MEMORANDUM

TO: Senior Vice President and Chancellor Rose Tseng

FROM: Rodney Sakaguchi

SUBJECT: COPY OF APPROVED REQUEST TO ESTABLISH THE INSTITUTE FOR AGRICULTURAL MARKETING AND EDUCATION

Enclosed for your files is a copy of the request approved by the Board of Regents on April 23, 1999 to establish the Institute for Agricultural Marketing and Education. Please ensure that copies are distributed to agencies specified in Administrative Procedure A3.101, University of Hawai‘i Organizational and Functional Changes.

Attachment
c: Interim Vice Chancellor for Administrative Affairs Kerwin Iwamoto (w/attachment)
REQUEST TO ESTABLISH THE INSTITUTE FOR AGRICULTURAL MARKETING AND EDUCATION AT THE UNIVERSITY OF HAWAI‘I AT HILO

The Senior Vice President and Chancellor for the University of Hawai‘i at Hilo recommends the establishment of an Institute for Agricultural Marketing and Education at the University of Hawai‘i at Hilo.

The United States Department of Agriculture's, Agricultural Research Service (ARS) is planning to establish a Pacific Basin Agricultural Research Center on the Island of Hawai‘i. During discussions with the Center’s Director, the concept of establishing an institute for the distribution of agricultural marketing and education for the Pacific Basin was developed. The purpose for such an institute would be to design and develop a video and Internet infrastructure throughout the Pacific Basin which would be used to disseminate agricultural education and information.

During the planning phase, a $250,000 grant would be sought from the USDA to plan the infrastructure. That plan would then be used as the basis for a proposal to USDA seeking funding for the development and operation of the communication infrastructure. The University of Hawai‘i at Hilo, in cooperation with the USDA would operate the institute. The USDA would provide all funding for the planning and future development of the institute. The University would provide no funding for the institute. However, it would be expected to provide office space to house an institute director and a clerical support person.

The University of Hawai‘i at Hilo would be able to expand its agricultural education outreach throughout the State of Hawai‘i and the Pacific Basin at very little cost to the University.

RECOMMENDATION: That the Board approve the establishment of an Institute for Agricultural Marketing and Education at the University of Hawai‘i at Hilo as reflected in the attached organizational chart with the understanding that the continued viability of this unit is to be reviewed after two years.
It is anticipated that this proposed reorganization will resolve questions of responsibility and coordinative difficulties currently experienced in the CTAHR and will prepare the College for Phase II of the comprehensive reorganization. In addition, the proposed reorganization will assist the College in addressing challenges associated with student recruitment; serving its clientele, increasing external funding; and contributing to the improvement of the local economy.

No services to students are expected to be adversely affected by the proposed changes. No new positions, additional funding or office space will be required to implement this reorganization. Depending on final personnel action outcomes associated with this reorganization, the projected increase in annual salary costs of approximately $9,000 could be exceeded. However, even with these additional costs, net administrative costs will be reduced by approximately $100,000 with the abolishment of two positions.

The CTAHR Faculty Senate, Hawai‘i Government Employees' Association, and the University of Hawai‘i Professional Assembly have been informed of this reorganization and have expressed no major concerns regarding this proposal.

Regent Bergin moved to approve Phase I of the reorganization of the College of Tropical Agriculture and Human Resources, University of Hawai‘i at Mānoa, with the understanding that implementation details are subject to applicable statutes and University policies, as presented in President's Memorandum No. 67 (Agenda), Item A-10, dated April 23, 1999. Regent McElrath seconded the motion which was carried unanimously.

Senior Vice President Smith thanked the Board and Regent Bergin for their support of this endeavor. He also commended Dean Laughlin for his leadership in the matter.

**Request to Establish the Institute for Agricultural Marketing and Education at the University of Hawai‘i at Hilo**

Senior Vice President Tseng recommended the establishment of an Institute for Agricultural Marketing and Education at the University of Hawai‘i at Hilo.

