

THE CONNECTICUT STATE UNIVERSITY

P.O. Box 2008 • New Britain, Connecticut 06050 • (203) 827-7700

AUTHORIZING RESOLUTION

concerning

RECLASSIFICATION OF POSITION

at

CENTRAL CONNECTICUT STATE UNIVERSITY

ASSISTANT DIRECTOR OF PUBLIC AFFAIRS/ADMINISTRATOR III

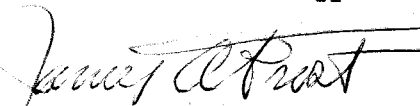
to

ASSOCIATE DIRECTOR, PUBLIC AFFAIRS/ADMINISTRATOR IV

November 4, 1983

RESOLVED, That the position, Assistant Director of Public Affairs/Administrator III, at Central Connecticut State University be reclassified to Associate Director, Public Affairs/Administrator IV, effective January 1, 1984, in accordance with all provisions and expectations as set forth in the proposal dated September 12, 1983, which is attached as an addendum to this Resolution.

A Certified True Copy:



James A. Frost
Executive Director

Central Connecticut State University • New Britain
Eastern Connecticut State University • Willimantic

Southern Connecticut State University • New Haven
Western Connecticut State University • Danbury

CENTRAL CONNECTICUT STATE UNIVERSITY

Unclassified Position Alteration Summary

TITLE: Associate Director, Public Affairs/Administrator IV

FUND: Extension

POSITION TYPE: Permanent X Temporary _____
 Full-time X Part-time Administrative-Faculty

EFFECTIVE DATE 1/1/84 Bargaining Unit _____

COST: \$ 962.96 FY 83-84
2204.00 Annual

PROPOSAL:

To reclassify position of incumbent Assistant Director of Public Affairs, Administrator III to Associate Director, Administrator IV with additional responsibilities as delineated in attached old and new job descriptions. Salary is to be increased by 10% from \$22,045 per annum to \$24,250 per annum to compensate for these added duties and responsibilities.

JUSTIFICATION:

It has become clear that the nature of the work of the Public Affairs Department requires the Director frequently to be out of the office for extended periods of time. The media will not wait for answers and there is need for an official with the authority to speak for the University. Also, the duties of the incumbent have expanded to include a major responsibility in the area graphics which needs recognition. This arrangement is in line with the structure at our sister university of similar size.

Date: 9/12/83

Prepared By Michael K. Becker

Approved By Don James

CENTRAL CONNECTICUT STATE COLLEGE

Position Description

Position Title: Assistant Director of Public Affairs
~~News Writer and Editor~~

Administrative Rank Administrator III

Department: Public Affairs

Supervisor(s) Position/Title Executive Assistant to President For External Affairs
Director of Public Affairs.

POSITION SUMMARY:

The position handles the day-to-day publicity needs of the College, utilizing newspapers, television, radio, magazines and special outlets. In addition, the person is a creative resource for many other campus organizations either on a continual (Alumni Association) or occasional (student clubs) basis. This position is responsible also for many community/public-oriented activities such as coordinating a campus fund drive, the Speakers Bureau or Main Street, U.S.A.

POSITION RESPONSIBILITIES:

News Bureau: writer/editor of news releases on college activities and personnel for area media.

Media Relations: development of in-depth programming featuring college resources, primarily with radio and television.

Liaison with the Alumni Association: writer/editor of alumni quarterly magazine and annual giving materials, plus any other direct mail needs.

Liaison to community activities which involve college exposure, e.g., Speakers Bureau, Main Street, U.S.A., etc.

Occasional producer and moderator of "Central Forum," a half-hour public service program aired by local radio stations.

Creative resource for publications by various departments (e.g., Health Services brochure) and college related organizations (The CCSC Foundation).

Special duties as assigned by Director to aid College in its community/public relations (campus fund drives, promotional packages, etc.)

Assist the alumni office and other areas of the college in development/fund raising activities.

Performs other duties and responsibilities related to those enumerated above which do not alter the basic level of responsibility of the position.

POSITION RESPONSIBILITIES: (Cont'd.)

QUALIFICATIONS:

Bachelor's degree ~~required~~, *and* Master's degree preferred. ~~Two to three years of experience in communications including writing and editing and demonstrating ability to relate effectively to media personnel and the general public.~~ *required.*

These qualifications may be waived for individuals with appropriate alternate experience.

REVIEW AND APPROVAL:

Prepared by: _____

Reviewed by: _____

Approved by: _____

I have read the job description prepared jointly by myself and the "College" Job Analysis Committee and agree that it accurately reflects my functions and responsibilities as of _____.

Date

(Signature)

Campus JA Committee

POSITION DESCRIPTION

Position Title: Associate Director, Public Affairs
Administrative Rank: Administrator IV
Department: Public Affairs
Supervisor's Title: Executive Assistant to the President for External Affairs

POSITION SUMMARY:

Assists the Director in the operations of the Public Affairs Office, and supervision of staff.

RESPONSIBILITIES:

Produces with the director more than 2,000 news releases/feature articles per year in the University News.

Oversees media relations; schedules, arranges, conducts press conferences with university personnel, visits educational institutions, industrialists and with governmental officials.

Designs and writes materials for Alumni Association.

Serves as the sole university public affairs resource; creates designs for printed materials for all academic departments/schools.

Assists in formulating campaigns, printed materials in support of programs supporting the educational mission of the University.

Assumes all responsibilities of the Director in his absence.

Assistant Producer to University public service weekly radio programs; production of all advertising materials on behalf of the Extension program and degree programs of the schools.

Performs other duties and responsibilities related to those enumerated above which do not alter the basic level of responsibility of the position.

QUALIFICATIONS:

Master's degree and four years of related experience demonstrating ability to perform public relations duties in a University setting, to relate to students and staff and supervisory ability required. These qualifications may be waived for individuals with appropriate alternate experience.