

**STATE OF HAWAII  
UNIVERSITY OF HAWAII  
SYSTEMWIDE ADMINISTRATION  
OFFICE OF THE VICE PRESIDENT FOR ADMINISTRATION**

**FUNCTIONAL STATEMENT**

**INTRODUCTION**

This office provides executive leadership in planning, organizing, directing, evaluating, and coordinating the following aspects of UH System wide administrative and support functions.

**MAJOR FUNCTIONS**

- . Human resources administration
- . Information technology
- . Capital Improvements Program
- . External Affairs and University Relations (Creative Services, Governmental Relations, Marketing and Branding, Public Relations, and Administrative Services)

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**STATE OF HAWAII  
UNIVERSITY OF HAWAII  
SYSTEMWIDE ADMINISTRATION  
VICE PRESIDENT FOR ADMINISTRATION  
OFFICE OF HUMAN RESOURCES**

**MAJOR FUNCTIONS**

The Office of Human Resources has systemwide responsibility for human resources management, including policy and procedure development, maintenance, and implementation; advisory services to units and staff services for executive decision-making. The System Director of Human Resources advises the Vice President for Administration and Chief Financial Officer and other senior executives on all human resources management matters.

The Director's Office has responsibility for planning, organizing, and managing the University's human resources program as it relates to Board of Regents appointees and Civil Service employees, employee benefits, and other related programs. This responsibility includes the development, implementation, and maintenance of personnel policies and procedures to ensure compliance with Board of Regents' Bylaws and Policies, Executive policies, State statutes, Federal laws and regulations, administrative procedures, and applicable collective bargaining agreements; the administration of the University's classification and compensation plan for APT and E/M personnel and of the State's classification and compensation plans for civil service employees; directing special projects and studies; providing leadership and advice to senior level executives on matters relevant to human resources issues; negotiating collective bargaining agreements; conducting hearings and rendering decisions on grievances; and administering the University's employee benefits, and staff development and training programs.

- Directs, administers, and coordinates the employee relations program for all employees including serving as the President's designee as hearings officer for grievances
- Develops and issues interpretive guidelines, policies, and procedures, including Executive Policies and Administrative Procedures
- Provides advisory services relative to rules, regulations, policies, and collective bargaining agreements relating to the management and direction of the University's employees
- Directs and administers on a systemwide basis, the civil service recruitment, examination, and personnel transaction programs
- Develops and implements classification and compensation systems, including classification actions on positions, reviewing compensation adjustment recommendations, and representing the University before appellate boards and commissions, as applicable
- Develops, directs, administers, and coordinates the job performance evaluation program
- Directs, administers, and coordinates the State return to work priority program
- Custodian of official personnel files for all civil service and Executive and Managerial employees and employees of undelegated system offices
- Directs, administers, and coordinates the labor relations program, including advisory services relative to investigation, discipline, problem resolution, contract interpretation, and policy interpretation
- Reviews E/M appointment and recommendation issues
- Coordinates the State's and University's benefit programs (Employer-Union Trust Fund, Retirement System, Part-Time, Seasonal Deferred Compensation, Tax Deferred Annuity Programs, etc.) for University employees on a systemwide basis. Serves as liaison with other State agencies

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**STATE OF HAWAII  
UNIVERSITY OF HAWAII  
SYSTEMWIDE ADMINISTRATION  
VICE PRESIDENT FOR ADMINISTRATION  
INFORMATION TECHNOLOGY SERVICES**

**FUNCTIONAL STATEMENT**

**INTRODUCTION**

Information Technology Services has responsibility and authority for University of Hawai'i information technologies including telecommunications, academic computing and administrative information systems. It has operational responsibility for UH-Manoa campuswide facilities and services, and Systemwide responsibility for planning, policy, coordination, external relations and operational activities cutting across campuses.

**MAJOR FUNCTIONS**

Provides a broad range of information technology facilities to meet the instruction, research, public service and administrative needs of the University community, including appropriate centralized computing facilities for the System, campuswide computer lab facilities for UH Manoa, and libraries of software.

Provides a broad range of information technology services to meet the instruction, research, public service and administrative needs of the University community, including dissemination of information relating to the use of information technology in higher education, provision of informal classes, seminars, training and documentation in the effective use of information technologies, and consultation and support in the planning and use of information technologies to meet specific functional statements.

Provides effective and secure administrative information systems (fiscal, student, human resources, budget, etc.) and assists users in accessing these systems for transaction processing, updating information, and retrieving relevant data and reports.

Provides effective and economical telecommunications networks that supply voice, data and video services to meet Systemwide needs relating to instruction, research, public service and administration, including the provision of Systemwide access to and external liaison with state, national and international networks and information technology services.

