



THE CONNECTICUT STATE UNIVERSITY

P.O. Box 2008 • New Britain, Connecticut 06050 • (203) 827-7701

RESOLUTION

concerning

RECLASSIFICATION OF POSITION

for

ASSISTANT DIRECTOR OF DEVELOPMENT/PUBLIC RELATIONS/
ADMINISTRATOR III

to

ASSOCIATE DIRECTOR OF DEVELOPMENT/PUBLIC RELATIONS/
ADMINISTRATOR IV

at

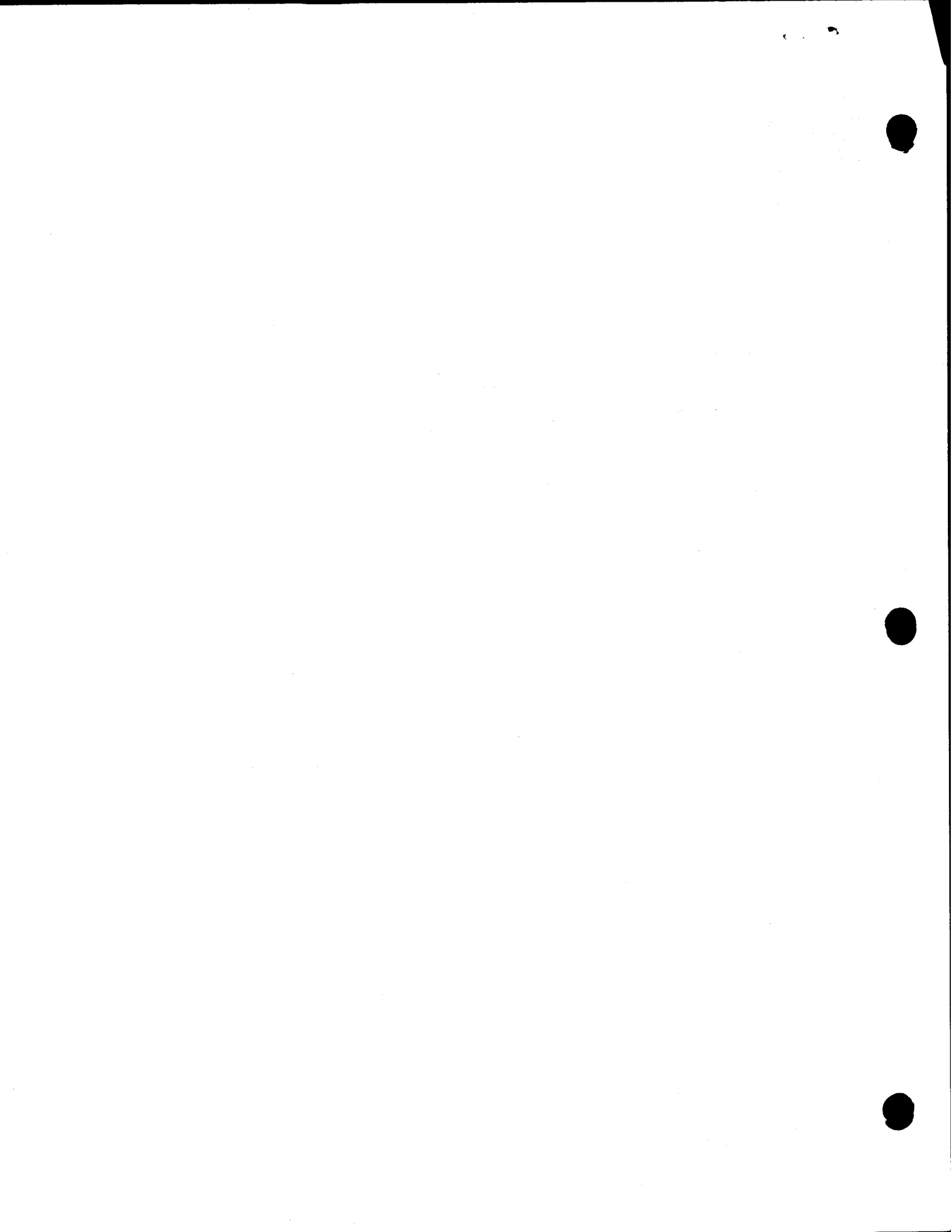
EASTERN CONNECTICUT STATE UNIVERSITY

JUNE 19, 1987

RESOLVED, That the position, Assistant Director of Development/Public Relations/Administrator III at Eastern Connecticut State University, be reclassified and the job description amended accordingly to Associate Director of Development/Public Relations/Administrator IV, effective June 5, 1987 in accordance with all provisions and expectations as set forth in the proposal attached to this Resolution.

A Certified True Copy:

Dallas K. Beal
President



CSU-200

EASTERN CONNECTICUT STATE UNIVERSITY

DATE 4/24/87

POSITION ACTION REQUEST

POSITION _____ DATE _____ PERM(X) FT(X) _____
 ACTION: ESTABLISH () RECLASSIFY (X) EFF. 6/05/87 TEMP() PT()
 ABOLISH () OTHER ()

POSITION Asst. Dir. of Dev.
 TITLE: Public Relations/Ad. 3 7918 Assoc. Dir. of Dev/Pub. Rel./Ad. 4 7919
 CURRENT CLASS CODE PROPOSED CLASS CODE

POSITION CURRENT 1081.67 PROPOSED 1162.80 BARG
 NUMBER 1620 SALARY (28,232.00) SALARY (30,349.00) UNIT SUOAF SUOAF
 FUND Gen. From To

RESOLUTION

BR# _____

RESOLVED, That the title, rank and job description of the Assistant Director of Development/Public Relations be amended to reflect an upgrading to Associate Director.

