

Faculty Senate Presentation

University Relations and Communications
Vice Chancellor Tom Luljak
February 20, 2020

Mission Statement

University Relations and Communications creates a bridge from UWM to the community, striving to strengthen the university's reputation, image and brand as a public, urban research university with an access mission.

What is University Relations?

- Government Relations
- News and Media Services
- Web and Mobile Services
- Marketing Communications
- Video
- External Relations
- Public Records
- Social Media
- School/College Marketing Support
- Print and Copy Services

Annual Report

- Available at:
uwm.edu/universityrelations/report

Government Relations

- 132 Legislative Meetings
- 25 Elected Officials Visited Campus
- Point of Contact for State / Federal Officials



Owned Media UWM Report News Site

- Daily Updates
- 289,499 Views
- 239 Stories Posted

The screenshot shows the homepage of the UWM Report news site. At the top, there is a navigation bar with "All Sections" and a search icon. The main header features the "UWM REPORT" logo and the tagline "NEWS FROM THE UNIVERSITY OF WISCONSIN-MILWAUKEE". The page is divided into three main content areas. The left area features a large photo of a man in a suit being interviewed, with the headline "UWM alum forged a path from prison to Princeton" and a sub-headline "February 17, 2020 | CAMPUS & COMMUNITY | ALUMNI". The middle area has two smaller articles: "Conservation alum works to feed Wisconsin's hungry" (February 13, 2020) and "Researcher looks at impacts of climate change on heat stress in cities" (February 10, 2020). The right area features an article titled "General Studies dean brings unusual background to new position" (February 6, 2020). Each article includes a small thumbnail image and a brief summary of the content.

Earned Media Media Stories Placed

- 15,030 in media outlets
- 60 news releases
- Monthly newsletter to journalists

UWM exceeds goal, reaches more than \$250 million in its largest-ever fundraising campaign

Devi Shastri, Milwaukee Journal Sentinel | Published 9:00 p.m. CT Sept. 12, 2019 | Updated 5:47 p.m. CT Sept. 13, 2019

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE



UW-Milwaukee students walk on campus. (Photo: Michael Sears, Milwaukee Journal Sentinel)

Here's what \$251 million in fundraising means: 'The gifts really touch every corner of UWM'

Devi Shastri, Milwaukee Journal Sentinel | Published 6:36 p.m. CT Sept. 13, 2019 | Updated 7:36 p.m. CT Sept. 14, 2019

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The University of Wisconsin-Milwaukee unveiled the final total of its seven-year-long fundraising campaign Thursday. (Photo: Elora Lee Hennessey, UWM Photo Services)

