

University Relations Committee

Tuesday, September 11, 2018 9:30-10:30 a.m.

Regents Room

Committee Members Present: Colin Daly, Tom Luljak, Kevin O'Connor, Cary Costello, Nan Kim, Christine Roberson, Robin Jens, Gary Williams, Ann Raddant

Regrets: Jacques du Plessis, Stephen Wetzel

Guests Present: Sue Weslow, Michelle Johnson

Minutes Recorder: Laura Bandemer-Purifoy

Meeting called to order at 9:30a

Jacques du Plessis nominated as chair.

Minutes approved from April 30, 2018.

Tom Luljak handed out the University Relations & Communications quarterly report.

Tom and Michelle Johnson spoke to the marketing currently underway for the two-year campuses:

- Rebranding of UW-Waukesha and UW-Washington County using print, billboard, tv and theater advertising
- Created a Viewbook for the two-year campuses, presenting the two-year campuses as a springboard to UW-Milwaukee
- Signage changed at both campuses
- Creation of new logos (individual, duo or all three campuses)
- Focus groups were held with business leaders, community leaders, high school principals and superintendents, students and parents with the following take-aways:
 - Have been invisible for past four years
 - Businesses didn't know there were students that could be recruited
 - No true message communicated on what they could contribute to communities
 - Challenge is financial
 - They see UWM as a huge asset
 - Can't promise something we can't deliver

Next meeting: November 20, 2018 at 11:30 a.m.

Next topic: Illinois and Fox Valley recruitment efforts

Meeting adjourned at 10:39 a.m.