

**University Relations Committee**  
**September 22, 2023**  
**11am – 12pm**  
**Virtual Teams Meeting ([link](#))**  
**AGENDA**

1. Call meeting to order (Joseph Mougel)
2. Adoption/Modification of the agenda (Committee)
3. Welcome, introductions and committee functions (All) – charter attached
4. Election of chair (Committee)
5. Approval of March 13, 2023 minutes (Committee) – minutes attached
6. Report from MarComm Office (Michelle Johnson)
  - a. Federal relations advocacy
  - b. The UWM brand perception survey
  - c. Student-centric web project
  - d. UWM branding project
7. Revisit the future role and necessity of URC (Committee) – see charter and minutes
8. Discussion of committee charter amendment to include Vice Chancellor for Marketing & Communications as ex-officio member (Committee)
9. Future meetings: date/time and topics (Committee)
10. Adjourn