

University of Wisconsin-Milwaukee
University Relations & Communications
2021 Summary of Activities

Marketing

- 18 advertising campaigns executed

Earned Media

- 16,952 stories appearing in news outlets
- 426 media calls handled

UWM Report News Site

- 340,388 views
- 205 stories and briefs posted

UWM Report E-Newsletter

- 4,206 employee recipients

UWM Alumni Magazine

- 314,935 hard copies mailed

Curious Campus Radio Program and Podcast

- 461 downloads from WUWM website

Web and Mobile

- 3,416,729 homepage views

Video

- 920,191 YouTube views
- 276,244 Facebook views

Social Media

- 15,843,818 social media impressions
- 302,030 followers on UWM sponsored sites

Print & Copy

- 492 jobs completed

External Relations

- \$90,000+ in licensing royalties
- 11,500+ recipients of Panther Family e-newsletter
- 2,800+ off-campus students served by Neighborhood Housing
- 511 public records requests filled

University of Wisconsin-Milwaukee
University Relations & Communications
2021 Annual Report

Completed: Feb. 8, 2022

Introduction

University Relations & Communications (URC) creates a bridge from UWM to the community, striving to strengthen the university's reputation, image and brand as a public, urban research university with an access mission. URC's goals include enhancing relationships with a broad array of audiences, such as students and families, alumni, donors, neighbors, government officials, and business and community leaders and partners, while also providing information and resources to UWM students, faculty and staff.

This report outlines URC's efforts, including metrics, in the following areas over the reporting period:

- Media Services
 - Public Relations and Earned Media
 - Owned Media
- Marketing
 - Advertising Campaigns
 - Content Production
 - Design
 - Photography
 - Video
 - Shared Marketing
 - Social Media
 - Web & Mobile Services
- Print and Copy Services
- Government & External Relations

Media Services/News

Background: The Media Services team shares the UWM story by working with independent news organizations (earned media) and producing print and digital publications, as well as a radio show and podcast, for the university (owned media).

Public Relations and Earned Media

Earned media stories appearing in news outlets totaled 16,952, and we handled 426 media inquiries.

We distributed 56 news releases to journalists via email and the Newswise distribution service. This number does not include releases sent by the Peck School of the Arts and the School of Continuing Education, which manage their own media lists. The nine items posted on Newswise received 20,291 views by journalists from national and regional publications.

The Media Services team also sends a monthly newsletter to about 260 Wisconsin journalists, which generates a steady stream of media inquiries.

A total of 432 stories regarding UWM appeared in the UW Daily clip sheets. This number is less than in previous years because in June 2021, UW System capped submissions at five stories per day per university.

The @UWMNews Twitter account, which targets journalists, had 5,743 followers as of Dec. 31, 2021.

Owned Media

UWM Report news site: The UWM Report news site, uwm.edu/news, had 340,388 views during the reporting period. A total of 205 news stories and briefs were published.

Faculty/staff e-newsletter: The e-newsletter is currently sent to about 4,200 university employees. In Fall 2021, we shifted the newsletter from Wednesday to Tuesday, and then began resending it on Thursday or Friday to those who had not yet opened it. Including resends, the average open rate for Fall 2021 was 65%.

Student e-newsletter: In Fall 2021, we began sending a newsletter to students every other week. The newsletter is sent on Wednesdays and then resent the following Monday to those who have not yet opened it. Including resends, the average open rate for Fall 2021 was 53%.

UWM Alumni magazine: We produced two editions of the UWM Alumni magazine, one in spring and one in fall. In spring, 157,312 copies were printed, with 156,660 mailed to alumni. In fall, 160,010 copies were printed, with 158,275 mailed to alumni.

Research magazine: The 2021 UWM Research magazine was released in March, with 17,000 copies printed. URC mailed 2,950 copies to those on the American Council on Education list and 1,973 to friends of UWM. In June 2021, a budgetary decision was made to discontinue the print edition of UWM Research magazine, and its website was folded into the UWM Report website.

