

Faculty Senate Presentation

University Relations and Communications

Vice Chancellor Tom Luljak

December 13, 2018

Mission Statement

University Relations and Communications creates a bridge from UWM to the community, striving to strengthen the university's reputation, image and brand as a public, urban research university with an access mission.

University of Wisconsin - Milwaukee
University Relations and Communications
Summary of Activities
Quarterly report for the period of July – September 2018
Prepared: October 2018

Introduction

University Relations and Communications (UR&C) creates a bridge from UWM to the community, striving to strengthen the university's reputation, image and brand as a public, urban research university with an access mission. UR&C's goals include enhancing relationships with a broad array of audiences including students and families, alumni, donors, neighbors, government officials, and business and community leaders and partners, while also providing information and resources to UWM students, faculty, and staff.

This report outlines UR&C's efforts, including metrics, in the following areas over the reporting period:

- Government Relations
- News and Media Services
- Web and Mobile Services
- Video
- Marketing Communications
- Social Media
- Efforts for Schools and Colleges
- Print and Copy Services
- External Relations

Government Relations

Background: UR&C serves as the primary conduit between the university administration and local, state and federal elected officials and government offices. The division takes the lead in a wide range of lobbying efforts on behalf of UWM. Locally, government outreach focuses on city and county policies affecting services provided to the campus and its constituents. At the State level, the Vice Chancellor for University Relations meets regularly with members of the state legislature, advocating for additional resources and addressing constituent or policy issues that involve UWM. The Vice Chancellor also advances campus visits for key legislative leaders who meet with Chancellor Mone for in-depth discussions. In addition, the Vice Chancellor serves as the lead contact with members of Wisconsin's Congressional delegation. University Relations, in conjunction with the University Relations Committee, maintains the [State Budget Information web site](#), which provides easy access to background materials and key message points used by faculty, staff, students and the community in their advocacy on behalf of UWM.

The following are some relevant metrics for this period:

- Legislative meetings: 21
- Campus visits by legislators: 1 visit with 8 officials

Annual Report

Available at:
uwm.edu/

universityrelations/
report

What is University Relations?

- Government Relations
- News and Media Services
- Web and Mobile Services
- Marketing Communications
- Public Records
- External Relations
- Video
- Social Media
- School/College Marketing Support
- Print and Copy Services

Government Relations

- Attracted high level debates to campus
- 88 Legislative meetings thru Q3
- Milwaukee legislative caucus meeting hosted on-campus
- Tours for legislators and Board of Regent members



Government Relations

On-campus voting
uwm.edu/vote

Online resources available
uwm.edu/budget

ELECTIONS ARE COMING...

Got Questions?

- Who or what am I voting for?
- How do I register?
- Where do I vote?
- When do I vote? – **NOVEMBER 6, 2018**

For all your voting questions, please visit: uwm.edu/vote

State Budget Information | POWERFUL IDEAS | PROVEN RESULTS | UWMILWAUKEE

News | Budget Message | Budget Cycle | Contact

The screenshot shows a website with a yellow header, a navigation bar with links for News, Budget Message, Budget Cycle, and Contact, and a main image of the Wisconsin State Capitol building with yellow tulips in the foreground.

The University of Wisconsin-Milwaukee provides an affordable, world-class education to 27,449 students on three campuses in Milwaukee, Waukesha and Washington County. The university is a leading educator of architects, engineers, business students, teachers, nurses and other health professionals. 80% of our 184,847 alumni live and work in Wisconsin, contributing the state's health, vibrancy and economic growth.

Our research faculty partner with Fortune 500 companies like Rockwell Automation and Northwestern Mutual, as well as startups and nonprofit organizations, to advance knowledge and bring new discoveries to market. Investment in UWM is an investment in Wisconsin's future.

