Among issues discussed throughout the year:

1) The UWM Magazine should be of general interest to and reach the community;

2) Alumni matters could be part of the Magazine;

3) Magazine should be a journal telling all about the programs, growth, and development of UWM;

4) The University Relations Committee should serve as an editorial board for the present;

5) Recommendation that the Committee request Chancellor Klotsche ask that President John Weaver give address to January graduating class;

6) Procurement of money to advance University relations is really task of Administration;

7) Further questions concerning UWM Magazine: Distribution, Coverage, Aims, audience appeal.

8) Should attendance at Commencement be obligatory?

9) Should traditional cap & gown attire be required?

10) Distribution of paper of an initial attempt to define the nature of an Advisory Council to colleges and schools. Suggestions that followed:

1) Councils should not be composed of just professionals in the field but should have a broad membership of interested people;

2) The University Relations Office acts as liaison and should be aware of competition and overlapping between advisory councils;

3) The initial phase is a matter of internal research for each College and School as to direction of their development. Second step is the cultivation of prospects interested in the college or school, and last, the appropriate solicitation of help as program and needs develop.

10a) Discussion continued on the need for scholarships based on the level of academic attainment; on the need for period involvement of community leaders in campus affairs; on the advantage of person-to-person contact over the written word; on the amount of faculty contact with the community; on the problems of the student in academic advising; on the need for a central information center on campus.
Actions taken:

1) Recommendation to the UWM Administration that the Chancellor convey to the Deans that each college and school seek the advice of a citizen advisory group;

2) That minutes of the University Relations Committee be circulated to the Deans of the colleges and schools and seek advice from a citizens' advisory group;

3) That attendance at commencement ceremonies for graduating students become optional effective June, 1971.

4) Commendations to the editors and staff of the UWM Magazine for the Fall, 1970, issue of the magazine;

5) That the UWM Magazine assume a wider range in the material published and that it reach for communication with the Milwaukee community through broader circulation to officials and citizens;

6) Tour of Sandburg residence halls by committee members;

7) Commendation to Professor August J. Rogers, Jr. and associates (Dept. of Economics) for the successful conduct of "Rap" for the 70's;

8) That radio station WUWM be the official information center for UWM in both normal and emergency situations;

9) To give the chairman authority to convey to the Administration the view of the University Relations Committee that a central information center on a professional level is greatly needed on the UWM Campus.

10) By unanimous consent Professor Helmut Summ was voted to continue as Chairman of the Commencement Sub-committee for the June 13, 1971 exercises.

Public Relations Committee

  R. Hill, Chairman          B. Smith         G. Rosenthal
  V. Bacon                     H. Summ         L. Eley, ex-officio
  I. Bozak                    R. Cecil         G. Peters, ex-officio
  H. Brockel                  N. Kading       R. Potterveld, ex-officio

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