

## **University Relations Committee**

**September 9, 2022**

**2-3 p.m.**

### **Virtual Teams Meeting**

## **MINUTES**

Present: Heidi Anoszko, Michael Farrell, Elana Levine, Gina Lukaszewicz, Joseph Mougel, Melissa Scanlan, Lynne Woehrle, Shana Ponelis (Chair), Keri Duce (ex-officio), Michelle Johnson (ex-officio)

- 1) Meeting called to order at 2:02 pm
- 2) Agenda adopted (MS, HA, 8-0-0)
- 3) Committee members were welcomed, an overview of the committee functions provided and each member introduced themselves.
- 4) Shana Ponelis elected as chair for 2022-23 academic year (CG, MS, 8-0-0)
- 5) Minutes of May 9, 2022 approved (JM, HA, 6-0-2)
- 6) Provided an update on organizational restructuring
  - a. After VC search failed, UWM re-examined the existing structure, which made it harder to find a strong candidate.
    - i. University Relations & Communications is now Marketing & Communications (MarComm), led by Chief Marketing Officer Michelle Johnson (interim). A search for a MarComm vice chancellor is underway.
    - ii. Government Relations under Keri Duce has moved to the Office of Strategic Partnerships, led by Chief Partnership Officer Jennifer Abele.

- iii. Development & Alumni Relations is now University Advancement (UA),  
led by Vice Chancellor Joan Nesbitt
  - b. New search is under way, finalist to be decided and interviewed soon and expect to make an offer by the end of October.
- 7) Discussed the future role and necessity of URC based on
  - a. UC Chair requested feedback in February 2021 from the URC Chair (Shana Ponelis) on whether standing committees are engaged in meaningful governance work.
    - i. Feedback from elected/appointed committee members at the time was that the committee serves predominantly as a sounding board for University Relations, which is in line with the functions per the committee's charter listed above. Feedback provided by the members of the committee has been acted upon, for example, altering campaigns or changes to the UWM website.
  - b. UC met with previous chair (Elana Levine) on April 19, 2022 and recorded as follows:
    - i. "The relationship between the University Relations Committee and University Relations was discussed. Currently, members of University Relations provide updates to the URC a few times a semester, and there doesn't appear to currently be much governance use for the URC. It is planned to revisit the purpose of the URC."
  - c. URC Annual Report 2021-22 to Faculty Senate stated:

- i. “The UC and the committee chair for 2022-23 will discuss the future role and/or necessity of the URC beginning in fall 2022”
  - d. Committee discussed future role for the committee. Decided to table for further discussion until new VC is appointed.
  - e. Michelle Johnson mentioned that the **University Marketing Committee** that is open to anyone but mostly is attended by those on campus who have some marketing responsibility since the purpose of the committee’s meetings is to review marketing materials referred to the committee by university employees and provide feedback to the creators.
- 8) Future meetings, topics
  - a. Meetings: Next meeting will be scheduled after new VC is appointed.
  - b. Topics:
    - i. Future role, structure and functions of the URC
  - c. UWM is planning to move to a student-centric web design to enable students to more easily navigate the website. Mark Jacobson is preparing an RFP with purchasing. Expectation is to award by winter. Michelle will ask Mark to share the RFP with the committee for comments.
- 9) Adjourned by 3 p.m.