



State of Rhode Island and Providence Plantations
Council on Postsecondary Education
OFFICE OF THE POSTSECONDARY COMMISSIONER
560 Jefferson Boulevard Suite 100
Warwick, Rhode Island 02886-1304

Enclosure 8c
May 25, 2016

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TO: Members of the Council on Postsecondary Education
FROM: Jim Purcell, Ed.D, Commissioner for Postsecondary Education
DATE: May 19, 2016
RE: **Approval of a new position for the Associate Director,
University Events position at the University of Rhode Island.**

Background:

This position is necessary to assist in the planning and management of the increasing number of events at the University of Rhode Island, and to assist in the preparations for the 125th Anniversary celebration of the University in 2017. The University has nearly doubled the number of formal events (50 to 95) since 2010, without adding any additional staff. The addition of this position will ensure that the University continues to deliver high quality events and uphold the current standards for excellence and protocol that they have developed throughout the last several years.

As a result of that review process, the System Personnel Review Committee is recommending that the Council approves the following:

At the University of Rhode Island:

Motion:

**THAT the Council on Postsecondary Education approves the following
System Personnel Review Committee's recommendation.**

**THE UNIVERSITY OF RHODE ISLAND
NON-CLASSIFIED CHANGE IN POSITION REQUEST FORM**

EMPLOYEE/POSITION INFORMATION:

Name: Vacant Title: Associate Director, University Events
Salary: Division: Office of the President
Grade Salary Range: \$50,623 - \$107,846
Union Status: Non-Union General Revenue: Yes
Union Appeal: Administrative Action: Yes

REQUEST:

- A. **Reclassify:** (change in job description only - qualifications)

New Title:

New Pay Grade: New Salary Range:

New Union:

- B. **Upgrade:**

New Pay Grade: New Salary Range:

- C. **Establish New Classification:**

Title: Associate Director, University Events

Pay Grade: 12 (BOB) Salary Range: \$50,623 - \$107,846

ATTACH THE FOLLOWING DOCUMENTS (if applicable):

1. Supervisor's statement of justification
2. Old position description
3. New position description
4. Organizational Chart
5. Summary of differences between old/new job descriptions

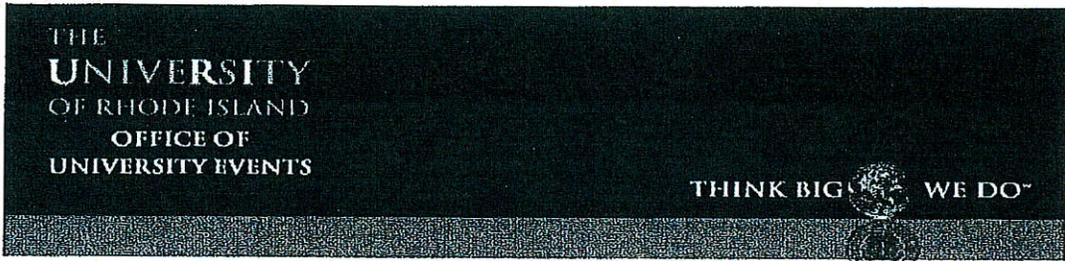
Approval/Disapproval SCONErne 5/13/16
Originator's Signature Date

Approval/Disapproval SCONErne 5/13/16
Dean's/Director's Signature Date

Approval/Disapproval _____
Provost's/Vice President's Signature Date

Approval/Disapproval Thomas M. Henry 5/17/16
Director, Personnel Services' Signature Date

Approval/Disapproval Michelle C. Cieri 5/17/16
President's Signature Date



To: Laura Kenerson
Director of Personnel Services

From: Shana Greene
Director of University Events

Date: May 16, 2016

Re: Request for Associate Director

For the past five years, University Events has steadily increased the number of planned and managed events. With the 125th Anniversary approaching, we anticipate adding an additional 20 new events for an estimated total of 95 events. Looking at our projected number of events for 2016-2017, we will almost double the amount of events since 2010 with the same number of staff members.

Fiscal Year	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016 (Projected)	2016-2017 (Projected)
# of Events	50	57	67	74	74	75	95

Current Staff:

