

HEALTH SCIENCE CENTER HANDBOOK OF OPERATING PROCEDURES

Chapter 1	Administration and Organization	Effective:	June 2000
Section 1.3	Executive Officers	Revised:	November 2006
Policy 1.3.12	Chief of Staff and Chief Communications Officer	Responsibility:	President

CHIEF OF STAFF AND CHIEF COMMUNICATIONS OFFICER

Overview

The Chief of Staff and Chief Communications Officer is responsible to and reports to the President. By delegation from the President, the Chief of Staff and Chief Communications Officer serves as the principal administrative officer for public relations of the Health Science Center. He or she serves at the pleasure of the President, without fixed term, and performs such duties as are assigned by the President.

Staff Responsibilities

As a staff officer, the Chief of Staff and Chief Communications Officer participates in administrative consideration of all policies, plans, and programs of the Health Science Center. By delegation from the President, the Chief of Staff and Chief Communications Officer may:

1. Coordinate and facilitate campus-wide public relations and media activity within the Health Science Center.
 2. Coordinate public relations, community relations and media activities which affect the Health Science Center.
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Line Responsibilities

As a line officer, the Chief of Staff and Chief Communications Officer has general responsibility for planning, staffing, managing, and operating the following areas and functions:

1. Public affairs.
 2. Health Science Center image management issues.
 3. Publications and videos which reflect the Health Science Center story to both internal and external audiences.
 4. Special events.
 5. Other public relations matters as may be assigned by the President.
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External Affairs

The Chief of Staff and Chief Communications Officer oversees the Office of External Affairs with the assistance of the Executive Director for Communications.

**Public Affairs/
Media/News**

External Affairs is designated as the clearinghouse for Health Science Center news and information. They produce news and feature stories for local, regional, and national media, and work with the media to develop their story ideas. The Office also publishes:

1. HSC News;
2. The Mission, the official external magazine; and,
3. A variety of general information publications.

Staff is available to consult on public relations aspects of the Health Science Center and departmental projects.

**Other
Responsibilities**

The Chief of Staff and Chief Communications Officer also:

1. Serves as a member of the Executive Committee of the Health Science Center and other appropriate policy-making bodies.
 2. Establishes and appoints (or authorizes the election of) such ad hoc committees or councils for the Health Science Center as needed and appropriate to the responsibilities of the office.
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