MEMORANDUM

TO: The Honorable Mazie K.Hirono
   Lieutenant Governor, State of Hawai‘i

FROM: Jim Manka
       Interim Director of University Relations

SUBJECT: NOTIFICATION OF APPROVED REORGANIZATION,
          UNIVERSITY OF HAWAI‘I, OFFICE OF THE
          VICE-PRESIDENT FOR UNIVERSITY RELATIONS

Enclosed for your files is a copy of the reorganization which was approved by the University 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 call me at 956-6106.

Enclosure

cc: The Honorable Earl Anzai
    Director, Department of Budget and Finance

    The Honorable James Takushi
    Director, Department of Personnel Services

    University Personnel Management Office

    University Budget Office
Reorganization of the Office of the Vice President for University Relations

In order to reduce operational costs, current program responsibilities and provide for the attainment of University Relations program objectives, it is recommended that the Board approve a reorganization of Office of the Vice President for University Relations along with associated title and classification modifications.

The recommended organizational changes would redesignate the Office of the Vice President for University Relations to the Office of University Relations (OUR) with a position title change for the Vice President for University Relations to Director of University Relations. In addition, the reorganization would create a staff position reporting to the proposed Director of University Relations which will assist the Director with public affairs matters as well as activities promoting the University of Hawai‘i. With this change, the Public Affairs Office would cease to exist as an organizational unit under the previous Vice President for University Relations.

The Events Management Office would be reassigned from the Public Affairs unit to become a subunit reporting directly to the Director. The Communications Office would be redesignated the Media Relations and Publications Office and reassigned as a subunit reporting directly to the Director. Furthermore, under the proposed reorganization, the Office of University Relations would continue to be responsible for alumni affairs. Coordinating responsibilities for the alumni volunteer program would, therefore, be assigned the Alumni Affairs Office in addition to its current functions. The Legislative and Administrative Affairs Office would be redesignated the Government and Administrative Affairs Office; however, no change in organizational functions is anticipated in this subunit aside from the transfer of an Account Clerk II position from Alumni Affairs to this subunit.

This proposed reorganization would not affect services to students and the estimated annual cost savings would be approximately $130,000.

Consultation with the Hawai‘i Government Employees’ Association has taken place regarding this reorganization. No objections were expressed by the union relative to this proposed reorganization of the Office of the Vice President for University Relations.

RECOMMENDATION: That the Board approve the proposed reorganization of the Office of the Vice President for University Relations along with accompanying title and classification modifications, as reflected in the attached organizational charts, subject to applicable policies and regulations.

7/18/97
MEMORANDUM

TO: President and Chancellor Kenneth P. Mortimer

VIA: Senior Vice President Eugene Imai

FROM: Rodney Sakaguchi

SUBJECT: PROPOSED REORGANIZATION OF THE OFFICE OF THE VICE PRESIDENT FOR UNIVERSITY RELATIONS

June 26, 1997

We have assisted interim Vice President James Manke in preparing the enclosed proposed reorganization of the Office of the Vice President for University Relations (OVPUR) so that it may be submitted for approval by the Board of Regents should you concur with the request. These organizational changes are requested to accommodate and reflect current University relations program responsibilities, as well as reduce OVPUR operating costs.

Please be advised that this reorganization is being processed in anticipation of the completion of consultation with the Hawai‘i Government Employees’ Association prior to the July 1997 monthly meeting of the Board of Regents.

The organizational changes requested by Interim Vice President Manke include:

1. Redesignation of the Office of the Vice President for University Relations to the Office of University Relations. Further, redesignation of the Vice President for University Relations’ (VPUR) title to an Assistant to the President and Director of University Relations (ADPUR) classification is also proposed.

2. Creation of a staff position reporting to the proposed Assistant to the President and Director of University Relations which will assist the ADPUR with public affairs matters as well as activities promoting the University of Hawai‘i. Position No. 89062, Director of Public Affairs will be reassigned to this staff position from the Public Affairs Office. With this change, the Public Affairs Office will cease to exist as an OVPUR organizational unit.
3. Reassignment of the Events Management Office from the Public Affairs Office to become a subunit reporting directly to the proposed Assistant to the President and Director of University Relations.

4. Redesignation of the Communications Office to the Media Relations and Publications Office and reassignment of this office as a subunit reporting directly to the proposed ADPUR. The current Director of Communications, Pos. No. 89350 will remain as the administrator of this office.

5. Assignment of coordinative responsibilities for the alumni volunteer program to the Alumni Affairs Office (AAO) in addition to current functions. Further, Pos. No. 80321, UH Alumni Affairs Specialist VI P13, will be reassigned as administrator of that office due to the transfer of the current AAO administrator, Pos. No. 89335, Special Assistant to the VPUR to the proposed Media Relations and Publications Office.

6. Redesignation of the Legislative and Administrative Affairs Office (LAAO) to the Government and Administrative Affairs Office. Further consolidation of OVPUR fiscal functions will result with the transfer of Pos. No. 43204, Account Clerk II, SR-08 to this office from the AAO. A redesignation of Pos. No. 89282, Special Assistant to the VPUR to a proposed Director of Government and Administrative Affairs title is also planned.

