

University Relations Committee

January 30, 2023

3 – 4 p.m.

Virtual Teams Meeting ([link](#))

MINUTES

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

- 1) Meeting called to order at 3:01 pm
- 2) Agenda adopted (LW, RN, 8-0-0)
- 3) Minutes of September 5, 2022 approved as amended (LW, MS, 8-0-0)
- 4) Meet the VC for Marketing Communications (Liv Hwang)
 - a. Liv introduced herself to the committee
 - b. Members of the committee introduced themselves and their interest in university relations
 - c. Liv spent the first few weeks understanding operational structures and points of interactions across the campus, impact of UWM on community at all levels in partnership with stakeholders across the university, and evaluating existing processes and engagement and core messages.
 - d. Next few months will focus on MarComm's engagement with the community, campus, faculty and staff as they develop messages and marketing campaigns and roll those out.
- 5) Discuss future role and necessity of URC (Committee)

- a. Need to update the URC charter to be aligned with the change in the organizational restructuring in terms of scope (should marketing and communication, government relations, and/or alumni relations be included) as well subject matter experts / ex-officio members of the committee.
- 6) Future meetings (Committee)
- a. March for update on the State budget (Keri)
 - b. May for an update regarding the direction of MarComm and desired input from the URC (Liv).
- 7) Adjourn by 4 p.m.