

Consolidating UCOP Communications

September 9, 2008

Consolidated Communications:

Objectives

Creating a new Communications unit within the new External Relations division provides:

- One, integrated office working together toward shared goals
- Better leveraging of resources and content
- More proactive planning to anticipate needs
- Integration and execution of UC messages
- Consistent brand identity
- Broader range of services available to more departments
- Greater efficiency and economies of scale
- Clear career paths, opportunities for cross-training

Consolidated Communications: Organization Chart

