2005-2006 Annual Report
University Relations Committee

Members:
James Boling
Christopher DeSousa
Ann Hains
Larry Martin
Joseph Czarnezki
Theresa Franz
Christopher Peterson
Elizabeth Buchanan, Chair
Vicky Johnson
Carol Ott
Thomas Luljak
Randall J. Ryder
Robert Schuettpelz

Charter:

Functions:

a. Advises the administration on policy matters relating to University Relations including public events, development, public information, alumni relations, government relations, and related areas of community relations.
b. Reports to the Faculty Senate on any matters of concern in the areas of University Relations.

Maintains liaison with the various schools, colleges and divisions to insure coordination of university relations programs and to provide a mechanism for enlisting the support and participation of the schools, colleges, and divisions in various university relations efforts.

Meetings: (please note the number of meetings and dates is possible)

The UR Committee met five times during the academic year:

- 9/12/05
- 12/12/05
- 2/17/06
- 3/17/06
- 4/7/06

Major Accomplishments/Actions: (please LIST – bullets OK-major committee accomplishments, issues of discussion, etc.)

9/15:
Tom Luljak provided an overview of the operations of the University Relations and Communications Division. The Division focuses on the following activities:

1) Communications and Media Relations. Staffed by designers and writers who maintain the website, print media, the experts directory, the Alumni magazine, manage the state fair presence among other media related projects.
2) Government Relations. This includes City and County of Milwaukee, State and Federal legislators.

3) Neighborhood Relations.

4) Alumni Relations. Support outreach activities for 115,000 living Alums.

5) Support for Administration’s special events.

6) Marketing and advertising; providing an overall message for UWM.

7) Public Records

This overview sparked a discussion of UWM’s image. The committee asked for a copy of the Strategic Plan which was updated in Spring of 2005. Other issues discussed included the report of the Race and Ethnicity Task Force. It was pointed out that UWM appears to have lost sight of its mission and focus.

12/12:

Luljak discussed the activities of the Division. Newly launched projects and events being planned include: UWM’s 50th Anniversary celebrations which will be kicked off in Fall 2006 and run through May 2007; plans are being formulated for the dedication of the Klotsche Pavilion; budget planning for the next biennium is starting; Lipman Hearne is the new agency contracted for UWM marketing initiatives; the Capital Campaign will be announced in January 2006 with the launch planned for April.

Bruce Maas, Director of I&MT, presented information on the Web Content Management System. The system is planned to be in place prior to the finalization of the web redesign project.

Luljak presented an update on the activities of the Division. The Neighborhood and Government Relations Liaison search has been completed. The candidate will start in July and will attend a future meeting of the Committee. Nancy Warner has announced her retirement effective March 31, 2006. A search is in progress. Lipman Hearne is working on research; Steve Percy is doing surveys of Alums, the general population in southeastern Wisconsin, a web survey of faculty and staff and prospective students. Distributed recent articles on UWM’s research agenda.

Luljak distributed an outline of the plans for UWM’s 50th Anniversary. Luljak was called away to meet with the Chancellor. Committee continued discussion and made some suggestions. It was agreed to schedule another meeting in March. Luljak’s office will coordinate a meeting date and notify members.

2/17:

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3/17:

Luljak discussed the activities of the Web Redesign Team. He asked the committee to serve as a focus group. It was agreed that the next meeting on April 7 would be dedicated to that purpose.

Luljak distributed the updated 50th Anniversary planning documents. The tactics and goals were discussed.
Luljak welcomed the guests and began the focus group by asking us to consider the current UWM home page on three levels: content, design, and navigation. The group discussed various aspects of the existing page. The “target” group of the web site was discussed. How the current site reflects the experience of UWM was considered. Other university web pages were reviewed. The design team will be compiling notes from their various focus groups and statistical analyses and will report to various university groups.