

University of Wisconsin-Milwaukee
Policy Advisory Committee
Wednesday, October 2, 2024
11:00 a.m.
Location: Lubar N456 and Microsoft Teams
Minutes

Present: E. Bechly-Schubert, D. Clark, K. Kirshner, T. Nation, J. Reisel, K. Scholz, J. Urdan, C. Vang

Guest: Michelle Johnson, Chief Marketing Officer
Division of Marketing, Communications & University Relations

I. Meeting called to order at 11:00 a.m.

II. Auto Consent

a. Minutes of the September 4, 2024 meeting approved as distributed.

III. Business

a. Policy Regarding Physical Advertising in University Facilities

M. Johnson presented the policy, highlighting its 2.5-year development process, which incorporated extensive campus feedback. The policy is designed to regulate revenue sources and restrict controversial advertisements, such as those for casinos or alcohol. It stipulates that revenue will go to the managing unit, with a portion allocated to Facilities when applicable. Exceptions exist if Advancement oversees the ads, as these may be linked to scholarships or donations.

The language under "Physical Advertising" was clarified to define fixed advertising. Additional discussion focused on potential conflicts with the donor policy and strategies for managing reputational risks.

MOTION: to approval of the policy as amended. The motion was seconded and approved by voice vote. The policy will go to the University Staff Senate as automatic consent and Academic Staff Senate and Faculty Senate for approval.

IV. Other Business as needed – None.

V. The meeting adjourned at 11:15 a.m.