

February 24, 1995

MEMORANDUM

TO: Board Secretary Pepper Shiramizu

FROM: Rodney Sakaguchi

**SUBJECT: NOTIFICATION OF REORGANIZATION FOR THE OFFICE OF THE VICE
PRESIDENT FOR UNIVERSITY RELATIONS**

Enclosed for the information of the Board of Regents is a copy of a reorganization approved on November 24, 1994 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 Vice President Freitas at 956-6106.

Attachment

c: Vice President Freitas

EXECUTIVE SUMMARY

UNIVERSITY OF HAWAI'I AT MĀNOA OFFICE OF THE VICE PRESIDENT FOR UNIVERSITY RELATIONS

Enclosed for your information is a proposed minor reorganization of the Office of the Vice President for University Relations (OVPUR), University of Hawai'i at Mānoa. The proposed reorganization moves the Special Assistant to the Vice President, Position Number 89335, to oversee the operations of the Alumni Affairs Office.

The supervisory hierarchy within OVPUR has been altered due to the recent redescription of its Public Affairs Office, which formerly included Alumni Affairs under its auspices. Because of this change, the increasing demands experienced by the Alumni Affairs Office, and the need to provide organizational consistency to OVPUR, a review of the organizational structure of Alumni Affairs was necessary.

The proposed reorganization will provide a more consistent organizational structure within OVPUR, reduce areas of potential conflict, and enhance the budget and planning process to ensure the increasing demands placed upon the Alumni Affairs Office can be met. It will also provide the Special Assistant to the Vice President with the necessary time to address broader and more complex administrative issues associated with the increasing demands while assisting the Vice President in expanding and creating an effective and innovative program for the University's alumni and friends. This proposed action will minimize disruption to the present operations and provide much needed operational improvements within OVPUR.

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

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 three major sections under the Vice President for University Relations: Public Affairs, Alumni Affairs, and Legislative and Administrative Affairs.

The Public Affairs Office is responsible for exercising general direction and control over communications and events management and is under the supervision of the Director of Public Affairs (Position No. 89062). Two subunits report to the Director of Public Affairs: The Communications Office, which is responsible for administering and directing the University's public and media relations and information dissemination program and the Events Management Office, which is responsible for planning of all phases of major UH events and activities, and supervises the logistics of special events, including coordinating security, parking, caterers, and other vendors, etc.

The Alumni Affairs Office 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 and is supervised by the UH Alumni Affairs Specialist (Position No. 80321).

The Legislative and Administrative unit coordinates the legislative program for the University, coordinates all aspects of compliance with the Uniform Information Practices Act (UIPA, Chapter 92F, HRS), and provides administrative support for fiscal and personnel requirements for the Office of the Vice President for University Relations. This unit is staffed by the Special Assistant to the Vice President (Position No. 89282) and a temporary Administrative Officer I (Position No. 80089T).

In addition to the three major units, the Special Assistant to the Vice President (Position No. 89269) and UH Public Information Officer II (Position No. 80536) directly serve the Vice President and are responsible for interfacing with other units of the university, other state agencies, and the community on behalf of the Vice President for University Relations.

Another Special Assistant to the Vice President (Position No. 89335) is currently vacant. The incumbent's described duties include assisting the University in complying with the provisions of the UIPA, advising and representing the Vice President for University Relations on legislative matters, and coordinating and evaluating relationships between the University and the military community in Hawai'i.

Proposed Reorganization

The proposed reorganization will reassign Position No. 89335, Special Assistant to the Vice President for University Relations, to oversee the Alumni Affairs Office.

The section that is most affected by the proposed reorganization is the Alumni Affairs Office. The supervisory hierarchy has been altered in this proposal due to the recent redescription of the Public Affairs Office, which previously included Alumni Affairs under its auspices, the increasing demands experienced by this unit, and the need to provide organizational consistency to the Office of the Vice President for University Relations. This combination of factors has made it necessary to review the organizational structure of this unit.

The functional statement has been modified to reflect these proposed changes, which will allow the unit to better address its expanding and changing role while improving its administrative functions.

This proposed reorganization will require the use of an authorized position. The Special Assistant to the Vice President (Position No. 89335) will be reassigned from its current duties to oversee the Alumni Affairs Office. Issues relating to implementation of the UIPA, legislative coordination, and military affairs, among the major described duties of Position No. 89335, have been assigned to Position No. 89282 and Position No. 89269. Thus, no additional position will be required to replace Position No. 89335 in order to perform the described duties and functions.

Background/Nature of the Proposed Reorganization

The Alumni Affairs Office performs an important role to the University through its planning and developing of programs and activities for UH alumni and friends. In addition, this office is also responsible for generating interest in the University and coordinating the actions of support groups to increase participation in UH alumni programs and activities that enhance the image of the University.

