

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

FUNCTIONAL STATEMENT

The Office of Vice President for Administration provides system-wide executive leadership in planning, organizing, directing, managing and administering the University's programs relating to university/community relations; capital improvements; human resources; procurement and real property management; and risk management.

Systemwide programmatic areas of responsibility includes directing through subordinate managers the **external affairs and university relations** program in the areas of 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 events planning and execution; **capital improvements** program in the areas as physical planning and project management and administrative support services; **human resource management** program as it relates to technology and data, administration of the civil service, classification systems and benefits management for E&M, APT and civil service personnel, collective bargaining and employee relations for academic and non-academic areas, and employees' information system support and administration; **systemwide administration** in the areas of management of system policies and procedures and the procurement and real property management programs; and **risk management** program relating to the control of the University's systemwide risk management functions.

OFFICE OF EXTERNAL AFFAIRS AND UNIVERSITY RELATIONS

The OEAUR provides executive leadership in planning, organizing, directing, evaluating, and coordinating the University's internal and external affairs and relations relating to 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. Program areas of responsibility include: print, broadcast and electronic communications and design; governmental liaison; marketing, brand management and collegiate licensing; and coordinating activities; public relations, news, media relations, and event planning and execution. **Media Production** produces university system print and electronic publications and provides direct editorial and design services to the University system administration and campus, department and programs. **Governmental Relations** 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, state and local executive and legislative branches of government. **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. **External Affairs and University 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; manages the University national/international media relations program, public affairs broadcast programming projects; and plans, coordinates, and executes events in support of the University's strategic objectives related to public relations, marketing, and support building.

Media Production

Media Production 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, schedules, shoots, edits, designs, photographs, and produces a variety of videos and print materials for distribution within and outside the University.
- Works with state and national news organizations and program outlets to provide raw video footage and edited stories promoting University activities and programs to a broader audience.
- 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.
- Provides content for social media and internet outlets about University programs and events.
- Documents University events for archival purposes through still photography and video.
- 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, state and local 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.

External Affairs and University Relations (EAUR)

EAUR 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.

EAUR 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.
- Developing and maintaining relationships with local media outlets to assure appropriate coverage of university news and responds to inquiries from the media in an effective manner.
- Producing news releases, articles, commentaries, and other communication materials for dissemination in the media.
- Monitoring local media for coverage of the University and to detect and remain knowledgeable on issues to which University faculty may contribute insight and expertise.

EAUR also 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.

OFFICE OF CAPITAL IMPROVEMENTS

Capital Improvements 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. Facilities proved the centerpiece around which all other educational activities exist at the University. The buildings, infrastructure, and landscapes of the campuses should reflect the excellence and diversity of the academic enterprise.

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 and Project Management – Design and Construction

Physical Planning and Project Management – Design and Construction provides CIP implementation services from the conceptual planning stage to construction completion. This includes the coordination of long range development plans, facility project development reports, campus and facility design, and construction of major CIP developments.

The planning stage includes early and conceptual plans to ensure that the physical infrastructure of campuses meets instructional, research, recreational, and public service needs, while reflecting campus and community values. The focus during the planning stage is on facilities, infrastructure, environmental management, recreation, and open spaces that are undertaken within the framework of the Board of Regents approved strategic plan and campus long-range development plans. The planning stage provides project definition, space requirements, preliminary cost, preliminary schedule, and phasing scenarios.

Design and construction management stages include the implementation and execution of CIP projects to meet objectives of the plans and to develop projects within budget and on schedule. Physical Planning and Project Management – Design and Construction serves as the primary liaison among campus committees, user groups, consultants, and contractors in all project phases from planning, programming, design, and construction through occupancy. The function also includes development of project budgets and schedules, and manages the services of professional consultants (i.e., architects, engineers, etc.), 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 – Design and Construction 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.

OFFICE OF HUMAN RESOURCES

The Office of Human Resources is responsible for the following major functional areas: human resources, collective bargaining, and employee relations administration and management. These functions span both the academic and non-academic areas. More specifically, the office provides system leadership in: 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 counsel and advice to senior level executives; maintaining effective relations with unions and stakeholders; negotiating collective bargaining agreements; conducting hearings and rendering decisions on grievances; and administering the University's employee benefits, and staff development and training programs.

The office also provides campus and program support as part of its service oriented philosophy, convening a systemwide human resource council that fosters communication, collaboration, and shared learning; coordinating systemwide training and awareness programs that promote standardization of business processes and consistent interpretation of human resource, collective bargaining, and employee relations requirements; and, setting and driving a systemwide agenda that assists campuses in meeting their needs and goals.

