

**University of Wisconsin–Milwaukee  
UNIVERSITY RELATIONS COMMITTEE  
2019-2020 Annual Report**

**Members:**

<b>Name</b>	<b>Rank</b>	<b>Department</b>	<b>Term Ends</b>
Jie Chen	AS	Libraries	2022
Devendra Misra	FAC	Biomedical Engr/Electrical Engr	2022
Virginia Stoffel	FAC	Occupational Science & Technology	2022
Julianna Alitto Kwapil	FAC	Social Sciences & Business	2021
Ann Raddant	AS	Biological Sciences	2021
Gary Williams	FAC	Ed Policy & Commun Studies	2021
Cary Costello, <b>Chair</b>	FAC	Sociology	2020
Robin Jens	AS	Nursing	2020
Nan Kim	FAC	History	2020
Shana Ponelis	FAC	Information Studies	2020
Michelle Putz	--	Alumni Association Rep	2020
Tom Luljak	VC	University Relations	2020
Kevin O'Connor	Liaison	Neighborhood Relations	2020
Christine Roberson	AS	Secretary of the University's Ofc	2020
< >	Student		2020
< >	Student		2020

< > Yet to be appointed

**Charter:**

**Functions/ Responsibilities:**

**A4.0 University Relations Committee**

- (1) **Membership.** Sixteen members as follows: four elected faculty members; three faculty members to be appointed by the Chancellor from a list to be submitted by the Nominations Committee; three members of the Academic Staff to be appointed by the Chancellor from a list submitted by the Academic Staff Committee; one representative of the UWM Alumni Association to be appointed from nominations submitted by the Alumni Board of Directors; two students; three members ex-officio shall be the Vice Chancellor for University Relations, Community and

Governmental Relations liaison, and the Secretary of the University. No more than one faculty member shall be from a single school, college or academic division.

(Document 2169, 12/17/98; UWM Administration approval, 12/30/98)  
(Editorial revision per Codification Committee, 4/26/02)

(2) Functions

- a) Advises the administration on policy matters relating to University Relations including public events, development, public information, alumni relations, government relations, and related areas of community relations.
- b) Reports to the Faculty Senate on any matters of concern in the areas of University Relations.
- c) Maintains liaison with the various schools, colleges and divisions to insure coordination of university relations programs and to provide a mechanism for enlisting the support and participation of the schools, colleges, and divisions in various university relations efforts.

(Document 1016, 3/17/77; UWM Administration approval, 3/30/77) (Editorially revised, 8/21/95)

**Meetings:**

The committee met in 2019-20 on the following dates:

- October 28, 2019
- December 16, 2019
- February 7, 2020
- April 13, 2020

Committee meetings focused on various projects being worked on in University Relations, and on the institutional communication issues arising in the context of the Covid-19 closure of the dorms and move to online teaching in the Spring. Topics discussed included the marketing campaign initiated in 2019, including information gleaned from focus groups, how UWM should be positioned in marketing, and types and locations of advertising content; recruitment of undergraduate and graduate students; faculty serving as experts for media reporting and the retiring of the experts directory; and the multiple challenges of communicating with students, their parents, faculty and staff, and the community at large while nonessential personnel were sheltering at home. Members of the University Relations Team presented on these topics and sought feedback from committee members.