

GERALD L. DE MELLO



EDUCATION

August 1973 University of Hawaii at Manoa

M.A. Sociology

August 1967 Eastern Washington University

B. A. Psychology

B.A. Ed. Education (Social Science)

Professional Experience

June 2010 Emeritus Professor, Sociology, Hawaii Community College

1991 to 2012 Director of University Relations, University of Hawaii at Hilo

2012 to present Affiliate Faculty, Community Liaison and Capital Improvement

Daniel K. Inouye College of Pharmacy-University of Hawaii Hilo-Interim Appointment

Maintain close and effective working relations and communications with University executives and administrators, Board of Regents, legislators; state, federal, private and public agencies; media; faculty, staff, students, and groups within UH Hilo, coordinating the dissemination of information relating to UH Hilo operations, programs, research and activities.

PROFESSIONAL EXPERIENCE

In terms of professional experience

I have been responsible for demographic data and trends for the development of university marketing strategies. Along with University Relations staff we have collaborated with University student services to implement activities to increase the enrollment of resident, mainland and international students at UH Hilo.

Responsibility for oversight on makeup and distribution of a wide variety of public relations materials, both written and pictorial, including news releases and feature releases; coordination with university executives, faculty, staff, media, legislators, and the community to implement programs and projects.

Development of short and long range plans that identify and implement strategies and plans that enhance university growth and community building.

Served in an administrative role as a senior executive to position the university and the community in partnership; develop ways and approaches that work with training and information to cultivate community and civic leaders into positive opinion makers to advance the university in the community and the state.

Responsibility for government and community affairs at the University and U H Hilo's Daniel K. Inouye College of Pharmacy.

Responsible for collaboration and oversight of marketing initiatives that targeting areas of recruitment for national and international students.

1987 to 1991: Administrative Assistant to the Governor-East Hawaii

The position served to establish an appropriate common ground, coordinated point and strategy for significant activities involving the state administration, legislature, county, state, federal, private and public agencies, media and the public at large. Charged with the responsibility to promote understanding, communication and mutual respect with the public at large.

Administrative Affairs responsibilities included: (For details on responsibilities--see Page 3)

- Administering the Governor's Liaison office as a source of information and referral concerning services and programs provided by the state of Hawai'i.
- Planning, preparing, coordinating and providing administrative direction for state programs and events, e.g. Capitol for a Day, Student Summer Internship Program, Boards and Commissions Ceremony, etc.
- Serving as the Liaison for requests to Governor's office from the public for appointments to the State Boards and Commissions.
- Apprising Governor, executive team, and designated directors of hearings, meetings, etc.
- Apprising Governor's office on community sentiments, public and editorial commentary regarding administrative initiatives, legislation, programs and policies.

Legislative Affairs responsibilities included:

- Establishing and maintaining effective lines of communication with the community, legislators, and county, state, and federal branches of government and their varying agencies, etc.
- Monitoring key administrative legislation affecting the island of Hawai'i
- Coordinating and insuring submission of legislative proposals and arranging for supportive testimonies and responses to bills and resolutions.
- Coordinating the dissemination of information to the public-at-large relating to bills that have passed the legislature and signed into law by the Governor.

Public Relations and Public Affairs responsibilities included:

- Developing and maintaining effective working relations within and outside state government and with a variety of individuals and groups, formal and informal in the community.
- Administering and directing the public relations and public affairs and information dissemination programs for the Governor's Liaison office in Hawai'i county.

Media responsibilities included:

- Developing and maintaining effective working relations with media in the community.
- Coordinating prepared media releases by the Director of Communications for local media sources.

September 1973-January 1987: Teaching Higher Education

Taught at University of Hawai'i, Hawai'i Community College, General Education Division, for 15 years in five subject areas-general sociology, social problems, sociology of Hawai'i, human behavior, experiential training, and community studies.

Gerald L. De Mello

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The Office of Academic Evaluation (OAE) conducted evaluation of the courses I taught and the results were consistently above the university norm in all areas of evaluation. I was the recipient of the University of Hawai'i at Hilo Excellence in Teaching Award.

Coordinated the sociology curriculum at UH Hilo. Reviewed and revised curriculum to make it relevant to contemporary sociological research and thinking. In terms of curriculum innovation, I developed teaching techniques for teaching sociological concepts and experiential training in the classroom. Recognition of these techniques earned me the honor of being one of 30 participants throughout the nation selected for the National Conference on Simulation at the University of California at San Diego.

As a faculty member, I participated in various faculty and governance committees at UH Hilo, Hawai'i Community College, e.g., curriculum, student affairs, UH Hilo Council, Faculty Senate, etc.

PROFESSIONAL ASSOCIATIONS:

Hawai'i Historical Society

Hawai'i Professional Marketing Association

AWARDS:

- 1971 Recipient of Community Service Scholarship Award
- 1972 Recipient of Fellowship for Community College Teachers Development Program
- 1977 Recipient of University of Hawai'i Excellence in Teaching Award
- 1978 Acknowledgement of Who's Who Outstanding Young Men in America Award
- 1996 Lehua Jaycees Boss of the Year Award
- 2000 University of Hawai'i at Hilo Palama Ike Award (award for significant contributions developing and promoting the vision and spirit of the university)

STATE COMMISSION:

- 1992-2000 Western Interstate Commission for Higher Education (WICHE)

COMMUNITY ASSOCIATIONS:

Hawai'i Island Chamber of Commerce

Hawai'i Island Portuguese Chamber of Commerce

Japanese Chamber of Commerce & Industry of Hawai'i

Downtown Hilo Mainstreet Program

Hospice of Hilo, Board Member

Hawaii Community Boards (Current)

Hilo Hamakua Community Development Corporation-501c 3

Hamakua Heritage Board

State Boards (Current)

Member Historic Hawaii Foundation, Hawaii Historic Foundation

