

University Relations Committee
Tuesday, November 20, 2018, 11:30 a.m.
Regents Room

Committee Members Present: Colin Daly, Tom Luljak, Kevin O'Connor, Cary Costello, Nan Kim, Robin Jens, Gary Williams, Ann Raddant, Jacques du Plessis, Ilian Iliev, Hilliary Wolff

Regrets: Stephen Wetzel, Cary Costello, Christine Roberson

Guests Present: Sue Weslow, Tina Keller, Mary Baylor

Minutes Recorder: Laura Bandemer-Purifoy

Meeting called to order at 11:30a

Minutes approved from September 11, 2018.

Mary Baylor, Tina Keller and Tom Luljak presented information on marketing in Illinois for student recruitment. The areas covered include:

- Cable TV
- Comcast
- Brochure
- Radio
- Digital
- Focus Groups

Marketing in Illinois is the most significant investment in paid media in the last five years.

Also discussed was recruitment marketing being conducted in the Fox Valley/Green Bay area in which we had not advertised in six years. The areas covered include:

- Billboards
- TV
- Radio
- Focus Groups

What's happening in Milwaukee: Sponsorships, which include:

- Brewers
- Bucks
- Summerfest
- Admirals
- State Fair
- Focus Groups

Next meeting: January 15, 2019 at 11:00 a.m.

Next topic: Waukesha & Washington County recruitment plans/efforts

Meeting adjourned at 12:46 p.m.