

University Relations Committee

Friday, October 29, 2021

Virtual Teams Meeting

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

Regrets: Angela Kowalski, Christine Roberson, Ginny Stoffel,

Guests Present: Jennifer Abele, Melissa Spadanuda

Minutes Recorder: Laura Bandemer-Purifoy

Elana Levine called the meeting to order at 11:01 a.m.

Minutes from September 10, 2021, meeting approved.

Topic of discussion: Government Relations

Keri discussed student voter initiatives and shared the website devoted to student voting (<https://uwm.edu/vote/>). This website streamlines and puts best practices in place to get the information about registering and voting to students. While our percentage of student voters increased, we are still below the national average. We are looking for more faculty involvement in the initiative. Although this initiative is not related to government relations it is a way to engage students civically.

Keri also discussed local and state government relations. She interacts with government officials with the City of Milwaukee, County of Milwaukee, Waukesha and Washington county in efforts to increase enrollment at our three campuses and to discuss ways to fill the talent pipeline.

The newly launched government relations website can be found here: <https://uwm.edu/governmentrelations/>

Keri discussed inviting legislators to campus events to showcase our research. She also discussed the Board of Visitors, which is a committee of alumni and friends of UWM who help advocated on our behalf.

Melissa Spadanuda discussed the capital budget process which is a two-year cycle and includes funding for buildings and repairs. UWM submits recommendations to UW-System, and they rank projects from all campuses and submits the requests to the Board of Regents.

Jennifer discussed federal relations and how we need to enhance our brand recognition with members of Congress and with federal agency officials. We want to impact federal policy as it relates to UWM, our community and our students and, of course, we want to bring in more money. She discussed our contract with Capstone national Partners, which have strong Wisconsin ties and strong relationships with our Wisconsin congressional delegation and people within the administration.

Next meeting: Tuesday, February 8, 2022, 1:30 p.m. via Teams.

Topic of discussion: Enrollment Marketing Campaign

Meeting adjourned at 11:59 a.m.