To: Ellen K. Murphy, Secretary of the University  
From: Mordecai Lee, Chair, University Relations Committee  
Date: April 28, 2000  
Re: Annual Report to the Faculty

The University Relations Committee met four times during the 1999-2000 academic year: September 15, November 17, February 2 and April 26.

In general, the Committee sought to continue the proactive faculty role that it had developed during the previous year. Members decided that meetings should not be dedicated solely to briefings on the pressing issues of the day and to discussions that could be considered micro-management. Instead, the Committee sought to accomplish a strategic advisory role for the faculty in university relations issues. Therefore, each meeting was dedicated to an in-depth review of a specific university relations issue that committee members had identified as important. Following a briefing from the person directing that effort, Committee members offered ideas for improving the university's activity in that particular area.

At the first meeting of the year, the members of the committee decided to dedicate the year to a review of UWM’s marketing and external communications, neighborhood relations and the Milwaukee Idea. Each subsequent Committee meeting focused on one of those particular topics. Committee members made a wide variety of suggestions for enhancing UWM’s programming in those areas with the goal of improving the campus’ relations with our external stakeholders.

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 reactions to the staff regarding university relations efforts for those pending issues.
The membership of the Committee during 1999-2000, in alphabetical order, consisted of:

Anne Banda, academic staff, Nursing
Lakshmi Bharadwaj, Associate Professor, Sociology
Valerie Errante, Assistant Professor, Music
Wilfred Fong, Assistant Dean, Library & Information Sciences
William Kritek, Professor, Administrative Leadership
Mordecai Lee, Assistant Professor, University Outreach
Mary Kay Madsen, Professor, Health Sciences
Mary Mulroy, academic staff, University Outreach
Rochelle Riley, academic staff, Career Development Center
Gil Snyder, Associate Professor, Architecture
Joan Wilk, Associate Professor, Foundations of Nursing

Ex-Officio:
Karla Ashenhurst, Liaison, Community Government Relations
Victoria Boswell, Designee, Secretary of the University
Sandra Hoeh, Assistant Chancellor for University Relations

The committee extends its appreciation to the members whose term of service concluded at the end of this academic year: Associate Professor Gil Snyder, Assistant Professor Valerie Errante and Anne Banda. We also express our thanks to Karla Ashenhurst, ex-officio member, who provided secretariat services during the year.

As always, the Committee welcomes input and feedback from the faculty, the Faculty Senate and the University Committee on ways to improve UWM’s university relations activities, as well as strengthen the advisory role of the Committee itself.