

**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.