ANNUAL REPORT 1986-87

UNIVERSITY RELATIONS COMMITTEE

The Committee is charged with advising and making recommendations to the campus administration on policy and program matters associated with areas of university relations. The Committee maintains liaisons with schools, colleges and divisions on campus in order to insure coordination of programs and efforts in the area of community relations. The Committee also reports to the Faculty Senate on matters of concern about university relations.

At the time of writing (early April, 1987) the Committee has held a total of six meetings. One additional meeting is planned for the 1986-1987 academic year. The main topics discussed by the Committee include:

1. The impact on our campus of planned reductions in student enrollment and increased tuition.

2. Ways in which UWM can interact more effectively with local industry.

3. The attraction of distinguished lecturers to UWM, particularly for the annual commencements and convocation.

4. The launch of a public relations campaign including television, radio and print media.

Some of these topics were brought into focus by invited guests. Chancellor Clifford V. Smith, Jr. spoke to the Committee on the need to emphasize international programs and to market our areas of excellence. Mr. Scott Gray, Director of Alumni Relations, reported on the history and growth of the Alumni Association, and Ms. Sylvia Murn, Director of the Department of Development, spoke about fund raising efforts. Ms. Sally H. Wells, President of the Board of Visitors, talked about the board's current efforts on internationalization of UWM and the creation of community awareness of our campus. Mr. John F. Brackin, Vice President of Engineering at Simplicity, Inc., Port Washington, explained the challenges faced by industry today and suggested ways in which industry and UWM could establish more effective mutually beneficial relationships. Terrence Gillick, Director of News Services, spoke on UWM News and Publications and joined the Committee along with Lawrence Pitrof of the Athletics Program during its discussion of a possible advertising campaign for UWM. The discussion of distinguished lecturers was held in collaboration with the Lecturers Committee.

The Committee viewed the videotape "Choices" produced by three Wisconsin business organizations and noted its disagreement with some of the premises and conclusions presented.
The Committee recommended to the Chancellor that a public relations campaign in television, radio, and print media be initiated.

1986-87 UNIVERSITY RELATIONS COMMITTEE MEMBERS

Erik Christensen, Chair
Eric Hansen
James Horvath
Calvin Huber
Jude Kauffmann
Patricia Kelton
James Kuperberg

Daryl Leonard
H. Carl Mueller
Paula Pecyna
William Raabe
Paul Scobey
Maribeth Stumpf
Patricia Weissberg