

Contact: Diana Gonzalez

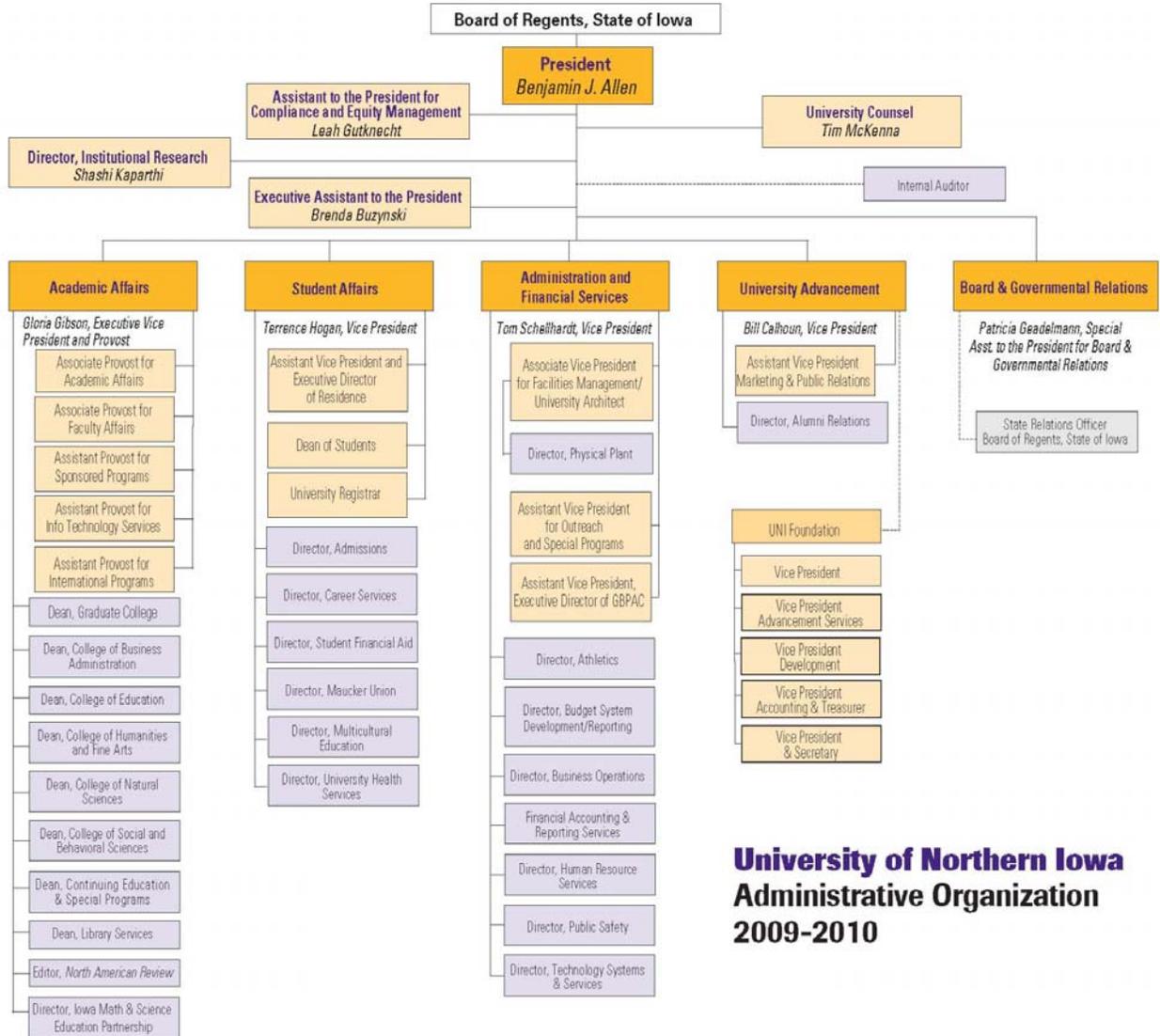
**REQUEST TO ELIMINATE AN ADMINISTRATIVE UNIT  
AT THE UNIVERSITY OF NORTHERN IOWA**

**Action Requested:** Consider approval of the request by the University of Northern Iowa to eliminate the University Advancement administrative unit.

**Executive Summary:** The request to eliminate this administrative unit results from a recommendation of the university's Cost Containment Task Force to eliminate or merge administrative units where possible to reduce administrative expenses and respond to the realities of budget reductions. This request was reviewed by the Board Office and is recommended for approval. This request addresses the Board of Regents Strategic Plan Goal #8 - "Iowa's public universities and special schools shall be increasingly efficient and productive."

