

University Relations Committee
Tuesday, October 28, 2019 12:30-1:30 p.m.
Regents Room

Committee Members Present: Michelle Putz, Ann Raddant, Tom Luljak, Robin Jens, Cary Costello, Kevin O'Connor, Jie Chen, Shana Poneis, Nan Kim

Regrets: Dev Misra, Ginny Stoffel, Julianna Alitto Kwopil, Gary Williams, Christine Roberson

Guests Present: Howie Magner

Minutes Recorder: Laura Bandemer-Purifoy

Meeting called to order at 12:40 p.m.

Tom Luljak charged the committee. He gave an overview of University Relations & Communications. Tom is looking for direction, guidance and feedback on how University Relations tells the university's story and markets the university. He indicated that we will be good listeners and are open to constructive criticism.

Minutes approved from May 7, 2019 meeting

Cary Costello was nominated as chair for this academic year.

Guest Howie Magner, editor, shared information on the latest issue of the Alumni Magazine, which was 60 pages in length. The magazine shares UWM's story including research, community relations efforts and events. The cost and mailing of 151 thousand magazines came to about \$0.62 per magazine.

Meeting adjourned at 1:35 p.m.

Next meeting: December 16, 2019 at 1:00 p.m. in Chapman Hall Regents Room, topic of discussion will be the new branding campaign and graduate and undergraduate recruitment.