

From: Campus Announcements
Sent: Tuesday, March 17, 2015 9:43 AM
Subject: Campus Announcements - Budget Update #12

Dear students, faculty and staff,

Thank you to everyone who has participated in Budget Open Forums during the past few weeks. Nearly 1,400 people have attended the four forums we have held. The forums are helpful in the timely dissemination of information. Listening to university voices helps me have a deeper understanding of how the situation affects people on campus, which better prepares me to communicate with legislators, University of Wisconsin System leadership, news media and business partners.

If you were unable to attend the March 6 forum, I shared information about funding sources for the University of Wisconsin-Stevens Point along with several graphs, including one depicting the total \$9.6 million proposed cut, representing 25 percent of UW-Stevens Point's state support. No other UW institution is experiencing a cut of that magnitude.

Also at the forum, several of you had suggestions about our communication strategy. Thank you for sharing your ideas. The following resources are available to keep the campus, media, elected officials, parents, business partners and the community informed.

- [Budget Information Web page](#) – seven types of resources including:
 - 12 budget messages from the Chancellor, including this one
 - UW System information
 - News reports about the budget – 24 UW-Stevens Point budget related news reports have been published or aired, two Chancellor columns about the budget have been published, 13 interviews involving the Chancellor.
- University Relations and Communications posts daily on the university's official social media pages.
 - [Facebook.com/UWStevensPoint](https://www.facebook.com/UWStevensPoint) – regular audience of 2,400
 - [Twitter.com/UWStevensPoint](https://twitter.com/UWStevensPoint) – regular audience 2,350; tweets viewed 95,000 times since January
 - [UW-Stevens Point on LinkedIn](#) - regular audience of 27,000 (80 percent alumni)

There were questions at the forum about faculty and staff contacting the news media. We are fortunate to live in a country where we have freedom of speech, and we may all contact the media as private citizens. In your role as an employee of the institution, please work through [University Relations and Communications](#) if you have a story to tell. Remember, state time and resources may not be used for personal lobbying or media outreach.

As we continue our outreach, it is important to morale to be respectful of one another and to be sure we are informed before we rush to judgment. We are in this together, and we need to support each other.

Sincerely,
Bernie L. Patterson, Chancellor