



Enclosure 8k1
June 16, 2014

June 12, 2014

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MATHIES SANTOS, LT. COL. (RET.)

TO: Members of the Board of Education
FROM: Clark Greene, Authorized Officer 
RE: Recommendation of the Personnel Review Committee (PRC)
on behalf of the University of Rhode Island

Per the University's request of May 10, 2014, the PRC is recommending that the Board approves the University of Rhode Island to:

- Reclassify: "Executive Director, Communications & Community Relations," (NUNC) Pay Grade 16 (\$66,654 - \$143,553) TO "Executive Director, Communications & External Community Relations," (NUNC) Pay Grade 18 (\$77,400 - \$168,251) – the position will remain non-union.

Therefore, I recommend:

THAT the Board of Education approves the PRC's recommendation.

See attached.

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

EMPLOYEE/POSITION INFORMATION:

Name: _____ Title: Executive Dir, Communications & Community Relations
 Salary: _____ Department: President's Office
 Grade: 16 Salary Range: \$66,654- \$143,553
 Union Status: NUNC General Revenue: YES
 Union Appeal: NO Administrative Action: YES

REQUEST:

- A. Reclassify: (change in title/grade/job description)
 New Title: Exec Director, Communications & External Community Relations
 New Pay Grade: 18 New Salary Range: \$77,400 - \$168,251
 New Union: (remains non-union)
- B. Downgrade: (change in job description/grade only)
 New Pay Grade: _____ New Salary Range: _____
- C. Establish New Classification:
 Title: _____
 Pay Grade: _____ Salary Range: _____

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 _____ Originator's Signature _____ Date _____

Approval/Disapproval _____ Dean's/Director's Signature _____ Date _____

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

Approval/Disapproval Quora M. Fleener _____ Date 5/10/14
 Director, Personnel Services' Signature

✓ Approval/Disapproval David M. Duly _____ Date 5.12.14
 President's Signature

THE
UNIVERSITY
OF RHODE ISLAND

DIVISION OF
ADMINISTRATION

OFFICE OF HUMAN RESOURCE ADMINISTRATION
80 Lower College Road, Kingston, RI 02881 USA

p: 401.874.2416 f: 401.874.5741 uri.edu/hr

MEMORANDUM

THINK BIG WE DO™



TO: PRC Members

FROM: Anne Marie Coleman, Assistant Vice President for Human Resources

DATE: May 8, 2014

RE: Reclassification Request

Vacancies in both the Executive Director, Communications and Community Relations and the Director, Legislative and Government Relations positions have afforded us the opportunity to review the communications and external community relations functions to maximize the effective and efficient utilization of resources and streamline existing policies and processes. In this regard, I am writing on behalf of President Dooley to request the reclassification of the Executive Director, Communications and Community Relations position (BOE Grade 16) to include those formerly assigned to the separate Director, Legislative and Government Relations position (BOE Grade 15).

This consolidated position will be charged with leading the University's integrated approach to its external responsibilities, marketing and branding, and communications for its key constituencies, including federal, state and local governments. I have included both the position descriptions involved, as well as the new organizational chart for your consideration.

Please let me know if you have any questions in this regard. We look forward to your timely response of this request. Thank you.

Enclosures

cc: President Dooley

OLD

Class Code:.....0425
Position #: (NUNC) (E)
Developed by:..... DMD
Reviewed by:.....AMC
Approved by:.....LK
Date:.....5/12

THE UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Executive Director, Communications & Community Relations
DIVISION: Office of the President
REPORTS TO: President
GRADE: 16

BASIC FUNCTION:

Provide leadership for the University in a creative, efficient and integrated approach to its external responsibilities, marketing and branding, communications with its constituencies, and public affairs programming. Create a climate of strong support and understanding of the University.