Radio programs and podcasts: The UWM Today weekly radio program on WUWM was rebranded and relaunched in October 2021 as UWM Chancellor's Report, which

airs on the first Thursday and first Sunday of the month, and Curious Campus, a research-focused show that airs on Thursdays and Sundays during the other weeks of the month. Podcasts for each of the shows also were launched.

The Curious Campus podcast had 461 audio downloads from the WUWM website from its launch to Dec. 31, 2021, and an advertising campaign was started to promote it on other podcast platforms. The UWM Chancellor’s Report podcast had 92 audio downloads from the WUWM website from its launch to Dec. 31, 2021.

Ratings for the broadcast versions of the shows are not yet available from WUWM.

Marketing

Advertising Campaigns

Background: Within URC, Integrated Marketing & Communications (IMC) runs UWM’s main advertising campaign to attract prospective students as well as campaigns for schools and colleges. Campaigns include traditional and digital media and involve work by Web & Mobile as well as all five IMC/Web teams: Design, Digital Marketing, Media Services, Photography and Video. Here is a summary of FY21 campaigns:

Campaign	Sponsor	Run Dates	Impressions	Key conversion*
First Choice	University Relations & Communications	July 1, 2020 – June 30, 2021	205,000,000	1,980 inquiries, \$516 CPA
MS Computer Science	UWM Online	Oct. 9, 2020 – May 23, 2021	126,170	64 inquiries, \$226 CPA
Summer Enrollment	UWM Online, College of General Studies	April 12 – June 1, 2021	1,600,000	3,055 link clicks to summer page, \$4.58 cost per conversion
Applied Computing	College of Engineering & Applied Science	May 4 – July 15, 2021	630,000	21 program guide downloads, \$279 CPA

Recruitment Marketing	College of Engineering & Applied Science	Nov. 5, 2020 – May 31, 2021	1,744,000	300 inquiries, \$59 CPA
Recruitment Marketing	College of Health Sciences	Nov. 1, 2020 – April 1, 2021	451,805	37 inquiries, \$179 CPA
Recruitment Marketing	College of Nursing	Fall 2020	Provided advisement on digital strategy and campaign build	--
UWM at Waukesha Nursing program launch	College of Nursing, College of General Studies	Nov. 9 – Dec. 30, 2020	160,900	50 inquiries, \$81 CPA
Recruitment Marketing	College of General Studies	Feb. 5 – June 30, 2021	1,700,000	24 inquiries, \$264 CPA
Graduate School Open House	Graduate School	Oct. 14 – Nov. 9, 2020	2,100,000	430 registered attendees, \$38 CPA
Gap Year	Office of Undergraduate Admissions	July 1 – Aug. 1, 2020	2,108	21 conversions (clicks to UW System Application page), \$142 CPA
Re-entry	Office of Undergraduate Admissions	Fall 2020, Spring 2021	4,400	95 inquiries, \$35 CPA
Art & Design Recruitment Marketing	Peck School of the Arts	Sept. 25, 2020 – Feb. 22, 2021	338,000	80 inquiries, \$64 CPA
Performing Arts Recruitment Marketing	Peck School of the Arts	Nov. 2, 2020 – Feb. 26, 2021	120,000	35 inquiries, \$81 CPA

Undergraduate program launch	School of Freshwater Sciences	Oct. 1, 2020 – July 11, 2021	837,200	36 inquiries, \$235 CPA
Recruitment marketing	School of Education	Sept. 24, 2020 – July 3, 2021	812,500	108 inquiries, \$161 CPA
IST marketing	School of Information Studies	March 4 – May 26, 2021	111,000	7 inquiries, \$515 CPA
Recruitment marketing	Zilber School of Public Health	Aug. 31, 2020 – June 30, 2021	1,400,000	311 inquiries, \$106 CPA

URC reports inquiries for campaigns that are primarily lead generation.

Content Production

Design

Background: Designers produce a wide range of digital, print and environmental assets for the university, as well as individual campus units. Their work is critical to advertising campaigns and university publications, such as UWM Alumni and the Viewbook, and can be seen on social media and uwm.edu.

