1984-85 Annual Report
of the
University Relations Committee

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 met during the summer and five times between September and March of the 1984-85 academic year. Its major project was the development and distribution to UWM faculty and staff of a University Relations survey soliciting information about political activities, involvement with community organizations and issues, government officials and representatives and willingness to assist with promotion of greater understanding of UWM's programs and needs. The survey has proved an effective tool and information from it will continue to be used. The University Relations Division has used it in legislative liaison activities; faculty and staff names will be added to the Speakers Bureau listing and a mechanism developed to increase faculty participation in speaking about UWM's programs and needs before community groups.

Key issues discussed by the Committee were:

1. Faculty and staff compensation.

2. The impact of UWM's cancellation/reinstatement policy on black students. Academic support and financial aid officials were invited to Committee meetings to discuss the issue.

3. The interaction of the Committee with the Division of Urban Outreach and UW Extension-Milwaukee as the latter is integrated into UWM (integration is scheduled for July 1, 1985). Dean Martin Haberman of the Division of Urban Outreach gave an overview of the Division and the publics it serves.

Committee members reviewed the new campus slide show and heard Terry Gillick, acting Director of News Services, discuss services provided by his office and his reaction to suggestions for publicity from the University Relations survey.

Rep. Barbara Ulichny attended the February meeting. The faculty/staff salary issue and other legislative issues were discussed. Rep. Ulichny said there has been a marked increase in the visibility of UWM and its representatives in Madison. She suggested a UWM internship program to assist government at city, county and state levels.
A recruitment and promotion publications survey was undertaken and recommendations made to the Chancellor for mechanisms to develop guidelines for reviewing printed materials and identifying areas for which information should be prepared.

1984-85 UNIVERSITY RELATIONS COMMITTEE

Ricardo Fernandez, Chair        Loretta Ropella
Ruane Hill                      Shelagh Roell
Judith Hestoft                  Paul Scobery
Kate Kaiser                     Pat Weisberg
Benjamin Litwin                 Gary Williams
H. Carl Mueller