

University Relations and Communications

Vice Chancellor Tom Luljak

Faculty Senate Meeting November 12, 2020



Faculty Senate Report

January - October 2020 Summary of Activities

Government Relations

- 11 legislative meetings
- 6 elected officials visited campus

Media Stories Earned

- 18,156 stories appearing in media outlets
- 76 news releases

UWM Report News Site

- 278,716 views
- 160 stories and briefs posted

UWM Report E-Newsletter

- 4,523 employee recipients

UWM Research Magazine

- 21,000 hard copies printed
- 23,859 digital page views

UWM Alumni Magazine

- 156,500 hard copies printed for two special editions

Web and Mobile

- 3,234,785 homepage views

UWM Today Radio Program

- 34 half-hour interviews with faculty/staff, mostly focusing on research
- Over 6,000 listening weekly/300,000 annually

Video

- 305,800 YouTube views
- 172,067 Facebook views

Social Media

- 9,460,032 social media impressions
- 284,520 followers on UWM-sponsored sites

Print & Copy

- 486 Print Shop jobs produced
- 760 Copy Center jobs produced

External Relations

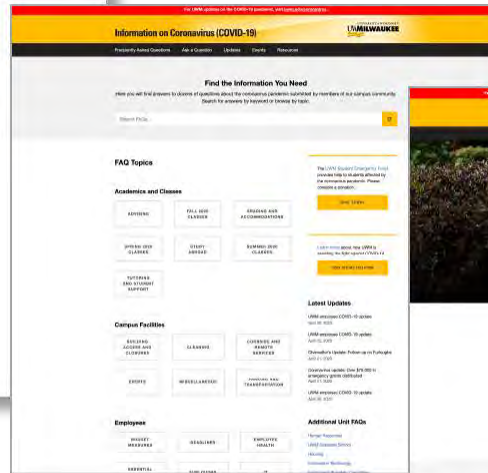
- Student Voter Work Group oversaw election efforts including a robust social, digital, and print marketing campaign. Early voting had record turnout.
- UWM had its third straight year of record licensing royalties and ShopUWM.com revenue.

COVID-19 Website

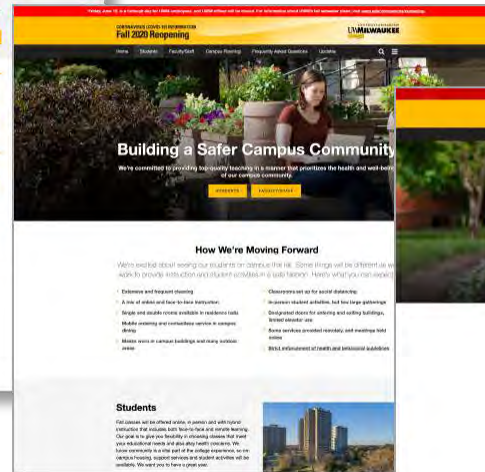
uwm.edu/coronavirus



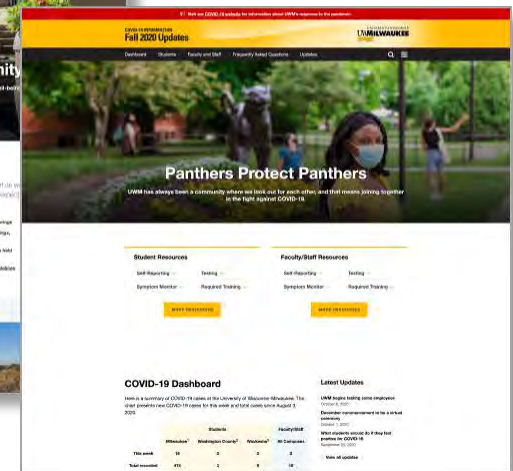
Mar 2020



Apr 2020



Jun 2020



Sep 2020

COVID Communications thru October

- 235,370 total web visitors and 870,823 page views
- 300+ FAQs with 231 currently published
- 157 email messages to 943,000 recipients (faculty, staff and students)
- 147 COVID-related social media posts
- 15 Videos (6 COVID communication, 9 virtual learning)
- 2 training videos for faculty, staff and students
- 39 parent and family communications
- 447 public records requests (not all COVID specific)
- 14,000+ decals, floor graphics, posters and wall graphics designed and printed

