To: Ellen K. Murphy, Secretary of the University

From: Mordecai Lee, Chair, University Relations Committee

Date: May 21, 2001

Re: Annual Report to the Faculty

The University Relations Committee met five times during the 2000-2001 academic year: September 21, October 24, December 12, March 6, and May 1.

The Committee continued during this year to approach its responsibilities in a proactive manner, rather than with a reactive or unfocused agenda. As it had in the last three years, the Committee determined that its goal should be to engage in a strategic advisory role on behalf of the faculty regarding university relations issues, rather than a tactical or ad hoc role.

Therefore, as was done in the last few years, each meeting was to be dedicated to an in-depth review of a specific issue. The committee members determined those topics during a planning meeting at the beginning of the year. Each topic was chosen as having particular importance to the university for the year. Based on these planning decisions, here is the agenda of the Committee for 2000-01:

October 24, 2000: UWM’s budget proposal as submitted to the Governor

All remaining meetings of the academic year: Status of UWM budget proposal in 2001-2003 state budget during gubernatorial and legislative consideration

December 12, 2000: Parking and student transportation

• adult education
• continuing studies
• professional development
• applied research
• consulting services
• community development
• customized training
• conference services

• in partnership with UW-Extension
March 6, 2001: The Milwaukee Idea

May 1, 2001: Student Relations and Community/Neighborhood Relations

For each topic, the committee developed a standard approach. First, it would receive a briefing on the topic from a ranking UWM official dealing with that subject area. Then, the committee members would have an in-depth discussion of that topic. They would engage in a dialogue with that official by asking questions, making suggestions, offering ideas, submit requests, adopt motions and refer ideas to other relevant fora.

In addition, at every meeting, the Assistant Chancellor for University Relations and the Community & Government Relations Liaison briefed the Committee on any other current and upcoming issues relating to university relations.

The membership of the Committee during 2000-2001 was (in alphabetical order):

Lakshmi Bharadwaj, Associate Professor, Sociology
Pam Boulton, academic staff, Director Children’s Center
Lisa Cottingham, academic staff, Communication Science & Disorders
Wilfred Fong, Assistant Dean, School of Information Science
Mordecai Lee, Assistant Professor, University Outreach (committee chair)
Mary Kay Madsen, Professor, Health Sciences
Rochelle Riley, academic staff, Director Career Development Center
Andre Tyson, Assistant Professor, Theatre & Dance
K. Vairavan, Professor, Electrical Engineering & Computer Science
Joan Wilk, Associate Professor, Foundations of Nursing

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

Secretariat:
Linda Kopp, Office of the 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: Assistant Professor Mordecai Lee (chair, 1998-2001) and academic staff member Rochelle Riley.

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’s work.

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