

3359-4-01 Officers of public affairs and development.

- (A) President of the university. As specified in rule 3359-1-05 of the Administrative Code, the president is executive head of all university colleges, branches, schools, and departments, possessing duties, responsibilities, and powers as delineated in the bylaws.
- (B) The vice president of public affairs and development shall be appointed by the board upon recommendation of the president and shall hold office at the discretion of the president.

Notwithstanding the direct reporting relation between the vice president of public affairs and development to the president, it shall be the duty and responsibility of vice president of public affairs and development to coordinate with and keep the senior vice president and provost informed in advance on all matters, initiatives, or decisions within their area of responsibility that involve academic matters, or that have a reasonable expectation of involving or affecting the academic programs, activities, or directions of the university.

- (1) The vice president of public affairs and development shall be responsible for the administration and functions of alumni relations, governmental and corporate relations, fund raising and development, institutional marketing, and community relations.
- (2) The vice president of public affairs and development shall be responsible for developing and maintaining programs to mobilize alumni and other constituents' enthusiasm, commitment, and financial support for the university and its programs. The vice president shall foster and maintain relationships with key constituencies of the university, including corporations, members of the scientific community, community leaders, and, primarily through the administration of the alumni association, alumni and friends of the university.
- (3) The vice president of public affairs and development shall be responsible for the effective communication between the university and governmental officials and agencies at the city, county, state, and federal levels. ~~the~~ The vice president shall oversee state budgetary processes affecting the university of Akron and higher education in the state of Ohio, including biennium appropriations, capital budgets, and special appropriations. ~~the~~ The vice president shall work in close cooperation with state legislators and higher education officials to further the best interests of the university of Akron in all respects.
- (4) The vice president of public affairs and development shall be the chief development officer of the university of Akron and shall be responsible for

administration of the department of development in the identification, cultivation, and solicitation of private financial support from individuals, corporations, foundations, and organizations; shall identify and initiate future goals and directions in the administration of the development function; and shall collaborate with the other university officers in determining resource development strategy and funding opportunities.

- (5) The vice president of public affairs and development shall serve as the university's senior external affairs and marketing officer. The vice president shall be responsible for enhancing the reputation and visibility of the university through the creation, implementation, and maintenance of a comprehensive marketing and communication program.
- (C) Associate vice president of public affairs and development.
- (1) The associate vice president of public affairs and development shall be appointed by the board upon recommendation of the vice president of public affairs and development through the president and shall hold office at the discretion of the president.
 - (2) The associate vice president of public affairs and development shall be responsible to and assist the vice president of public affairs and development with administration of alumni relations, governmental and corporate relations, fund raising and development, institutional marketing, and community relations. The associate vice president of public affairs and development shall act on behalf of the vice president of public affairs and development in the vice president's absence; assist the vice president in formulating, evaluating, and refining strategic plans and budgets for the division; and advise the president, vice president, and other members of senior administration on institutional image and issues management.
 - (3) The associate vice president of public affairs and development shall coordinate the university's compliance with the Ohio public records act, Revised Code 149.011 et. seq., including, but not limited to, gathering information sought by the requestor, assisting in the proper redaction of information from those records, and, providing for the inspection of such information by the requestor or furnishing copies to the requestor. In order for the university to comply fully with Ohio's public records act, the associate vice president of public affairs and development shall have full authority to gather such information as is necessary to comply with the request. All university employees shall cooperate fully with the associate vice president of public affairs and development in providing the records requested, making necessary redactions, allowing for proper inspection and copying of the records as necessary to conform with the requirements of law. The associate vice president of public affairs and development shall keep the office of general counsel informed with respect to all public record requests,

and shall obtain advice and counsel with respect to compliance requirements in advance of compliance with records inspection requests.

(D) Associate vice president for development.

- (1) The associate vice president for development shall be appointed by the board upon recommendation of the vice president of public affairs and development through the president and shall hold office at the discretion of the president.
- (2) The associate vice president for development shall be responsible to and assist the vice president of public affairs and development with the administration of the development office in the identification, cultivation, and solicitation of private financial support from individuals, corporations, foundations, and organizations; shall identify and initiate future goals and directions in the administration of the development function; and shall collaborate with the vice president of public affairs and development on other strategy and funding opportunities. The associate vice president for development serves as executive director of the university of Akron foundation.

(E) Associate vice president for community relations.

- (1) The associate vice president for community relations shall be appointed by the board upon recommendation of the vice president of public affairs and development through the president and shall hold office at the discretion of the president.
- (2) The associate vice president for community relations shall be responsible to and assist the vice president of public affairs and development with enhancing the visibility of the university in the greater Akron community and in communities throughout northern Ohio by identifying and prioritizing opportunities for strategic community involvement; by coordinating the university's involvement in community activities; by recruiting, training, and placing university faculty members and administrators in public speaking roles; by preparing or helping prepare position papers and other organizational materials; and by representing the university to community organizations.

(F) Executive director of the alumni association.

- (1) The executive director of the alumni association shall be appointed by the board upon recommendation of the vice president of public affairs and development through the president and shall hold office at the discretion of the president.
- (2) The executive director of the alumni association shall be responsible to and

assist the vice president of public affairs and development with developing and maintaining programs to mobilize alumni and other constituents' enthusiasm, commitment, and financial support for the university and its programs. The executive director shall provide vision, guidance, and coordination of all activities of the alumni association and shall develop and implement strategies to encourage higher levels of participation by alumni and friends.

(G) Director of corporate and governmental relations.

- (1) The director of corporate and governmental relations shall be appointed by the board upon recommendation of the vice president of public affairs and development through the president and shall hold office at the discretion of the president.
- (2) The director of corporate and governmental relations shall be responsible to and assist the vice president of public affairs and development with building and maintaining relationships with members of the public and private sectors, including select Fortune 500 companies, government officials, and members of the scientific community. The director shall be responsible for strengthening existing relationships with employers of university graduates, developing new employer relationships, more closely aligning university coursework and programs with workforce needs, and fostering effective programs in technical assistance, technology development, and commercialization.

(H) Director of institutional marketing.

- (1) The director of institutional marketing shall be appointed by the board upon recommendation of the vice president of public affairs and development through the president and shall hold office at the discretion of the president.
- (2) The director of institutional marketing shall be responsible to and assist the vice president of public affairs and development with developing a comprehensive marketing and communication program to promote the mission and goals of the university. The director is charged with implementing institutional efforts in advertising, communications, media relations, alumni communication, marketing, publications, internal communication, photography, and merchandising. When delegated by the president, the director shall serve as the chief spokesperson for the university.

Effective: November 17, 2002

Certification:

Ted A. Mallo

Secretary
Board of Trustees

Prom. Under: 111.15

Rule Amp.: Ch. 3359.01

Prior Effective Date: 4/28/97, 11/24/01, 6/30/02