Chancellor COVID-19 Communications

(March 10 – Oct. 27, 2020)

52

Chancellor COVID-19 ONLY Messages

24

Chancellor Messages Last Year
During Same Time Frame

Video Appearances
Because of COVID-
19

22

Virtual Town Halls

9

- 4 - F/S
- 2 - Prospective students & families
- 2 - Current students
- 1 - Parents

WUWM Chancellor's
Report Radio Programs
on COVID-19

3

Requests to Speak on COVID-19 Impact: **10** (and counting)

Enrollment Campaign Overview

UWM First Choice

- 71,000,000+ impressions in WI
- 40,000,000+ impressions in IL
- All schools / colleges represented utilizing 35+ student Brand Ambassadors

Mini Campaigns

- Panther Welcome Scholarship (May – June)
- Free Class (June – July)
- Re-entry (June – August)
- Gap Year (July – August)
- Funded App (Sept. – Oct.)
- Graduate School Open House (Oct. – Nov.)

**A LEADING
COMMUNICATION**
PROGRAM MADE UWM

MY FIRST CHOICE



Jewel
Appleton, WI

WISCONSIN'S ONLY

DEDICATED SCHOOL OF
PUBLIC HEALTH



Avery
Wauwatosa, WI

CAMPUS-WIDE

ENTREPRENEURSHIP OPPORTUNITIES



Loren
Flint, MI

WISCONSIN'S LEADER

IN TRAINING ALLIED HEALTH PROFESSIONALS



Marque
Madison, WI

A LEADING
ENGLISH
PROGRAM MADE UWM
MY FIRST CHOICE



**SEEKING MODEL
RELEASE**



Bailey
Racine, WI

A **NATIONALLY
RECOGNIZED**
GREEN CAMPUS



**WAITING FOR
APPROVAL**



Nina
North Prairie, WI

WISCONSIN'S LEADER
IN EDUCATING
VETERANS



Ruben
West Bend, WI

A LEADING
ENGINEERING
PROGRAM MADE UWM

MY FIRST CHOICE



Dora
Joliet, IL

A LEADING PHYSICS PROGRAM MADE UWM
MY FIRST CHOICE

PHOTO FOR PLACEMENT ONLY

UWM
UNIVERSITY of WISCONSIN
MILWAUKEE

Name
Hometown, USA



A LEADING POLITICAL SCIENCE PROGRAM MADE UWM
MY FIRST CHOICE

SEEKING MODEL RELEASE

UWM
UNIVERSITY of WISCONSIN
MILWAUKEE

Bri
Milwaukee, WI



WISCONSIN'S LEADING PROGRAM FOR TEACHERS

PHOTO FOR PLACEMENT ONLY

UWM
UNIVERSITY of WISCONSIN
MILWAUKEE

Ben
Hometown, USA



A LEADING LANGUAGE

PROGRAM MADE UWM

MY FIRST CHOICE



PHOTO FOR
PLACEMENT ONLY



WISCONSIN'S LARGEST

ONLINE EDUCATION PROGRAM



PHOTO FOR
PLACEMENT ONLY



Karissa
Hometown, USA

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

[LEARN MORE](#)



UNIVERSITY of WISCONSIN
UWMILWAUKEE

“
I WANTED A TOP
**COMMUNICATION
PROGRAM**

[LEARN MORE](#)



UNIVERSITY of WISCONSIN
UWMILWAUKEE

“
I WANTED
A **LEADING
ENGINEERING
PROGRAM**

[LEARN MORE](#)



UNIVERSITY of WISCONSIN
UWMILWAUKEE

“
I WANTED
**SMALL
CLASSES**

[LEARN MORE](#)



UNIVERSITY of WISCONSIN
UWMILWAUKEE

“
I WANTED TO
**DISCOVER
MY PASSION**

[LEARN MORE](#)



