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 among faculty, students and administrators in all parts of the system.

Public Affairs
Assists the Director of University Relations in developing activities promoting the University of Hawai‘i. Establishes and maintains effective lines of communication with a variety of external University constituencies, e.g., the media, foundations, state and federal agencies, public agencies and various other groups outside the University.
- Monitors and evaluates the University’s public and media relations and internal and external information dissemination programs to assure consistency with University goals and objectives as enunciated in the University Strategic Plan and University Marketing Plan.

Media Relations and Publications
- Administrates and directs the University’s public and media relations and information dissemination programs.
- Develops and maintains 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.
- Designs, coordinates and monitors the dissemination of information relating to programs and activities within the University.
- Prepares media releases, speeches, scripts and other written and verbal information for distribution to the media and for presentation by University executives.
- Advises University administrators, including the President, Regents, deans and others, 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.
- Produces, edits and produces a variety of publications for distribution within and outside the University.

Alumni Affairs
- Coordinates the development of policies, procedures and operating guidelines and understanding between University of Hawai‘i alumni and activities of the University of Hawai‘i Alumni Association and the University of Hawai‘i Foundation.
- Provides guidance and general supervisory control for the design, development and implementation of alumni programs and activities.
- Advises and serves as the University’s key resource on alumni policies, programs and administration.
- Serves as the University’s representative at meetings with senior executives, alumni groups, legislators, other state agency directors and officials and representatives of the general public on matters relating to University-wide alumni affairs and administration.
- Develops appropriate administrative procedures and operating practices to ensure conformity with applicable state law and University policies, rules, regulations and procedures.
- Advises University executives, colleges, and schools within the University system on alumni program organization, development and activities.
- Develops and coordinates alumni volunteer programs.
Events Management
- Develops and coordinates University of Hawai‘i, UH alumni, and University of Hawai‘i Foundation special events, and advises the President, Regents and other administrators on events programs.
- Plans all phases of events, including design of invitations, developing mailing lists and planning menus.
- Prepares written speeches, detailed scripts and schedules for event participants and programs.
- Advises event participants, including the President, Regents, deans, community members and others on their roles at ceremonies.
- Supervises logistics for special events, including coordination of work by caterers, security personnel, parking attendants, maintenance workers, tent and other equipment rental companies, lei vendors, and numerous others.

Government and Administrative Affairs
- Coordinates the legislative program of the University to ensure timely submission of legislative proposals and preparation of appropriate testimony and responses to bills.
- Coordinates all aspects of compliance with Chapter 92F, HRS, Uniform Information Practices Act. Serves as primary contact between the University and the Office of Information Practices, and works with University deans, directors and other administrators on matters relating to the Act.
- Plans, prepares, coordinates and provides administrative support for fiscal and personnel requirements for the Office of University Relations.

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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 communications and events management.

- Assists the Vice President in public relations activities promoting the University of Hawai‘i. Establishes and maintains effective lines of communication with a variety of external University constituencies, e.g., the media, foundations, state and federal agencies, public agencies and various groups outside the University.

- Apprises executive team members, Regents, and other administrators of hearings, meetings, and other activities.

- Plans, prepares, coordinates and provides administrative support for Mānoa 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**

- Coordinates the development of policies, procedures and operating guidelines and understanding between the University of Hawai‘i alumni programs and activities and the University of Hawai‘i Foundation.

- Provides guidance and general supervisory control on the design, development and implementation of alumni and general fundraising programs and activities.

- Advises and serves as the University’s key resource on alumni policies, programs and administration.

- Serves as the University’s representative at meetings with senior executives, alumni groups, legislators, other state agency directors and officials and representatives of the general public on controversial matters relating to University-wide alumni affairs and administration.

- Develops appropriate administrative procedures and operating practices to ensure conformity with applicable state law and University policies, rules, regulations, and procedures.

- Reviews and evaluates program operations and develops, revises, or drafts revisions of applicable policies, procedures, and rules and regulations.
- Advises University executives, colleges, and schools within the University system on alumni program organization, development, and activities.

Communications

- 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.

Events Management

- Planning UH special events, such as 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, and 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.

Legislative and Administrative Affairs

- Coordinates legislative program of the University to ensure submission of legislative proposals and preparation of appropriate testimony and responses to bills and resolutions.

- Coordinates all aspects of compliance Chapter 92F, HRS, Uniform Information Practices Act. Primary contact between the University and Office of Information Practices and work with the University deans, directors and administrators on matters relating to the Act.

- Plans, prepares, coordinates and provides administrative support for fiscal and personnel requirements for the Office of the Vice President for University Relations.