The time requirements of addressing these responsibilities has increased annually at the expense of other duties and responsibilities. While dealing with these issues, this office must also assist the Vice President in the numerous alumni activities and provide leadership to other affiliated units systemwide. However, interest in alumni activities has grown beyond the University's expectations to the national and international level. This expanded interest, which has led to an increase in the complexity of administrative issues, and the projected growth of the unit, has made it necessary to assess and re-evaluate the needs of this office.

No position variance is required, nor will additional funding in excess of current authorization be required for this reorganization. The basic services provided by the Alumni Affairs Office will be enhanced. This minor reorganization will allow the

program to expand its current services while enhancing its future planning efforts by providing the necessary time to be specifically devoted to the development of new services and programs for constituent groups and friends of the University. It will also accord the unit additional time to focus on its internal organization and strengthen its relationship with constituent groups. The continued delivery of current services and the development of new and expanded programs will enhance the fellowship and bridgebuilding that are key to its mission.

Reasons for Preparing the Reorganization

In the past few years, the University alumni organizations have expanded beyond the University system to include several chapters nationally and internationally. In the past six years, alumni membership has increased 1000%, far outpacing original projections. This expansion in the interest of the University of Hawai'i alumni programs has created a set of organizational and administrative issues far more complex than it was when this office was first envisioned.

The present organizational structure of the Office of the Vice President for University Relations has all program heads and special assistants reporting directly to the Vice President classified as executive/management personnel, except for the Alumni Affairs Specialist. This position is within a bargaining unit and the individual must now devote considerable time and effort to a variety of funding, budgeting, and personnel issues that are beyond the normal duties and responsibilities of the position and are more appropriately executive/managerial responsibilities.

With these additional responsibilities and pressures placed upon the Alumni Affairs Office and in order to become organizationally sound, the Special Assistant to the Vice President (Position No. 89335) has been reassigned to the Alumni Affairs Office to oversee its operations. This will allow the Alumni Affairs Specialist to devote full effort to the currently described duties and responsibilities of the position while minimizing the conflicts of a bargaining unit member in dealing with issues related to policy development and long-range planning.

In addition the above, the current position description of the Special Assistant to the Vice President (Position No. 89335) overlaps with that of Position No. 89282 in the areas of legislative affairs and implementation of the provisions of the UIPA. The redescription of Position No. 89335 will eliminate the overlap while improving the delivery of services and the quality of alumni programs. There will be no loss of services as a result of this reorganization.

In summary, the reorganization is necessary to provide a more consistent organizational structure within the Office of the Vice President for University Relations, reduce the areas of potential conflict, and enhance the budget and planning process to ensure the increasing demands placed upon the Alumni Affairs Office can be met. It will also provide the Special Assistant to the Vice President with the necessary time to

address the broader and more complex administrative issues associated with the increasing demands while assisting the Vice President in expanding and creating an effective and innovative alumni program for the University. In addition, it will eliminate the current overlap in position descriptions between Position Nos. 89335 and 89282.

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.

**FORMER ORGANIZATIONAL CHARTS
AND
FUNCTIONAL STATEMENTS**

CHART I
STATE OF HAWAII
UNIVERSITY OF HAWAII
**OFFICE OF THE
VICE PRESIDENT
FOR
UNIVERSITY RELATIONS**
ORGANIZATION CHART
CURRENT