UNIVERSITY of WISCONSIN
UWMILWAUKEE

“
I WANTED
**INTERNSHIP
OPPORTUNITIES**

[LEARN MORE](#)



UNIVERSITY of WISCONSIN
UWMILWAUKEE

Ruben
West Bend, WI
Psychology

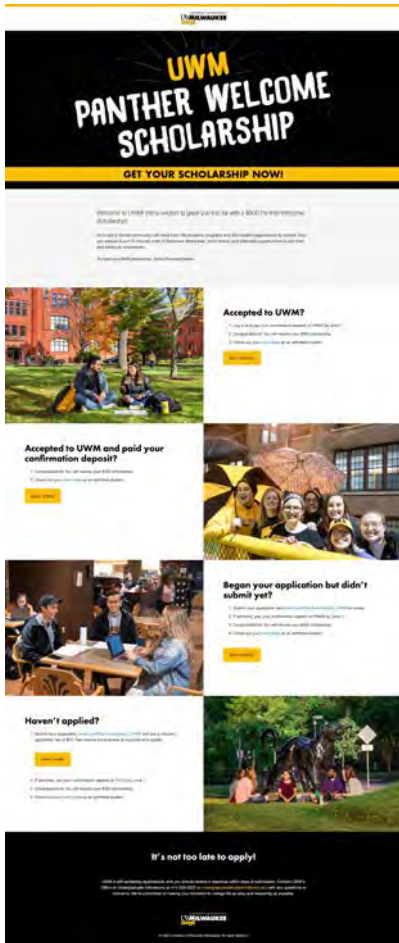
**UWM WAS
MY FIRST CHOICE.**

[LEARN MORE](#)

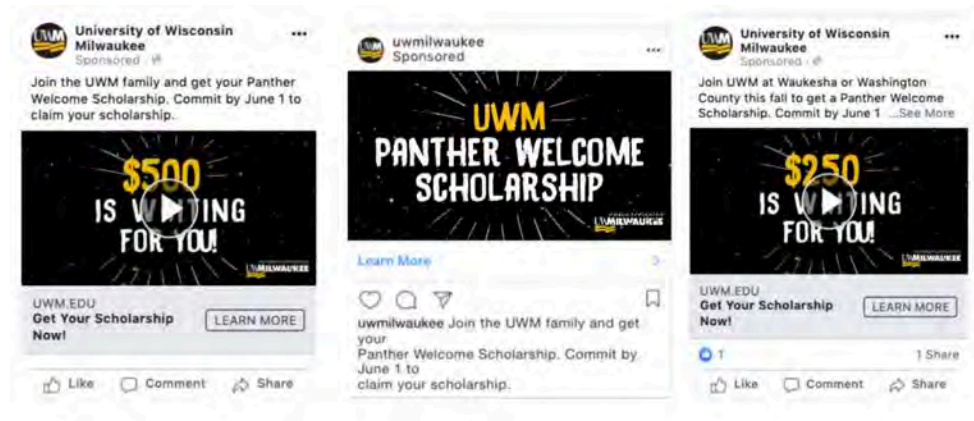


UNIVERSITY of WISCONSIN
UWMILWAUKEE

Mini Campaign: Panther Welcome Scholarship



- Targeted emails, letters and digital ads to prospects, incomplete apps and admitted but not deposited students
- Promoted one-time scholarship
- 3,100+ landing page visits with 60% coming from email
- Undergraduate deposits improved from down almost 10% prior to the promotion to down just over 2%



Mini Campaign: Free Class

- Billboards, digital ads, emails, radio
- 2,700 registrants from more than 40 states and 19 countries
- 400 current students and admits, 800 alums
- 14,000+ page views to landing page

Try a **FREE** online class!

Starts July 6.
Enroll now!





Try a free class
at **UWM.**



Try a **FREE** online class!

Milwaukee: Past, Present, Future

Sign up for UWM's free online class all about the city of Milwaukee, and experience for yourself why UWM is a leader in online education.

Class starts July 6!

