

# minutes

S A S A K I



Architecture | Engineering | Planning

date 18 June 2008

project name University of Wisconsin-Milwaukee Master Plan project # 07G2U

meeting date May 20, 2008 time 9:30 am – 11:00 am

location Fireside Lounge

recorded by Kathryn Madden

distribution Jon Jenson, Jeff Kosloske, Kate Sullivan, Patricia Arredondo, Chris Gluesing, Jim Vander Heiden, d'Andre Willis, Lora Strigens, Julie Penman, Greg Havens, Janne Corneil, Philip Parsons, Tyler Patrick

purpose Development Relations

These minutes represent a summary of the content and character of each meeting and are not meant to be an exhaustive list of the comments made. Also, these notes are an initial attempt to understand the academic issues on campus; we will return to gather additional information as necessary.

## ATTENDEES

Peppy O'Neil, Alumni Relations  
Jennifer Clearwater, Development  
Stephanie Ackerman, Development  
Gretchen Miller, Development  
Lynn Wilk, University Relations  
Amy Watson, University Relations  
Laura Bandemer-Puritoy, University Relations  
Angela McManaman, University Communications  
Greg Wala-Chojwacki, University Communications and Media Relations  
Andrea Simpson, Alumni Relations  
Tammy Putzier, UWM Foundation  
Jim Vander Heiden, HGA  
Kathryn Madden, Sasaki team

## SUMMARY

### A. Overview

- 1) Image and Identity – Last three years, no longer negative comments of past, but focus on new residence halls, PhD programs, Water Institute, etc., students are now choosing UWM as a destination school rather than school of last resort; use of logo-ware; growing value of UWM degree for alumni
- 2) Philanthropy- stronger relationships with business community; easier to fund scholarships to support access; excitement regarding Innovation Park in Wauwatosa

- 3) Neighborhood – difficult for them to actively support university when they are dealing with problems on their blocks, but overall supportive of UWM initiatives (research and access); Oscar Perez has played a key role in monitoring behavior; concerns continue over enrollment cap, student behavior, and use of Columbia-St. Mary's; Downer Woods is legislatively protected with a management plan but also has several community advocates.

#### B. Goals

- 1) Philanthropy - Engage students in philanthropy earlier; raise profile of Water Institute; research funding from past and present faculty; bricks and mortar (fundraising accomplished for Library)
- 2) Mission - Maintain balance between access and research – research now feels stronger but what are implications to access
- 3) Economic Development - Grab hold of the vision; expansion is exciting and role of the university in city; hitch Master Plan to economic development; urban environment – pull in great urban kids (also a destination for rural Wisconsin)
- 4) Research – move from discovery to intellectual property rights
- 5) Identity – need a memorable place on campus, something imageable or iconic, either landscape or building; need cohesive look, brand, feel to come out of new construction – “we are UWM”; school pride

#### C. Program

- 1) Development - just completed a \$100 million campaign that raised \$125 million one and one-half years ahead of schedule, largely on strength of Chancellor's message; Development Director position for each School plus athletics, library, and regional (12 total); staff of 25 total; new Vice Chancellor for Development and Alumni Relations begins mid-August.
- 2) Media Relations and Communications – constituencies are media and legislature; believe in the role of the university as the economic engine of SE Wisconsin; Milwaukee Sentinel and its editorial board is supportive; marketing to Milwaukee and grass roots but also to national audience regarding research and collaboration and national positioning; online students don't have much allegiance to UWM
- 3) Foundation – Three boards: Foundation proper, Real Estate, and Research (last two are recent; some overlaps on Boards); President is Dave Gilbert, who staffs Foundation and Real Estate Foundation (also special assistant to Chancellor); Real Estate Foundation is able to buy property and was responsible for Riverview Residence Halls; Brian Thompson is President of Research Foundation; Research Foundation assumed UW System WiSys role for UWM. UW Trust is original system-wide foundation

#### D. Physical Space Attributes

- 1) Development – In Hefter Center; bursting at seams, no common area, no private place to meet with donors, 99% of conference center use is unrelated; physical disconnect with campus although only a ten minute walk away; only Vice Chancellor not located in Chapman (which is crowded anyway)
- 2) Media Relations – Need more private place to interview students; cramped

- 3) Alumni Association – in Alumni House (Kenwood House); was women's dorm, which has less attachment and memories among recent classes; run down and not ADA compliant; okay as space otherwise; site includes large green space; few events held there – but could be revenue generator.
  - 4) Foundation – “bank” for development; work closely with Development.
- E. Collaboration and Community
- 1) On Campus
    - Media Relations should be closer to University Relations; sub to them on org chart
    - Foundation needs to be physically close to Development – shared information and paper; Foundation needs to be perceived as “at arm's length” from University
- F. Next Steps
1. Document meeting minutes.
  2. Perform data and site analysis throughout the summer.
  3. Present initial analysis findings in the Fall

*The information above will stand as recorded unless Sasaki receives written comments within five days of the distribution date from a recipient requesting an amendment.*