- Print pieces produced (flyers, posters, brochures, publications): 73
- Print quantities: 106,855
- Environmental pieces produced (signage, banners, cutouts, window clings): 832
- Digital files produced (video, social, web banners, email marketing): 405

Photography

Background: URC photos are uploaded and managed in the UWM Photo Archive, where they can be accessed by campus partners. They are used by URC in nearly every advertising campaign, publication and marketing material produced. They are also featured heavily on uwm.edu and social media.

- Photo shoots completed: 403
- New digital assets (images) uploaded to the UWM Photo Archive: 15,536

Video

Background: URC videos are uploaded to [youtube.com/uwmnews](https://www.youtube.com/uwmnews), embedded throughout the UWM website, used in digital communication and featured heavily on social media. URC is also responsible for livestreaming events, including commencement ceremonies, plenaries and the annual Board of Regents meetings hosted at UWM.

In this reporting period, the university YouTube account had 920,191 views totaling 18,693 hours watched. The UWM Facebook account had 276,244 video views.

Additional metrics include:

- Videos produced: 179
- Livestreams managed: 14

Note: Videos produced for some digital advertisements and videos produced for some campus schools/colleges/departments are not accounted for in this report if they control their own YouTube and social media sites.

Shared Marketing

Background: URC supervises multiple shared positions that support marketing for six schools and colleges (College of General Studies; Peck School of the Arts; School of Architecture & Urban Planning; School of Education; School of Freshwater Sciences and Freshwater Collaborative of Wisconsin; and Zilber School of Public Health). This is different from other schools and colleges that employ their own in-house marketing staff.

College of General Studies

1. Created and launched a weekly student newsletter for each campus called "The Panther Post." This cuts back on the number of emails per week from different departments and spreads the word on events happening each week to foster involvement.
2. Launched a paid social media campaign to increase applications/enrollment for Fall 2021. We had student testimonials that were filmed in Fall 2020 running as ads on Facebook, Instagram and YouTube.
3. Worked with counseling and career services to spread the word to students on available services. We added videos of individuals describing the services to their webpages and created shortened versions of the videos for posting on social media and in the student newsletter.

Peck School of the Arts

1. Worked with the Dance department to plan and promote two of their shows: Winterdances and Springdances. This involved working with the art director to create graphics for social media, writing and sending out multiple eblasts, and posting on social media.
2. Worked with the Theatre department to plan and promote their Theatre Fest. This festival includes five productions, and work included collaborating with the art director for graphic creation, writing and sending out multiple eblasts, and posting on social media.
3. Started sending out monthly eblasts from Emma for music events to increase attendees for the virtual performances.

School of Architecture & Urban Planning

1. Marketed and publicized SARUP's Annual Charles Causier Memorial Lecture on March 5 via Zoom, featuring Dr. Destiny Thomas, who presented "Un-planning Cities: reparative design and atonement in the built environment."
2. Advised on and edited SARUP's proposal to create a UW System multicampus College of Design and the Built Environment.
3. Assisted in directing, writing and editing posts for SARUP's social media platforms, touting student and faculty achievements, awards and honors.

School of Education

1. Initiated and managed a project to gather and edit student testimonial videos to support recruitment for SOE undergraduate and graduate programs.
2. Created and executed student recruitment marketing campaigns for the Alternative Education Certificate and Virtual Educational Leadership for Equity principal certification cohort.
3. Managed the offboarding of the SOE social media manager and took over management of SOE's social media channels on Facebook, Twitter, Instagram and LinkedIn.

School of Freshwater Sciences/Freshwater Collaborative

1. Consistent support has been provided for the budget advocacy efforts for the Freshwater Collaborative. The support has included talking point construction, communications assistance and preparation for appearances at Joint Finance Committee hearings. The FCW advocacy efforts will continue through the state budget process.
2. The School of Freshwater Sciences continues to move toward recruitment for and launch of its undergraduate degree. Assistance and support is being provided for a variety of recruiting materials, including digital collateral, a digital advertising campaign and planning for future marketing efforts.

3. SFS, FCW and the Center for Water Policy all continue to host events virtually, with promotional and advertising support provided. Events are being publicized via school/college websites as well as campus email and digital channels, social media and other venues.

