Name of the Program: Library Administration—Events & Communications

Program as used in this prioritization process can be a specialization, section, division, field of study, center, degree program, etc. The unit head, in collaboration with others as appropriate, must determine the level of analysis required.

How long has the program existed: less than 1 year

Department/School/College: Library Services

The department would fall under which of the following Vice Chancellor’s offices?

X  Academic Affairs
    Research and Graduate Education
    Student Services
    Administration, Finance, and Operations

How does the program fit into the larger administrative unit? (Describe in two or three sentences.)

The program of Events & Communication is within Library Services—Administration.
The staff report directly to the Office of the University Librarian.

Briefly describe the program (no more than half a page):

During the planning process to renew and reinvigorate the Library’s Strategic Plan for 2009-2015, the staff identified the shared goal [Goal V] that “the Library is highly visible to the communities it serves.” One of the actions supporting this goal was to “establish a Communications Office by September 2008 incorporating the functions of a Communications Officer, an Events Planner, and a Graphic Artist.” A search was done to hire a Communications Officer and an Events Planner, only the latter was hired and that person has agreed, for the time being, to serve in both roles. Graphic design student assistants have been hired to assist the work of the Communications Office.

The Communications Office partners with other units within the Library, across campus and with groups in the community to effectively communicate the events, exhibits and resources of the Library. The Office also works to support the day to day operations of the Library including the posting of signage, making announcements and sending out press releases so that the Library’s and the University’s stakeholders will be aware of what is available to them by or through the Library. The Communications Office is also responsible for the editing and publication of the Library’s newsletter, Ke Kūkini.

The Communications Office supports the Office of University Librarian and the University of Hawaii Foundation in fundraising efforts.

The Communications Office supports the education mission and the outreach efforts of the University.
Program Definition

For purposes of this review, a program is defined as an activity, or collection of activities, that consume resources (dollars, people, space, equipment, time). All administrative operations should be reviewed using this guide.

Categorizing Programs

2. Program is less essential, but generally included at major research universities;

Review and Analysis of Programs

Centrality

The Communications Office provides quality service to the campus community. The demand for its services is growing on campus and across the state. It has demonstrated some ability to reach a significant public audience and has produced high quality events and exhibits in appropriate numbers.

It has led and cosponsored numerous events and exhibits in the past half-year such as the Sharing Our Work & Knowledge, a faculty lecture series cosponsored by the Office of the Vice-Chancellor for Research & Graduate Education. All of the events and exhibits have been well attended and valued.

It supports the outreach efforts of the University, such as by facilitating a traveling exhibit to promote the study of Science in local High Schools during the Year of Science. This is an example of how it has begun to support high priority needs in the State such as STEM education.

It supports the education mission of the University by facilitating the organization and marketing of training events for staff and courses for students, such as the EndNote instruction sessions for graduate students done at the request of GSO.

Quality

Attendance sheets from events are analyzed to see how representative the audience is of the campus and how or where more marketing is needed. This is an example of how it sometimes collects data for program improvement.

The staff of the Communications Office will conduct an annual self-review as part of their annual performance review conducted by the University Librarian.

Uniqueness

The Communications Office regularly partners with the Chancellor’s Communications Officers and the other Communications Officers across campus to maximize their efficiency and effort.

Needs

While the staff expertise is adequate to meet the needs of the Library and they are generally able to provide the breadth and depth of services required, the number of permanent staff is less than adequate to deliver high quality service that is desired. But, the computing needs of this office are insufficient to meet the high level graphic needs for designing high quality invitation, flyers, posters and newsletters.

Cost

The Communications Office has stayed on budget and has had some success in leveraging existing resources for generation of limited revenues, such as repurposing invitations from a unique Library event into note-cards that can be sold. The core infrastructure and operating costs are substantially supported by general state funds though University of Hawaii Foundation accounts are usually tapped for events and exhibits.
Outcome of Program Review
After review and analysis, programs will be identified for one of the following actions:

1. New/In transition
   - The program was established within the past three years and is seen to be needed
   - Establishment of the program was based on demonstrated need and it appears to be meeting the need