

University Relations Committee  
Wednesday, November 4, 2020  
Virtual Teams Meeting

Committee Members Present: Ann Raddant, Tom Luljak, Kevin O'Connor, Jie Chen, Shana Ponelis, Gary Williams, Angela Kowalski, Christine Roberson, Ginny Stoffel, Dev Misra, Rebecca Neumann

Regrets: Julianna Alitto Kwapil, Elana Levine, Michelle Putz

Guests Present: Michelle Johnson, Tina Keller, Mary Baylor

Minutes Recorder: Laura Bandemer-Purifoy

Meeting called to order at 12:00 p.m.

Minutes from September 9, 2020 meeting approved.

Tom, Michelle Johnson, Mary Baylor, and Tina Keller discussed the First Choice Campaign, which was brought to the committee for feedback prior to its launch. The goals of First Choice are to raise awareness, support recruitment efforts, create the perception that UWM is a First Choice school and build pride. First Choice is not a tagline, but a new, more confident way of presenting UWM.

After several years of outside focus groups, it was clear that UWM was seen as a fallback campus. Yet UWM student focus groups were overwhelmingly positive.

University Relations works closely with Enrollment Management and Undergraduate Admissions on getting the message out. Current student Brand Ambassadors from schools and colleges are featured in broadcast tv, Hulu, AppleTV, outdoor advertising and digital ads. Print advertising has changed drastically, we must be where the prospective students and influencers are.

The campaign is funded through June 2021 and requests have been made for additional funds beyond that date.

It was suggested that we try to connect with more veterans, and this will be addressed to see if it is a feasible option.

Meeting adjourned at 1:02 p.m.