Quick

- Panther Advocates
- Chancellor Communication
- UW System

Public Records Requests Rise 95%

Public Records Requests By Month (2015-2018):

	2015	2016	2017	2018
January	17	26	27	45
February	38	28	43	69
March	27	51	32	74
April	32	40	26	40
May	18	32	34	69
June	22	26	42	41
July	18	25	52	52
August	24	45	34	59
September	18	34	59	44
October	27	37	69	42
November	40	26	68	73
December	30	24	54	
Total	311	394	540	608

Chancellor Executive Communication

- Fiscal year 2018 recorded a total of 269 Chancellor communications/appearances
 - 149 with remarks
 - 36 campus emails
 - 22 student engagement activities
 - 17 comprehensive presentations
- 41 donor events
- 38 governance meetings

New approach to media

UWM in the News →

UWM professor comments on Walker's lame-duck decision

WDJT

Evers appoints UWM School of Freshwater Sciences consultant to National Resources Council

WisPolitics

UWM professor assesses impact of OWI prevention program

The Pew Charitable Trusts

UWM professor comments on sexism in game shows

The New York Times

UWM professor studies regional bias in Heisman Trophy voting

The New York Times

- Newsletter sent to 278 journalists
- 13,106 stories placed Jan. 1–Sept. 30
- 389 media contacts from Jan. 1–Sept. 30

