



UNIV. OF HAWAII
UH BUDGET OFFICE

UNIVERSITY OF HAWAII

93 SEP 16 AIO:59

VICE PRESIDENT FOR UNIVERSITY RELATIONS

September 15, 1993

MEMORANDUM

TO: The Honorable Benjamin J. Cayetano
Lieutenant Governor of Hawaii

FROM: Rockne Freitas *RF*
Vice President for University Relations

SUBJECT: Notification of Approved Reorganization, University of Hawaii
Office of the Vice-President for University Relations

Enclosed for your files is a copy of the reorganization which was approved by the University for the Office of the Vice President for University Relations. The purpose of the reorganization is explained in the accompanying executive summary.

If there are any questions regarding this matter, please call me at 956-6106.

Enclosure

c: The Honorable Yukio Takemoto
Director, Department of Budget & Finance

The Honorable Sharon Miyashiro
Director, Department of Personnel Services

University Personnel Management Office

✓University Budget Office

EXECUTIVE SUMMARY
UNIVERSITY OF HAWAII
OFFICE OF THE VICE PRESIDENT FOR UNIVERSITY RELATIONS

Enclosed for your information is the approved reorganization of the Office of the Vice President for University Relations. The reorganization reflects the need to increase efforts for improved public relations, communications and legislative liaison.

Accordingly, the Public Affairs Section and the director position has been redescribed to enable the director to assist the Vice President in public relations efforts. A Legislative and Administrative Affairs Section has been created to relieve the Director of Public Affairs of its legislative liaison responsibilities.

The Special Assistant to the Vice President for University Relations, Position No. 89282 will assume the legislative duties, together with budgetary and personnel responsibilities. The incumbent will also be responsible for all aspects of compliance with Chapter 92F, HRS, Uniform Information Practices Act.

The new Communications Director's position was authorized by the 1992 Legislature. The position will be responsible for developing and implementing a communications plan to enhance the University of Hawaii's image to its many publics. The Director will provide leadership for the media support and relations, and publications staff.

Other than the addition of the new position, reassignment of responsibilities for the Director of Public Affairs and Special Assistant to the Vice President for University Relations, no other impact on staffing or financial resources is anticipated.

Proposed Reorganization of the
Office of the Vice President for University Relations

Present Organization

The Office of the Vice President for University Relations is organized into four major sections under the Vice President for University Relations.

The first section, Public Affairs Office, is responsible for exercising general direction and control over communications, alumni, events management and coordinates the legislative program of the University of Hawaii. The Director of Public Affairs (Position No. 89062) is serviced by a Secretary III (Position No. 13892).

The second section, Communications Office, is responsible for administering and directing the University's public and media relations and information dissemination program. An authorized permanent position for the director is vacant. The communications section is divided into three units: media support, publications, and media relations. The UH Public Information Officer II (Position No. 80951) and UH Public Information Officer I (Position No. 80124) comprise the Media Support unit. The publications unit is staffed by: UH Graphic Artist III (Position No. 80251), two UH Graphic Artist II (Position Nos. 81264 and 81780), UH Publications Specialist II (Position No. 81373), and Account Clerk (Position No. 14922), which will soon be reallocated to a photographer's position. The Media Relations unit is supported by a UH Public Information Officer II (Position No. 80925).

The third section, Events Management Office, is responsible for planning of all phases of UH major events and activities, and supervises the logistics of special events, which includes coordinating security, parking, caterers, and other vendors, etc. A UH Public Information Officer II and I (Position Nos. 81239 and 80677) coordinates the activities of this office.

The fourth section, Alumni Affairs, designs, plans, develops, organizes and coordinates University-wide alumni programs and activities. The office monitors the operations and provides administrative support to alumni groups and organizations. Five subordinates report to the UH Alumni Affairs Specialist (Position No. 80321): UH Educational Specialist III (Position No. 81928), two UH Educational Specialist II (Position Nos. 81168 and 81716), Secretary II (Position No. 14778), and Account Clerk II (Position No. 43204).

Proposed Reorganization

The proposed reorganization will create a permanent position within the present organization and redescribe the duties and responsibilities of an existing office and its director. The creation of a legislative and administrative affairs office is proposed and a special assistant to the Vice President for University Relations will head this office.

