



THE CONNECTICUT STATE UNIVERSITY

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

RESOLUTION

concerning

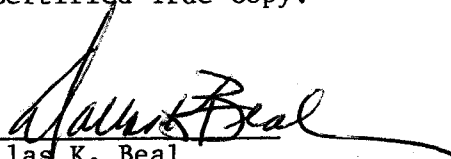
RECLASSIFICATION OF POSITION

ASSISTANT DIRECTOR OF OFFICE OF COMMUNICATIONS
to
ASSOCIATE DIRECTOR OF OFFICE OF COMMUNICATIONS
at
WESTERN CONNECTICUT STATE UNIVERSITY

September 13, 1985

RESOLVED, That the position, Assistant Director of Office of Communications at Western Connecticut State University be reclassified to Associate Director of Office of Communications, effective October 11, 1985, in accordance with all provisions and expectations as set forth in the proposal dated September 11, 1985.

A Certified True Copy:


Dallas K. Beal
President



THE CONNECTICUT STATE UNIVERSITY

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

Submitted 9/11/85 Date

By: CSU () CCSU () SCSU () ECSU () WCSU (X)

POSITION ACTION REQUEST

POSITION ACTION: ESTABLISH () RECLASSIFY (X) OTHER () DATE EFFECTIVE 10/11/85 PERM (X) FT (X) TEMP () PT ()

POSITION TITLE: Asst. Dir. of Office of Communications 7918 Assoc. Dir. of Office of Communications 7919 CURRENT Administrator III (Class Code) PROPOSED Administrator IV (Class Code)

POSITION NUMBER: 0903 CURRENT SALARY 32,042. PROPOSED SALARY 34,542. FUND General BARG UNIT AFSCME SAME from to

JUSTIFICATION: (Use Reverse Side If Additional Space Is Needed)

Western Ct. St. University requests the reclassification of Veronica Kuroski from Assistant Director of Office of Communications to Associate Director of Office of Communications.

Ms. Kuroski now is additionally responsible for working directly with the Executive Dean in assisting in the promotion of Western Connecticut State University and developing, expediting and overseeing a marketing program expending a current budget of \$50,000. The attached job description is more reflective of the Administrator IV level.

2,500. Approx. Cost

Signed (University) President

9/10/85 Date

RESOLUTION

BR#

RESOLVED, That the position, Assistant Director of Office of Communications at Western Connecticut State University be reclassified to Associate Director of Office of Communications, effective October 11, 1985, in accordance with all provisions and expectations as set forth in the proposal dated September 11, 1985.

A Certified True Copy

Dallas K. Beal, President, CSU

Date

PERCommittee Date

BOARD OF TRUSTEES

Date

Associate Director of Office of Communications

POSITION SUMMARY:

Under the direction of the Executive Dean, the Associate Director is primarily responsible for the collection, writing and distribution of those public relations materials related to new and on-going academic programs, student and faculty activities and administrative functions of the University. The Associate Director also maintains contact with the media and appropriate community groups to acquaint them with all the aspects of the University. Also responsible for writing, editing of catalogs, brochures, etc. in cooperation with the Director.

POSITION RESPONSIBILITIES:

Compile information on faculty and student activities, develop and release news stories related to on-campus activities and student groups including SGA, BOG, Student Center, Echo and WXCI for release to local, state, campus and, when appropriate, to New York media.

Develop, expedite, and oversee the University's Marketing Program.

Establish personal contact with various media in the community.

Develop advertising strategy for Graduate and Extension Divisions as well as other departments as necessary.

Assist in speech writing for the President and organize the University Speakers Bureau. Also, do research work as necessary.

Assist community groups with news releases when special requests are made and approved, i.e. cultural groups, special olympics, etc.

Assist Admissions Office, school deans in writing and editing undergraduate and admissions catalogs and other school related copy, as necessary.

Assist university staff and student groups, such as WXCI, in the identification of appropriate news material for newspaper, radio and TV media use.

Develop and maintain newspaper clipping file of items relative to university and area it serves.

Compile report on specific publicity about the university for the President.

Conduct research on special regional trends, i.e. population, schools, business.

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