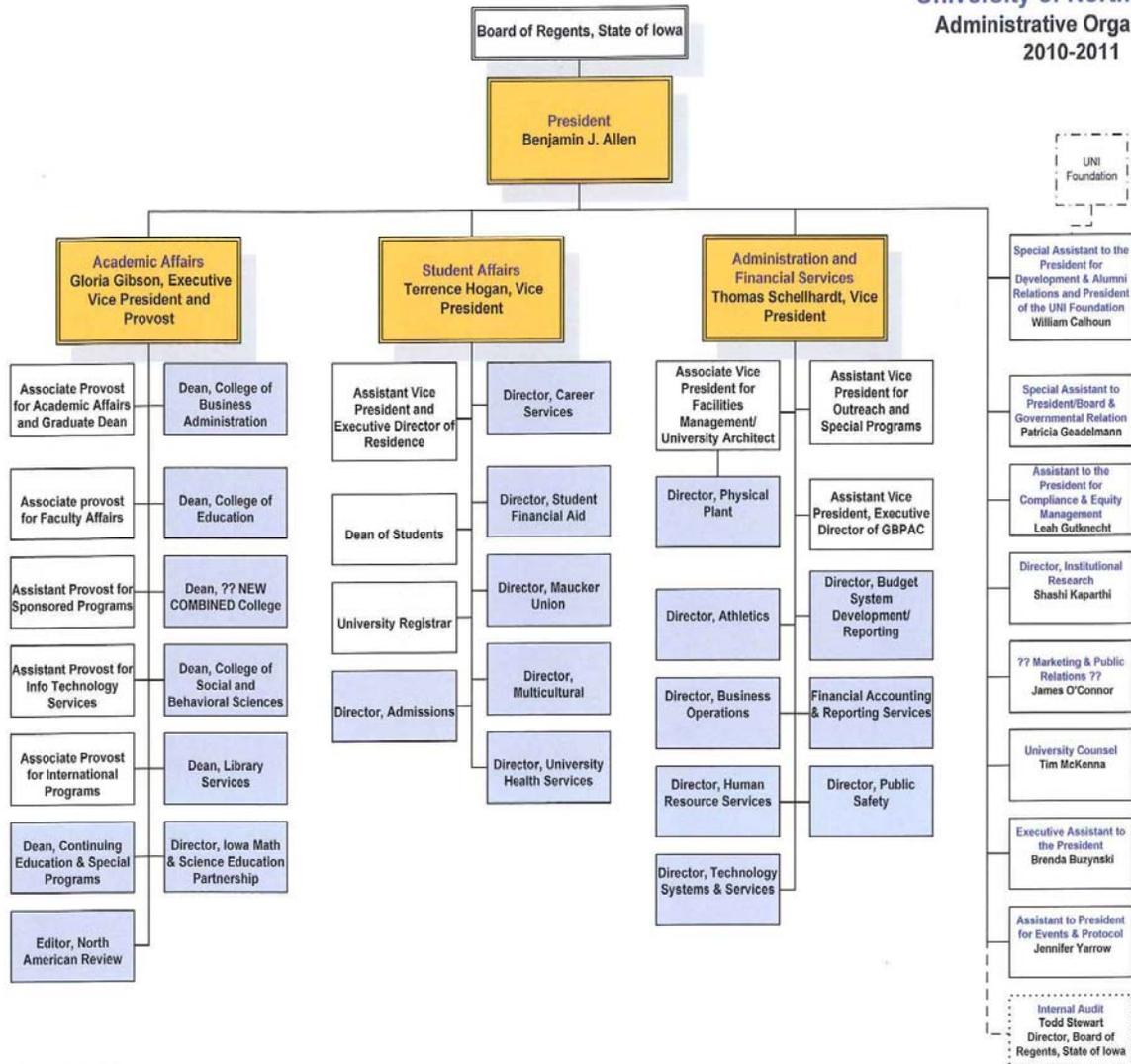
**Background:**

- ◇ **Description of administrative unit.** Currently, the University Advancement unit is overseen by a vice-president who reports to the president. The unit includes the following areas – UNI Foundation, Alumni Relations, and Marketing and Public Relations. The Vice-President of University Advancement is also the president of the foundation. The Marketing and Public Relations area is headed by an assistant vice-president. (See organizational chart – Attachment A.)
- ◇ **Proposed change.** The proposed change is to eliminate the University Advancement administrative unit and re-structure the reporting responsibilities. The position of vice-president of University Advancement will be eliminated. The new title of the individual in that position will be Special Assistant to the President for Development and Alumni Relations and President of the UNI Foundation. This position will continue to report to the president. The title of assistant vice president for Marketing and Public Relations will be changed to Executive Director, Office of University Relations. This position will now report to the president. Following the proposed change, UNI will have three vice-presidents instead of four. (See organizational chart – Attachment B.)
- ◇ **Reason for proposed termination.** These proposed changes will reduce administrative expenses and increase efficiencies by streamlining decision-making and operational procedures. They are also expected to increase collaborative efforts between administrative offices and focus more concerted efforts on fundraising and relationship building initiatives.
- ◇ **Cost savings.** Complete details regarding cost savings from implementing these changes are not expected to be fully known by the university until after the changes are implemented. Future employee resignations or retirements will provide an opportunity to review the consolidation of positions.
- ◇ **Effect on other units.** The university anticipates a positive impact on other units. For example, the university marketing staff will focus on a more strategic student recruitment program with the Office of Admissions and work directly with each college on its marketing and strategic plans. The proposed change will also facilitate the university's efforts to implement a comprehensive branding campaign that aligns with its new strategic plan and allow foundation staff to concentrate exclusively on university fundraising campaign goals.
- ◇ **Effective date of termination.** If the proposed administrative unit elimination is approved by the Board, it will become effective on July 1, 2010.



**University of Northern Iowa  
Administrative Organization  
2009-2010**

**University of Northern Iowa  
Administrative Organization  
2010-2011**



March 31, 2010