The two sections affected in the proposed reorganization are: Public Affairs and the Alumni Affairs offices. The supervisory hierarchy has been altered in this proposal due to the redescription of the Public Affairs Office and the director's position. The legislative liaison responsibility has been removed from the Public Affairs Office and assigned to the proposed Legislative and Administrative Affairs Office. The Alumni

Affairs Office will report directly to the Vice President; however, the Communications Office will continue to report to the Director of Public Affairs.

The functional statement has been modified to reflect these proposed changes.

Background/Nature of the Proposed Reorganization

The Public Affairs Office and its director perform an important role in coordinating the legislative program of the University to ensure submission of legislative proposals and preparation of appropriate testimony and responses to bills and resolutions.

The requirements of this responsibility is time consuming and increases each year at the expense of other duties and responsibilities. It became necessary to assess and re-evaluate its effectiveness since this office must assist the Vice President in public relation activities and also provide leadership to its subordinate units. Accordingly, the legislative liaison responsibility has been transferred to the newly created Legislative and Administrative Affairs Office. The Communications and Events Management offices will continue to report to the Director of Public Affairs. However, the Alumni Affairs Office will report directly to the Vice President.

The absence of leadership in the Communications Office has created difficulties and some logistical problems. The creation and appointment of a Director of Communications will provide the needed leadership.

This proposed reorganization will require the use and classification of an authorized position for Director of Communications. The Director of Public Affairs position must also be redescribed. The Special Assistant to the Vice President for University Relations (Position No. 89282) will direct the Legislative and Administrative Affairs Office and his job description must also be redescribed.

No position variance is required, nor will additional funding in excess of current authorization be required for this reorganization.

Reasons for Preparing the Reorganization

The reorganization is necessary to provide the Director of Public Affairs with adequate time to assist the Vice President in expanding and creating an effective and innovative public relations program for the University.

Similarly, the important function of coordinating the legislative program of the University must be expanded to ensure proper monitoring of legislative proceedings and proposed legislation affecting the University.

The leadership provided in the Communications Office will help to coordinate media and public information activities and avoid duplication of effort within the University community. Press and media relations efforts will also be strengthened by this reorganization.

The Vice President must directly supervise the Alumni Affairs Office to ensure the fostering of an amicable "town and gown" relationship, which will result in a healthy University environment.

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Other Alternatives Considered

In view of present budgetary constraints and office space limitations, other drastic reorganization proposals were not considered. The proposed reorganization will minimize disruption of the present operation; however, it will provide needed operational improvements in the Office of the Vice President for University Relations.

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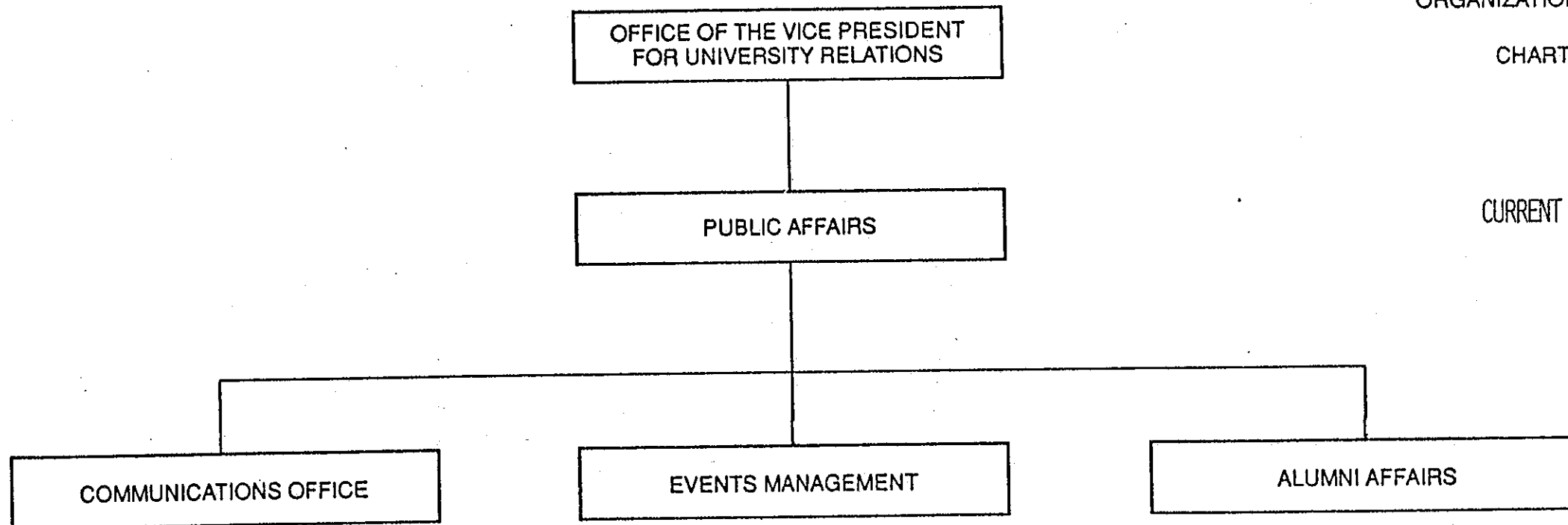
FORMER ORGANIZATIONAL CHARTS
AND
FUNCTIONAL STATEMENTS

