TO: Marilyn E. Miller, Interim Secretary of the University

From: Mordecai Lee, Chair, University Relations Committee

Date: April 14, 1999

Re: Annual Report to the Faculty

The University Relations Committee scheduled five meetings during the 1998-99 academic year: September 10, November 10, February 1, March 1 and May 7.

At its first meeting, the Committee identified several areas to focus on for the year. In particular, given the biennial cycle of the state’s budgeting process, the Committee chose to promote UWM’s position in the Legislature’s appropriation decision-making.

To that end, the majority of time at several committee meetings was dedicated to reviewing the substance of the Governor’s proposed state budget, adopting a committee position on the budget and identifying appropriate means to inform the campus community about the budget. The Committee’s recommendations about the budget were widely circulated to the faculty through postings on the UWM web site and group emails. The committee encouraged all members of the university community to express their personal opinions about the budget to the State Senator and Representative elected from the districts in which they reside.

Other areas the Committee reviewed and acted on involved endorsing the university relations aspects of the proposed expansion of the Student Association’s BOSS program and recommendations to improve the UWM web pages dedicated to university relations issues and audiences.

As part of its ongoing oversight responsibilities, the Committee requested and received a briefing on all UWM units accountable to the Assistant Chancellor for University Relations. It also reviewed the relationship between the Marketing and the University Relations Committee. No recommendations were enacted following these briefings and reviews.
In general, the Committee sought to accomplish a strategic advisory role, rather than dedicating its time to reviews that could be considered micro-management. Therefore, as a routine aspect of every meeting, the Assistant Chancellor for University Relations and her staff briefed the Committee on current and upcoming issues. Following these reports, Committee members often offered constructive ideas to improve university relations efforts in those areas.

As always, the Committee welcomes input and feedback from faculty to improve UWM's university relations activities, as well as strengthen the advisory role of the Committee itself.