

STATE OF HAWAII
UNIVERSITY OF HAWAII
OFFICE OF UNIVERSITY RELATIONS

MAJOR FUNCTIONS

JUL 18 1997

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 among faculty, students and administrators in all parts of the system.

Public Affairs

Assists the Director of University Relations in developing 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 other groups outside the University.

- Monitors and evaluates the University's public and media relations and internal and external information dissemination programs to assure consistency with University goals and objectives as enunciated in the University Strategic Plan and University Marketing Plan.

Media Relations and Publications

- Administers and directs the University's public and media relations and information dissemination programs.
- Develops and maintains effective working relationships within and outside the University with a variety of individuals and groups, formal and informal, that are interested in or are associated with the University.
- Designs, coordinates and monitors the dissemination of information relating to programs and activities within the University.
- Prepares media releases, speeches, scripts and other written and verbal information for distribution to the media and for presentation by University executives.
- Advises University administrators, including the President, Regents, deans and others, 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.
- Prepares, edits and produces a variety of publications for distribution within and outside the University.

Alumni Affairs

- Coordinates the development of policies, procedures and operating guidelines and understanding between University of Hawai'i alumni and activities of the University of Hawai'i Alumni Association and the University of Hawai'i Foundation.
- Provides guidance and general supervisory control for the design, development and implementation of alumni 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 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.
- Advises University executives, colleges, and schools within the University system on alumni program organization, development and activities.
- Develops and coordinates alumni volunteer programs.

Events Management

- Develops and coordinates University of Hawai'i, UH alumni, and University of Hawai'i Foundation special events, and advises the President, Regents and other administrators on events programs.
- Plans all phases of events, including design of invitations, developing mailing lists and planning menus.
- Prepares written speeches, detailed scripts and schedules for event participants and programs.
- Advises event participants, including the President, Regents, deans, community members and others on their roles at ceremonies.
- Supervises logistics for special events, including coordination of work by caterers, security personnel, parking attendants, maintenance workers, tent and other equipment rental companies, lei vendors, and numerous others.

Government and Administrative Affairs

- Coordinates the legislative program of the University to ensure timely submission of legislative proposals and preparation of appropriate testimony and responses to bills.
- Coordinates all aspects of compliance with Chapter 92F, HRS, Uniform Information Practices Act. Serves as primary contact between the University and the Office of Information Practices, and works with University deans, directors and other administrators on matters relating to the Act.
- Plans, prepares, coordinates and provides administrative support for fiscal and personnel requirements for the Office of University Relations.

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PROPOSED

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