Human Resources Technology and Data

- 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 human resources representatives 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

- Oversees and coordinates the employee 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

- 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
- Coordinates and administers the job performance review program for Board of Regents' appointees
- 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 Employee Relations

- Interprets and advises campuses on collective bargaining agreements, public employment statutes, rules, regulations, and policies, and University policies in a manner responsive to campus operating practices and needs, e.g., systemwide tenure and promotion.
- Provides consultative assistance to Chancellors, senior executives and personnel administrators in the interpretation and application of collective bargaining agreements, Board of Regents, and university personnel policies and procedures.
- Provides research, analytical data and support, and assists in drafting testimony on collective bargaining matters to Legislative bodies for University Executives.
- Assists in the drafting of memorandum of agreements, memorandum of understandings, and supplemental agreements involving personnel administration.
- Serves as the President's designee to adjudicate APT and civil service grievances and supports the President's designee in faculty grievances.
- Develops and conducts training on employee relations involving the terms, conditions, and interpretations of collective bargaining agreements with UHPA, HGEA, and UPW.
- Develops executive policies and administrative procedures regarding employee relations issues, as appropriate.
- Assists the university's General Counsel in the preparation of cases for mediation and arbitration.
- Provides research and analytic staff support to State and University negotiators in Units 07 and 08 master agreement negotiations and associated memoranda of agreement.

- Serves as the University's representative to the State Office of Collective Bargaining for negotiations covering civil service bargaining units.
- Develops and conducts training on negotiated changes and on the application and interpretation of provisions in negotiated collective bargaining agreements with UHPA, HGEA, and UPW.

System Support and Administration

- Reviews, evaluates, audits, and recommends changes to existing policies, guidelines and procedures, and practices to improve and enhance service and staff support throughout the system.
- Provides operational support services for UH System Office employees, including but not limited to, personnel transactions, recruitment, and promotions.
- Ensures that unit operations are executed effectively, efficiently, and in conformity and compliance with applicable human resource laws, rules and regulations, collective bargaining agreements, and University policies and procedures.
- Assesses human resource functions such as E/M, APT and civil service evaluation procedures and practices.
- Develops and conducts training plans and activities relating to functional responsibilities for system office staff.
- Collaborates with other system office human resource staff in the development of campus service support initiatives.

OFFICE OF SYSTEM ADMINISTRATION, PROCUREMENT AND REAL PROPERTY MANAGEMENT

The Office of Systemwide Administration, Procurement and Real Property Management is responsible for providing executive leadership in planning, organizing, directing, evaluating, redesigning, and coordinating the University's procurement and sourcing of goods and services, construction contracting and real property management; and for providing executive leadership in planning, organizing, managing and maintaining system policies, procedures and other systemwide administrative functions.

Systemwide Administrative Functions

- Creates and maintains a structure and process for the creation, consistent administration and maintenance of system Board of Regent and Executive policies, Administrative Procedures and other administrative guidelines.
- Plans, directs, and manages the administration of adopted system policies, delegations of authority, operating procedures and other guidance/reference documents.
- Plans, Develops, manages and executes a program designed to maintain the currency of Board of Regent, Executive Policies, delegations of authority and system Administrative Procedures through regularly scheduled reviews.
- Collaborates with other system offices in the development of new programs and initiatives relating to systemwide operations and administrations.
- Plans and conducts regularly scheduled training of executives, administrators and staff on changes, updates and revisions made to systemwide policies, procedures and delegations of authority.
- Leads, plans, manages, and coordinates for the system and on a systemwide basis the pre-planning for responses to all hazards, crisis management, business continuity, and disaster recovery.

Office of Procurement and Real Property Management

The Office of Procurement and Real Property Management provides overall direction and leadership in the Systemwide development of procurement and real property management policies and procedures. It plans, organizes, directs and controls

procurement, real property, and records management activities for the University system.

The Office of Procurement and Real Property Management provides overall leadership and direction in the acquisition of goods, services, and construction, in all transactions involving the acquisition or conveyance of interests in real property, in the development and administration of the University's records management program, in the planning, development and implementation of fiscal administrator training programs and the auditing of fiscal administrator transactions, and in the development of legislation involving procurement and real property management issues. Insures compliance with applicable law and procedural requirements pertaining to public records.

Associate Director

- Assists the Director in planning, organizing, directing, and controlling the University's Office of Procurement and Real Property Management.
- Acts as the Director and signs contractual and real property documents, as authorized, during the absence of the Director.
- Assists the Director in the resolution of unique procurement problems, contract disputes, and in making complex procurement decisions.
- Prepares studies on subjects pertaining to procurement and real property management for the University and assists in the presentation of testimony before boards, committees, and other entities.
- Oversees the University's small business utilization program as required by Federal Law; develops policies and procedures, contract clauses and reports concerning small business utilization; advises small businesses on how to do business with the University.
- Oversees the University's Records Management Program and provides guidance to University personnel on records management issues.
- Performs special tasks in complex acquisitions and performs contract administration duties as assigned.
- Provides assistance on electronic systems utilized for procurement operations.