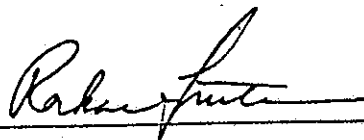
STATE OF HAWAII
UNIVERSITY OF HAWAII
OFFICE OF THE VICE
PRESIDENT
FOR UNIVERSITY RELATIONS

ORGANIZATION CHART

CHART I

CURRENT



Approved by: 
Title: V.P. for University Relations
Date: June 30, 1993

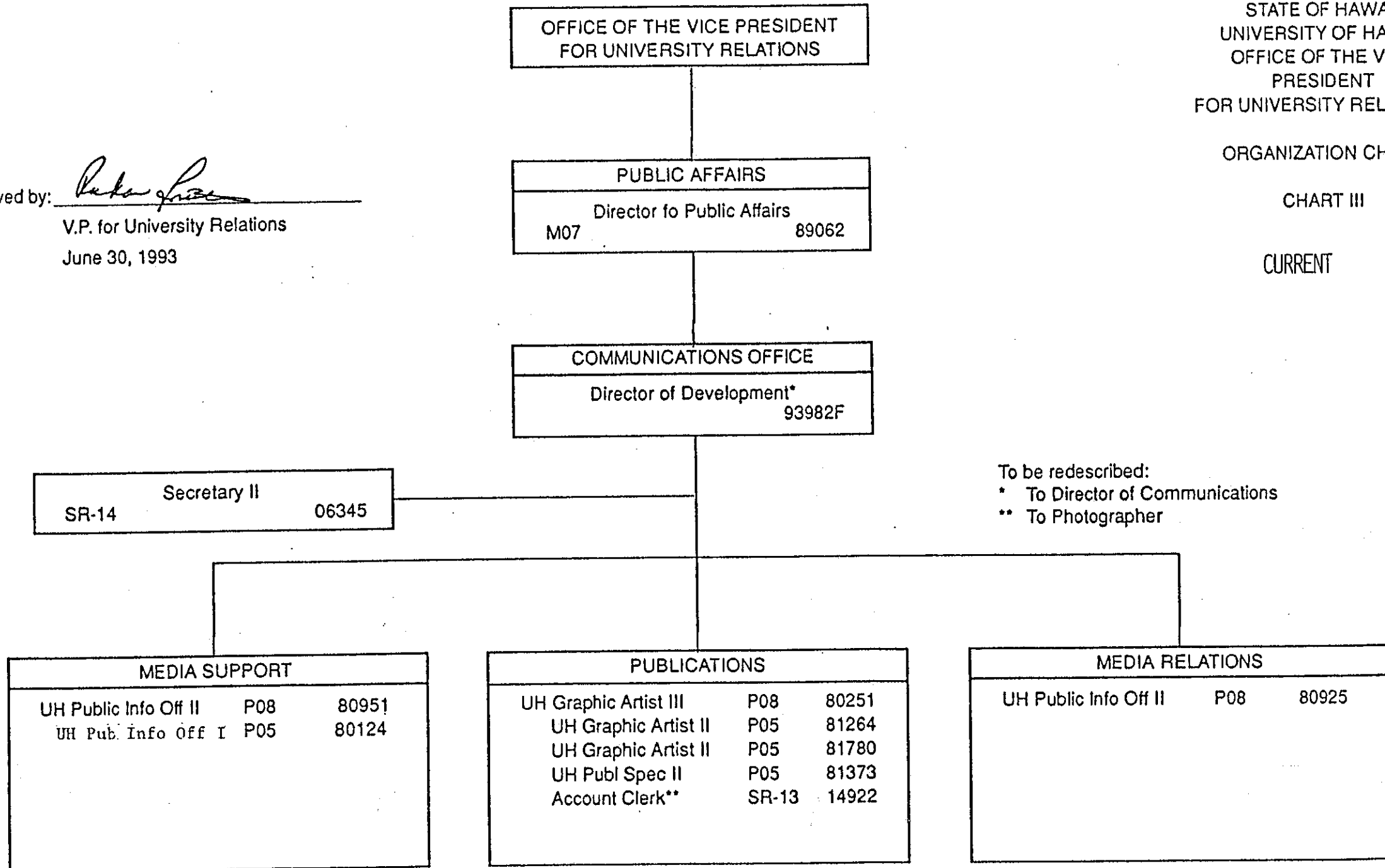
STATE OF HAWAII
UNIVERSITY OF HAWAII
OFFICE OF THE VICE
PRESIDENT
FOR UNIVERSITY RELATIONS

