



# A. S. Connection

Connecting Academic Staff to Useful Information

Spring 2020

## UW-MILWAUKEE STAFF PERKS



Do you take advantage of all the perks that are available to UWM staff? There are many free resources and discounts that can benefit you and your family!

For example, the Media and Reserve Library has over 12,000 DVD, VHS, audio-book and video games (Wii and Xbox) that can be accessed by title or subject. The collection covers a wide range of subjects ranging from Children's Movies to Bollywood to Multicultural Milwaukee. Make use of your free Library access to discover all the media collections! [Click here for a link to the complete list of subject mediagraphies.](#)

Members of the campus community can also receive discounts to some programs and events on campus, from Union Cinema [memberships](#), to discounts on many [performances](#) in the Peck School of the Arts. Countless lectures and events are also free and open to the public. Many, including [Science Bag](#) programs, are family friendly.

Staff are also eligible for a range of discounted services. For example, through the UW-System, employees can access discounted [car rental services](#).

The Human Resources Department maintains a webpage with programs and services available to the UWM community. Visit <https://uwm.edu/hr/wellness/> and click on "Discounts" to see dozens of other opportunities across campus that are free or discounted.

Consider checking out a new UWM program or resource in 2020!

## ACADEMIC STAFF DEVELOPMENT WORKSHOPS



The Communications Committee will be hosting two workshops in Spring. These are repeats from November 2019. Bakery and coffee will be served.

### CAPTIONING WORKSHOP

This session strives to provide UWM's instructional staff with background knowledge as well as resources and tools to meet the goal of UWM's campus with universal design standards.

April 3, 2020 from 10 a.m. - 11 a.m.

UWM Libraries – Classroom B – 1st Floor, West Wing

Register at: [https://milwaukee.qualtrics.com/jfe/form/SV\\_2n7fEbtVd5qhk1f](https://milwaukee.qualtrics.com/jfe/form/SV_2n7fEbtVd5qhk1f)

### ACCESSIBLE WEB DESIGN WORKSHOP

This workshop is an introduction to best practices for creating accessible web design in WordPress. Participants will learn how to ensure that unit's websites are accessible, organized, and succinct.

Friday, March 6, 2020 from 10 a.m.- 11 a.m.

UWM Libraries – Classroom B – 1st Floor, West Wing

Register at: [https://milwaukee.qualtrics.com/jfe/form/SV\\_7adQ5iYNszXIQPX](https://milwaukee.qualtrics.com/jfe/form/SV_7adQ5iYNszXIQPX)



## Reflections WITH SHARADHA NATRAJ



The School of Architecture and Urban Planning (SARUP) is celebrating its 50th anniversary on April 18, 2020. Events with former and current members will celebrate how SARUP has impacted Milwaukee over the last five decades. Dean Nancy Frank sings the praises of Sharadha Natraj, the creative, administrative,

and organizational lead of the event, with the help of Business Manager Sue McDonald and Development Director Mary Frieseke.

Sharadha, Executive Assistant to Interim Dean Frank, started planning in February 2019. Her advice for planning milestone events such as this? "Start early, make lists, and ask for advice from others about issues such as the correct ticket price and effective frequency of communicating with alumni." Even though alumni are familiar with the campus, they need to know that there is no free parking on evenings or weekends any longer. She hopes that this occasion will be a chance to focus on all aspects of sustainability that is at the core of SARUP values today: environmental, economic, and equity.

Sharadha's career path has prepared her well for her current position. After working in health, academia, and the public sector, she joined SARUP in 2001 as a research librarian with a degree in Information and Library Studies. She worked at the Resource Center where she helped students find solutions to their problems that Google can't help them with. In 2010, she became the Executive Assistant to the Dean. She loves to organize events that involve alums, supporters, and community members. She estimates she plans about 6-8 a year. She loves the environment she works in. She has become friends with SARUP students over the years: she even officiated a wedding of an M.Arch graduate.

So what has been the impact of SARUP to our community? The Milwaukee skyline in the 1970s and 80s, before alumni matured, was very different than today. The "SARUP in the City" initiative promoted innovative work by students and faculty to get realized, such as the removal of the Park East Freeway to reconnect downtown to neighborhoods to the north. Welford Sanders (a SARUP academic staff member) was an important influence in the revitalization of the Martin Luther King Drive corridor.

If you would like to learn more, please see <https://uwm.edu/sarup/50th/>.

## A Look Back AT UW-MILWAUKEE

### 10 YEARS AGO - 2010

In January 2010, the UWM Post reported that \$31 million had been approved to buy Columbia Hospital (now the Northwest Quadrant) to accommodate a student body which had grown to more than 29,000 students. The UW System also approved construction of the KIRC, with construction slated to finish in 2014. A UWM Post editorial argued that Hulu and the streaming model was the future of television.

