

STATE OF HAWAII
UNIVERSITY OF HAWAII
SYSTEMWIDE ADMINISTRATION
OFFICE OF THE VICE PRESIDENT FOR STUDENT AFFAIRS AND
UNIVERSITY/COMMUNITY RELATIONS

FUNCTIONAL STATEMENT

INTRODUCTION

The Office of Student Affairs and University/Community Relations provides executive leadership for student affairs and university/community relations in the University of Hawai'i System. The Office of Student Affairs and University/Community Relations has two subordinate offices: Office of Student Affairs (OSA) and Office of External Affairs and University Relations (OEAUR) whose functions are to fulfill and support student affairs and university/community relations.

With respect to student affairs, in collaboration and consultation with the Office of the UH System Vice President for Academic Planning and Policy and Senior Student Affairs and Student Services Officers on all UH campuses, this office initiates, develops, and coordinates student affairs programs and policies and procedures related to system-wide Student Affairs programs.

The OSA advocates for Student Affairs faculty and staff, students, and equity of service to students throughout the University of Hawai'i System. This office serves as administrative liaison for the Hawai'i Commission for National and Community Service and the National Corporation for Community Service. This office interacts and collaborates with public and private pre-K through 20 schools and educational institutions on numerous and varied topics, issues, and projects that are mutually beneficial to students and the community.

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.

MAJOR FUNCTIONS

OFFICE OF THE VICE PRESIDENT FOR STUDENT AFFAIRS AND
UNIVERSITY/COMMUNITY RELATIONS

- Serves as the University's lead point of contact at the system level for Hawaiian and other community organizations, as well as with county, state, and federal governmental agencies, governing boards and legislative bodies.
- Promotes 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 community and community organizations; the county, state, and federal agencies and leaders; and the legislative branches of government.
- Collaborates with UH campuses and the community to build support for the University's system-wide mission with focus on serving the Hawaiian community.
- Develops and maintains effective working relationships between the University and Hawaiian and other community organizations, and the executive and legislative branches of county, state and federal levels of governments with a focus on two-way communication on matters of shared interest and/or concern.
- Serves as senior advisor to the President, Regents, senior University executives and other University personnel on Hawaiian affairs.

OFFICE OF STUDENT AFFAIRS

- Advises the senior University staff on Student Affairs matters.
- Serves as administrative liaison with Board of Regents Committee on Student Affairs.
- Serves as an advocate for students within the scope and intent of the Board of Regents, executive policy and the UH system and campus strategic plans, goals, and objectives.
- In consultation with the Office of the UH System Vice President for Academic Planning and Policy, participates in the development of student affairs policies and coordinates the implementation of system wide policies among UH campuses, including but not limited to residency, admissions, enrollment management, recruitment, records and registration, financial aid, tuition waivers, scholarships and tuition differentials.
- In consultation with campus student affairs and student services offices, develops and facilitates Student Affairs programs that require coordination among UH campuses, including but not limited to financial aid; counseling; student employment and cooperative education; career services; internships; service learning; judicial affairs; residence halls; students with disabilities; child care; student health insurance; student health services; student equity and diversity; and international student services.
- Convenes/facilitates meetings of the UH Council of Senior Student Affairs Officers (CSSAO).
- Works with UH System Student Caucus.
- Monitors campuses' compliance with federal and state statutes, acts, and administrative procedures related to Student Affairs programs and jurisdictions.
- Works with other appropriate UH schools, colleges, and campuses to collaborate, develop, and facilitate partnerships with pre-K through 20 educational institutions on projects that are mutually beneficial to students and the community.
- Serves as Certifying Officer for the Western Interstate Commission for Higher Education – Hawaii.

Note: ACADEMIC PLANNING AND POLICY AND STUDENT AFFAIRS COLLABORATION

It is imperative that the Office of the UH System Vice President for Academic Planning and Policy and the Office of the UH System Vice President for Student Affairs work closely and collaboratively in matters related to enrollment management, admissions, recruitment, records, and registration, financial aid, tuition waivers, scholarships and tuition differentials. In general, the Vice President for Academic Planning and Policy will have jurisdiction and leadership for the initiation and development of policies related to these areas, while the Vice President for Student Affairs will have jurisdiction and leadership for coordinating among campuses the implementation of system wide student affairs policies.

OFFICE OF EXTERNAL AFFAIRS AND UNIVERSITY RELATIONS

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.

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.