The United States Department of Agriculture’s, Agricultural Research Service (ARS) is planning to establish a Pacific Basin Agricultural Research Center on the Island of Hawai‘i. During discussions with the Center’s Director, the concept of establishing an institute for the distribution of agricultural marketing and education for the Pacific Basin was developed. The purpose for such an institute would be to design and develop a video and Internet infrastructure throughout the Pacific Basin which would be used to disseminate agricultural education and information.

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proposal to USDA seeking funding for the development and operation of the communication infrastructure. The University of Hawai‘i at Hilo, in cooperation with the USDA would operate the institute. The USDA would provide all funding for the planning and future development of the institute. The University would provide no funding for the institute. However, it would be expected to provide office space to house an institute director and a clerical support person.

The University of Hawai‘i at Hilo would be able to expand its agricultural education outreach throughout the State of Hawai‘i and the Pacific Basin at very little cost to the University.

Senior Vice President Kirimitsu suggested that the Board establish the Institute provided that if the funds are not received from USDA, the President or the President’s designee shall have the authority to dissolve said Institute.

Regent Bergin moved to establish an Institute for Agricultural Marketing and Education at the University of Hawai‘i at Hilo with the proviso as stated by General Counsel, as presented in President’s Memorandum No. 67 (Agenda), Item A-11, dated April 23, 1999. Regent Pancoke seconded the motion.

McElrath hoped that if the Institute is funded, there would be liaison with the College of Tropical Agriculture and Human Resources.

Upon call the motion was carried unanimously.

**Gifts, Grants, and Contracts**

Senior Vice President Teramura recommended the acceptance of research and training grants and contracts representing 103 new awards with a total value of $15.4 million for the period February 16 to March 15, 1999. An examination of the year to date data indicates that the following differences have occurred in the first three quarters of this year as compared to the same time period last year. Total number of awards is down slightly and the total value of those awards to date is up by 11% with a cumulative value this year of $120 million. Last year’s total awards for 12 months were $160 million which set an all time record for the University.

Senior Vice President Teramura introduced Professor David Karl, Professor, Department of Oceanography, UH-Mānoa, who reported on his research and educational activities in biological oceanography in Antarctica. Dr. Karl said some of the rewards from research and education are to gain insights into life’s origins. Antarctica is well positioned for combined research and education programs, and UH faculty have taken leadership roles in this international effort. More can be expected in the future as the secrets of Antarctica are revealed to the world.

Vice Chairperson Kodani thanked Dr. Karl for his presentation. Regent Yao moved to accept with thanks the gifts and grants and ratify the actions of the
MEMORANDUM

TO: Mr. Donald C. W. Kim
   Chairperson, Board of Regents

VIA: Kenneth P. Mortimer
     President, University of Hawai‘i and
     Chancellor, University of Hawai‘i at Mānoa

VIA: Eugene S. Imai
     Senior Vice President for Administration

FROM: Rose Tseng
     Senior Vice President, University of Hawai‘i
     and Chancellor, University of Hawai‘i at Hilo

SUBJECT: REQUEST TO ESTABLISH THE INSTITUTE FOR AGRICULTURAL
          MARKETING AND EDUCATION AT THE UNIVERSITY OF HAWAI‘I
          AT HILO

SPECIFIC ACTION REQUESTED

It is requested that the Board of Regents establish an Institute for Agricultural Marketing and Education at the University of Hawai‘i at Hilo.

RECOMMENDED EFFECTIVE DATE

It is recommended that the Board of Regents take action on this request as soon as possible.
PURPOSE

The purpose of establishing an Institute for Agricultural Marketing and Education is to provide central location to distribute agricultural marketing and agricultural education throughout the Pacific Basin using state-of-the-art video and Internet technology.