### 20 YEARS AGO - 2000

The new millennium began with outrage at the Y2K non-event and a slew of Elian Gonzalez news pieces and editorials in the UWM Post. To support student safety, the BOSS program expanded to include rides in the area around campus. UWM's presence on the World Wide Web advertised "nearly 23,000 students" and announced that Coca-Cola had been awarded a five-year contract as the exclusive campus beverage provider.



## Reflections WITH KAIJA ZUSEVICS



As Associate researcher at the Center for Urban Population Health, Kaija Zusevics has spent the last 5 years surrounding herself with community engaged program evaluation and research. The Center is a joint effort between the University of Wisconsin School of Public Health, UWM and Aurora Health

Care. In her work there, Kaija is dedicated to working with government and nonprofit agencies to initiate health promotion in the Milwaukee and Racine county communities. Every project at the center is focused on three key elements: being data driven, based in evidence, and engaging to the community or patients. Zusevics' specific role on projects includes data collection, data analysis, participation in coalitions and community groups, and grant writing.

The focus of Kaija Zusevics' research lies in two areas. The first is in child and youth development. Working closely with the Racine Unified School District, this Healthier Wisconsin Partnership Project funded initiative focuses on improving the social and emotional health of its students. The second main focus of her work is understanding how to prevent gun violence in our communities and directly involves several UWM departments. A coalition of academics from various institutions, as well as key community partners, are working together to build an online toolkit to educate people on how to have conversations about gun issues with others. Using conversation models, tools, data, music and video clips, this website helps people engage and move forward with these difficult conversations in a non-polarizing way.

In addition, a team of five faculty members (four from UWM and one from Carroll University) and a community partner is working to collect stories of people who have experienced gun violence in Milwaukee. After interviewees share their stories, they are housed and will be mapped on a website so users can search and listen to hear how gun violence affects people in different

ways in each community. While there are currently 50+ interviews collected, the goal is to eventually interview many more, including youth over the age of 14, says Zusevics.

What leads someone to become interested in a topic such as this? For Zusevics it started when she was a PhD student. A guest speaker in one of her classes spoke on changing policies on gun violence and this "sparked something" in Zusevics: the focus of conversations with others. "Gun violence in its many forms is so prevalent, but people are so afraid to talk about it, even with family," she says. Moreover, the knowledge of gun violence statistics is part of the conversations people need to have, according to Zusevics, such as discussion about suicide. "Most people don't know that suicide is the leading cause of death from gun violence."

Beyond helping the community, this project also helps UWM in a unifying way. A cross disciplinary project between film, communications, public health, community advocacy, and geography disciplines, team members from these specific areas are coming together to encourage community leaders to make changes in our policies related to gun violence. This does provide a challenge to the project, however. Due to the cross disciplinary nature of the project, says Zusevics, it can be hard for everyone to find the time to meet together and discuss progress and challenges of their specific roles. In addition, the source of recruitment was limited to one source, and this can sometimes create a bottleneck in obtaining interviews for the site.

Still, the team is charging on and Zusevics has two pieces of advice for others who want to take on research projects on a similar scale. "Be flexible and be humble." Flexibility is necessary, she states, because plans and protocol are constantly changing with community engaged work, specifically deadlines and the need to write grants. "Don't be bogged down in disappointment and rejection." In this case, being humble means being open to learn from others. Working with different departments and community members, Zusevics finds that there are many different ways to do things if one keeps an open mind and a willingness to learn.



It's been a time of transition for the University of Wisconsin-Waukesha and University of Wisconsin-Washington County campuses. Both campuses were formerly independent two-year UW colleges providing students with the ability to start their college education at an intimate, affordable and accessible environment before moving on to a four-year university to finish their degrees. Recently, the university campuses have changed their names to become branch campuses of the University of Wisconsin-Milwaukee. While still fulfilling their original role, schematically this type of change involves a lot of behind the scenes work that can many times go unnoticed.

No one knows this more than Scott Silet, the assistant director of Libraries for the College of General Studies. While his office is based out of Waukesha, Silet oversees the day-to-day library operations for both the Waukesha and Washington campuses. This involves working with faculty to ensure the library meets their curricular and research needs, managing the collections, teaching classes at the Waukesha branch, developing a strategic vision for the branch libraries, and representing both branches on the Library Executive Leadership Council.

On top of all of that, Silet played a primary role in the transition of the campuses' libraries to be a part of UWM. A lot of planning had to go into the process, says Silet. Working with Michael Doyle, the library director at UWM, as well as the library staff from all three branches, the integration began with back end systems such as Alma (the Library catalog), interlibrary loan, and other user services from the UWM Library. The second part was training staff, who had worked as part of independent institutions, to adapt protocol to match UWM procedures. On a more systematic level, decisions were made to develop an organizational structure for how the two-year campuses would be incorporated into the library. An assistant director position was created, in part, to manage the significant integration workload.