DUTIES AND RESPONSIBILITIES:

Serve as the University's chief spokesperson for matters relating to public information and media relations with local, regional and national news organizations. Develop and produce in-depth feature news placements, serve as University spokesperson for proactive media assignments, and work with community partners and other divisions of the University to enhance the University's outreach initiatives.

Evaluate and develop a public relations strategy to articulate the University's mission, institutional capabilities and accomplishments, and the contributions and expertise of members of the University community. Assess its effectiveness, and update annually in line with strategic priorities and the University's goals.

Evaluate and report to the President on public and media perceptions of and reactions to the issues and challenges confronting the University.

Develop approaches to improve the dissemination of information relating to the identity and mission of the University, and the techniques needed to assess public opinion toward the University among its key constituencies.

Advise the President regarding, and administer the programs in, media relations, marketing and branding, and public affairs. Advise and assist the President in external relations within Rhode Island, including those with state government, local communities and organizations, and the private sector.

Review and coordinate institutional promotional campaigns, e.g., for bond referenda.

Executive Director, Communications & Community Relations (NUNC - 0425)
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Working closely with the President, Provost, Vice Presidents and Deans, serve as coordinator and University representative in relationships with state agencies, business, labor and other organizations developing initiatives which seek to build and diversify the economic base of Rhode Island.

Direct and/or assist various departments and the University as a whole in establishing and/or strengthening collaborative ties with community partners.

Prepare, manage and account for the department's personnel and budget.

Plan and execute special events, including alumni gatherings, community affairs programs, special institutes, dedications, commencement, convocations, press conferences, etc.

Serve in other capacities and with additional responsibilities as assigned by the President.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers; word processing, database, spreadsheet software, and Web-based applications.

ENVIRONMENTAL CONDITIONS:

The incumbent is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Master's degree from an accredited institution; minimum of five years of higher education administrative experience in public affairs; demonstrated knowledge and expertise in the areas of media relations and publications; demonstrated strong interpersonal skills, and written and oral communication skills; demonstrated experience organizing, coordinating and supervising a professional support staff.

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

OLD

Class Code:.....0274-Rev
Position # : (NUNC).....8496
Developed by:.....
Reviewed by:.....
Approved by:.....
Date:.....6/11

UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Director, Legislative and Government Relations
DIVISION: President's Office
REPORTS TO: President
GRADE: 15
SUPERVISES:

BASIC FUNCTION:

Plan, develop and administer the overall government relations activities of the University. Serve as liaison to the Rhode Island General Assembly, the Office of the Governor, and the Congressional Delegation. Service as liaison to the Office of Higher Education and Board of Governors for Higher Education for coordinating government relations activities, as well as coordinate, with the Office of Higher Education, the University's efforts for bond issue campaigns. Serve as University leader and coordinator for the Grassroots Network, the state-wide volunteer legislative advocacy group.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Serve as University liaison to the General Assembly, Office of the Governor and assist with the Congressional Delegation.

Provide leadership, guidance, and management for the University's efforts, in coordination with the Office of Higher Education, for increasing state funding and promoting appropriate legislation, for URI and higher education.

Develop strategies to address the legislative needs of the University and higher education, as directed by the President.

Advise and recommend action on needed or pending legislation to the executive staff of the University.

Serve as URI's government relations liaison to the Office of Higher Education.

Serve as liaison to University administrators, faculty members, alumni and campus organizations involved in government relations on behalf of the University.

Develop/cultivate working relationships with the Congressional Delegation and their staffs in order to strengthen the University effectiveness at the national level. Assist, as requested by the President, the work of the Vice President for Research and Economic Development in coordinating events involving the Congressional Delegation and Federal Agencies in Rhode Island.

Assist the President and Vice President for Advancement in developing and implementing communications strategies for government relations projects for the University, including bond referenda.

Coordinate efforts in all the areas with the Division of Advancement.

Manage special projects and assignments as designated by the President.

OTHER DUTIES AND RESPONSIBILITIES:

Perform other duties as required.

