

**STATE OF HAWAI'I  
UNIVERSITY OF HAWAI'I  
OFFICE OF UNIVERSITY AND COMMUNITY RELATIONS**

**FUNCTIONAL STATEMENT**

The Office of the Vice President for External Affairs and University Relations provides system-wide leadership in planning, organizing, directing, evaluating, and coordinating the University's external affairs and relations. Program areas of responsibility include: marketing, brand management and collegiate licensing; governmental liaison and coordinating activities; public relations; news and media relations; print, broadcast and electronic communications and design; and event planning and execution.

**Creative Services**

Creative Services produces university system print and electronic publications and provides direct editorial and design services to the University system administration and campus, department and programs. Services included but are not limited to:

- Coordination, preparation, editing, design, photography, and production of a variety of publications for distribution within and outside the university.
- Design, editorial, photographic and production management in preparation of promotional and informational materials for the University system and its campuses, departments and programs.
- Management of the University's corporate identity program through education and application of its use in the University stationery program and other publications and materials.
- Review of marketing, promotional and recruiting publications and materials for compliance with University graphics standards and branding/marketing goals.
- Collaboration with information technology personnel in development of the look, content and usability of and application of University graphics standards to University Web pages.
- 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.
- Develops strategies for appropriate publication of stories on University web pages.

**Governmental Relations**

The Governmental Relations unit seeks to promote the mission of public higher education in Hawai'i by developing and strengthening relationships between the University of Hawai'i and the members of the federal, executive, and legislative branches of government. This office ensures that the university's goals receive state and federal recognition and support; informs the university community on local, state and federal government matters by monitoring legislation that has a potential impact upon the University, responding to constituent inquiries and collaborating with other UH campuses and the community to build support for the University. This office also serves as the official point of contact for government constituencies. Responsibilities include but are not limited to:

- Development and maintenance of effective working relationships with the executive, legislative and county branches of government.
- Coordinating the University's efforts in communicating with government officers.
- Development of University policies for addressing governmental issues.

- Consolidating, editing and finalizing administrative proposals for insertion into the annual administrative legislation package.
- Tracking all legislative initiatives as they proceed through the state legislative session.
- Tracking all University of Hawai'i federal appropriations.
- Providing an official contact point for local, state and federal governmental issues.
- Development of an effective advocacy plan that includes the University's own constituency, alumni and friends.

### **Marketing and Branding**

Marketing and Branding provides leadership in the development and implementation of an integrated identity and branding strategy for the University system to serve as a resource to campuses in the area of marketing education, development of complementary campus marketing strategies, and development and implementation of the University's advertising package.

Responsibilities include but are not limited to:

- Development of the University marketing strategy and preparation of related marketing materials.
- Oversight of the University's collegiate licensing and University branding (logo/trademark) marketing program, ensuring proper collection of royalties and compliance of existing and proposed licensing agreements with appropriate legal and policy requirements; maximum revenues for the University's collegiate licensing programs; investigation of possible violations of licensing agreements; and review of use of University name/logo/trademark on products for appropriateness, quality, and accuracy; development and interpretation of University collegiate licensing policies and procedures.

### **Public Relations**

Public Relations supports the University of Hawai'i system and primarily the Office of the President with all matters relating to national and international media audiences, public affairs and events related to building support for the University and its activities. The unit is organized into two sub-units: Public Affairs and Special Events

**Public Affairs** manages the University national/international media relations program and public affairs broadcast programming projects. Responsibilities include but are not limited to:

- Advising University officials, including the President, Regents and others, on public and media relations.
- Developing strategies for appropriate placement of stories through print, broadcast and/or Web media.
- Developing and maintaining relationship with media outlets to assure appropriate coverage of university news and respond to inquiries in an effective manner.
- Maintaining relationships with all units in the university system to assure thorough familiarity with program operations and areas of expertise and the accomplishments of faculty and students so that their successes may be communicated to internal and external offices.
- Coordinating University and external resources for the production of radio, television and other broadcast programming featuring University expertise, programs, successes and services.
- Monitoring and evaluation of university public and media relations activities to ensure consistency with university goals and objectives.
- Develops and maintains relationships with local media outlets to assure appropriate coverage of university news and responds to inquiries from the media in an effective manner.
- Produces news releases, articles, commentaries and other communication materials for dissemination in the media.
- Monitors local media for coverage of the University and to detect and remain knowledgeable on issues to which University faculty may contribute insight and expertise.

**Special Events** plans, coordinates and executes events in support of the University's strategic objectives related to public relations, marketing and support building. Responsibilities include but are not limited to:

- Developing events for the University of Hawai'i system administration, University units and related organizations. Sample events include receptions, dinners, groundbreaking ceremonies, etc.
- Coordinating all phases of event planning, which may include invitation and program design, event logistics, speech and script writing, etc.
- Maintaining a positive working relationship with internal and external departments and vendors.
- Providing protocol services, information and logistics.
- Coordinating special projects as required.

#### **Administrative Services**

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

- Providing staff support to the Vice President for External Affairs and University Relations.
- Planning, preparing and coordinating materials and procedures for fiscal and personnel requirements for the Office of the Vice President for External Affairs and University Relations.
- Development and coordination of information technology services within the office.
- Development and maintenance of user-friendly Web sites that facilitate public access and ability to find information about the University of Hawai'i.