Joseph J. Zilber School of Public Health

1. Completed 6 new student testimonial videos to support student recruitment into the ZSPH MPH and BSPH programs.
2. Reviewed and revised the Radius communications plan supporting student recruitment into the BSPH program, including new messaging and student testimonials.
3. Led the creation of new marketing materials for the BSPH, including a flyer and poster in English and Spanish.

Social Media

Background: Social media enable UWM to share, create and participate in conversations, build community and connect with a wide audience. UWM's social media goals include increasing brand awareness and engagement, and promoting Panther Proud content. The official university social media accounts include Facebook, Twitter, Instagram, LinkedIn, Snapchat and TikTok.

In sum, the official UWM accounts have 302,030 followers. And in the reporting period, UWM received 15,843,818 impressions across these accounts.

Twitter @UWM: <https://twitter.com/uwm>

Background: Highly interactive account with two-way communication. This account acts as the voice of the university. Content promotes events, announces major news, builds and nurtures relationships, increases traffic to UWM's website and uses hashtags to join in trending conversations (example: #DecisionDay on May 1.)

- 840 tweets sent
- 37,162 followers
- 4,902 mentions
- 5,579 link clicks
- 2,350,077 impressions

Twitter @UWMNews: <https://twitter.com/uwmnews>

Background: Account uses one-way communication to push out UWM news and promote earned media. When major news breaks, journalists look to Twitter for information.

- 988 tweets sent
- 5,739 followers

- 139 mentions
- 2,241 link clicks
- 531,379 impressions

Twitter @MarkMone: <https://twitter.com/markmone>

Background: Account uses one-way communication to promote UWM and the chancellor's involvement in the community.

- 7 tweets sent
- 761 followers
- 157 mentions
- 34 link clicks
- 10,200 impressions

UWM Facebook: <https://www.facebook.com/UWMilwaukee>

Background: This network is mainly one-way communication, although interactions include responding to user posts or inbox messages. Shareable content is critical to ensure users see UWM's content.

- 238 posts of photos, links and videos
- 54,378 likes on page
- 276,244 video views
- 2,633,653 impressions

Instagram: <http://instagram.com/uwmilwaukee/>

Background: Instagram is UWM's digital "brand style magazine." It uses photos and videos to paint a picture of life at UWM and in Milwaukee to a younger generation, with 90% of the users under the age of 35. The target audience for UWM includes prospective and current students and younger alumni.

- 144 posts
- 133,619 likes received on photos
- 25,791 followers
- 1,706,622 post impressions
- 1,381 stories
- 2,770,756 story impressions

LinkedIn: <https://www.linkedin.com/school/uwmilwaukee>

Background: LinkedIn is a professional networking site and the most "serious" for content strategy. The page can target news stories based on location, industry, company or title. URC encourages faculty and alumni to share UWM news to their networks.

- 124 posts

- 1,435,939 impressions
- 163,190 followers

Snapchat: uwmilwaukee

Background: This account is used to capture student events, boost Panther Pride and build brand recognition for the university. Schools/colleges/departments partner with URC to feature a day-in-the-life of a UWM student or exclusive behind-the-scenes event coverage.

- 7,016 followers
- 65% average watch rate on snaps

TikTok: <https://www.tiktok.com/@uwmilwaukee>

Background: TikTok is UWM's newest social media platform. The platform had more than 65.8 million users in the U.S. in 2021, with 62% of those users between the ages of 10-29. TikTok prioritizes short video content with trending challenges, audio, hashtags and effects, rewarding users by displaying their content on the For You Page for wider reach and engagement. UWM's TikTok content showcases the student experience at UWM and puts a UWM spin on TikTok trends. The target audience for UWM includes prospective and current students.

- 28 TikToks
- 71,653 views
- 3,998 likes
- 951 followers

YouTube: <https://youtube.com/uwmnews>

Background: YouTube is the world's second-largest search engine after Google. It is important we continue our strong presence on this network to help increase awareness and build credibility.