[LEARN MORE](#)



Mini Campaign: Re-entry

- Targeted emails and digital ads to students who left UWM but did not complete degree
- 800+ landing page views with 159 form submissions at \$11 per lead
- More likely to submit information because of scholarship opportunity

**UNIVERSITY OF WISCONSIN
UWMILWAUKEE**

Going back to college is a major life decision, but it's one that can have a positive ripple effect, adding to your career options and paving the way to better pay. We want to make it easier for you to finish your degree, so in addition to providing more flexible class options than ever, we're offering a scholarship of up to \$500 for returning students if you apply by Aug. 1 and enroll for the fall semester.* Our dedicated advisors are committed to guiding you through the admission process and answering any questions you may have.

A few more reasons to get excited about coming back to UWM:

- 190+ academic programs
- Paid internships in many fields
- 1,750+ companies recruit at UWM

Connect with us today!

*pending eligibility of successful enrollment

For UWM updates on the COVID-19 pandemic, visit uwm.edu/coronavirus

UWM University of Wisconsin-Milwaukee
Office of Undergraduate Admissions
P.O. Box 2174
Milwaukee, WI 53201-2174
414-229-2222

**UNIVERSITY OF WISCONSIN
UWMILWAUKEE**

We've made it **EASIER**
to complete your **DEGREE**

- FLEXIBLE SCHEDULE
- CLASSES ONLINE AND IN-PERSON
- UP TO \$500 SCHOLARSHIP

Let's Get Started

Office of Undergraduate Admissions
215 W. 12th
Milwaukee, WI 53233

A bachelor's degree can pave the way to a better-paying career with more job stability. You've started toward your degree. Now let us help you finish with an academic path that's more flexible than ever. You are also eligible for a scholarship of up to \$500 if you apply by Aug. 1 and enroll for the fall semester. Let's pick up where we left off.

More reasons to get excited about coming back to UWM:

- 190+ academic programs
- 1,750+ companies recruit at UWM
- 1,000+ redesigned research opportunities

\$20,000 higher average salary for people with bachelor's degrees versus those without.

Let's see you smiling first! Learn more: uwm.edu/ready

- uwm.edu/undergrad/admissions
- [@UWMLwaukee](https://twitter.com/UWMLwaukee)
- www.facebook.com/UWMLwaukee

Mini Campaign: Funded App



We'll pay your application fee!

[APPLY NOW](#) UNIVERSITY of WISCONSIN **UWMILWAUKEE**

A photograph of two young men in a museum setting, looking at and touching various fossil specimens on a table. The background shows museum shelves with labels like 'DEVONIAN', 'ILLINOIS', 'MIDDLE TERTIARY', and 'CANTON'.

New four-year scholarships

UNIVERSITY of WISCONSIN **UWMILWAUKEE**

A photograph of a young woman with long dark hair, smiling and sitting at a table in a cafe or library. She has a laptop and a blue coffee cup in front of her. The background is slightly blurred, showing other people and interior lights.



Receive up to
\$1,500 per year

[LEARN MORE](#)

UNIVERSITY of WISCONSIN
UWMILWAUKEE

We'll Pay Your Application Fee!

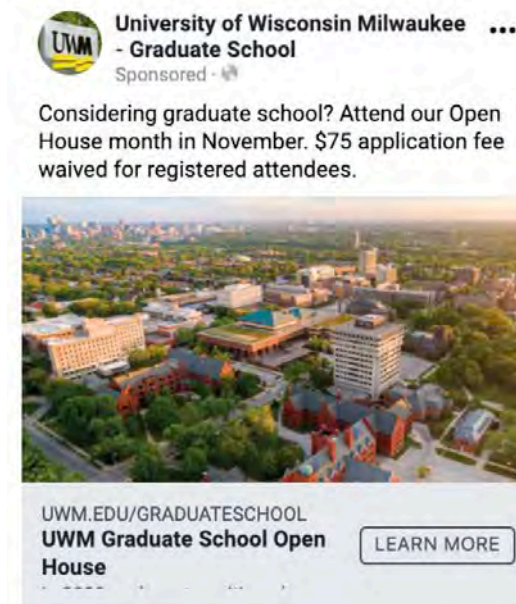
APPLY BY OCT. 31

UNIVERSITY of WISCONSIN
UWMILWAUKEE

UNIVERSITY of WISCONSIN
UWMILWAUKEE


Graduate School Open House Promotion

- Timeline: Oct. 16 – Nov. 9
- Location: WI, IL, MN
- Facebook ads
- Google search
- Spotify



University of Wisconsin Milwaukee ...
- Graduate School
Sponsored · 🌐

Considering graduate school? Attend our Open House month in November. \$75 application fee waived for registered attendees.