ORGANIZATION CHART

CHART III

CURRENT

Approved by: *Reta Lee*
Title: V.P. for University Relations
Date: June 30, 1993



STATE OF HAWAII
UNIVERSITY OF HAWAII
VICE PRESIDENT FOR UNIVERSITY RELATIONS

MAJOR FUNCTIONS
(CURRENT)

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 communications, 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.

Communications

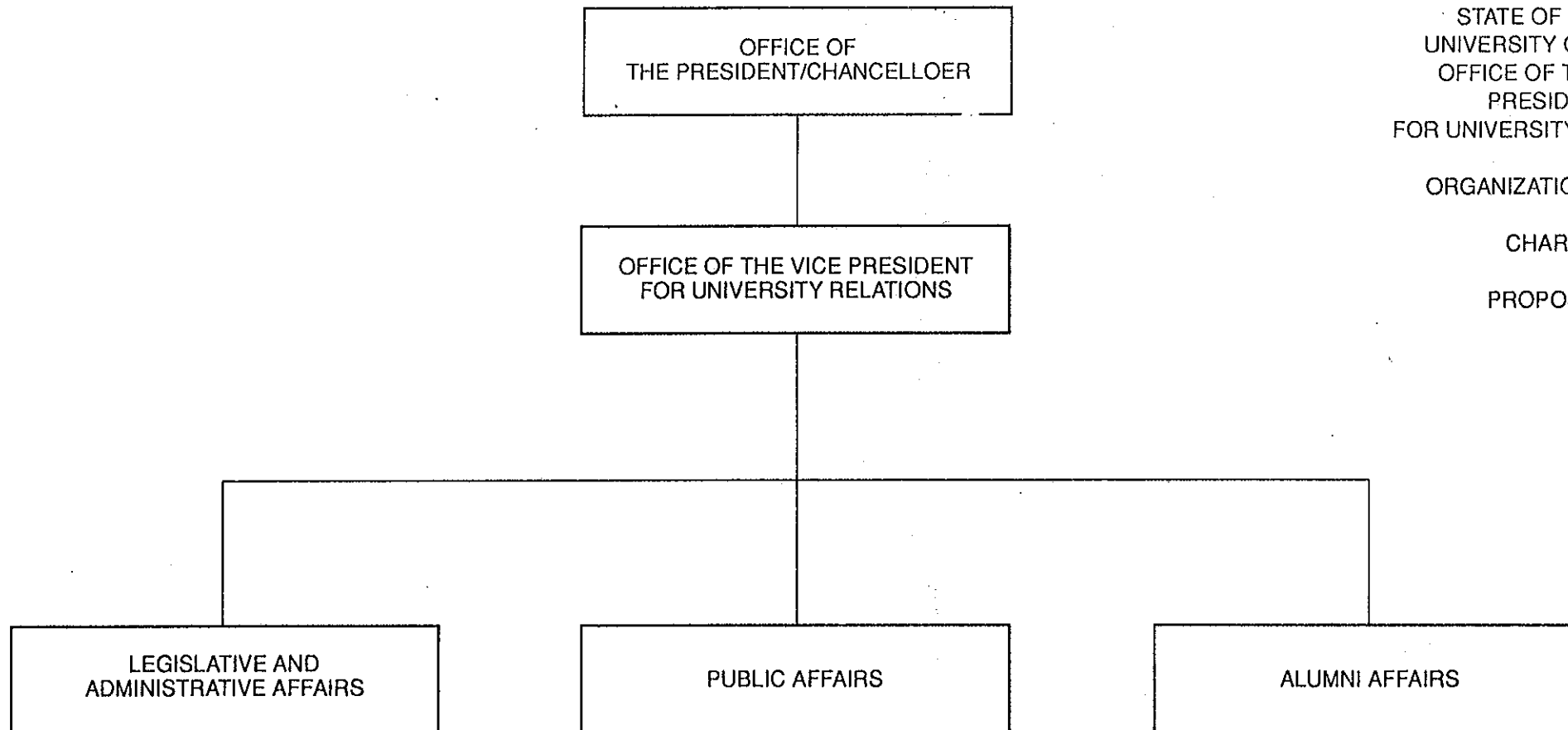
- . Administers and directs the University's public and media relations and information dissemination programs.

