

Date: June 18, 1991

QUANT UPDATED

DATE: JUN 30 1991
STATE OF HAWAII
UNIVERSITY OF HAWAII
VICE PRESIDENT FOR UNIVERSITY RELATIONS

MAJOR FUNCTIONS

This office serves to establish an appropriate interface and strategy for significant activities involving the media, legislature, alumni, and public-at-large. Internally, this office will promote understanding and mutual respect.

Public Affairs

- Exercises general direction and control over media relations, public relations, alumni affairs, and legislative coordination.
- Establishes and maintains effective lines of communication with a variety of external University constituencies, e.g., the media, legislators, foundations, state and federal agencies, etc.
- Coordinates the legislative program of the University to insure submission of legislative proposals and preparation of appropriate testimony and responses to bills and resolutions.
- Apprises executive team members, Regents, and other administrators of hearings, meetings, and other legislative activities.
- Plans, prepares, coordinates and provides administrative support for Manoa campus events, e.g., commencements, convocations, etc.
- Designs, coordinates, and monitors the dissemination within the University of information relating to programs and activities.
- Administers and directs the University's public and media relations programs.

Alumni Affairs

- Designs, plans, develops, organizes and coordinates University-wide alumni programs and activities.
- Monitors the operations and provides administrative support to alumni groups and organizations.
Reviews and evaluates program operations and develops, revises, or drafts revisions or applicable policies, procedures, and rules and regulations.

Advises University executives on alumni programs, policies, and activities.

Coordinates with the UH Foundation the design and development of ongoing alumni and general fundraising programs and activities.

Directs the compilation and evaluation of alumni data for the purpose of program development and enhancing alumni participation in programs and activities.

**Media Relations and Publication**

Administers and directs the University's public and media relations and information dissemination programs.

Prepares media releases, speeches, scripts, and other written and verbal information for distribution to the electronic and print media, or for presentation by University executives.

Advises University executives on public and media relations.

Reviews public and media relations programs for the purpose of developing or revising policies, procedures, and program goals and objectives.

Develops and maintains effective working relations within and outside the University with a variety of individuals and groups, formal and informal, interested in or associated with the University.

Directs staff in the preparation, editing, and production of a variety of publications for distribution within and outside the University.
NEW ORGANIZATION CHARTS
AND
FUNCTIONAL STATEMENTS
Prepares media releases, speeches, scripts, and other written and verbal information for distribution to the electronic and print media or for presentation by University executives.

Advises University executives on public and media relations.

Reviews public and media relations programs for the purpose of developing or revising policies, procedures, and program goals and objectives.

Develops and maintains effective working relations within and outside the University with a variety of individuals and groups, formal and informal, interested in or associated with the University.

Directs staff in the preparation, editing and production of a variety of publications for distribution within and outside the University.

Events Management

Planning UH special events, as such advises the UH President, Regents, and other administrators to determine problems and solutions for successful public events.

Advising event participants, such as the UH President, Regents, honorary degree recipients, deans, community members and others on their roles at ceremonies, including writing speeches, and detailed scripts.

Supervising the logistics for special events which includes coordinating the work of caterers, security, parking attendants/valets, maintenance workers, tent rental companies, bus rental companies, lei vendors and numerous others.

Planning all phases of major events, designing invitations, developing mailing lists, planning menus, coordinating the work of caterers.