

## **OFFICE OF UNIVERSITY RELATIONS**

As part of the Senior Vice-President and Chancellor's Office, concentrates on efforts towards the development of external college relations and developing and preparing effective publications and activities to promote University of Hawai'i at Hilo.

## **OFFICE OF THE DIRECTOR**

Responsible for development and preparation of effective publications and activities to educate and foster affirmative attitudes and acceptance of UHH and its role in higher education for the state. Responsible for marketing and promotion of UH Hilo throughout the state of Hawai'i, mainland United States, and Pacific Rim countries.

Responsible for composition, makeup and distribution of a wide variety of public relations materials; coordinate with respective university executives, outside agencies, media, legislators and the community to implement programs and projects; monitor and evaluate progress and assess effectiveness. Responsible for governmental relations on behalf of UH Hilo and University of Hawai'i system at the state legislature, county of Hawai'i and federal government.

Maintain close and effective working relations and communication with university executives, Board of Regents, legislators, community agencies, media, and faculty, staff, and students to coordinate the dissemination of information relating to UHH operations, programs, and activities.