A Certified True Copy _____

Dallas K. Beal, President Date _____

PERCommittee 6/10/87
Date

BOARD OF TRUSTEES 6/19/87
Date

JUSTIFICATION: This reclassification is intended to recognize the increase in workload and level of responsibility of the position. A 7.5% salary adjustment is requested.

The Office of Development is presently staffed by a Director and three other professional positions. This change would establish the Associate Director as the second in command.

RECEIVED

THE CONNECTICUT STATE UNIVERSITY

\$2,117.00 annually
Approx. Cost

Michael Beal 5/11/87
Signed (University) Date

EASTERN CONNECTICUT STATE UNIVERSITY (DRAFT)

POSITION DESCRIPTION

POSITION TITLE: Associate Director of Development/Public Relations

ADMINISTRATIVE RANK: 4

INCUMBENT: Michael Jones

Under the supervision of the Director of Development, the Associate Director/Public Relations performs the following duties:

1. Assumes responsibility for the office in the director's absence.
2. Cultivates and maintains contacts with media and other institutions to facilitate coverage and publicity of University events and news items.
3. Assists director in all public relations activities of the University; serves as official University spokesperson and media contact.
4. Assists in University marketing and recruitment efforts through publicity, publications and advertising.
5. Responsible for layout and design of all University advertising and selected publications.
6. Assists in coordinating special events on campus (conferences, seminars, athletic tournaments, musical and cultural events).
7. Assists in writing and editing special publications (Alumni News, NCAA programs, Connecticut Review, Profiles, special brochures).
8. Assists director and image committee in conception and implementation of campaign to promote University image.
9. Develops and maintains photography files for promotional and publication purposes.
10. Acts as liaison between University and Connecticut State University for all advertising and publications.

QUALIFICATIONS

Four years experience in development work, and demonstrating ability to relate effectively to University personnel, news media personnel, community organizations and the general public. Demonstrated understanding of advertising, marketing, publishing and public relations.

A bachelor's degree is required. A master's degree is preferred.

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

Position Title Associate Director of Dev/Pub rel Ad 4

Campus EASTERN CONN. ST. U. Date 5/11/87

LEVEL 1, Day 0 Campus DPA creates and presents package to Chapter level SUOAF/AFSCME designee for review. Attachments shall include the following items where applicable: 1) a copy of this sheet, 2) new and former position descriptions, 3) salary, rank, and rationale for PERC and the Board, and 4) any additional information required.

INITIATING PRESIDENT OR DESIGNEE MICHAEL PERNAI

DATE PRESENTED TO CAMPUS SUOAF REPRESENTATIVE 5/11/87

SUOAF/AFSCME CAMPUS REVIEW AND RECOMMENDATION BY _____

DATE OF SUOAF CAMPUS REVIEW _____

THE ABOVE-MENTIONED PACKAGE HAS BEEN FORWARDED TO THE LOCAL UNION BY THE CAMPUS DPA.

LEVEL 2, Not to exceed 10 working days after receipt Statewide SUOAF/AFSCME review occurs during this interval. Further negotiation may occur at this level prior to final Union approval. Upon such approval SUOAF shall return all materials to the initiating University DPA or his designee.

SUOAF/AFSCME LOCAL PRESIDENT OR DESIGNEE Beth R. Fenton Date May 11, 1987

DISPOSITION AT SUOAF LOCAL LEVEL:
 approve proposed rank and salary *per attached job description* disapprove proposed rank and salary
Comments or Recommendations:

DATE RETURNED TO LOCAL DPA _____

LEVEL 3, Not to exceed 10 working days after receipt Local DPA brings paperwork to statewide DPA's meeting for review. If no further issues arise, the document is signed by and remains with the Vice President for Personnel. The Vice President for Personnel also provides a signed copy to the SUOAF/AFSCME Local President. If significant changes are required, documents are returned at Level 1. Minor changes may be effected by appropriate phone consultation.

DATE CONSIDERED BY DPA'S COUNCIL 5/29/87

DISPOSITION AT COUNCIL LEVEL:
 approve submission to PERC disapprove submission to PERC
Comments or Recommendations:

VICE PRESIDENT FOR PERSONNEL David C. Nutter DATE 6/4/87

LEVEL 4 Vice President for Personnel submits package to PERC at its next scheduled meeting. Upon PERC action it is the responsibility of the Campus DPA to inform the campus and Local SUOAF/AFSCME representative and appropriate management officials of PERC disposition.

DISPOSITION AT PERC LEVEL:
 approved disapproved

DATE _____

DATE OF BOARD APPROVAL _____

DATE OF BOARD DISAPPROVAL _____

RECEIVED

THE CONNECTICUT STATE

DIRECTOR OF DEVELOPMENT