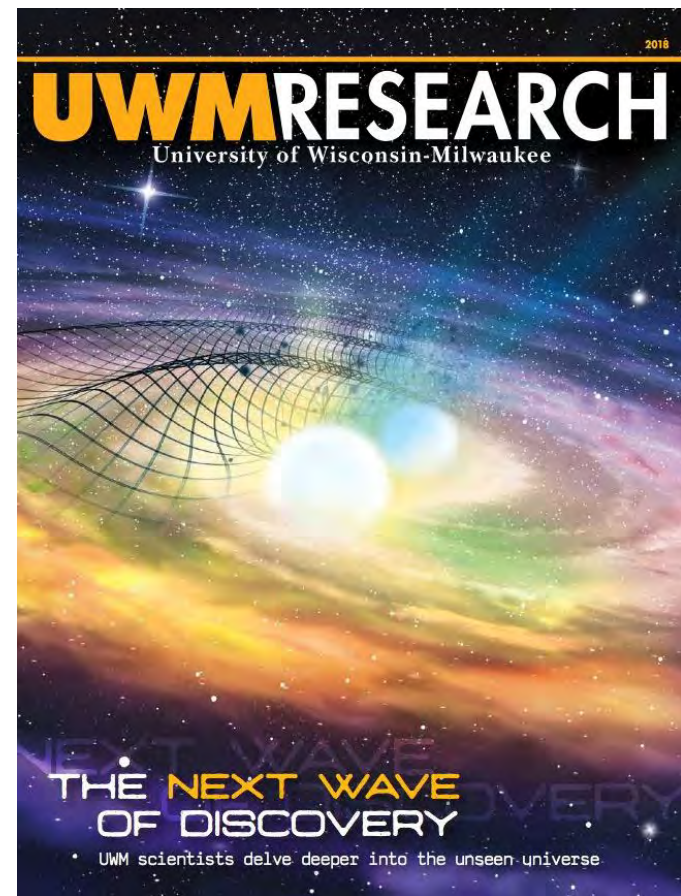


2018 Publications

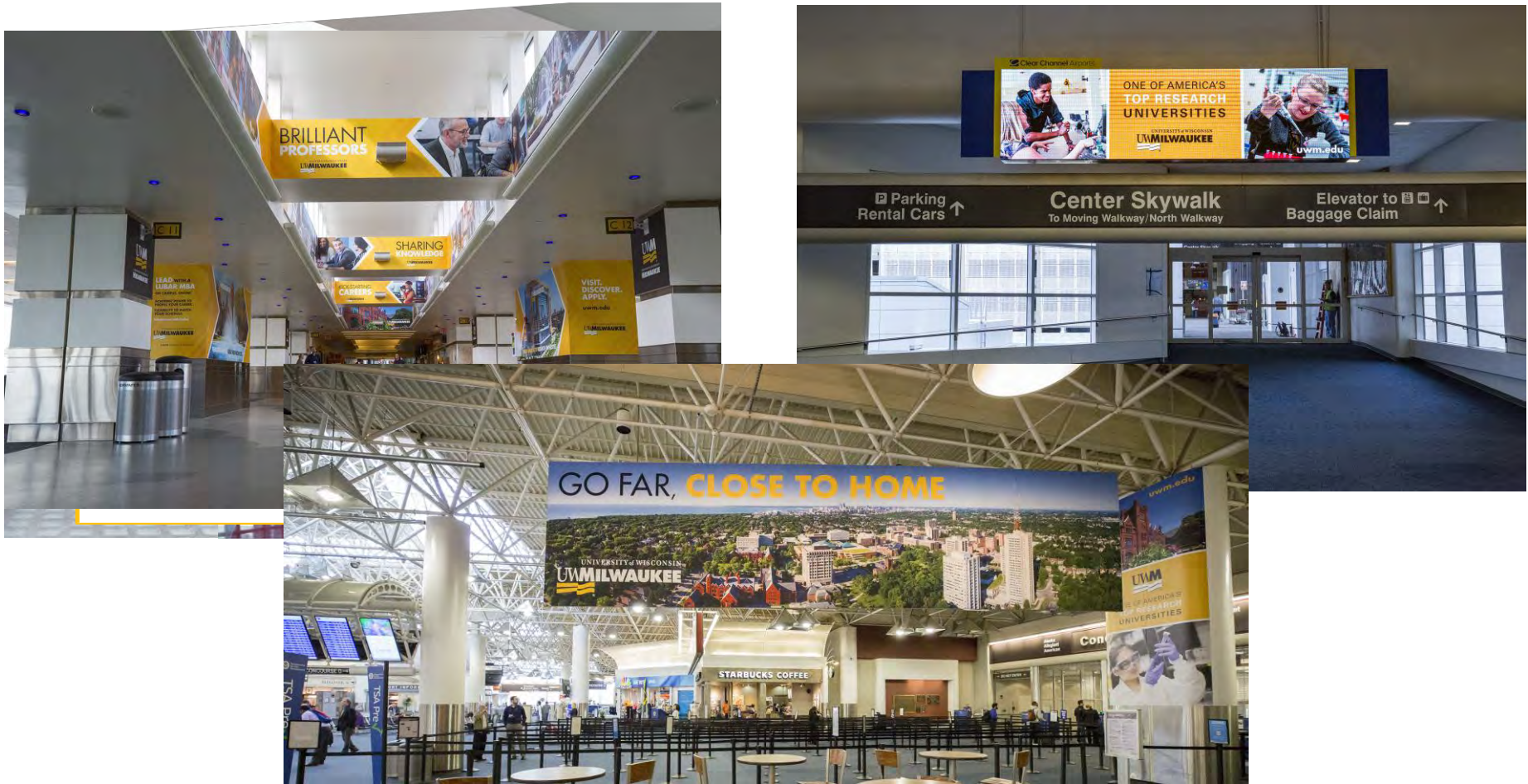
Alumni magazine
157,000 copies



Research magazine
19,000 copies



University Marketing & Sponsorships



Student recruitment marketing General Mitchell Airport – 6.9 million passengers

#1
BEST ONLINE COLLEGES
in Wisconsin

MOVING FORWARD
TOGETHER

uwm.edu/online

UNIVERSITY of WISCONSIN
UWMILWAUKEE

Student recruitment marketing - Amtrak

Waukesha and Washington County Rebrand

UNIVERSITY of WISCONSIN
UWMILWAUKEE

Three Campuses One Mission

UNIVERSITY OF WISCONSIN
UW Waukesha

UNIVERSITY OF WISCONSIN
UW Washington County

Together, the three campuses will be able to provide more opportunities for students and their communities.

More information:
uwm.edu/uwcolleges

UWM



Washington County and Waukesha Billboards

Green Bay/Fox Valley Student Recruitment



Green Bay/Fox Valley Student Recruitment



Illinois Student Recruitment

Recognized as one of the nation's top-tier research universities, UW-Milwaukee is proud to foster top student talent with small class sizes, expert faculty and real-world experiences. UW-Milwaukee is located only 90 minutes from Chicago and more than 1,400 nonprofits and businesses, including Fortune 500 companies, actively recruit here.

"Many of the schools I looked at were in more rural areas, but I was interested in an urban environment because I wanted to be able to explore campus and then beyond it."

KELSEY

Architecture major and minor in graphic design, sophomore
Honors College student
📍 Wauconda, Illinois



Visit
UWM.EDU/CHICAGO

Illinois Student Recruitment



Illinois Comcast Spot



Sports Marketing Sponsorships Renewed 2018-21

Averaging over 17,000 fans
per game in new Fiserv Forum



Brewers total regular
season attendance
2.85 million

Branded Merchandise



- FY19 royalties to 12/11 = \$64,887
- FY18 royalties = \$127,413
- 58% increase 2017-2018
- Royalties are directed to student scholarships