RESOLUTION

concerning

ESTABLISHMENT OF POSITION

ASSOCIATE FOR MEDIA RELATIONS

at

CONNECTICUT STATE UNIVERSITY

September 7, 1990

RESOLVED, That the permanent part-time position of Associate for Media Relations be established at Connecticut State University effective September 7, 1990, in accordance with all provisions and expectations as set forth in the proposal dated August 22, 1990, which is attached as an addendum.

A Certified True Copy:

Dallas K. Beal
President
CONNECTICUT STATE UNIVERSITY
POSITION ACTION REQUEST FORM

SUBMITTED 08-22-90
BY: CSU [x] CCSU [ ] SCSU [ ] ECSU [ ] WCSU [ ]

POSITION ACTION: ESTABLISH [x] RECLASSIFY ( ) OTHER ( ) DATE EFFECTIVE 09-07-90

NATURE OF THE POSITION: PERMANENT [x] FULL-TIME [ ] TEMPORARY [ ] PART-TIME [x]

POSITION TITLE: CURRENT CLASS CODE PROPOSED CLASS CODE

POSITION NUMBER CURRENT SALARY $ PROPOSED SALARY $ 28,188
BARGAINING UNIT EXEMPT

EXPLAIN THE NATURE OF THE PROPOSAL:

To establish a permanent part-time position of Associate for Media Relations

JUSTIFICATION:

CSU is in need of personnel to coordinate graphic design, writing, news distribution and communication with the media for the Executive Office.

COST OR SAVINGS

SIGNED (UNIVERSITY) DATE

ATTACH OLD AND NEW STAFFING CHART, (x)
JOB DESCRIPTION, AND (x)
SIGN OFF FORM IF REQUIRED

MISCELLANEOUS COMMENTS:

7/88
CONNECTICUT STATE UNIVERSITY
Associate for Media Relations

RANK:

DEPARTMENT: University Relations

CODE:

P.C. #

SUPERVISOR: Associate for Alumni Affairs and Student Relations

SUPERVISION EXERCISED:

INCUMBENT NAME: Natalie Marie Liss

POSITION SUMMARY:

CSU is in need of personnel to coordinate graphic design, writing, news distribution and communication with the media for the Executive Office.

POSITION RESPONSIBILITIES:

Write all press releases involving the CSU Executive Office staff (promotions, conferences, workshops, presentations and awards) BOT activities, and CSU systemwide events.

Center for Educational Excellence; coordination of EXCEL, newsletters distributed 4-6 times per year, designing of CEE brochure and other duties that may be requested.

Coordination of CSU New File.

Consultant to CONNECTICUT REVIEW, CSU literary magazine.

Attendance at CSU Conferences/Workshops; Follow up with press releases and/or articles.

Media calls and sending early "tip sheets". Develop a rapport with local newspapers, radio and television stations.

Arrange for photographer and/or press conference when necessary.

Desktop Publishing: Designing of brochures, report covers and miscellaneous services to Executive staff as needed.

Undertake other duties as may be assigned from time to time involving University Relations (i.e. putting labels on 6,000 art invitations.)

EDUCATION AND EXPERIENCE

SPECIAL NOTATIONS: