

**Recommendation of the University Relations Committee (URC)
to Revise UWM P&P Ch. A4.0: URC Charter**

TRACKED version

A4.0 University Relations Committee

- (1) Membership. Sixteen members as follows: four elected Faculty members; three Faculty members to be appointed by the Chancellor from a list to be submitted by the Nominations Committee; three members of the Academic Staff to be appointed by the Chancellor from a list submitted by the Academic Staff Committee; *one member of University Staff appointed by the Chancellor from a list submitted by the University Staff Committee* ~~one representative of the UWM Alumni Association to be appointed from nominations submitted by the Alumni Board of Directors~~; two students; three members ex-officio shall be *Vice Chancellor of Marketing & Communication or their designee, the Vice Chancellor of University Advancement or their designee and the Secretary of the University* ~~the Chief Marketing Officer, Community and Governmental Relations liaison, and the Secretary of the University~~. No more than one Faculty member shall be from a single college or academic Division.
- (2) Functions
 - a) Advises UWM 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.
 - c) ~~Maintains liaison with the various colleges and Divisions to insure coordination of University Relations programs and to provide a mechanism for enlisting the~~ *Promotes* support and participation of the colleges; and Divisions in various University Relations efforts.

CLEAN version

A4.0 University Relations Committee

- (1) Membership. Sixteen members as follows: four elected Faculty members; three Faculty members to be appointed by the Chancellor from a list to be submitted by the Nominations Committee; three members of the Academic Staff to be appointed by the Chancellor from a list submitted by the Academic Staff Committee; one member of University Staff appointed by the Chancellor from a list submitted by the University Staff Committee; two students; three

members ex-officio shall be the Vice Chancellor of Marketing & Communication or their designee, the Vice Chancellor of University Advancement or their designee and the Secretary of the University. No more than one Faculty member shall be from a single college or academic Division.

(2) Functions

- a) Advises UWM 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.
- c) Promotes support and participation of the colleges and Divisions in various University Relations efforts.

Rationale

1. The University Relations Committee moves to amend the voting (1) Membership as outlined in the committee's charter as follows:
 - a. Remove the *one representative of the UWM Alumni Association to be appointed from nominations submitted by the Alumni Board of Directors*
 - b. Addition of *one member of University Staff appointed by the Chancellor from a list submitted by the University Staff Committee*

Rationale: There has not been a representative from the UWM Alumni Association in many years and that adjustments to the ex-officio membership (namely adding a representative from the Office of Advancement) will better serve committee's function and provide a boarder voice that includes the alumni relations. The addition of a University Staff member will assist the committee to represent the different voices within UWM. These changes will not affect the total number of voting members.

2. The University Relations Committee moves to amend the URC charter ex-officio (1) Membership as out lined in the committee's charter as follows:
 - a. Change the three members ex-officio from *the Chief Marketing Officer, Community and Governmental Relations liaison, and the Secretary of the University* to *Vice Chancellor of Marketing & Communication or their designee, the Vice Chancellor of University Advancement or their designee and the Secretary of the University or their designee.*

Rationale: This change the ex-officio better reflect current structure of UWM offices of Marketing & Communication and University Advancement.

3. The University Relations Committee moves to amend the (2) Functions in paragraph c) in the committee's charter

from:

Maintains liaison with the various colleges and Divisions to insure coordination of University Relations programs and to provide a mechanism for enlisting the support and participation of the colleges, and Divisions in various University Relations efforts.

to:

Promotes support and participation of the colleges and Divisions in various University Relations efforts.

Rationale: This change is to better reflect the activity with which the committee engages.