Welcome
Student Success
Research Excellence
Community Engagement

UNIVERSITY of WISCONSIN

UWMILWAUKEE
We Are UWM
R1 Designation

• One of only 115 in the country
• One of only 2 in Wisconsin
• Research and Development spending
• Doctoral degrees granted
• Undergraduate Research
• Impacts all students
What Is External Relations

• Panther Families
• Community and Neighborhood Relations
  • Speakers Bureau
  • Special Events
• Visitor Relations
  • Licensing
Welcome To Milwaukee

- Premier destination and priceless location
- A lot to do and a great place to visit
- Easy to get around
Visit Milwaukee

Tourism is serious business.

Tourism directly supports over 50,000 jobs in the Milwaukee area.

What would you say you do here?

In 2015 tourism brought in 5.1 billion dollars total business sales to the greater Milwaukee area.

- $1.58 billion
- $1.0 billion
- $561 million
- $842 million
- $815 million

We make noise:

- 183,573 definite room nights
- 779,071 tentative room nights
- 6.4% rise in hotel revenue in Milwaukee County
- 920 million impressions earned by PR totaling an ad value of $42 million
- 1,111,000 visits to VisitMilwaukee.org website
- 113 million impressions through marketing efforts
Partners in the Community

Parent Focus: Health and Safety

• Milwaukee Police Department
• Neighborhood Associations
• Government Relations
Living In The City
Enjoy The East Side
Connections In The Community

- 60,000+ volunteer hours
- 177,000+ alumni
- Professional student orgs
- Represent UWM wherever you go
Parent Focus: Career Planning

- Choosing a major
- Resume assistance
- Career Fairs
- Internships
- Interview resources
- Connections to local companies
UWM In Your Community

• Community engagement
• Speaker Bureau - uwm.edu/speakersbureau
  • Book a speaker for your event
Visitor Relations

- Behind the scenes tours of eastside campus
- Bring your group or friends and family
- School of Freshwater Sciences
- School of Public Health
- Innovation Campus
 Panther Family News

- News and features
- First-Year Focus
- Spotlight Office
- Ask Keri
- Important Dates
- Emailed monthly during academic year
Visit your student in Milwaukee this summer

uwm.edu/family
Social Media

• Facebook Page
  facebook.com/uwmpantherfamilies

• Facebook Group
  facebook.com/groups/pantherfamilies

• Twitter
  @PantherFamilies
Family Weekend

- Over 2500 in attendance for 2016 event
- 2017 Family Weekend scheduled for Oct. 7
Special Events

- Panther Sporting Events
- Bucks, Brewers, Admirals
- Peck School of the Arts
- Additional Milwaukee ticket discounts

Panther Families Basketball Discount Nights

Jan. 29 - Green Bay
Feb. 26 - Valparaiso

Loge Section Tickets - $7.50
Priority Section Tickets $12.50

BUY ONLINE - http://go.uwm.edu/bball-discounts
UW-Milwaukee Panther Arena

- Major UWM presence downtown
- Panther Men’s Basketball
- New home of the Milwaukee Admirals
Licensing and Merchandise

- Panther Shop in UWM Union
- Arena Team Store
- New merchandise website
- Exclusive Panther Families offerings
- External retail
Next Steps

• Talk to your student about moving to a new community
• Think about booking a speaker or visiting
• Look for the Panther Family News
• Plan to visit your student in Milwaukee
• Get engaged with other special events
• Contact us with any questions