- 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.

Events Management

- Planning UH special events, as such advises the UH President, Regents, and other administrators to determine problems and solutions for successful public events.
- Advising event participants, such as the UH President, Regents, honorary degree recipients, deans, community members and others on their roles at ceremonies, including writing speeches, and detailed scripts.
- Supervising the logistics for special events which includes coordinating the work of caterers, security, parking attendants/valets, maintenance workers, tent rental companies, bus rental companies, lei vendors and numerous others.
- Planning all phases of major events, designing invitations, developing mailing lists, planning menus, coordinating the work of caterers.

NEW ORGANIZATIONAL CHARTS
AND
FUNCTIONAL STATEMENTS



STATE OF HAWAII
UNIVERSITY OF HAWAII
OFFICE OF THE VICE
PRESIDENT
FOR UNIVERSITY RELATIONS

ORGANIZATION CHART

CHART I

PROPOSED

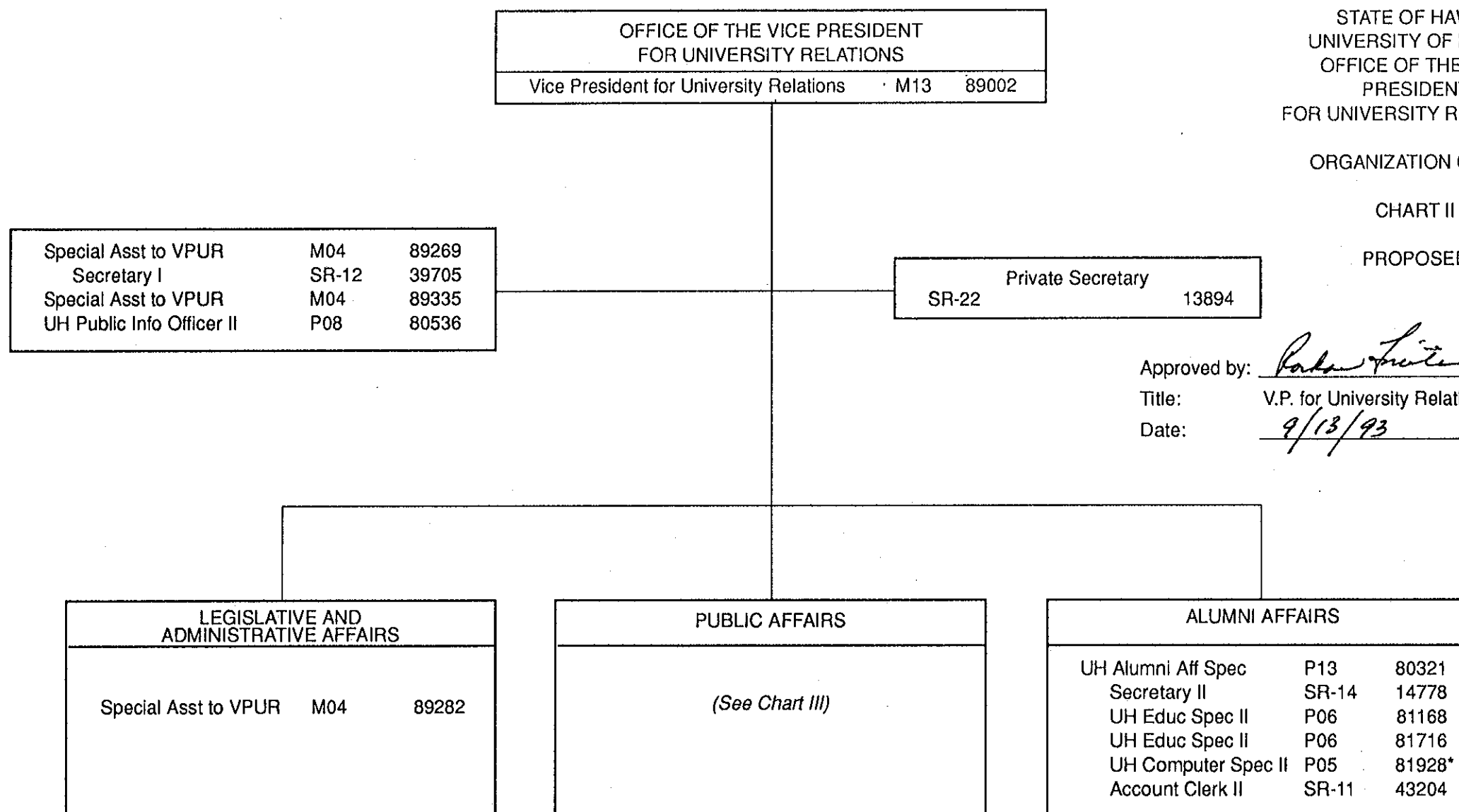
Approved by: *Roderic F. L. [Signature]*
Title: V.P. for University Relations
Date: 9/13/93

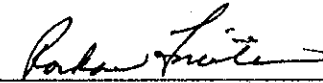
STATE OF HAWAII
UNIVERSITY OF HAWAII
OFFICE OF THE VICE
PRESIDENT
FOR UNIVERSITY RELATIONS