BACKGROUND

The United States Department of Agriculture, Agricultural Research Service (ARS) is planning on establishing its Pacific Basin Agricultural Research Center on the Island of Hawai‘i. During discussions with the Center’s Director, Dr. Jerry E. Quisenberry, the concept of establishing an institute for the distribution of agricultural marketing and agricultural education for the Pacific Basin was developed. The purpose of the institute will be to design and develop a video and Internet infrastructure throughout the Pacific Basin which will then be used to disseminate agricultural education and information. During the beginning phase, a $250,000. grant will be sought from the USDA to plan the infrastructure. This plan will then be used as the basis for a proposal to USDA seeking funding for the development and operation of the communication infrastructure. The University of Hawai‘i at Hilo in cooperation with the USDA will operate the institute. The USDA will provide all funding for the planning and future development of the institute. The University will provide no funding for the institute, however, it will provide two offices to house an institute director and a clerical support person. The University of Hawai‘i at Hilo would be able to expand its agricultural education outreach throughout the State of Hawai‘i and the Pacific Basin allowing it to deliver education where the people who need it live and work.

ACTION RECOMMENDED

It is recommended that the Board of Regents establish an Institute for Agricultural Marketing and Education at the University of Hawai‘i at Hilo.

c:  Secretary of the Board Iha
    Senior Vice President Imai
    Director Yuen
CURRENT ORGANIZATIONAL CHARTS
AND
FUNCTIONAL STATEMENTS
STATE OF HAWAI'I
UNIVERSITY OF HAWAI'I
UNIVERSITY OF HAWAI'I AT HILO

MAJOR FUNCTIONS

The University of Hawai'i at Hilo consists of four (4) major educational delivery units: College of Arts & Sciences; the College of Agriculture, Forestry, and Natural Resource Management; the College of Hawaiian Language (Ka Haka 'Ula O Ke'elikōlani) and the College of Continuing Education and Community Service. Also, there are courses and programs in West Hawai'i offered through the University of Hawai'i Center, West Hawai'i managed by Hawai'i Community College. In addition to the instructional components, there is a wide range of support activities grouped under the following headings: Administrative Affairs, Library Services, and Student Services. The role of the campus is complex in that it offers a broad range of higher educational activities, coordinated under a single administration, designed to meet most of the post-secondary education needs for the citizens of the State of Hawai'i.

OFFICE OF THE SENIOR VICE PRESIDENT AND CHANCELLOR

Within the policies and guidelines set forth by the President of the University, its Board of Regents, and by the State of Hawai'i, the chief executive officer of the University of Hawai'i at Hilo provides leadership, direction, and coordination for the students, faculty, and staff in their programmatic activities. More particularly, the Office of the Senior Vice-President and Chancellor:

* Directs the development and implementation of the academic, fiscal, and physical plans of the University of Hawai'i at Hilo;

* Interprets the objectives and development of the University of Hawai'i to the citizens of the County of Hawai'i, to the alumni community, and to the students and their parents;

* Provides executive leadership in the administration of the instructional, research, and public service programs;

* Maintains effective working relationships with the Central Administration of the University of Hawai'i, the University of Hawai'i at Mānoa, UH-West Oahu, and the Community Colleges;

* Acts on behalf of the President of the University on all matters affecting the University in the County of Hawai'i; and also assumes delegated responsibility for the coordination of the activities of the Institute of Astronomy-Mauna Kea Observatory, the Beaumont Agricultural Research Center, and the Cooperative Extension Service and;

* Provides, through an assistant, timely responses to information and data requests from the system, state, and federal governments and the administration of programs to enhance the functions of the University.
PROPOSED ORGANIZATIONAL CHARTS AND FUNCTIONAL STATEMENTS
MAJOR FUNCTIONS

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* Provides through an assistant, timely responses to information and data requests from the system, state, and federal governments and the administration of programs to enhance the functions of the University.
* Oversees Institute for Agricultural Marketing and Education.
STATE OF HAWAI'I
UNIVERSITY OF HAWAI'I
UNIVERSITY OF HAWAI'I AT HILO
INSTITUTE FOR AGRICULTURAL MARKETING AND EDUCATION

MAJOR FUNCTIONS

In cooperation with the United States Department of Agriculture, distributes agricultural marketing and agricultural education throughout the Pacific Basin using state-of-the-art video and internet technology.