

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
- Capital Improvements Program
- External Affairs and University Relations (Creative Services, Governmental Relations, Marketing and Branding, Public Relations, and Administrative Services)

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 as further described below.

The System Director of Human Resources is responsible for planning, organizing, and managing the University's human resources programs in conjunction with the campus human resources offices. This responsibility includes developing, implementing, and maintaining personnel policies and procedures to ensure compliance with Board of Regents' Policies, Executive policies, State statutes, federal laws and regulations, administrative procedures, and applicable collective bargaining agreements; administering the University's classification and compensation system for APT and E/M personnel and of the State's classification and compensation plans for civil service employees; reviewing E/M appointments and other personnel actions; directing special projects and studies; providing leadership and advice to senior level executives; negotiating collective bargaining agreements; conducting hearings and rendering decisions on grievances; and administering the University's employee benefits, and staff development and training programs.

SYSTEM SUPPORT AND ANALYSIS SECTION

- Provides leadership in analyzing, developing and implementing functional components of new electronic human resources systems
- Serves as liaison between OHR and State agencies on technological matters
- Provides support to personnel officers in the processing of personnel transactions
- Serves as central source of systemwide human resources information
- Oversees the University's automated leave accounting system
- Develops and conducts studies and analyses to provide data to management for program development
- Undertakes special projects and conducts special studies as required
- Implements BOR collective bargaining provisions as they relate to electronic data processing
- Implements civil service collective bargaining provisions as they relate to electronic data processing
- Supports internal (OHR) computer requirements
- Provides leadership in overseeing and implementing the University's leave accounting system

CIVIL SERVICE EMPLOYEE RELATIONS SECTION

- Oversees and coordinates the labor relations program for civil service employees
- Interprets State personnel rules, policies and collective bargaining agreements relative to the management and direction of civil service employees
- Administers and oversees, on a systemwide basis, the civil service recruitment, examination and personnel transaction programs
- Reviews and recommends the compensation, pricing and repricing of civil service classes
- Administers and coordinates the civil service job performance evaluation program
- Oversees and administers the State's return to work priority program for the University system
- Coordinates and implements the State's Reduction in Force (RIF) and Separation Incentive Program for the University system
- Implements and oversees the State's Commercial Driver's License Alcohol and Drug Testing Program
- Serves as custodian of official personnel files for all civil service employees

CLASSIFICATION AND BENEFITS SECTION

- Maintains Human Resources section of Administrative Procedures Manual to provide complete, comprehensive instructions for performing specific tasks
- Recommends revisions to Human Resources sections of Board of Regents and Executive policies as appropriate
- Conducts comprehensive and ongoing training of employees responsible for performing human resources management functions, including training in federal and State laws,

DHRD policies and procedures, BOR and Executive policies, and OHR administrative procedures

- Coordinates training programs to assist employees in performing existing tasks and to prepare them for future advancement
- Implements formal compliance review program to identify violations of federal and State laws, collective bargaining requirements, DHRD policies and procedures, BOR and Executive policies, and OHR administrative procedures
- Develops standardized evaluative criteria for the classification of APT positions so as to insure objectivity and equity
- Develops class specifications for new E/M positions
- Reviews E/M and APT classification and reclassification actions to insure compliance with established criteria
- Takes final classification actions on civil service positions and represents the University before appellate boards and commissions
- Compiles and analyzes E/M, APT and faculty salary survey data, e.g., CUPA-HR
- Develops E/M and APT compensation plans to ensure salary equity
- Monitors E/M and APT salaries to insure compliance with approved compensation plans and collective bargaining agreements
- Coordinates with EEO/AA Office in the review of E/M and APT salaries so as to avoid charges of unlawful discrimination
- Coordinates the State's benefits programs (EUTF, ERS, Deferred Compensation, Tax Sheltered Annuities) for University employees on a systemwide basis and serves as liaison with State agencies

COLLECTIVE BARGAINING AND LABOR RELATIONS SECTION

- Provides research and analytical support to State and University negotiators in Unit 07 and Unit 08 negotiations
- Drafts proposals for negotiations as required
- Participates in collective bargaining negotiations as required
- Serves as President's Designee to adjudicate APT and civil service grievances
- Provides support to the President's Designee in faculty grievances
- Advises and interprets collective bargaining agreements, personnel statutes, rules, regulations and policies
- Conducts training on terms and conditions of new collective bargaining agreements
- Coordinates and administers the job performance review program for Board of Regents' appointees
- Develops and conducts training on labor relations issues for supervisors and managers
- Develops Administrative Procedures regarding labor relations issues as appropriate

STATE OF HAWAII
UNIVERSITY OF HAWAII
SYSTEMWIDE ADMINISTRATION
VICE PRESIDENT FOR ADMINISTRATION
OFFICE OF CAPITAL IMPROVEMENTS

FUNCTIONAL STATEMENT

Capital Improvement Program (CIP) projects 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 ASSOCIATE VICE PRESIDENT

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 SUPPORT SERVICES

The Administration and Support Services provides administrative support to the Associate Vice President 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.

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

STATE OF HAWAII
UNIVERSITY OF HAWAII
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 and legislative branches of federal, state and county governments.
- 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.
- 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) and 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 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.