The University Relations Committee advises on university relations policy and programs. It advises and makes recommendations to the Division of University Relations and/or the University Faculty or Faculty Senate on matters of development, public information, alumni relations, governmental relations, publications and other related subjects.

The Committee held six meetings during the 1981-82 academic year. The Committee's focus moved from publications guidelines to consideration of stationery/logos. Work on the development of Stationery Design Guidelines was begun.

The need for a Media Relations Policy Statement to assist faculty in answering inquiries from the media was discussed. "Guidelines for Dealing with Reporters" and "What to say when a Reporter Calls" were reviewed and approved by the Committee. News Services will distribute these guidelines, updating and reissuing them on a biennial basis. Comparison of the price of UWM scenic postcards was made with similar cards sold on other campuses throughout the state. As a result of this information, the UWM Bookstore reduced these postcards from 20¢ to 15¢.

Deliberations on the issue of faculty members whose home phones are not listed in the Faculty and Staff Directory, resulted in the recommendation of the Committee that faculty should be encouraged to include home phone numbers in the 1982-83 Directory. An instruction sheet being sent out with the Change of Address forms, used to update the directory, will include this recommendation.

To assist faculty and staff, it was the Committee's recommendation that a complete policies and procedures binder should be developed as a reference. The binder should contain the new media relations guidelines, travel regulations, promotion, tenure, for example. Such a binder could be easily updated and its location in the Golda Meir Library would make it readily available. This matter was referred to the Counseling and Advising Network.

Two matters of campus/community relations in the area of signage were considered. The committee referred the need for the development of a signage policy regarding displays/banners on the Maryland Avenue Pedestrian Bridge and the recommendation to emboss University of Wisconsin-Milwaukee on the bridge, to the Physical Environment Committee. A further recommendation to improve signage at the Norris Health Center was forwarded to this same committee.
In the interest of increasing awareness of campus resources a tour of the American Geographical Society Collection was given to the Committee by Dr. Roman Drazniowsky. A slide presentation about the AGS Collection move from New York to Milwaukee was presented by William Roselle. The public information slide show, "UWM's Mission", was shown to the group for its review and comment.

Further, Committee members reviewed a variety of events held at UWM that had encouraged creativity and campus spirit with the idea of generating community awareness of the university, as well as media attention. It was agreed that the committee continue to explore innovative suggestions toward this goal.

1981-1982 University Relations Committee

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