- 920,191 views
- 18,693 hours watched
- 4,183 subscribers

Twitter's (@UWM) Top Moments

1. [Bucks NBA champions](#) (23 retweets, 151 likes, 13,152 impressions)
2. [UWM Class of 2025 class photo](#) (22 retweets, 135 likes, 22,947 impressions)
3. [Patrick Baldwin Jr. signs with UWM men's basketball team](#) (13 retweets, 134 likes, 10,219 impressions)

Facebook's Top Moments

1. [Bucks NBA champions](#) (1,500 likes, 6 comments, 81 shares, 58,457 impressions)
2. [UWM Class of 2025 class photo](#) (1,033 likes, 21 comments, 72 shares, 30,616 impressions)
3. [COVID-19 vaccinations available for ages 16+](#) (1,014 likes, 121 comments, 135 shares, 100,466 impressions)

Instagram's Top Moments

1. [UWM Class of 2025 class photo](#) (2,841 likes, 24,112 impressions)
2. [UWM Student Union renovation](#) (2,512 likes, 21,439 impressions)
3. [Milwaukee lakefront at sunset repost](#) (2,435 likes, 25,899 impressions)

YouTube's Top Moments

1. [Willem Dafoe highlights from a 1975 Theatre X production](#) (311,285 views, 295,020 minutes watched)
2. [Willem Dafoe in a 1975 Theatre X production](#) (17,026 views, 327,420 minutes watched)
3. [Fall 2021 UWM commencement ceremony](#) (7,941 views, 118,908 minutes watched)

Web & Mobile Services

Background: Web & Mobile Services maintains the UWM homepage and uwm.edu domain, and uses web technologies to further the goals of campus units and faculty/staff in the areas of marketing communications, business processes and research/scholarly activities. Web & Mobile Services supports and manages UWM's WordPress and CampusPress web publishing platforms. Web & Mobile Services also provides custom web design/development and web application development services to campus units.

There are 500 websites on uwm.edu managed by 1,150 content authors.

The following are relevant metrics for this period:

Web support requests completed: 453

Website go-lives: 23

Web projects completed: 34

Web projects in progress: 62

UWM's websites are the university's No. 1 recruitment tool, having reach and impact that surpass all other communication channels.

The UWM homepage had 3,416,729 page views.

The four top-level pages critical to student enrollment were viewed as follows:

[Majors](#): 236,918

[Apply](#): 133,071

[Cost](#): 88,414

[Visit](#): 54,114

Additional top-level pages had the following views:

[Research](#): 7,171

[About \(UWM\)](#): 22,685

[International](#): 1,115

[Student Life](#): 14,099

[Facts](#): 3,002

Print & Copy Services

Background: Based in the University Services & Research Building (USRB), Print & Copy Services provides printing and copying services for UWM-funded projects, consistent with state statute, including:

- Consultation
- Offset printing from 1-color to full color
- Digital printing from black ink to full color
- Full-service bindery, including perfect-binding, saddle-stitching, folding, drilling, perforating, scoring and cutting
- Wide-format printing (poster, banner/sign printing)
- Outside print purchasing
- Fleet management of leased office printers/copiers

The following jobs were completed in 2021:

- 198 Print Shop jobs
- 294 Copy Center jobs
- 141 Edtech-funded posters
- 2,479,460 copies made on leased printers/copiers