ORGANIZATION CHART

CHART II

PROPOSED



Approved by: 
Title: V.P. for University Relations
Date: 9/13/93

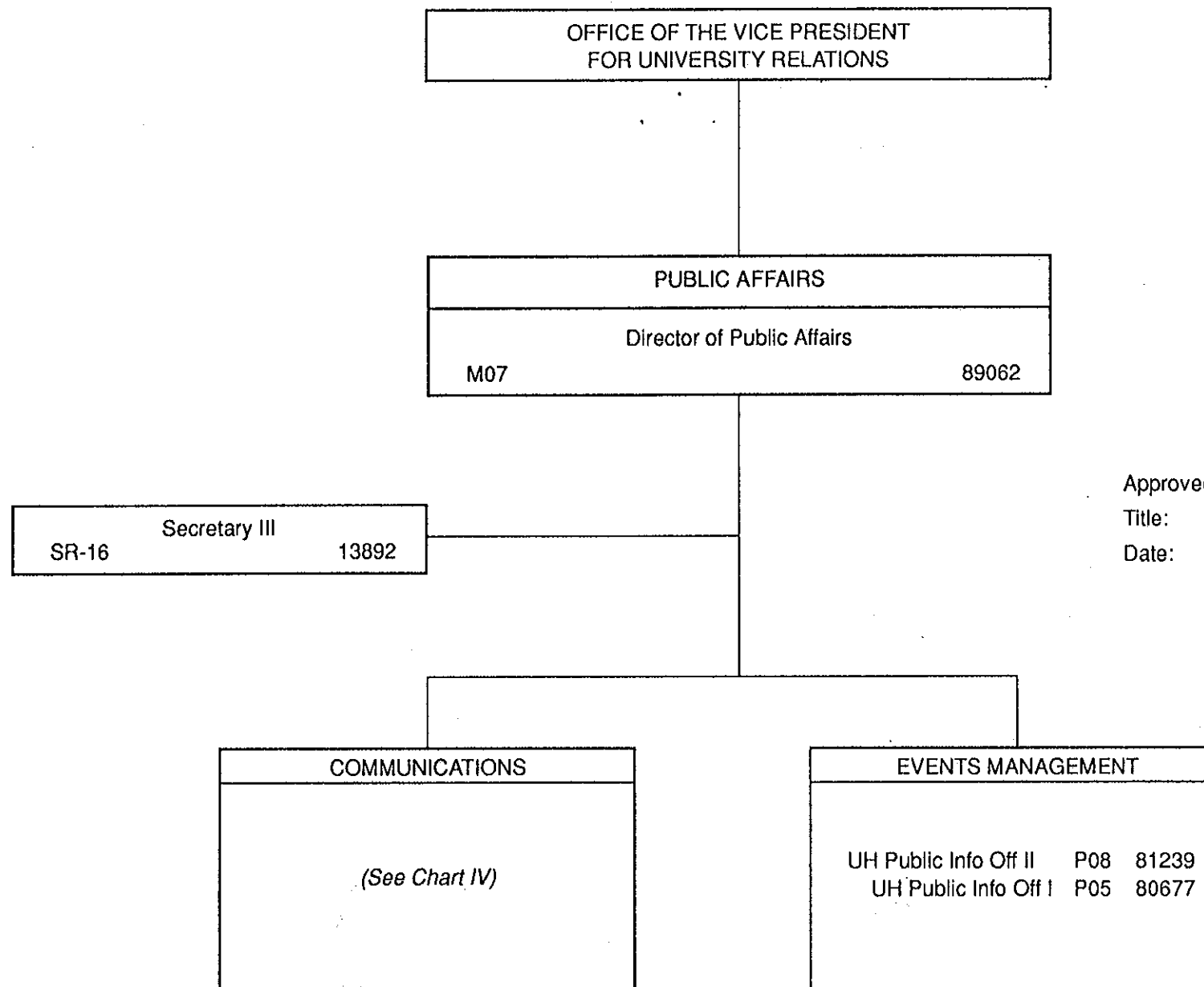
* Correction to current chart.
Position reclassified from UH Educ Spec III to
Computer Spec II 5/1/92

STATE OF HAWAII
UNIVERSITY OF HAWAII
OFFICE OF THE VICE
PRESIDENT
FOR UNIVERSITY RELATIONS

ORGANIZATION CHART

CHART III

PROPOSED



Approved by:

Rakia Luntz

Title:

V.P. for University Relations

Date:

9/13/93

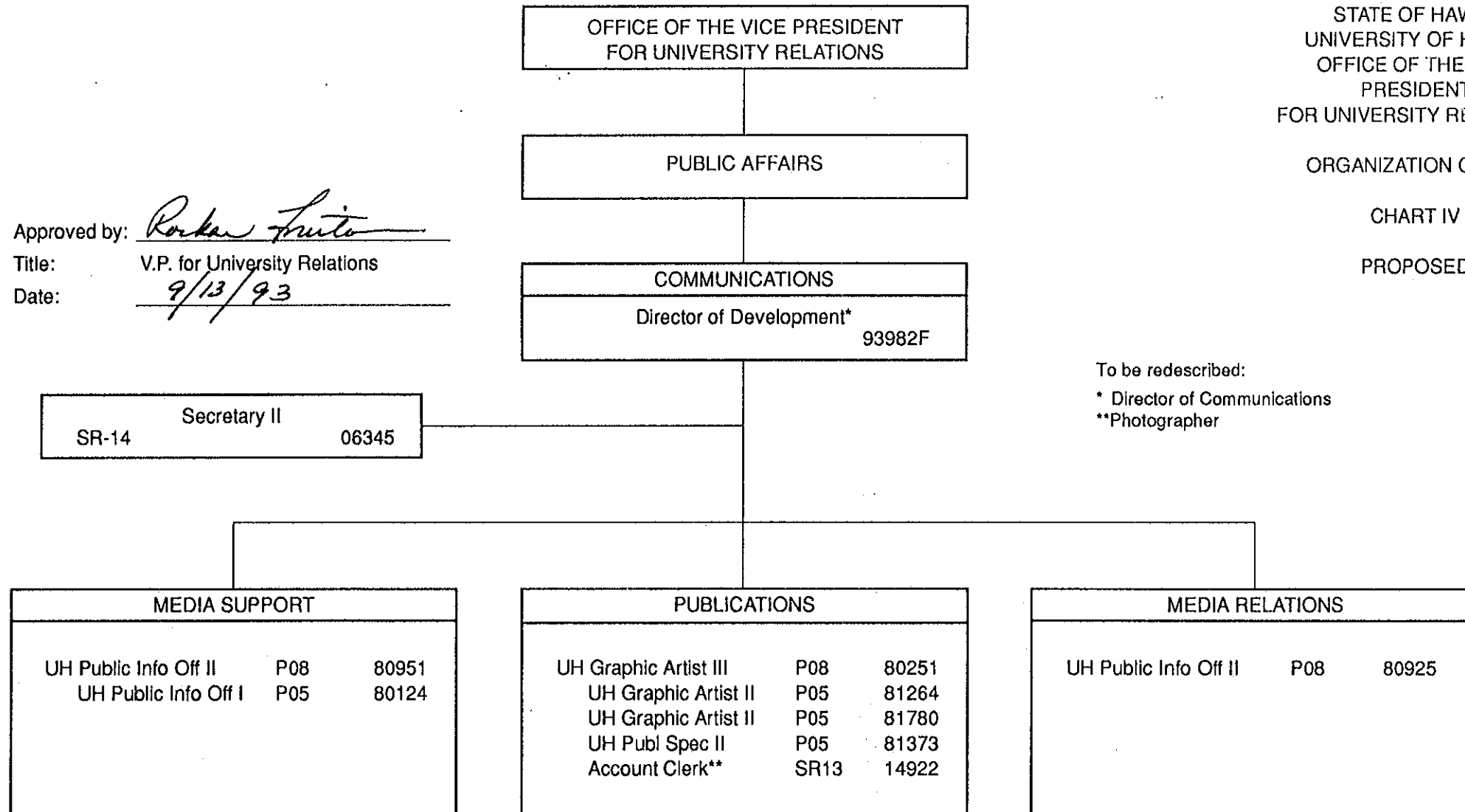
STATE OF HAWAII
UNIVERSITY OF HAWAII
OFFICE OF THE VICE
PRESIDENT
FOR UNIVERSITY RELATIONS

ORGANIZATION CHART

CHART IV

PROPOSED

Approved by: *Rocky Luito*
Title: V.P. for University Relations
Date: 9/13/93



To be redescribed:

* Director of Communications

**Photographer

STATE OF HAWAII
UNIVERSITY OF HAWAII
VICE PRESIDENT FOR UNIVERSITY RELATIONS

MAJOR FUNCTIONS
(PROPOSED)

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Public Affairs

- Exercises general direction and control over communications and events management.
- Assists the Vice President in public relations activities promoting the University of Hawaii. 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 groups outside the University.
- Apprises executive team members, Regents, and other administrators of hearings, meetings, and other 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.

Communications

- 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.

Events Management

- Planning UH special events, as such advises the UH President, Regents, and other administrators to determine problems and solutions for successful public events.
- Advising event participants, such as the UH President, Regents, honorary degree recipients, deans, community members and others on their roles at ceremonies, including writing speeches, and detailed scripts.
- Supervising the logistics for special events which includes coordinating the work of caterers, security, parking attendants/valets, maintenance workers, tent rental companies, bus rental companies, lei vendors and numerous others.
- Planning all phases of major events, designing invitations, developing mailing lists, planning menus, coordinating the work of caterers.

Legislative and Administrative Affairs

- Coordinates the legislative program of the University to ensure submission of legislative proposals and preparation of appropriate testimony and responses to bills and resolutions.
- Coordinates all aspects of compliance with Chapter 92F, HRS, Uniform Information Practices Act. Primary contact between the University and Office of Information Practices and work with the University deans, directors and administrators on matter relating to the Act.
- Plans, prepares, coordinates and provides administrative support for fiscal and personnel requirements for the Office of the Vice President for University Relations.