

**University of Wisconsin–Milwaukee  
UNIVERSITY RELATIONS COMMITTEE  
2020-2021 Annual Report**

**Members:**

<b>Name</b>	<b>Rank</b>	<b>Department</b>	<b>Div</b>	<b>E/A</b>	<b>Term Ends</b>
Angela Kowalski	AS	College of Health Sciences	-	A	2023
Elana Levine	FAC	Journalism	AH	E	2023
Rebecca Neumann	FAC	Economics	SS	E	2023
Shana Ponelis, <b>Chair</b>	FAC	Information Studies	PR	A	2023
Jie Chen	AS	Libraries	-	A	2022
Devendra Misra	FAC	Biomedical Engr/Electrical Engr	NS	A	2022
Virginia Stoffel	FAC	Occupational Science & Technology	PR	E	2022
Julianna Alitto Kwapil	FAC	Social Sciences & Business	GS	A	2021
Ann Raddant	AS	Biological Sciences	-	A	2021
Gary Williams	FAC	Ed Policy & Commun Studies	PR	E	2021
Michelle Putz	--	Alumni Association Rep	-	A	2021
Tom Luljak	VC	University Relations	x-o	o	2021
Kevin O'Connor	Liaison	Neighborhood Relations	x-o	o	2021
Christine Roberson	AS	Secretary of the University's Ofc	x-o	o	2021
Glenda Valdes	Student				2021
<>	Student				2021

<> Yet to be appointed  
x-o Ex-officio  
o Serves by virtue of office

**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:

**Meetings convened:** The URC met four times, twice in the Fall 2020 semester (September, November) and twice in the Spring 2021 semester (February, April).

**Key Topics of Discussion:** Each of the meetings had a particular focus for discussion. Apart from the initial meeting, the topics were decided upon by a poll of committee members.

1. **COVID communications (September 2020):** The committee discussed Panthers Protect Panthers, the COVID dashboard, the FAQ web page, as well as messages from the Chancellor, including the Plenary, budget, and the reopening of the campus.
2. **First Choice Campaign (November 2020):** The committee 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 among enrolled students, staff and faculty. The committee suggested that we try to connect with more veterans, and this will be addressed to see if it is a feasible option.
3. **Free Speech/Censorship (February 2021):** Guest Joely Urdan, UWM Chief Legal Counsel, addressed the committee about the law and how it relates to freedom of speech and how it affects UWM faculty and staff. Guest Vice-Chancellor Joan Prince spoke about freedom of speech, giving a UWM historical point of view. She spoke about the symposium panel as a teaching and learning moment. She indicated that UWM should be “Switzerland,” that is, neutral, and should be open to discussion and cross discussion. Guest Michelle Johnson spoke about building a process to quickly escalate responses, with a goal of getting a response out within four hours of an incident. She indicated that it will be a collaborative process with thoughtful and consistent messages.

4. **Budget (April 2021):** Tom Lujak provided an overview of UWM's budget communications. Robin van Harpen discussed the capital budget/projects for which funding is being sought. Michelle Johnson updated the committee on media relations and social media, and Keri Duce reviewed the budget website as well as outreach through Panther Families and Alumni with the committee.

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