Annual Report and Recommendations of the Public Relations Committee 1967-68

I. Introduction

The Public Relations Committee, 1967-68, decided at an early monthly meeting that it would concern itself with the following items:

1. To strive to be a more coordinate body by inviting to Public Relations Committee meetings all directors of UWM offices (or their representatives) that are oriented to public relations.

2. To study relevant public relations matters that hold greatest priority for UWM.

3. To review the Public Relations Committee's function and membership and to submit a recommendation in the spring to the UWM Codification Committee.

II. Committee Discussion

A. UWM Attrition. The question was raised about the University of Wisconsin-Milwaukee's community image. Discussion centered on the attrition rate and the Summary of the 1966 American College Testing Program Study of UWM Freshmen Students. The study revealed that:

1. The mean composite performance of UWM freshmen on the American College Test places them in the top 6% of the freshman classes enrolled in Level IV institutions (other Ph.D. granting schools which were a part of this study) and their mean performance on all four subtests and composite score is greater in each case than the mean performance of Level IV institution freshmen.

2. Compared to Level IV freshmen classes, UWM freshmen as a group ranked at the 75 percentile on mean high school grades.

(but)

3. The mean performance of UWM students measured by college grades consistently places them in the lower 40% of Level IV freshmen classes. In all subject areas (English, mathematics, social sciences and natural sciences), UWM students ranked in the bottom 40% on grades and their overall grade point average ranked them at the 15th percentile compared to Level IV freshmen.

Because the Chancellor appointed an ad hoc committee to investigate this document, the Public Relations Committee decided to await its findings.
B. UWM Institutional Study. The Director of University Relations suggested that there should be a UWM institutional study which would indicate where we need to emphasize better communications with our various publics.

C. UW-Milwaukee, UW-Madison. It was felt that each campus of the University of Wisconsin should be identified with its official name or location (i.e., University of Wisconsin-Milwaukee, University of Wisconsin-Madison, University of Wisconsin-Parkside, etc.). It is evident that the use of University of Wisconsin is no longer an appropriate description. There were instances where persons were confused as to which university or campus they were dealing with. It was reported that Central Administration has made a recommendation to the Board of Regents which is similar to that mention above.

D. Publications. At the December 12 meeting it was pointed out that originally 55,000 UWM catalogs were printed. At that time there were 13,000 left, 3,000 which needed to be set aside for the September, 1968 freshman class. The remaining 10,000 would have to serve UWM through May, 1969. (As of February 29, 4,632 catalogs remained for general distribution.) After discussion with Mr. Roland Dickey, director of publications, it was agreed that the Chairman and Vice-Chairman should meet with Assistant Chancellor John Solon to point out the need for an overview of the publication situation at UWM. The administration responded by indicating that it was the intention to appropriate sufficient budget monies for the support of publications and to create the centralized authority that could make professional operational judgments on publications. It was indicated that Mr. Dickey would be asked to prepare a full budget indicating the total funding necessary to operate a complete publication program at UWM.

E. Other. During the course of our meetings, information was received on such items as the College Bowl, WTMJ-TV Foresight program, Contemporary Trends course, relations with the Milwaukee Symphony Orchestra and the UWM Magazine. These examples of presenting UWM to and involving the campus with the Milwaukee community are most significant and hopefully will be continued and expanded to include other UWM area and publics.

III. Recommendations

It is recommended the UWM Faculty approve the following as the statement of membership and function of the UWM Public Relations Committee (This proposal was reviewed and approved by the UWM Codification Committee on March 14, 1968):

A. Membership.

Five elected faculty members

Two UWM students each appointed for one year terms by the Chancellor
Four ex-officio members as follows:
- Director of University Relations
- Director of Publications
- Director of High School Relations
- Director of Public Relations, UWM Union

B. Function.

The function of the Committee is to study relevant University of Wisconsin-Milwaukee public relations matters and to make appropriate recommendations to the faculty and administration.

Public Relations Committee

C. Baumann  
R. Hill, Vice Chairman  
M. Johnson  
D. Stacy, Chairman  
H. Summ  
T. LaTour, ex-officio  
G. Peters, ex-officio

UWM FAC DOC 451, APRIL 11, 1968
NOTE: (cf. attached page for comparison with present committee functions and structure)
Public Relations Committee:

Membership:

Five elected Faculty members, and the Director of the UWM News Service (ex-officio), and the Director of University Relations (ex-officio). (UWM FM 5-14-64; FD 282)

Functions:

To enable the Faculty to do its share in the effective interpretation of the University to the State. (UWM FM 10-4-56, 5-9-57, and 5-14-64)
Annual Report and Recommendations of the
Student Life and Interests Committee, 1967-68

EXPLANATORY NOTE: Attached is the Annual Report of SLIC. For clarification, the report is organized as follows:

A. Annual Report, pp. 1-7

B. Recommendations, pp. 8-13
   1. Summary statement for Faculty approval, p. 8
   2. Statement I for Faculty endorsement, pp. 9-11
   3. Statement II for Faculty endorsement, pp. 12-13