

# Vice Chancellor for University Relations

- Official Functions
- Chancellor/Olin House Functions
- Olin House Management

- Special Assistant
- Records Custodian
- Special Projects

## Strategic Partnerships

- Federal Relations
- Federal Policy/Issues Advocacy
- Outreach and Engagement
- Congressional Delegation
- Federal Agencies
- Alumni and Friends
- Business & Industry

- State Relations
- State Policy/Issues Advocacy
- Outreach and Engagement
- Wisconsin Legislature
- State Divisions and Agencies

- Community Relations
- Local Community Policy/Issues advocacy
- Outreach and Engagement
- Neighborhood, City and County Officials
- Community and Civic Organizations

- Campus & Visitor Relations
- Information & Welcome Centers
- Campus Tours
- Speakers Bureau
- Parent Program
- Outreach & Engagement
- Bucky's Classroom
- UW-Madison Day at the State Fair
- Wisconsin Ambassador Program

- Corporate Relations
- University Resources for Business and Industry
- Starting New Business
- Globalization
- Professional Development
- Sponsoring Research/Licensing Technology

## Marketing and Brand Strategy

- Creative Services
- Branding
- Campus Projects
- Print and Digital Advertisements
- Websites Development and Management
- Policies and Guidelines
- Photo Library

- Online Communications
- UW-Madison Website

- Trademark Licensing

## Communications

- News & Media Relations
- Media Inquiries
- Expert Guide
- Campus Film/Photography
- Media Training
- Hometown News
- WI Idea Project

- Research Communications
- Topic/Research Related Assistance
- The Why Files

- Editorial Projects
- On Wisconsin
- Inside UW-Madison
- The Weekly
- Today@UW-Madison
- UW-Madison Website
- Photo Library
- Campus Strategic Framework

- New Media/Internal Communications
- Social Media
- Inside UW-Madison
- Today@UW-Madison

- Executive Communications

- Video
- Big Ten Productions