

University Relations Committee
Monday, December 16, 2019 1:00-2:00 p.m.
Chapman Hall Regents Room

Committee Members Present: Ann Raddant, Tom Luljak, Robin Jens, Cary Costello, Kevin O'Connor, Jie Chen, Nan Kim, Dev Misra, Ginny Stoffel

Regrets: Julianna Alitto Kwapil, Gary Williams, Christine Roberson, Michelle Putz, Shana Poneis

Guests Present: Michelle Johnson, Mark Jacobson, Mary Baylor, Tina Keller

Minutes Recorder: Laura Bandemer-Purifoy

Meeting called to order at 1:02 p.m.

Tom Luljak explained that the Chancellor charged University Relations & Communications with producing a new marketing campaign, keeping in mind the institutional goals of increasing enrollment and improving retention and the quality and diversity of our student population.

Through various focus groups held over the past four years, which consisted of faculty, staff, current students, prospective students and parents, the new campaign was informed, and will focus on positioning UWM as a first-choice school for education, employment and collaboration and a leader in entrepreneurial thinking.

“UWM First Choice” is not a tagline, but a new more confident way of thinking and speaking about the university. The campaign highlights programs that make UWM unique and showcases areas in which UWM leads, including status as an R1 institution.

Our current major marketing investments will be in northern Illinois, the Fox Valley/Green Bay areas and the two-year campuses.

Meeting adjourned at 2:05 p.m.

Upcoming meetings:

Friday, February 7, 2020 1:00-2:00 p.m. in Chapman Hall Regents Room (211), topic of discussion will be faculty in the media, expert directory

Monday, April 13 12:30-1:30 p.m. in Chapman Hall Regents Room (211), topic of discussion free speech