STATE OF HAWAII
UNIVERSITY OF HAWAII
OFFICE OF UNIVERSITY AND COMMUNITY RELATIONS

MAJOR FUNCTIONS

The Office of University and Community Relations is charged with promoting and facilitating University and community relations. Specifically, the office has system-wide responsibility for community and alumni relations; legislative liaison and coordination activities; marketing and public relations; news and media relation services; special events planning and coordination; and print, broadcast, and electronic communications and design.

To facilitate the execution of these functions, the Office of University and Community Relations has been organized into four operational units: Creative Services; Public Relations and Special Events; Community and Alumni Relations; and the support function of Administrative Services.

Creative Services

Creative Services is the support service division of University and Community Relations. It provides direct editorial and design services to the Board of Regents, system administration, and Unit, campus, and departmental units. These services include but are not limited to the:

- Design, coordination and monitoring of the dissemination of information relating to programs and activities within the University in compliance with University policies and procedures.
- Preparation, editing and production of a variety of publications for distribution within and outside of the University.
- Providing design and editorial resources to system, Unit, and campus departments in the preparation of promotional and informational materials.
- Coordination of the development of broadcast and electronic public relations initiatives.

Community and Alumni Relations

Community and Alumni Relations is responsible for interface between the University and the community such as business and community groups, advisory boards, alumni organizations, and the legislature and other governmental bodies. This division is charged with establishing clear lines of communication and positive rapport with external and internal groups. Responsibilities include but are not limited to the:

- Development and maintenance of 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.
- Coordination and development of policies, procedures and operating guidelines and understanding between the University and the University of Hawai‘i’s Alumni Association, internal and external recognized alumni organizations, and individual alumni and alumnies.
- Guidance and general supervisory control for the design, development and implementation of alumni programs and activities.
- Coordination of the University’s legislative activities.
- Development of appropriate administrative procedures and operational practices in conformity with applicable state law and University policies, rules, regulations and procedures.

Public Relations and Special Events

Public Relations and Special Events is responsible for the development and maintenance of a positive image and good will between the University and the public. These functional responsibilities include but are not limited to the:

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Development of the marketing strategy for the University of Hawai‘i and preparation of related marketing materials.

- Preparation of speeches, scripts, and related communication materials for delivery to internal and external publics.
- Development of a UH media strategy and preparation of media releases and other news services.
- Monitoring and evaluation of University public and media relations activities to ensure consistency with University goals and objectives.
- Development and coordination of University of Hawai‘i's administration, UH Foundation, UH Alumni Association, and other UH campus or departmental special events.
- Provision of protocol services, information and logistics.

**Administrative Services**

Administrative Services provides internal support services for divisions within University and Community Relations. Responsibilities include but are not limited to the:

- Provision of staff support to the Executive Director of University and Community Relations.
- Planning, preparation and coordination of administrative support for fiscal and personnel requirements for the Office of University and Community Relations.
- Development and coordination of information technology services within the office.
- Development and maintenance of user-friendly web sites which facilitate public access and ability to find information about the University of Hawai‘i.

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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 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

- Administers 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.
- Prepares, 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.

SUPERSEDED

Date 20 1999