UWM.EDU/GRADUATESCHOOL
UWM Graduate School Open House [LEARN MORE](#)



University of Wisconsin Milwaukee ...
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Join us for our Open House month in November. Learn about 100+ graduate programs. Application fee waived for registered attendees.



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7 UWM students share what made UWM their first choice



<https://youtu.be/FInX3DyNJXc>

Promoting UWM's R1 Status

- 2020 UWM Research Magazine
 - 21,000 hard copies printed
 - Web presence drew 23,859 views
 - 2950 copies mailed to ACE list
 - 1961 mailed to media contacts, legislators and friends of UWM
 - Mailed to high school principals and counselors



2021-2023 Budget Advocacy Timeline

UW System
budget
request
submitted
August 2020

JFC budget
review
expected
March 2021

Gov. Evers
budget
expected
January
2021

Budget
approval
expected
May 2021

2021-2023 Budget Advocacy

- Legislative briefings
- Campus visits by Legislators
- Board of Visitor meetings
- Panther Promoters
- Targeted Alumni Association outreach
- Ongoing media outreach
- Monthly Business Journal Advertorials

President Thompson seeks investment to renew the Wisconsin Idea through 10 key initiatives

UW System seeks 3.5 percent increase in 2021-23 budget

Tuesday, August 18, 2020

MADISON, Wis.—University of Wisconsin System President Tommy Thompson today announced he would seek a 3.5 percent operating budget increase for the 2021-23 biennial budget, an investment that would renew the Wisconsin idea through 10 key initiatives.

Thompson will present the budget request to the Board of Regents on Thursday. If approved, the request will be forwarded to the state Department of Administration for consideration by Gov. Tony Evers.

"Our mission is to meet the needs of Wisconsin. It is my goal with this budget to renew the Wisconsin Idea for the 21st century by making the University of Wisconsin System more relevant and relatable," Thompson said. "We are facing unprecedented challenges, and we are ready to meet them."

Thompson noted that the proposed budget increase of 3.5 percent would be a \$95.7 million increase over the biennial budget.

The 10 budget initiatives would:

- Launch the Wisconsin Tuition Promise, which would extend UW-Madison's Bucky's Tuition Promise to all UW System universities. It would provide "last dollar" tuition and fees for four years for Wisconsin resident freshmen and two years for transfer students who come from households with adjusted incomes of \$60,000 or less.
- Expand and enhance online educational opportunities by shortening program development, partnering with businesses, and aggressively building up existing programs.
- Advance Wisconsin's teachers and school leaders through student loan forgiveness, working with community and university education dean partners, and providing stipends for student teachers.
- Facilitate use of assets, including residence halls, dining facilities, and land, to generate new revenue.
- Modernize administrative and financial processes, including securing new borrowing authority.
- Increase regulatory flexibility by reducing reporting requirements by one-third.
- Support the Freshwater Collaborative of Wisconsin.
- Expand support for students' mental and behavioral health.
- Support Wisconsin agriculture by adding 20 county-based agriculture positions in the Division of Extension at UW-Madison.
- Expand educational opportunity in Wisconsin's prisons.

"When we asked Tommy Thompson to be UW System president we expected him to be bold," said Regent President Andrew S. Petersen, "This budget reflects his clear-eyed assessment of what we need to do now, and we look forward to helping him renew the Wisconsin Idea."

UW System will separately seek \$1.2 billion in capital budget authority to renovate 2.9 million of the System's more than 67 million square feet, or 4 percent.

University of Wisconsin-Milwaukee
University Relations & Communications
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