CRUISE.COM



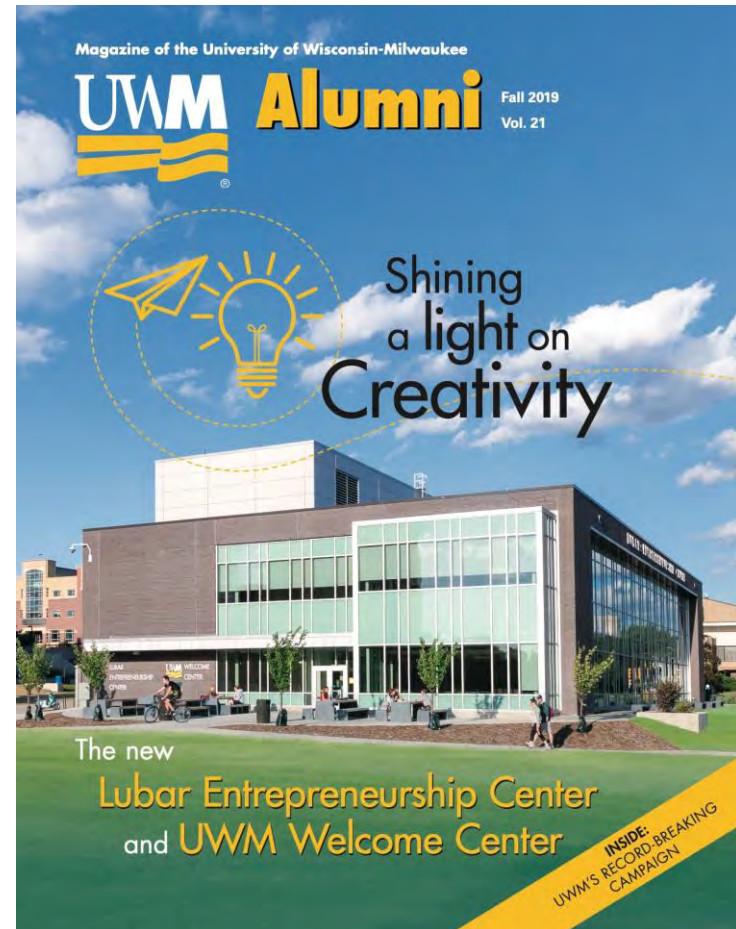
UWM Research Magazine

- 73 Faculty Featured
- 20,000 copies distributed
- 40,011 digital page views



UWM Alumni Magazine

- Showcase faculty, student and alumni accomplishments
- 160,000 copies distributed



UWM.edu

- 5.3 million homepage views



One of America's Top Research Universities

Emerge as a leader, critical thinker and professional from one of the nation's top public universities. You'll work alongside professors in laboratories and learn from them in lecture halls. UWM professors tackle issues local and global, sharing their expertise in leading publications, earning patents and influencing public policy. They also have connections with more than 4,400 companies and nonprofits in the region – enhancing students' capacity to learn and earn real-world experience.

Making nanomaterials safe for freshwater systems »

1,000+ undergraduate research alongside top faculty

Social Media

- 12.7 million impressions
- 276,619 followers on UWM sites

UWM Today on WUWM

- 39 original programs
- 300,000 listeners annually

Video Productions

- 568,162 YouTube views
- 457,292 Facebook views



External Relations

- DNC 2020
Convention Planning
 - Faculty experts
- Student voting
promotion
- Branded
merchandise
- Public records
 - 622 requests



University Marketing/Branding

- Launching new student recruitment marketing campaign in March
- “UWM First” theme
- Spotlight on why students choose UWM
- “Halo Effect” of notable programs

University Marketing/Branding

- Target: Prospective Students
 - Influencers
- Outdoor/billboards
- Digital
 - Display
 - Google Search
 - Social Media
 - YouTube pre-rolls
 - Broadcast
 - Local TV
 - Streaming

Billboard Samples



WISCONSIN'S LARGEST
**COLLEGE OF
NURSING**



Kim
Rockford, IL

CAMPUS-WIDE

ENTREPRENEURSHIP OPPORTUNITIES



UNIVERSITY of WISCONSIN
MILWAUKEE

Loren
Flint, MI



ONE OF AMERICA'S BEST

UNDERGRAD RESEARCH PROGRAMS



Matida
Madison, WI



WISCONSIN'S LEADER
IN EDUCATING
VETERANS



Ruben
West Bend, WI

WISCONSIN'S ONLY

SCHOOL OF FRESHWATER SCIENCES



Name
Hometown, USA



WISCONSIN'S LARGEST

ONLINE EDUCATION PROGRAM



Name
Hometown, USA



WISCONSIN'S FIRST
**SCHOOL OF
PUBLIC HEALTH**



Name
Hometown, USA

WISCONSIN'S ONLY
SCHOOL OF
ARCHITECTURE



Name
Hometown, USA




Print Ad Samples



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TOP FILM SCHOOLS
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Delaney
Neenah, WI
Film

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UWMILWAUKEE



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Jane
Hometown, State
Future Scientists

UNIVERSITY of WISCONSIN
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AMERICA'S FIRST
SCHOOL OF FRESHWATER SCIENCES
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John
Hometown, State
Future Scientists

UNIVERSITY of WISCONSIN
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Sample Creative: My First Choice



A LEADING
**BUSINESS
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MADE UWM

MY FIRST CHOICE



Tim
Whitefish Bay, WI
Marketing

Print Ad Samples

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Whitefish Bay, WI
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Tim
Whitefish Bay, WI
Marketing

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Digital Ad Samples





“
I WANTED A **TOP
FILM SCHOOL**

UNIVERSITY of WISCONSIN
UWMILWAUKEE



“
UWM WAS MY
FIRST CHOICE

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