No matter how much planning goes into a large-scale project such as the one at hand, there will always be challenges along the way. For example, around the time when the announcement was made

that the campuses would be integrated with UWM's, most of the library staff at the Washington campus decided to pursue career opportunities elsewhere. This resulted in a significant staff shortage during the first year of the integration. Thankfully, the Waukesha Library and UWM Libraries staffs were able to ensure the transition went smoothly from a staffing perspective until permanent staff could be hired.

The transition also happened at a time when enrollments were down at the campuses, which meant that difficult budgeting choices had to be made as part of the transition. This lower enrollment, however, is one of the reasons that the integration of the campuses has been so crucial. While there has been pressure for the branches to grow in their student populations, the UWM nursing program is anticipating to bring its program to the Waukesha campus in Fall 2021.

Another benefit of the integration with the UWM Libraries is that staff will be able to offer new services and collections to users at the Waukesha and Washington campuses. Staff with expertise in distinctive collection departments such as Archives and Special Collections now share the same library name with the Waukesha and Washington branches. As a result, the research needs of faculty at the branches can be met with full access in a way that was impossible before. Additionally, faculty and staff at both all campuses have increased access to a wealth of research and professional development materials.

More changes are planned for the future. Silet is working with the College of General Studies to explore collaborative group study spaces for the Waukesha Library, as these are limited currently. For the Waukesha campus specifically, Silet feels that the integration with UWM is bringing an increased level of visibility for the campus in its community. "UW-Waukesha has lived in the shadow of WCTC (Waukesha County Technical College) for a long time. UWM brings a recognizable and respected brand to the Waukesha and Washington communities."



## ACCESSIBILITY WORKSHOPS AND PRESENTATIONS

Plan ahead to make your workshops and presentations accessible to everyone. Here are some tips to planning and conducting workshops and presentations with accessibility in mind.



Include an accommodation statement on all advertisement/registration materials.

Sample statement:

*For questions about accessibility or to request accommodations please contact (individual's name) at (telephone number). Requests should be made as soon as possible but at least (time frame) prior to the scheduled meeting/workshop/presentation.*

Make sure your presentation is accessible.

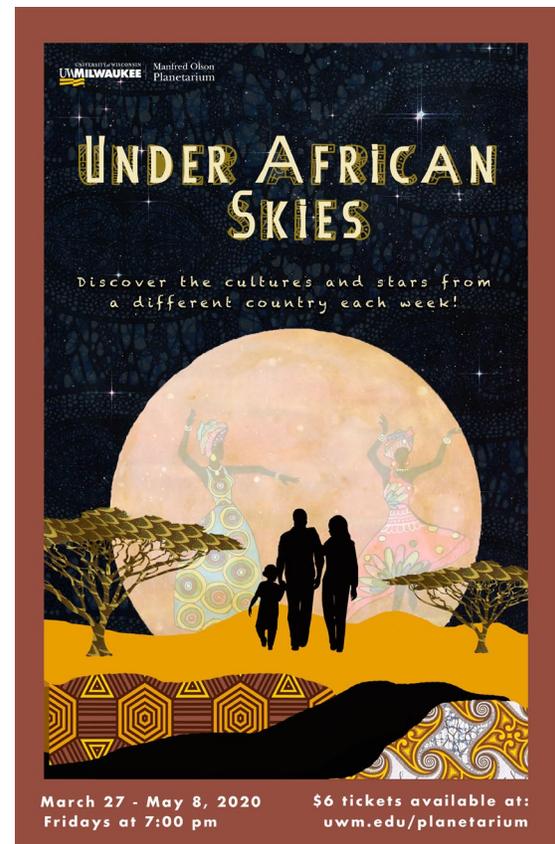
- Font size on a powerpoint slide – minimum 20 point
- Make sure all videos are captioned
- Verbally describe the images on all slides
- Talk to your audience. Avoid talking facing the screen or board
- Make sure to repeat audience questions before responding

## UNDER AFRICAN SKIES: DISCOVER THE CULTURES AND STARS FROM A DIFFERENT COUNTRY EACH WEEK!

Experience stars and stories under the night skies of the African Sahara, savanna, and tropics. The UWM Planetarium is partnering with UWM's Sociocultural Programming, African and African Diaspora Studies department, and the Black Cultural Center to host our spring cultural series, Under African Skies.

Share cultural perspectives of the stars across the expansive African continent.

Shows are offered at 7:00 p.m. every Friday night from March 27 – May 8, 2020, with a different guest speaker each night highlighting a different country. Tickets are \$6. See [uwm.edu/planetarium](http://uwm.edu/planetarium) for more details.



The A.S. Connection team consists of the following members of the Academic Staff Communications Subcommittee:

Shiraz Bhatena, Jean Creighton (Co-Chair), Danielle Rintala, Melody Harries, Kristin Hildebrandt, Gina Lukaszewicz, Abbi Nye, Nicole Palasz, Mingyu Sun, and Beth Traylor (Co-Chair).

If you would like to join this committee, please contact Jean Creighton at [jcreight@uwm.edu](mailto:jcreight@uwm.edu).