UW Fox Valley · UNIVERSITY OF WISCONSIN OSHKOSH · UW Fond du Lac

Lake Winnebago Region Restructuring

Project Decision

Note:	The purpose of Project Decisions is to serve as a record of the agreement of the University leadership to pursue activities, operational processes, and policies that support the "Three Campuses, One University" credo. However, they do not—and cannot—commit the University to allocation of budgetary resources or additional personnel that might be required to pursue them. Such obligations take place through separate processes within UW Oshkosh. As such, the implementation of all Restructuring Project Decisions is always subject to resource availability.

Originating Work Group or Department:	Alumni Work Group
Date Submitted for approval:	12-11-18
Decision Title:	Alumni Communications

Recommended Decision

All alumni communications will include news, stories and alumni profiles from all three campuses to align with One University, Three Campuses.

Background

The primary alumni communication vehicles are the monthly electronic e-newsletter *Alumni News* which is sent the first Friday of each month and the *Titan* magazine which is produced in spring and fall and sent to alumni donors in hard copy and available to all alumni electronically. Targeted email communications and alumni social media should also be integrated over time.

In addition to integrated alumni communication, alumni relations will plan to host alumni events on each access campus and better integrate alumni programming in the future.

Budget Implications

None identified.

Next Steps

None identified.

Signatures

Martin D. Rudd   *(signature)*

☒ I accept this recommendation   ☑ I accept this recommendation

☐ I do not accept this recommendation   ☐ I do not accept this recommendation

Martin Rudd   Andrew Leavitt

Assistant Chancellor for Access Campuses
UW-Fond du Lac and UW-Fox Valley

Chancellor
UW Oshkosh

Date: __01/30/2019_____

Date: ____ 2/11/2019

Comments	
It is critical that access campuses are directly involved in identifying content for these distributions	