

External Relations

From first impressions to lifelong relationships, we strengthen UWM's ties to the community through several outreach programs.

Campus Welcome Center

We assist visitors and the community by sharing information and giving tours of the campus and nearby neighborhoods (prospective students, are served by the Department of Admissions and Recruitment).

Speakers Bureau

Our new Speakers Bureau connects the community with campus leaders who will share the UWM story. The Experts Directory is another great way to tap into UWM's wide-ranging expertise.

Panther Families

The Panther Families Program keeps families of current and prospective students informed and engaged through the Panther Family News, website and Family Weekend.

Neighborhood Relations

As the liaison to the neighborhoods surrounding campus, we can help new faculty and staff find a home nearby. We can also promote your UWM event or department through Notes to Neighbors and UNITE.

Special Events

We coordinate university-wide events and offer consultation and support to schools, colleges, and departments planning their own events.

Public Records

We process requests for public records maintained at UWM, except for patient health records.

Executive Communications

We write and handle communications for UWM's senior leadership, including the chancellor and vice chancellors, and can share general information and feedback about executive communications.

Fact: UNITE (University-Neighborhood Initiative To Engage) brings faculty and staff volunteers to student residences in a 100-block area to welcome them to the neighborhood each fall.

Learn more at externalrelations.uwm.edu.

For the **Speakers Bureau, Campus Welcome Center, Panther Families** or **Public Records**, contact Amy Watson at awatson@uwm.edu or (414) 229-5188.

For **Neighborhood Relations**, contact Heather Harbach at harbach@uwm.edu or (414) 229-4451.

For **Special Events**, contact Lynn Wilk at lcwilk@uwm.edu or (414) 229-6917.

For **Executive Communication**, contact Brad Stratton at stratton@uwm.edu or (414) 229-4027.



FOR MORE INFORMATION:

University Relations & Communications

uwm.edu/universityrelations

ELEVATING

CONNECTING

PROMOTING

SERVING
ENGAGING PRODUCING
STORY TELLING

University Relations & Communications

uwm.edu/universityrelations

MARKETING

CAPTURING ADVOCATING CREATING
ENHANCING

UNIVERSITY of WISCONSIN
UW MILWAUKEE
POWERFUL IDEAS | PROVEN RESULTS |
®

University Relations & Communications | SERVICES |

We are UWM's bridge to the community, working to build the university's reputation and brand identity while enhancing relationships with everyone from government officials to our neighbors down the street. Our expert staff can help you communicate your part of the UWM story, whether it's a beautiful brochure, dynamic website, or memorable event.

Web & Mobile

As experts in emerging technologies, our team leads the overall digital strategy for uwm.edu and ensures that UWM has a high-quality and robust Web presence. We can provide Web branding guidelines and design assistance, as well as develop Web and mobile applications, including ePayment capabilities.



Fact: *uwm.edu has a mind-boggling 22,700-plus pages (and counting) and averages 65,338 visitors daily during peak periods.*

Learn more at web.uwm.edu.

For **web strategic planning and design**, contact Michael Hostad at mhostad@uwm.edu or (414) 229-3212.

For **web and mobile applications**, contact Mark Jacobson at markj@uwm.edu or (414) 416-9503.

Media Services

As the central news source on campus, we tell the UWM story through an array of internal and external channels, including media outlets, UWM Alumni magazine, UWM Report, UWM in the News and university social media accounts. We provide expert public relations strategy and writing services to campus units, serve as the liaison to media, offer social media expertise, and compile the Experts Directory.

Social Media

A strategy is essential to the success of social media. Experts can help you develop a social media strategy for brand awareness, customer engagement, or media activity for your needs.

Fact: *Wondering how to keep up with the latest social media networks? We can help you plan your strategy.*

Learn more at newsmedia.uwm.edu.

Or contact Laura Glawe at glawe@uwm.edu or (414) 229-6444.



Integrated Marketing Communications

Imagine the possibilities. We turn ideas into realities, whether it's a simple invitation or a fully integrated marketing campaign. Our award-winning staff offers creative and professional marketing plans and strategy, writing, editing, social media services and more. Our one-stop-shop approach makes it easy for you as we lead your project from conception to completion using innovative, efficient and cost-effective strategies. Services include:

Marketing Communications Consultation

Together, we'll work to define your marketing goals and craft the best approach that leverages your story using the right tools to engage the right audiences.

Graphic Design

Our expert team will consult with you to develop design solutions that communicate your message through eye-catching print and digital tools, including posters, brochures, HTML emails and advertising campaigns.

Photography

A team of award-winning photographers are at your service to capture your project or event. If you're pressed for time, we can provide access to UWM's extensive digital photo archives.

Video Services

Our video and multimedia production staff can tell your story and make an emotional impact through instructional and marketing videos, audio recording on location and in studio, and live streaming of special events.

Fact: *We offer free consultations to help you reach your marketing goals.*

Learn more at marketing.uwm.edu.

For **marketing projects**, contact Laura Glawe at glawe@uwm.edu or (414) 229-6444.

For **photo/video services**, contact Pete Amland at pamlan@uwm.edu or (414) 229-4974.

Print & Copy Services

Top-notch printing, copying and binding services are provided through our in-house facility in the USR building. State rules require that all printing, whether done in-house or provided by outside vendors, must be processed through Print & Copy Services. Our print specialists make sure the job is done right. We also offer a printer/copier leasing program, act as the campus clearinghouse for graphic equipment, and manage public-use copiers.

Fact: *We can produce professional-quality, perfect-bound softcover books.*

Learn more at printcopy.uwm.edu.

Or contact Linda Bettler at bettler@uwm.edu or (414) 229-4055.

Government Relations

As the doorway to local, state, and federal decision-makers, we advocate for policies and budget decisions that help build UWM's ability to serve the public. Interested in working on behalf of the university? Sign up for Panther Advocates, a grassroots advocacy group that enlists the help of alumni, students, parents, and others to educate elected officials about the important work happening at UWM. (But remember that UWM resources, including its email system, cannot be used for political purposes.)

Fact: *More than 450 people have signed on as Panther Advocates.*

Learn more at govrelations.uwm.edu.

Or contact Tom Luljak at tluljak@uwm.edu or (414) 229-4035.

Athletics Communications

The team behind uwmpanthers.com can do much more than just keep you informed of the latest Division I Panthers news. We also arrange coaches, players, and other athletics staff as speakers, and also host camps and other special events (have you ever wanted to appear on court?).

Fact: *Yes, we can help you book Pounce for your next event!*

Learn more at athleticscommunications.uwm.edu.

Or contact Kevin O'Connor at kjoc@uwm.edu or (414) 229-5674.