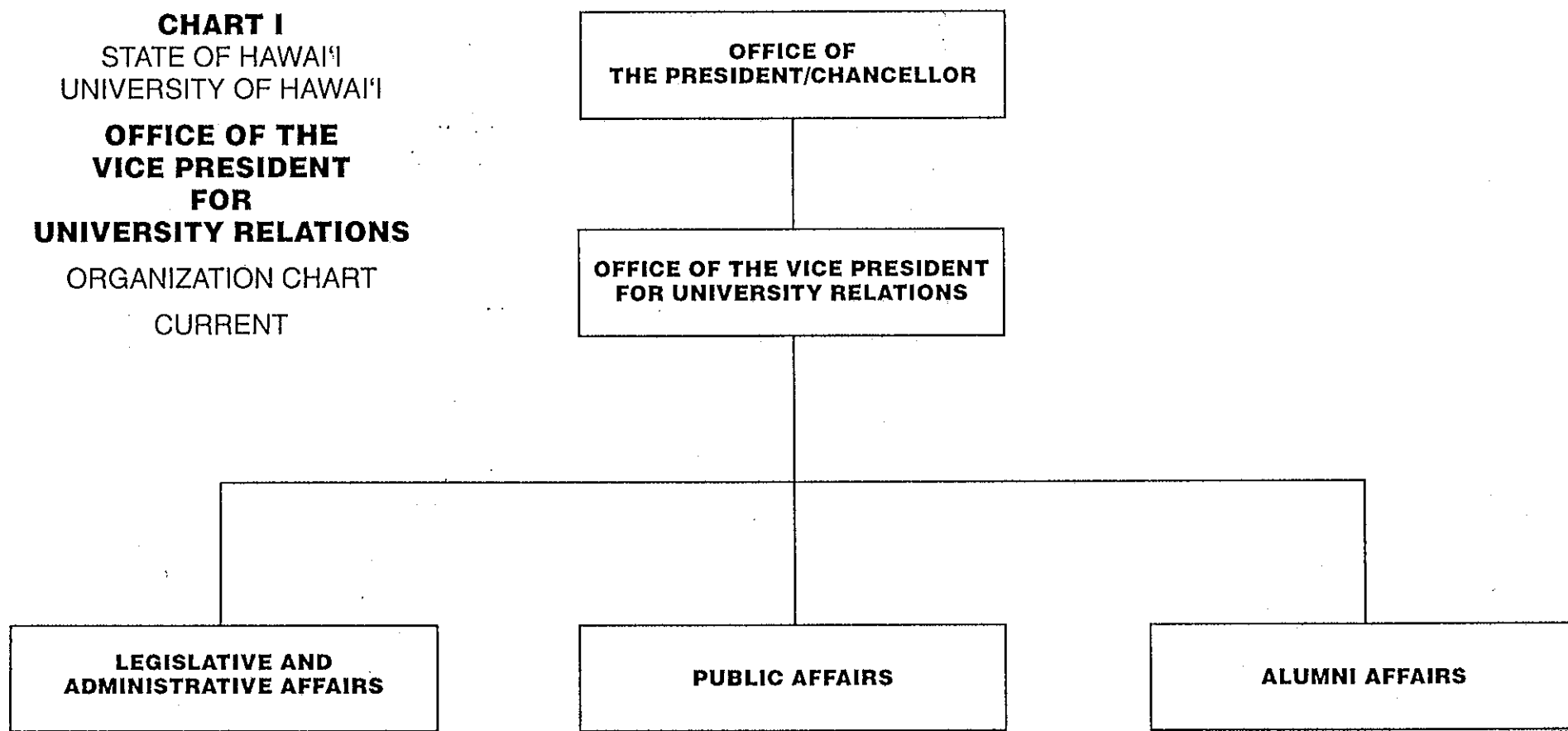


CHART II
STATE OF HAWAII
UNIVERSITY OF HAWAII
**OFFICE OF THE
VICE PRESIDENT
FOR
UNIVERSITY RELATIONS**
ORGANIZATION CHART
CURRENT

OFFICE OF THE VICE PRESIDENT FOR UNIVERSITY RELATIONS		
Vice President for University Relations	M13	89002

Special Asst to VPUR	M04	89269
Secretary I	SR-12	39705
Special Asst to VPUR	M04	89335
UH Public Info Officer II	P08	80536

Private Secretary	SR-22	13894
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LEGISLATIVE AND ADMINISTRATIVE AFFAIRS		
Special Asst to VPUR	M04	89282
UH Admin Off I		80089T

PUBLIC AFFAIRS
(See Chart III)

ALUMNI AFFAIRS		
UH Alumni Aff Spec	P13	80321
Secretary II	SR-14	14778
UH Educ Spec II	P06	81168
UH Computer Spec II	P05	81928
Account Clerk II	SR-8	43204

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 and events management.
- Assists the Vice President in public relations 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 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 Mānoa 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

