

University Relations Committee
Tuesday, January 15, 2019 11:00 a.m.-12:00 p.m.
Regents Room

Committee Members Present: Jacques du Plessis, Tom Luljak, Kevin O'Connor, Nan Kim, Ann Raddant, Hilliary Wolff, Ilian Iliev

Regrets: Colin Daly, Stephen Wetzel, Cary Costello, Christine Roberson, Robin Jens, Gary Williams

Guests Present: Michelle Johnson

Minutes Recorder: Laura Bandemer-Purifoy

Meeting called to order at 11:03 a.m.

Minutes approved from September 11, 2018 meeting

Tom and Michelle Johnson spoke to the recruitment plans and efforts currently underway for Waukesha and Washington County campuses.

- Officially transferred to UWM on September 1, 2018 with approximately 3,000 students
- First line of work was to find out what people in the two counties were thinking about the campuses
 - Buildings are county supported, not state supported
 - All 13 two-year campuses have been losing money for years, our two are the best performers out of all 13
- Focus groups were held with high school principals/guidance counselors, government officials, county board members, students and business leaders
 - "It's about time they are being talked to", it's the first time seeing anyone from the campuses in 3 or 4 years
- Significant enrollment declines on the two-year campuses
 - Lack of local marketing efforts
 - Fewer high school graduates
- Created new branding at the campuses
 - Viewbook
 - New websites with a launch date of end of May 2019
 - Rebranding of programs and recruitment campaign, more aggressive
 - Advertising on billboard, tv, radio, print and theater
- Transfer opportunities
 - Asking faculty to promote transfers
 - Must allow recruiters from other UW 4-year campuses on campus
- UW-System will cover financial shortcomings for the first two years

Next meeting: Thursday, May 2, 2019 at 1:00 p.m. in the Regents Room

Next topic: Budget Communications

Meeting adjourned at 12:07 p.m.