

THE UNIVERSITY OF WISCONSIN-MILWAUKEE  
Research Policy and Advisory Committee

**Minutes**

March 14, 2019; 1:00 p.m.

**Kenwood IRC 2175**

**1. Call to order and approval of the agenda**

Robin Mello called the meeting to order at 1:00 p.m.

Members Present:

Marija Gajdardziska-Josifovska (ex officio), Mark Harris (ex officio), Linda Kopecky, Tom Marcussen (ex officio), Robin Mello, Victoria Moerchen, John Reuter, Brooke Slavens, Doug Stafford, Jorg Woehl, Dietmar Wolfram (GFC Representative)

Members Absent:

Michael Zimmer

Guests:

Kathleen Koch, Rachel Schiffman, Michelle Schoenecker, Kari Whittenberger-Keith (Office of Research); Michelle Johnson (University Relations & Communications)

The agenda was approved as distributed.

**2. Automatic Consent**

The minutes of the December 12, 2018 meeting were approved with the addition of Dietmar Wolfram being present.

**3. Communication Plan for Promoting UWM's Research**

Michelle Johnson, Senior Director of Integrated Marketing & Communications, updated the committee on activities to inform internal and external audiences about research at UWM.

University Relations partners with the Office of Undergraduate Admissions to support recruitment and enrollment efforts. The availability of research opportunities is featured in recruitment efforts as a way to connect with faculty members, and along with internships, a way to focus interests and help choose a major.

The Research Magazine is the primary vehicle for publicizing the diversity of research at UWM. Its production feeds into an asset collection of photos and videos that are used in the online magazine and other web pages, which have a different audience than the print version. The hard copy version is sent to peer institutions, legislators, large donors and influential community leaders, high school principals and guidance counselors in Wisconsin and Illinois, and UWM PhD graduates. It is also available at recruitment events.

With the reworking of the UWM home page several years ago, research is more prominent. The page receives 1 million views per year.

In other efforts to reach a wider audience, the URC news director, John Schumacher, writes a monthly newsletter that ties faculty research to current topics. UCR also subscribes to News Wise, which connects journalists with experts at member institutions.

**4. Updates from the Office of Research**

- Rachel Schiffman will be retiring and recruitment for the Associate Vice Provost of Research position has begun to allow some overlap before Dr. Schiffman leaves UWM.
- The document on Roles and Responsibilities in Sponsored Research Administration should be ready for the May agenda.

**5. Topics for future agendas**

- School/college research plans – should be ready for September agenda
- Research-related data from the gradSERU (Graduate Student Experience in the Research University) survey – May or September

**6. Adjournment**

The meeting was adjourned at 2:10 p.m.

Minutes submitted by Kathleen Koch