UNIVERSITY RELATIONS COMMITTEE

ANNUAL REPORT
1982-83

The University Relations Committee advises the administration, the Division of University Relations, and the Faculty Senate on matters of university relations -- including public events, development, public information, alumni relations, government relations and related areas of community relations. The Committee also maintains a liaison with the various schools, colleges and divisions to insure coordination of university relations programs.

The University Relations Committee consists of 14 members representing the faculty, the academic staff, the UWM Alumni Association, and the student body. The Committee also includes three ex-officio members: the Assistant Chancellor for University Relations, the Director of Campus and Community Relations, and the Secretary of the University.

The University Relations Committee met four times during the 1982-83 academic year. The Committee's research, activities and recommendations focused on the following six subject areas: standardized logo usage, highway signage, an anti-litter campaign, Convocation, Maryland Avenue Bridge signage and the UWM Health Center directional sign. Activities in each of these areas are outlined below.

Standardized logo usage

At Assistant Chancellor H. Carl Mueller's suggestion, a committee was established to investigate the need for a standardized usage of the University of Wisconsin-Milwaukee and UWM logos. The Chair of the University Relations Committee, Jack Waldhaim, forwarded a letter to Chancellor Frank E. Horton seeking his approval for the development of a manual on standardized logo usage and later met with the Chancellor who endorsed this recommendation.

Freeway signage

The University Relations Committee continued efforts initiated the previous year to have UWM directional signs posted on the freeway. Carl Mueller successfully negotiated with the State Highway Department which agreed to place a UWM sign at the Locust Street and Capitol Drive exits from the freeway. However, the placement of these highway signs has been temporarily delayed because of the possible necessity of placing directional signs in Shorewood and the City of Milwaukee first.

Anti-Litter Campaign

Committee members expressed great concern about the litter problem on the UWM campus. As a result, a subcommittee was established to investigate this problem and the Committee listened to several reports from University staff members who discussed current steps being taken to improve the campus litter
situation. Scott Gore, Program Manager for the Union, outlined the plans for the Student Union Anti-Litter campaign, which was scheduled for the end of April and the beginning of May. The Committee discussed the feasibility of a university-wide anti-litter campaign to systematically identify problem sites and explore what can be done to clean up and develop sensitivity to maintenance of a litter-free campus. The Committee also expressed concern about the problem of dogs on campus and suggested that campus police look into enforcement of a state statute which says that dogs on state property must be on leashes and be watched by owners.

Convocation

A Convocation Subcommittee was formed early in the year to discuss ways in which this program could be improved to generate more interest and increase attendance. Several suggestions were developed, and forwarded. Subcommittee members suggested that the most effective drawing card for the event would be a prominent speaker. It was announced at the last meeting of the University Relations Committee that the Honorable Paul Simon, U.S. House of Representatives, would be the Convocation speaker next fall.

Maryland Avenue Bridge signage

The Facilities Design Advising Committee of the Physical Environment Committee approved signage for the Maryland Avenue pedestrian bridge, reading "University of Wisconsin-Milwaukee", in 12-inch high dark bronze colored aluminum letters which would be placed on the north and south sides of the bridge. The City's position is that a university designation should not appear on city property. Therefore, a second proposal was developed to have the letters, "UWM," appear on the bridge, but, after consideration of this proposal, the University Relations Committee stated its position as preferring either "University of Wisconsin-Milwaukee" or no letters at all. Negotiations concerning this designation are still underway.

UWM Health Center Directional Sign

It was brought to the Committee's attention last year that the Health Center direction sign had been gone for some time and students were having trouble finding the Health Center. Through Jack Waldheim's efforts, the sign was returned and will be securely posted in its proper place. The Committee also recommended to the Physical Environment Committee that an illuminated sign be posted to help students further in finding the Health Center.

In addition to these activities, the University Relations Committee heard presentations from a variety of speakers who informed members about other relevant programs around campus. The following guests made presentations at University Relations Committee meetings:

Scott Gore, Program Manager for the Union, discussed the informational services provided by the UWM Student Union. At another meeting, he described the plans for the Union Anti-Litter Campaign.
Elizabeth Harris-Hodge, Director of News Services, presented the final version of the "Guidelines for Dealing with Reporters" which has been distributed throughout the campus.

Sylvia Murn, Director of the Office of Development, presented campaign literature and background information about the "Key to the Future Campaign," which was kicked off at UWM's Downtown Birthday Party on June 21, 1982.

Nancy Warner, Director of Publications, discussed standardized usage of a college's logo and name, using the guidebook developed for Marquette University as an illustration.

Leonard Skodinski, Superintendent of Buildings and Grounds, discussed campus litter problems.

Don Melkus, Director of Physical Plant Services, discussed plans for expanding efforts to improve and upgrade the campus, and litter problems.

Robert Trotalli, Assistant Dean of Students, discussed efforts to improve the appearance of the campus throughout the year.

Scott Gray, the Director of Alumni Relations, announced that the Alumni Office had just received notification from the Council for Advancement and Support of Education (CASE) that it has received an Exceptional Achievement Award. Gray also discussed the Outstanding Scholars Program, the Third Annual Alumni Scholarship Run and the new Alumni Magazine which will be published in cooperation with a nationwide publishing firm.

1982-83 University Relations Committee

Audrey Brenny
Frank Cassell
Eugene Keran
Loretta Ropella
Gail Thierbach
Pat Weisberg - Alumni Association
Rita Derleth
Gary Williams
Jack Waldheim - Chair
Derek Malone - Student
Ricardo Gracia - Student

Judith Hestoft - ex-officio
H. Carl Mueller - ex-officio
Marilyn Miller - ex-officio