

University Relations Committee

Monday, May 9, 2022

Virtual Teams Meeting

Committee Members Present: Kimberly Hassell, Joseph Mougel, Keri Duce, Elana Levine, Michelle Johnson, Rebecca Neumann

Regrets: Dev Misra, Lynn Woehrle, Kevin O'Connor, Jie Chen, Ginny Stoffel, Christine Roberson, Angela Kowalski

Guests Present: Gina Lukaszewicz, Kay Eilers, Lisa McGovern, Marc Young

Minutes Recorder: Laura Bandemer-Purifoy

Elana Levine called the meeting to order at 1:01 p.m.

Minutes from February 8, 2022 meeting approved.

Topic of discussion: Enrollment Marketing – Yield Messaging

Michelle Johnson discussed how closely University Relations works with the Office of Undergraduate Admissions, Enrollment Management and schools and colleges marketing partners in marketing efforts.

Kay Eilers, Associate Vice Chancellor for Enrollment Management, discussed an overview of the recruiting process. Prospective students are captured via buying names, doing outreach in the community and through advertising. Inquiries are those folks who are saying they have an interest in learning more about UWM. Previously we used to think of yield messaging from the admit group, but with the landscape becoming more competitive we have begun to yield prospective students earlier. It is no longer passing the prospective student off to the schools and colleges and relying on them to get the student to commit. We also consider the delivery of the message.

- University Relations & Communications is doing the big picture marketing of UWM as a whole and some of the bigger splash work happening through a variety of channels
- Enrollment Management includes the Office of Undergraduate Admissions and also works with Financial Aid, the Registrars Office and supporting key campus partners such as Housing
- Schools & Colleges are focused specifically on the school and/or major to drive relationships and engagement

Marc Young, Director of Undergraduate Admissions, discussed how we have improved in our applications and admits for first year students year over year apart from being slightly down in transfer students. We are up in both freshmen and transfer new student orientation registrations. OUA is making sure they utilize high impact practices for recruitment and outreach, intentional messaging and making sure they uncover opportunities to remove barriers to enrollment. Recruitment efforts are coordinated across all the different stakeholder groups and partners.

Lisa McGovern, Marketing Manager, College of Engineering and Applied Science, discussed the tremendous collaboration between Undergraduate Admissions, University Relations and the schools and colleges. Engineering does not have a recruiter. Engineering participates in admitted student days by offering a panel discussion that is led by one of the academic advisors on the undergraduate side. The panel also includes a recent alum and three current students. The admitted students have an opportunity to ask questions. It is a really engaging opportunity and has been highly effective. Admitted students receive a series of emails. Each year CEAS sends a survey to new freshman and new transfer students asking how they can improve the decision-making process. The CEAS yield campaign also includes first person, experience driven communication including from current students or an alum, features CEAS experience, including careers, internships, and co-ops. Three channels are used: email, USPS and Simplifi addressable, which are highly targeted ads going to select groups. All of these are driven to one landing page for tracking.

Gina Lukaszewicz, Marketing Manager, College of Nursing, discussed the challenge of predicting fall enrollment and the decrease in staff members. The Nursing recruiter and development director work closely with each other. They can leverage health careers and health academic programs at UWM with the partners for health, Zilber School of Public Health, College of Health Sciences and College of Nursing. May 1 is decision day, and they celebrate the “yes” and encourage registration for new student orientation. Faculty are calling students who have not yet said yes. Nursing is also using Simpli.fi addressable which lead to their landing page. They also host “coffee and conversation” with Dean Kim Litwack which includes family members. The recruiter also joins that virtual conversation. Nursing has a long-standing partnership with Athletics.

Selection of Committee Chair for 2022-23: tabled until first meeting in September 2022 due to the small number of voting members present.

Meeting adjourned at 2:01 p.m.