

**STATE OF HAWAII
UNIVERSITY OF HAWAII
OFFICE OF UNIVERSITY AND COMMUNITY RELATIONS**

MAJOR FUNCTIONS

The Office of University and Community Relations is charged with promoting and facilitating University and community relations. Specifically, the office has system-wide responsibility for community and alumni relations; legislative liaison and coordination activities; marketing and public relations; news and media relation services; special events planning and coordination; and print, broadcast, and electronic communications and design.

To facilitate the execution of these functions, the Office of University and Community Relations has been organized into four operational units: *Creative Services*; *Public Relations and Special Events*; *Community and Alumni Relations*; and the support function of *Administrative Services*.

Creative Services

Creative Services is the support service division of University and Community Relations. It provides direct editorial and design services to the Board of Regents, system administration, and Unit, campus, and departmental units. These services include but are not limited to the:

- Design, coordination and monitoring of the dissemination of information relating to programs and activities within the University in compliance with University policies and procedures.
- Preparation, editing and production of a variety of publications for distribution within and outside of the University.
- Providing design and editorial resources to system, Unit, and campus departments in the preparation of promotional and informational materials.
- Coordination of the development of broadcast and electronic public relations initiatives.

Community and Alumni Relations

Community and Alumni Relations is responsible for interface between the University and the community such as business and community groups, advisory boards, alumni organizations, and the legislature and other governmental bodies. This division is charged with establishing clear lines of communication and positive rapport with external and internal groups. Responsibilities include but are not limited to the:

- Development and maintenance of 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.
- Coordination and development of policies, procedures and operating guidelines and understanding between the University and the University of Hawai'i's Alumni Association, internal and external recognized alumni organizations, and individual alumnus and alumnae.
- Guidance and general supervisory control for the design, development and implementation of alumni programs and activities.
- Coordination of the University's legislative activities.
- Development of appropriate administrative procedures and operational practices in conformity with applicable state law and University policies, rules, regulations and procedures.

Public Relations and Special Events

Public Relations and Special Events is responsible for the development and maintenance of a positive image and good will between the University and the public. These functional responsibilities include but are not limited to the:

- Development of the marketing strategy for the University of Hawai'i and preparation of related marketing materials.
- Preparation of speeches, scripts, and related communication materials for delivery to internal and external publics.
- Development of a UH media strategy and preparation of media releases and other news services.
- Monitoring and evaluation of University public and media relations activities to ensure consistency with University goals and objectives.
- Development and coordination of University of Hawai'i's administration, UH Foundation, UH Alumni Association, and other UH campus or departmental special events.
- Provision of protocol services, information and logistics.

Administrative Services

Administrative Services provides internal support services for divisions within University and Community Relations. Responsibilities include but are not limited to the:

- Provision of staff support to the Executive Director of University and Community Relations.
- Planning, preparation and coordination of administrative support for fiscal and personnel requirements for the Office of University and Community Relations.
- Development and coordination of information technology services within the office.
- Development and maintenance of user-friendly web sites which facilitate public access and ability to find information about the University of Hawai'i.