Procurement Section

- Evaluates departmental requirements for acquisition of goods, services, and construction.
- Prepares invitations for bids and requests for proposals or quotations consisting of technical specifications, general provisions and special provisions for the acquisition of goods, services and construction in accordance with applicable law and University Administrative Procedures.
- Processes competitive solicitations in accordance with applicable law, grant or contract terms and University Administrative Procedures.
- Awards contracts pursuant to competitive solicitations.
- Effects contracts for professional and other specialized services in accordance with University Administrative Procedures.
- Processes sole source procurements in accordance with applicable law and University Administrative Procedures.
- Processes emergency procurements in accordance with applicable law and University Administrative Procedures.
- Processes small purchases and purchases exempt from competitive solicitation and/or standard procurement requirements which exceed delegated purchasing authority of fiscal administrators in accordance with applicable law and University Administrative Procedures.
- Develops contract terms and provisions.
- Provides contract administration services.
- Processes financial management accounting forms relating to procurement actions.
- Monitors decentralized procurement activities administered by fiscal administrators at the campus and departmental level.

- Provides advice and assistance to departments in the administration of purchase orders and contracts issued by fiscal administrators.
- Provides training to fiscal administrators.
- Prepares purchasing forms for use by fiscal administrators.
- Develops University administrative procedures relating to the procurement of goods, services and construction.
- Provides assistance to vendors regarding University procurement operations and procedures.
- Prepares reports on procurement activities within the University.
- Administers a purchasing card program for the procurement of goods and services.
- Administers a small business utilization program in accordance with applicable law.

Real Property Section

- Advises and participates in the acquisition, disposition and exchange of interests in real property necessary to the physical development and operations of University campuses, research centers and other programs.
- Assists in the preparation of land use and zoning studies, appraisal reports, and research and evaluation studies relating to the acquisition and disposition of real property.
- Assists in maintaining an inventory of University interests in real property for planning and reporting purposes.
- Assists in the preparation of environmental assessments and impact statements for new campuses, master plans and all University projects; assists in the development of University environmental policy and all documents in compliance with applicable law, rules, and regulations.
- Coordinates the representation of the University in dealing with private individuals or entities and public agencies on matters relating to University lands and other interests in real property.
- Drafts conveyance documents, such as deeds, leases, easements, rights of way and licenses, relating to University interests in real property.
- Coordinates with University departments involved in or affected by real property transactions.
- Processes conveyance documents for execution by parties.
- Records/registers conveyance documents, as necessary.
- Maintains official files for all University interests in real property.
- Monitors official files to process necessary changes to terms and conditions of the conveyance documents, such as extensions of lease, adjustments to rent, and insurance renewals.
- Processes short-term lease requests from University departments.
- Processes financial management accounting forms for payments relating to University interests in real property.
- Prepares reports on University interests in real property.

OFFICE OF RISK MANAGEMENT

The Office of Risk Management provides leadership, direction, planning, organization, and control of the University's systemwide risk management functions; and specifically formulates system wide long- and short-range systemwide risk management plans, policies and procedures; develops, implements, and oversees programs that minimize the University's exposure to potential losses or damages; assesses the University's risk exposure and insurance requirements and recommends appropriate levels of insurance coverage; ensures compliance with legal requirements, rules and regulations, and policies and procedures; and provides training, guidance, and advice to University departments in all matters relating to risk management and insurance.

- Provides leadership, direction, planning, organization, and control of the University's risk management functions, including tort claims, workers' compensation, safety, loss control, and insurance administration.
- Formulates system wide long- and short-range risk management plans and objectives.
- Develops and oversees system wide risk management policies and procedures.
- Collaborates with other University office in the development, procedures and administration implementation of an Enterprise Risk Management (ERP) and whistleblower programs.
- Participates and collaborates with other offices in the investigation regarding risks, potential liability and/or loss/damages arising from whistleblower claims.
- Develops, implements, and oversees programs that minimize the University's exposure to potential losses or damage involving physical assets, fidelity losses, liability claims, and workers' compensation.
- Collaborates with other office in the planning and coordinating efforts to mitigate risk arising from or associated with security and all hazards, crisis management, business continuity and disaster recovery
- Assesses the University's risk exposure and insurance requirements. Determines and recommends appropriate levels of insurance coverage.
- Ensures compliance with legal requirements, rules and regulations, and policies and procedures.
- Directs the negotiation, execution, and administration of agreements relating to risk management.
- Periodically assesses the University's risk management program and prepares appropriate reports on risk management activities within the University.
- Investigates and gathers information regarding loss/damage claims involving University property and tort claims associated with University operations.
- Serves as the University liaison with the Department of Accounting and General Services, Risk Management Division.
- Provides training, guidance, and advice to University departments in all matters relating to risk management and insurance.
- Develops risk management forms.
- Submits claims on behalf of the University for property losses covered by insurance and/or the State Risk Management Program.