

THE UNIVERSITY OF WISCONSIN-MILWAUKEE
UNIVERSITY COMMITTEE MINUTES
3/18/03

Present: Marcia Parsons, Chair, Laurie Glass, Bill Holahan, Ron Perez, Erika Sander,
Mark Schwartz, J. Rudi Strickler

I. Call to Order and Approval of Agenda: The meeting was called to order at 1:10 pm and the agenda was approved as presented.

II. Approval of Minutes: The minutes of the 2/25/03, 3/4/03, and 3/11/03 meetings were approved as amended.

III. Persons who wish to be heard: None

IV. Chancellor and Provost Reports:

Provost Wanat reported on discussions from the Provosts meeting regarding collection and distribution of new tuition revenues. He agreed that System's proposed redistribution of this money goes against the Governor's proposal. The revenues are being distributed on the basis of target FTEs, not necessarily actual enrollments.

Everyone agreed that UWM should be able to keep the higher tuition which will be generated by our students. UWM students should not have to subsidize other institutions. Ruth Williams has been working with the Student Association to keep them informed.

Wanat reported he had completed budget meetings with all the schools and colleges. Most of the savings will be through vacant positions rather than layoffs. Some S&E items will be reduced such as travel and computer replacement programs. Permanent faculty loads will likely be maximized per workload policy, ad hoc hires will be reduced. There will also be more offerings through 189 rather than 101 funds. On the administrative side, all unfilled GPR positions have been frozen. Administrative units will be held to the 10% cut, schools and colleges to the 5% cut. However, schools in deficit will be held to 10%.

V. Special Guest: Thomas Luljak, Vice Chancellor, University Relations and Communications.

Vice Chancellor Luljak was asked to clarify the ideas and messages behind the Learn More theme. He reported that the initial response to the original marketing plan had been positive. A marketing survey will be done this summer to collect data on the impact of the ads. The campaign was designed to run for a three to five year period. The initial phase was aimed at raising awareness, "brand name" recognition. The next phase will be

more targeted, adding specifics to the copy line. There will also be more experimentation with other mediums.

Discussion followed regarding the impact of budget cuts on marketing. This will be accomplished largely through the adoption of best practices to eliminate inefficiencies.

The committee emphasized the need to promote quality, “access to excellence.” Luljak agreed this was good in providing texture and depth. He will let the committee know when he has additional information to present.

VI. Chairperson’s Report and Announcements:

1. M. Parsons asked B. Holahan to speak at the Waukesha hearings on tuition.
2. L. Glass will do the UC report for Parsons at the March 27 Faculty Senate meeting.

VII. Members’ Reports: None

VIII. Old Business:

A. Action Item(s):

1. Department Chairs Duties - Deferred

B. Discussion Item(s):

1. Discussion items for the Faculty Senate - None
2. Disciplinary Policy Committee concerns - Deferred

IX. New Business:

A. Action Item(s):

1. Investment Plan statement - Draft statement was discussed. Several edits were recommended. B. Holahan will refine the document for discussion next week.

B. Discussion Item(s):

1. Campus Buyouts - Deferred

X. Personnel Matters: [Closed session according to Wis. Stats. 19.85 (1)(f)]: Pursuant to Wis. Stats. 19.85 (1)(f) at 1:12pm it was moved, seconded and unanimously approved to move into closed session. The Committee rose from closed session at 1:30 pm.

XI. Adjournment: The meeting adjourned at 4:10 pm.