



UNIVERSITY OF HAWAI'I SYSTEM

REPORT

REPORT TO THE 2003 LEGISLATURE

UNIVERSITY OF HAWAI'I
REPORT ON DECENTRALIZED DECISION-MAKING
Section 27, Act 115, SLH 1998

March 2003

REPORT TO THE 2003 LEGISLATURE

Decentralized Decision-Making in the University of Hawai‘i System

SECTION 27, Act 115, SLH 1998

“The president of the University of Hawai‘i shall submit to the legislature an annual report of decentralized decision-making in the university system no later than twenty days prior to the convening of each regular session until, and including the regular session of 2003. The report shall also include the improving of communication and collaboration within the university system.”

Delegation and decentralization actions and improvements in communication and collaboration initiated and executed during the previous four years have been continued. Additional measures of delegation/decentralization and improvements in communication/collaboration have been initiated:

1. A reorganization has separated the Chancellor of the University of Hawai‘i at Mānoa from the Presidency of the University of Hawai‘i. This has resulted in a more direct channel of communication with the Mānoa campus and decentralized authority from the system to the Mānoa campus.
2. The reorganization of the administration of the University of Hawai‘i will lead to a flat management structure. In eliminating the Senior Vice President and Chancellor for Community Colleges and raising the Provosts to Chancellors, the University of Hawai‘i both empowers the Community Colleges through the decentralization of authority and improves communications throughout the system by providing all campuses a seat at the new Council of Chancellors. The new Council of Chancellors will allow all the units to collaborate with the President and other senior administrators in addressing issues of systemwide concern.
3. A new Student Information System (SIS) has been developed to address the registration and student services needs of all units throughout the UH system. The new SIS has been implemented at the Community Colleges effective July of 2003 with the rest of the University to follow shortly. By eliminating silos of individual campus student records, the new SIS will allow students to register for classes across all campuses and provide a consistent level of services to all students of the University of Hawai‘i.
4. A systemwide branding process has been initiated that will culminate in the launching of a new University of Hawai‘i system logo. The new systemwide brand identity will replace more than 150 logos currently in use throughout the system and will allow the University to effectively communicate the true excellence and diversity of our University to the world. The systemwide brand identity is a valuable strategic asset in recruiting students and faculty, increasing research funds, and securing grants. It is based on values the university identified through the strategic plan such as access, affordability, excellence, diversity, fairness, and equity.

5. Launched a radio and television show that features the wide and diverse talents within the University of Hawai'i system. The *UH This Week* television program is a weekly half-hour program featuring interviews with university newsmakers and UH events. The *UH Today* radio program is a live, weekly call-in radio program featuring faculty members and other guests discussing timely topics.
6. Created a weekly online, systemwide newsletter to expand and improve timely communication to and among university units. Without the cost and space constraints of a print publication, the electronic newsletter provides ways for employees to share news with their colleagues. Employees throughout the UH system are notified by e-mail when each issue is posted, including a list of items covered.
7. Created an automated e-mail delivery system for distribution of important announcements and information directly to employees throughout the UH system.
8. Established *NewsLinks*, a web site and e-mail notification system informing various University and community constituents and any requesting parties about news coverage of university units and programs throughout the UH system.
9. Initiated a systemwide taskforce to improve the university home pages and ensure that they meet the information needs of both internal and external audiences.
10. Produced a series of newsletters profiling each campus, college and school, highlighting work of faculty, students and alumni. The newsletters were distributed to UH employees throughout the UH system in addition to alumni to foster improved knowledge about the expertise, activities and services provided by other programs and campuses.
11. Provided design services to units throughout the UH system to produce effective brochures, reports, advertisements and other materials that inform colleagues and constituents about the units' programs and services.
12. Reinstated a systemwide council of communicators to facilitate communication between units, provide continuing education to employees assigned marketing and public information tasks and involve unit representatives in various communication initiatives that contribute to effective presentation of the University system and all its parts.