Government & External Relations

<p>Emergency Operations Center/COVID work</p> <ul style="list-style-type: none"> • Panther Family communications representative • Off-campus student communication • Neighborhood relations communication <p>Panther Families</p> <ul style="list-style-type: none"> • Over 11,500 emails for Panther Families • Returned to regular monthly newsletters along with special event and announcement communications. • Newsletter open rates and click rates averaged around 30%. • Worked with New Student Orientation virtually through prerecorded video messaging, town halls, coffee talks and email outreach. • Engaged all families through virtual coffee talks. • 2,755 Facebook page followers • 4,113 in Facebook group • 322 Twitter followers <p>Family Weekend 2022</p> <ul style="list-style-type: none"> • Held in-person Oct. 9, engaging 207 families in a variety of programming. Events included trivia, a ComedySportz show, Lakefront bike ride, family portraits, craft center activities, a study abroad session, athletics events, Panther Prowl, a planetarium show and more. 	<p>UW-Milwaukee Connects</p> <ul style="list-style-type: none"> • 53 faculty and staff available to speak • The website has been completely redesigned to better serve the external community. • Promotions to area K-12 teachers are being researched. <p>Government Relations</p> <ul style="list-style-type: none"> • Board of Visitors met four times and is undergoing a reorganization with new subcommittees. • The website was fully redesigned • Comment was provided on multiple bills. • A new federal relations data collection process was undertaken and shared with our consultants. • Meetings took place with county, state and federal legislators and staff. • A written plan is in draft form for 2022. <p>SECC/United Way Campaign</p> <ul style="list-style-type: none"> • Over \$75,000 total raised from September to December. • The campaign continued through the end of the calendar year but is again operating mainly on a virtual basis. <p>Student Voting</p> <ul style="list-style-type: none"> • Student Voter Work Group report submitted for Voter Friendly Campus designation. • Partnership with Andrew Goodman Foundation secured. • Grants from Civic Nation and National Conference on Citizenship, Ask Every Student, Alliance for Youth Organizing • The newly hired External Relations graduate intern is now spearheading campus voting
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<p>Special Events (highlights, not all inclusive)</p> <ul style="list-style-type: none"> • Annual Length of Service Ceremony (hybrid) • Annual June Board of Regents meeting • Annual Faculty and Staff Holiday Social • 70 for 70 Campaign media event • UWS President Search and Screen Committee listening sessions • U.S. Vice President Harris' visit to UWM • Variety of State Senate and Assembly committee hearings 	<p>initiatives. As UWM transitioned back to in-person learning, we hosted a successful National Voter Registration Day event with over 60 volunteers from campus and partner organizations.</p> <ul style="list-style-type: none"> • The Student Voting Work Group, rebranded to Panthers Vote, met to discuss plans for 2022. • UWM was recognized for our voting efforts in 2020 at the ALL IN Challenge Awards Ceremony.
<p>Marketing Contracts and Partnerships</p> <ul style="list-style-type: none"> • Completed current marketing agreement with Milwaukee Brewers with full season of advertising and activation before negotiating new three-year agreement. • Agreed to new Milwaukee Admirals contract as they restarted play, adding sponsorship of School Day games to existing interactive zone sponsorship. • Summerfest, State Fair and Mexican Fiesta were among the summer activations that occurred as events resumed around Milwaukee. • Restarted activations of multiyear agreement with Milwaukee Kickers as Uihlein Soccer Park welcomed thousands of youth and families from around Wisconsin and the Midwest. • Activated elements of multiyear naming rights partnership at UWM Panther Arena as events restarted there last summer. • New contract activation with Junior Achievement targeting middle school audience. 	
<p>Neighborhood Relations</p> <ul style="list-style-type: none"> • UNITE welcomed students at 2,800 off-campus addresses via no-contact door hangers. • 44 off-campus follow-ups took place regarding off-campus student behavior. 	<p>Neighborhood Housing Office</p> <ul style="list-style-type: none"> • 763 students self-enrolled in the online Preferred Tenant Program course and 386 students were certified as preferred tenants by completing the course. • Neighborhood Housing sent 8 student e-newsletters focused on the rental

<ul style="list-style-type: none"> • 5 local neighborhood associations virtual meetings • Neighborhood Relations continued outreach to neighbors through 12 Neighbor Newsletters averaging a 51% open rate. • 21 virtual Milwaukee Police Department meetings • 8 Health and Safety content links included in 6 biweekly all-student emails (72,500 opens and 4,300 clicks). 2 standalone Health and Safety emails were delivered to all UWM students, emphasizing COVID-19 health and safety with an average open rate of 37%. 	<p>search process and received a 23% average open rate (61,000 opens, 3,163 clicks).</p> <ul style="list-style-type: none"> • 152 social media posts focusing on proactive renting information were made on NHO social media accounts and garnered 40,700 social media engagements. • 14 rental education content links included in six biweekly all-student emails (72,500 opens and 355 clicks) • UWM PantherCycle had 172 new members and 482 student engagements. • Over 69,000 page views on Neighborhood Housing website
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