

University Relations Committee  
Friday, September 10, 2021  
Virtual Teams Meeting

Committee Members Present: Kimberly Hassell, Kevin O'Connor, Jie Chen, Joseph Mougel, Keri Duce, Melinda Brennan, Elana Levine, Christine Roberson, Ginny Stoffel, Dev Misra, Michelle Johnson, Rebecca Neumann

Regrets: Angela Kowalski,

Guests Present:

Minutes Recorder: Laura Bandemer-Purifoy

Meeting called to order at 10:02 a.m.

Elana Levine called the meeting to order.

Keri Duce and Michelle Johnson, Interim Co-Leads of University Relations & Communications gave overviews of the different units in University Relations & Communications.

- Government Relations
- Marketing Partnerships
- Licensing & Branded Merchandise
- Neighborhood Relations
- Public Records
- Special and Executive Events
- Panther Family Association
- Student Voter Initiatives
- UW-Milwaukee Connects
- Board of Visitors
- Web & Mobile
- Print and Copy
- Executive Communications
- Integrated Marketing & Communications
  - Photo/Video
  - Design
  - Media Services
  - Digital Marketing

Committee member introductions.

Michelle Johnson spoke about the committee's three charges:

1. Advise the Administration on policy matters related to University Relations & Communications
2. Report to the Faculty Senate on any matters of concern in University Relations & Communications

3. Liaison with the schools/colleges/divisions to ensure coordination between what they're doing and what University Relations & Communications is doing

Elana Levine was elected chair.

Minutes from April 19, 2021 meeting approved.

Future areas of review were discussed, and the following was decided as this academic year's meeting topics:

- Government Relations
- Enrollment Marketing Campaign
- Further discussion is necessary to determine the last meeting topic.

Meeting adjourned at 10:36 a.m.