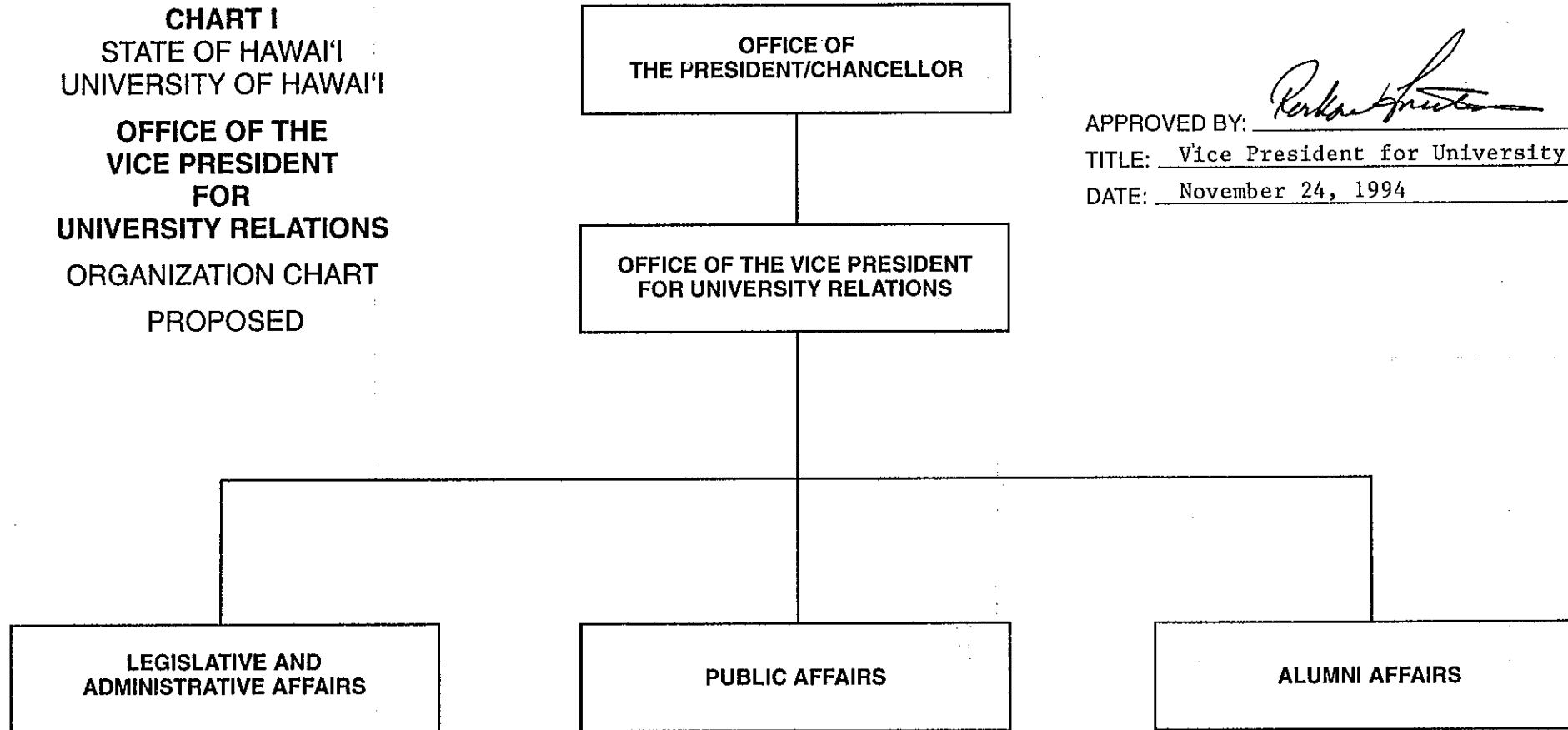
- Planning UH special events, as such advises the UH President, Regents, and other administrators to determine problems and solutions for successful public events.
- Advising event participants, such as the UH President, Regents, and honorary degree recipients, deans, community members and others on 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 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 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 matters 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.

**NEW ORGANIZATIONAL CHARTS
AND
FUNCTIONAL STATEMENTS**

CHART I
STATE OF HAWAII
UNIVERSITY OF HAWAII
OFFICE OF THE
VICE PRESIDENT
FOR
UNIVERSITY RELATIONS
ORGANIZATION CHART
PROPOSED



APPROVED BY: *Ronald H. ...*
TITLE: Vice President for University Relations
DATE: November 24, 1994

CHART II
STATE OF HAWAII
UNIVERSITY OF HAWAII
OFFICE OF THE
VICE PRESIDENT
FOR
UNIVERSITY RELATIONS
ORGANIZATION CHART
PROPOSED

OFFICE OF THE VICE PRESIDENT FOR UNIVERSITY RELATIONS		
Vice President for University Relations	M13	89002

APPROVED BY: *Robert F. Smith*
 TITLE: Vice President for University Relations
 DATE: November 24, 1994

Special Asst to VPUR	M04	89269
Secretary I	SR-12	39705
UH Public Info Officer II	P08	80536

Private Secretary	SR-22	13894
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UNIVERSITY OF HAWAI'I
VICE PRESIDENT FOR UNIVERSITY RELATIONS

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(PROPOSED)

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Public Affairs

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- Apprises executive team members, Regents, and other administrators of hearings, meetings, and other activities.
- Plans, prepares, coordinates and provides administrative support for Mānoa 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

- Coordinates the development of policies, procedures and operating guidelines and understanding between the University of Hawai'i alumni programs and activities and the University of Hawai'i Foundation.
- Provides guidance and general supervisory control on the design, development and implementation of alumni and general fundraising 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 controversial 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
- Reviews and evaluates program operations and develops, revises, or drafts revisions or applicable policies, procedures, and rules and regulations.

- Advises University executives, colleges, and schools within the University system on alumni program organization, development, 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.
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