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: Master's degree in communications, business or related field, or Juris Doctorate; a minimum of five or more years of work experience in mass communications, public relations and government relations; ability to communicate effectively verbally and in writing; ability to interpret institutional policies, plans, objective, rules and regulations, and communicate the interpretation to others; demonstrated ability to prepare and present detailed studies and reports to include recommendations concerning the substance of the studies and reports; ability to prepare and deliver oral presentations before small, medium and large groups of people, strong interpersonal skills.

Preferred: Higher Education experience.

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

NEW

Class Code:...0425-Rev'd
Position #: (NUNC) (E)
Developed by:..... DMD
Reviewed by:.....AMC
Approved by:.....LK
Date:.....5/12; 5/14

THE UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Executive Director, Communications & External Community Relations

DIVISION: Office of the President

REPORTS TO: President

GRADE: 18

SUPERVISES: Professional support staff

BASIC FUNCTION:

Provide leadership for the University in a creative, efficient and integrated approach to its external responsibilities, marketing and branding, and communications. Plan, develop and administer the overall external relations activities of the University with its key constituencies, including federal, state, and local government. Serve as the lead liaison with governmental offices and bodies, including the State Board of Education. Create a climate of strong support and understanding of the University. Advise the President regarding, and administer the program in, media relations, marketing and branding, and public affairs.

DUTIES AND RESPONSIBILITIES:

Serve as the University's chief spokesperson for matters relating to public information and media relations with local, regional and national news organizations.

Serve as University spokesperson for proactive media assignments, including the development and production of in-depth feature news placements. Coordinate and work with community partners and other divisions of the University to enhance the University's outreach initiatives.

Serve as the lead University liaison to the General Assembly, Office of the Governor, other governmental agencies and entities, and the Congressional Delegation.

Evaluate and develop a public relations strategy to articulate and advance the University's mission, goals, funding needs, and institutional capabilities and accomplishments, including the contributions and expertise of members of the University community. As directed by the President, develop strategies to address the legislative needs of the University and higher education. Assess their effectiveness and update them annually to be in line with the University's strategic priorities and goals.

Evaluate and report to the President on public and media perceptions of and reactions to the issues and challenges confronting the University.

Develop approaches to improve the dissemination of information relating to the identity and mission of the University, and to assess and improve the University's governmental relations and legislative agenda. Review and coordinate institutional promotional campaigns, e.g., bond referenda.

Advise and assist the President in external relations within Rhode Island, including those with state government, local communities and organizations, and the private sector.

Develop/cultivate working relationships with the Congressional Delegation and their staffs in order to strengthen the University's effectiveness at the national level. Assist, as requested by the President, the work of the Vice President for Research and Economic Development in coordinating events involving the Congressional Delegation and federal agencies in Rhode Island.

Working closely with the President, Provost, Vice Presidents and Deans, serve as coordinator and University representative in relationships with state agencies, business, labor and other organizations, developing initiatives which seek to build and diversify the economic base of Rhode Island.

Direct and/or assist various departments and the University as a whole in establishing and/or strengthening collaborative ties with community partners.

Supervise/manage the unit's personnel, and oversee the preparation and management of its budget.

Plan and execute special events, such as press conferences.

Serve in other capacities and with additional responsibilities as assigned by the President.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers; word processing, database, spreadsheet software, and Web-based applications.

ENVIRONMENTAL CONDITIONS:

The incumbent is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Master's degree from an accredited institution; minimum of five years of higher education administrative experience in public affairs, government relations, or related area; demonstrated knowledge and expertise in the areas of media relations and publications; demonstrated strong interpersonal skills, and written and oral communication skills; demonstrated experience organizing, coordinating and supervising a professional support staff.

PREFERRED: Master's degree in communications, business, public affairs, or a related field, from an accredited institution; higher education experience.

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

**UNIVERSITY OF RHODE ISLAND
Communications & Community Relations – May 2014**

