

**University of Wisconsin–Milwaukee  
UNIVERSITY RELATIONS COMMITTEE  
2021-2022 Annual Report**

**Members:**

<b>Name</b>	<b>Rank</b>	<b>Department</b>	<b>Div</b>	<b>E/A</b>	<b>Term Ends</b>
Melinda Brennan	AS	Women's & Gender Studies	-	A	2024
Joseph Mougel	FAC	Art & Design	AH	A	2024
Lynne Woehrle	FAC	Nursing	PR	E	2024
Angela Kowalski	AS	College of Health Sciences	-	A	2023
Elana Levine, <b>Chair</b>	FAC	English	AH	E	2023
Rebecca Neumann	FAC	Economics	SS	E	2023
Jie Chen	AS	Libraries	-	A	2022
Kimberly Hassell <sup>1</sup>	FAC	Criminal Justice & Criminology	PR	A	2022
Devendra Misra	FAC	Biomedical Engr/Electrical Engr	NS	A	2022
Virginia Stoffel	FAC	Occupational Science & Technology	PR	E	2022
< >	--	Alumni Association Rep	-	A	2022
Keri Duce	Co-Lead	University Relations	x-o	o	2022
Michelle Johnson	Co-Lead	University Relations	x-o	o	2022
Kevin O'Connor	Liaison	Neighborhood Relations	x-o	o	2022
Christine Roberson	AS	Secretary of the University's Ofc	x-o	o	2022
Alexandra Pascarella	Student				2022
< >	Student				2022

< > Yet to be appointed

x-o Ex-officio

o Serves by virtue of office

<sup>1</sup> Repl S. Ponelis 21-22 sabbatical (2023-A)

**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:**

The committee met in 2021-22 on the following dates:

- September 10, 2021 [interim URC roles]
- October 29, 2021 [government relations]
- February 8, 2022 [First Choice Campaign]
- May 9, 2022 [enrollment marketing]

Committee meetings focused on various projects being worked on in University Relations in addition to updating the committee on the interim leadership roles within University Relations and the search for a new Vice-Chancellor for Marketing, Communications, and University Relations. The committee discussed three major topics across our meetings: government relations practices at the local, state, and federal levels; the First Choice campaign, including recent surveys on its effectiveness; and enrollment marketing practices and efforts across campus. The committee chair met with the University Committee and discussed the functions of the University Relations Committee moving forward. The UC and the committee chair for 2022-23 will discuss the future role and/or necessity of the URC beginning in fall 2022.a