

3359-04-01 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 and chief operating officer 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 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 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/chief communication officer.
- (1) The associate vice president of public affairs and development/chief communication officer 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/chief communication officer 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/chief communication officer 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, as chief communication officer, shall be responsible for the development of a comprehensive marketing and communication program to promote the mission and goals of the university. The chief communication officer is charged with overseeing the implementation of institutional efforts in advertising, media relations, alumni communication, marketing, publications, and internal communication. When delegated by the president, the chief communication officer shall serve as the chief spokesperson for the university.

(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) Director of the alumni association.

- (1) The 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 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.

Effective: ~~June 25, 2007~~

Certification: _____
Ted A. Mallo
Secretary
Board of Trustees

Prom. Under: 111.15

Rule Amp.: 3359.01

Stat. Auth.: 3359.01

Prior Effective Date: 12/31/86, 12/22/89, 5/22/91, 9/21/95, 4/28/97, 11/24/01,
6/30/02, 11/17/02, 4/27/06, 6/25/07