

September 9, 2008

OFFICE OF THE PRESIDENT COMMUNITY

Dear Colleagues:

Creating a highly skilled, integrated External Relations operation that meets the highest standards of professionalism and service to the University of California is my first priority as I begin my new assignment. This division will act proactively, plan jointly, work with campus colleagues and Office of the President clients collaboratively and responsively, and above all succeed in telling the compelling story of the University of California to the people of California.

To do this, we need an organizational structure that reflects these priorities and is equipped to take full advantage of the opportunities before us.

As part of this transformation, I am beginning with the creation of a new Communications unit within External Relations.

The development of this new Communications unit began several months ago out of a desire to unify several communications functions operating independently in different parts of UCOP. I am excited to now begin moving forward on the creation of this new unit.

The Communications unit will include newly created positions devoted to capturing and telling the story of the University's public contributions, across multiple platforms. It will include a creative team focused on enhancing our branding, marketing, web presence, and use of video technology. The new unit will bring together our communications to prospective students and parents with those aimed at other external audiences, and it will place a priority on improving the flow of information within the institution as well. And it will work to provide skilled and responsive service in the areas of media relations and speechwriting.

I have recently shared the current organizational design for the Communications unit with communications staff in the Office of the President, and it is available on the web at www.universityofcalifornia.edu/future/workunderway.html. I welcome your input on the new unit, and I greatly appreciate the patience and continued good work of our staff during what has been a too-lengthy period of uncertainty.

We will fill the positions in this new unit on a competitive basis, beginning at the leadership level. Specific positions within the organizational design may be adjusted somewhat as the leaders of the unit are hired and bring their own perspectives to the table. Final positions will be publicized as they are prepared for posting and recruitment.

I intend to begin the recruitment for leadership positions within the next few weeks, and I hope to complete much of the hiring for the unit by the end of January.

I expect these organizational changes to further enhance the good work already being done in many areas. I look forward to providing updates on the implementation process and other developments in the External Relations division as we move forward.

In closing, let me thank the many people who have given me such a warm welcome to the University of California. I am honored to work in an organization with the talent and public-minded spirit of the University of California system. I have many more people to meet, and I look forward to engaging with you about the great things we can accomplish together.

Sincerely,

Alan L. Hoffman
Senior Vice President
External Relations