

STATE OF HAWAII  
UNIVERSITY OF HAWAII  
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 media relations, public relations, alumni affairs, and legislative coordination.
- . Establishes and maintains effective lines of communication with a variety of external University constituencies, e.g., the media, legislators, foundations, state and federal agencies, etc.
- . Coordinates the legislative program of the University to insure submission of legislative proposals and preparation of appropriate testimony and responses to bills and resolutions.
- . Apprises executive team members, Regents, and other administrators of hearings, meetings, and other legislative activities.
- . Plans, prepares, coordinates and provides administrative support for Manoa 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

- . Designs, plans, develops, organizes and coordinates University-wide alumni programs and activities.
- . Monitors the operations and provides administrative support to alumni groups and organizations.

- . Reviews and evaluates program operations and develops, revises, or drafts revisions or applicable policies, procedures, and rules and regulations.
- . Advises University executives on alumni programs, policies, and activities.
- . Coordinates with the UH Foundation the design and development of on-going alumni and general fundraising programs and activities.
- . Directs the compilation and evaluation of alumni data for the purpose of program development and enhancing alumni participation in programs and activities.

#### **Media Relations and Publication**

- . 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.