A memorandum to Chairperson Lily Yao requesting approval of this reorganization is enclosed for your review and consideration.

Attachment
MEMORANDUM

TO: Ms. Lily K. Yao  
Chairperson, Board of Regents

FROM: Kenneth P. Mortimer  
President, University of Hawai‘i and  
Chancellor, University of Hawai‘i at Manoa

SUBJECT: PROPOSED REORGANIZATION OF THE OFFICE OF THE VICE PRESIDENT FOR UNIVERSITY RELATIONS

SPECIFIC ACTION REQUESTED

Approval of the Board of Regents is requested to reorganize the Office of the Vice President for University Relations (OVPUR) and redesignate this office to the Office of University Relations. A title change for the Vice President for University Relations (VPUR) to a Director of University Relations (DUR) classification is also proposed.

RECOMMENDED EFFECTIVE DATE

It is requested that the proposed organizational changes be effective upon approval by the Board of Regents.

PURPOSE/NATURE OF THE PROPOSAL

Reorganization of the OVPUR is requested in order to reduce operational costs, reflect current program responsibilities, and provide for the attainment of university relations program objectives.

The organizational changes requested include:

1. Redesignation of the OVPUR to the Office of University Relations with a proposed position title change for the Vice President for University Relations as mentioned above.
CONSULTATION WITH EXCLUSIVE EMPLOYEE BARGAINING REPRESENTATIVES

Although the Hawai'i Government Employees' Association has been informed of this reorganization, as of the date of this memorandum, consultation with this organization must still be completed. However, due to time constraints, this proposal is being submitted to the Board of Regents in anticipation of the completion of this consultation.

RECOMMENDED ACTION

Approval of the Board of Regents is requested for this reorganization which will assist the Office of the Vice President for University Relations in fulfilling its program responsibilities and reduce its operational costs.

Attachment

c: Board Secretary Daniel Ishii (w/attachment)
   Senior Vice President Eugene Imai (w/attachment)
   Interim Vice President James Manke (w/attachment)
   Director Rodney Sakaguchi (w/attachment)
PROPOSED REORGANIZATION OF THE
OFFICE OF THE VICE PRESIDENT FOR UNIVERSITY RELATIONS

EXECUTIVE SUMMARY

This reorganization proposes the redesignation of the Office of the Vice President for University Relations (OVPUR) to the Office of University Relations. If approved, a proposed reclassification of position 89022, Vice President for University Relations, to Director of University Relations will be requested.

The reorganization proposes retitling some units to more accurately reflect their functions, and redescription of several positions to reflect new reporting relationships and new job responsibilities.

The reorganization is proposed in keeping with the need for responsible downsizing to effectuate cost savings and follows a review of priorities for the office.

Savings of approximately $130,000 annually are projected as a result of this reorganization. There is no impact on students.
6. Alumni Affairs Office

Reassign Position No. 80321, UH Alumni Affairs Specialist VI, P13, in the Alumni Affairs Office as administrator for that office due to the reassignment of Position No. 89335, Special Assistant to the VPUR to media relations in the proposed MRPO. Position No. 14778, Secretary II, SR-14, which is currently vacant, will report to Position No. 80321 and will be redescribed accordingly.

In addition to its current functions, this office will be assigned new responsibilities for coordination of alumni volunteer programs. Those duties will be assigned to Position No. 81928, UH Computer Specialist II, which will be redescribed to a proposed Educational Specialist classification. Position No. 81928 is currently vacant.

As mentioned above, Position No. 43204 will be reassigned to the proposed GAAO.

COST AND STUDENT IMPACT

Savings estimated at $130,000 annually are projected because of this reorganization. There is no impact to students.

ALTERNATIVES CONSIDERED

No other organizational alternatives were considered as the changes requested above are deemed to be best suited to meet current University Relations program objectives and requirements.

CONSULTATIONS WITH EXCLUSIVE EMPLOYEE COLLECTIVE BARGAINING REPRESENTATIVES

The Hawaii Government Employees’ Association has been informed of this proposal but to date has not responded in writing to the University.
CURRENT ORGANIZATIONAL CHARTS
AND
FUNCTIONAL STATEMENTS
CHART III
STATE OF HAWAI'I
UNIVERSITY OF HAWAI'I
OFFICE OF THE VICE PRESIDENT
FOR UNIVERSITY RELATIONS
ORGANIZATION CHART

OFFICE OF THE VICE PRESIDENT
FOR UNIVERSITY RELATIONS

PUBLIC AFFAIRS
Director of Public Affairs
M07 89062

Secretary III
SR-16 13692

COMMUNICATIONS

EVENTS MANAGEMENT
UH Public Info Off II P08 81239
UH Public Info Off I P05 80677
UH Public Info Off I P05 81716

CHART UPDATED
DATE JUN 30 1996
STATE OF HAWAI'I
UNIVERSITY OF HAWAI'I
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 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, 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, 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.
PROPOSED ORGANIZATIONAL CHARTS
AND
FUNCTIONAL STATEMENTS
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.