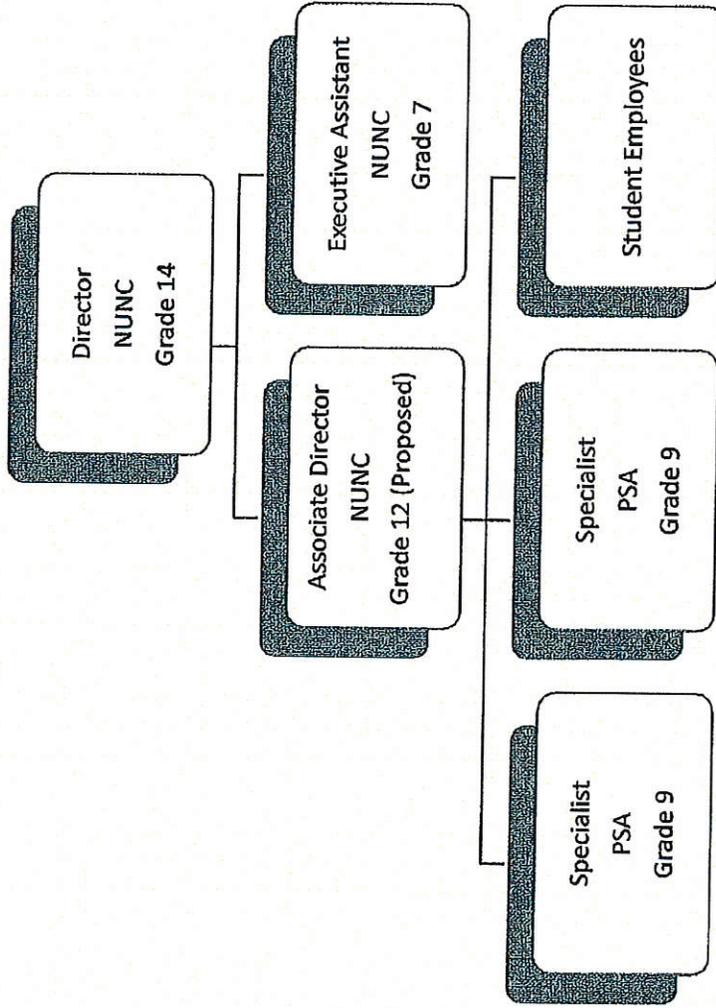
- Shana Greene, Director
- Joanne Esposito, Specialist
- Paula Santos, Specialist
- Cheryl Trudel, Executive Assistant (splits time 50/50 with Executive Director, External Relations and Communications)

The significant increase of planned events and increased number of requests for event management and consultation leads me to respectfully request the hiring of an Associate Director. The addition of an Associate Director would ensure that University Events continues to deliver high-quality events and uphold University standards of excellence and protocol.

During fiscal year 2014-2015, University Events planned and/or managed 74 events and engaged over 23,000 stakeholders. It has been a year of tremendous growth for the department including a name change to University Events, formalizing our event request approval process, and clarifying and updating the mission and vision of the department. With an Associate Director, our office will continue to grow even stronger and produce more high-quality University-wide events designed to promote the image of the institution. Thank you for your consideration.

**UNIVERSITY EVENTS
ORGANIZATIONAL CHART**

MAY 2016



Class Code:.....0590
Position #:(NUNC) (E)
Developed by:.....SG
Reviewed by:.....DLJ
Approved by:.....DLJ
Date:.....4/16

UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Associate Director, University Events

DIVISION: President's Office

REPORTS TO: Director, University Events

GRADE: 12

SUPERVISES: Professional Support Staff, Interns and Student

BASIC FUNCTION:

Conceptualize, plan, and execute high quality University-wide events, protocol events and other events that serve to enhance the University's image among its primary external stakeholders. Assist with managing departmental professional staff, interns, and student employees. Oversee the daily operations of the department and ensure adequate resources are supplied for staff to successfully perform and reach strategic goals set in place by the Director. Assist with budget management, policy implementation, marketing, and fundraising.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Plan, organize and execute University-wide public and protocol events, including new building dedications, facility rededications, groundbreakings, major university anniversaries, Commencement and visiting dignitary events.

In concert with the Director of University Events, set departmental goals, objectives, and priorities for all programs and events.

Under the direction of the Director of University Events, supervise professional staff members, interns and student employees, providing effective leadership, management, and supervision.

In accordance with the Director of University Events, develop best practices, policy, and guidelines and ensure that resources needed to accomplish team goals are provided. Maintain and manage the University Events Manual and conduct performance evaluations.

Compile, analyze and present reports, as designated by the Director of University Events, including budget analysis and the annual Management Report.

Review, manage, and assign submitted Event Requests providing varying levels of service to the campus community from producing entire events to consultation advice.

Work with the Director of University Events to develop marketing and communication strategies that align with the University's priorities across multiple platforms, including Word Press, print, and social media.

Initiate meetings with clients, stakeholders, and committees to strategize and define event and fundraising objectives, including, but not limited to budget, program message, logistics, target audience, and speaking programs.

Solicit corporate support, sponsorships, and auction items for fundraising events.

OTHER DUTIES AND RESPONSIBILITIES:

Perform other duties as assigned.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers, word processing, database management and spreadsheet software.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree from an accredited college or university in communications, marketing, business, public relations, or related field; Minimum of five years of professional experience in event planning, including specific experience planning major higher education or non-profit organization special events; Demonstrated experience creating marketing strategies across multiple platforms, including electronic, print, and social media; Demonstrated experience supervising professional staff members, leading committees, developing and managing large budgets, and creating strategic plans; Demonstrated experience in major event sponsorship solicitation and fundraising initiatives; Demonstrated ability to plan, organize, and implement multiple small to large-scale events and programs simultaneously in a fast-paced, team-oriented environment; Demonstrated experience working with diverse constituencies/groups/populations; and Demonstrated experience with Microsoft Office applications (Word, Excel, and PowerPoint) and social media.

PREFERRED: Demonstrated experience in two or more of the following areas: alumni affairs, development, public affairs, marketing or public relations; and Demonstrated ability to represent the University with both internal and external stakeholders, including vendors, community officials, and local businesses.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.