

University Relations Committee
Monday, April 13, 2020 1:00-2:00 p.m.
Virtual Teams Meeting

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

Regrets: Julianna Alitto Kwapil, Christine Roberson, Ginny Stoffel, Michelle Putz, Dev Misra,

Guests Present: Michelle Johnson, Helaine Hickson

Minutes Recorder: Laura Bandemer-Purifoy

Meeting called to order at 1:03 p.m.

Minutes from February 7, 2020 meeting approved.

The topic of discussion for this meeting changed to focus on COVID-19 communication. Michelle Johnson reported that a COVID-19 website has been created, with a link from the UWM homepage. It includes frequently asked questions. There are four main categories: Academics & Classes, Facilities, Faculty/Staff and Students, with subcategories under each. They are currently working on improving the search function.

Helaine Hickson reported that since March 10, when the first message on COVID-19 went out, there have been 30 messages sent since, with 21 of them coming from the Chancellor.

Virtual Townhall meetings are being planned for Faculty/Staff and students. These will be available live, with the opportunity to submit questions prior or during. The recordings will also be available for viewing after the event.

Social Media is being monitored. Last week a much smaller number of communications came through than the first two weeks of the crisis.

Tom Luljak reported that the two main priorities for University Relations & Communications is to ensure that we provide strong support crisis communication and continue our student recruitment efforts.

Meeting adjourned at 1:54 p.m.