Provides instructional technologies to facilitate Statewide access to high-quality higher education; coordinates Systemwide use of shared telecommunications and distance education technologies; and operates UH Manoa-based distance education technologies and systems,

Develops strategic plans, programs and policies pertaining to all aspects of information technology; provides consultation to University executive offices relating to information technology; promotes and represents the university's information technology activities, programs and plans within the University and to relevant Statewide, national and international communities.

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**STATE OF HAWAI'I  
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SYSTEMWIDE ADMINISTRATION  
VICE PRESIDENT FOR ADMINISTRATION  
OFFICE OF CAPITAL IMPROVEMENTS**

**FUNCTIONAL STATEMENT**

Capital Improvement Projects (CIP) provides the University of Hawai'i campuses with a physical environment that supports teaching, research, and public service in keeping with the mission of the University. We believe the buildings, infrastructure, and landscapes of the campuses should reflect the excellence and diversity of the academic enterprise. Facilities provide the centerpiece around which all other educational activities exist at the University.

**OFFICE OF THE DIRECTOR**

Provides system wide executive leadership, direction and control over the planning, development, implementation and integration of multi-campus CIP projects, long range physical development plans, and associated CIP budget requirements.

**PHYSICAL PLANNING**

Physical Planning provides comprehensive general, environmental, and project planning for major CIP. With an emphasis on the early and conceptual phase of the campuses' interest and needs, provides services that meet the academics, and student services and recreation needs while reflecting campus and community values. The Physical Planning efforts are focused on facilities, infrastructure, environmental management, recreation, and open spaces, and are conducted within the framework of the Board of Regents approved strategic plan and campus long-range development plans. Program/Project Planning provides programmatic development planning, including project definition, space requirements, preliminary cost, schedule, phasing scenarios, and implementation.

**PROJECT MANAGEMENT – DESIGN AND CONSTRUCTION**

Project Management-Design and Construction provides the project management for major capital projects, which includes new construction and major renovations. Functions include the direction and leadership of project teams in the implementation and execution of CIP projects to meet objectives of the plans and developing projects within budget and on schedule. Project Management serves as the primary liaison among campus committees, user groups, architects, and contractors in all project phases from planning, programming, design, and construction through occupancy. The Project Management function also includes development of project budgets and schedules, and manages the services of architects, engineers, and contractors.

**ADMINISTRATION AND SUPPORTS SERVICES**

The Administration and Support Services provides administrative support to the director, and the Physical Planning and Project Management functions. Support services include fiscal, accounting, procurement, contract award and administration, capital budget preparation, legislative participation, and budget implementation, information/data systems, management reporting, asset management, and warranties. The Administration and Support Services directs, supports, and coordinates with campuses on the development of policies and standard operating procedures for means and methods to improve delivery, quality, and accountability in the allocation and expenditures of resources for physical facilities.

**REPAIR AND MAINTENANCE**

Provides leadership by facilitating and assisting campuses in the planning, development, implementation, and integration of a multi-campus repair and maintenance program.

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**STATE OF HAWAI'I  
UNIVERSITY OF HAWAI'I  
SYSTEMWIDE ADMINISTRATION  
VICE PRESIDENT FOR ADMINISTRATION  
OFFICE OF EXTERNAL AFFAIRS AND UNIVERSITY RELATIONS**

**FUNCTIONAL STATEMENT**

The Office of 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:

- Coordinates, prepares, edits, designs, photographs, and produces 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.
- Manages the University's corporate identity program through education and application of its use in the University stationery program and other publications and materials.
- Reviews marketing, promotional and recruiting publications and materials for compliance with University graphics standards and branding/marketing goals.
- Collaborates with information technology personnel in development of the look, content and usability of and application of University graphics standards to University Web pages.
- Designs, coordinates and monitors the dissemination of information relating to programs and activities within the University in compliance with University policies and procedures.
- Prepares edits and produces a variety of publications for distribution within and outside of the University.
- Provides 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.

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- 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.

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- 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 writings, 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:

- Planning, preparing and coordinating materials and procedures for fiscal and personnel requirements for the Office of 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.

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INFORMATION TECHNOLOGY SERVICES**

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**STATE OF HAWAII  
UNIVERSITY OF HAWAII  
OFFICE OF THE VICE PRESIDENT FOR EXTERNAL AFFAIRS  
AND UNIVERSITY RELATIONS**

**FUNCTIONAL STATEMENT**

**SUPERSEDED**  
**Date** NOV 18 2004

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.

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- 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.
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**SUPERSEDED**  
**Date NOV 18 2004**

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- 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.

**SUPERSEDED**  
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