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University Relations: Athletics (A17-B-8) contents

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External Relations (A17)
The Office of External Relations functions as the primary source of public information for the institution. It works with a number of different constituencies--alumni, donors, parents, public and business leaders, and other friends of the college--in "increasing awareness and goodwill, fostering financial support and building community."

This record group is divided into two sub-groups: Alumni Relations (A17-A) and University Relations (A17-B). Both sub-groups contain materials that served to build awareness of the community, provide information to interested groups and promote UMM among the larger public. Photos, news releases, print materials and other sorts of promotional materials are prominently represented. See the sub-group descriptions for a fuller and more detailed listing.

The Vice Chancellor for External Relations leads this office. The administrative unit was created in 1999-2000, and before this date, the offices of Alumni Relations, University Relations and Fund Development, although performing comparable functions, were generally independent. (See the individual administrative histories of Alumni and University Relations.) Madeline Maxeiner served in this role from 1999 to 2014, and the directors of both Alumni and University Relations report to that office.

University Relations (A17-B)
University Relations represents a large and important collection of materials, most of which reflect the institution's efforts to promote itself, to deliver information to important constituencies and to and commemorate and celebrate historically important personages and events. This record sub-group is made up of a number of record series: General Files, News Clippings, Photos, Audio/Visual Files, Correspondence/Artifacts/Awards/Promotional, Serials and Programs, Campus Events, and Athletics. Because of special handling requirements imposed by the nature of these diverse materials, many have been removed from boxes and are being stored separately. Photos are being placed in special binders, and an effort is being made to provide accurate identification. In addition, most will be scanned and saved electronically. News Clippings also have been removed from boxes and are being stored on shelves in serial form. Please see the note fields for the various record series.

Originally, the campus's "Information Office" performed public information functions. In 1965 this office underwent a name change and became the "Office of University Relations." The head of University Relations in this year was Richard J. Welsh, and he enjoyed the title of "Informational Representative," but in 1967 he became "Director of University relations." Welsh was replaced in 1972 by Ronn Hamm who served as director until April, 1979. Hamm at the same time also served as "Coordinator of Alumni Office." He was succeeded as Director of University Relations by Margo Warner, who continued in that role until the 1985-86 school year. With the departure of Ron Hamm, The Alumni Office was separated from University relations, and Gary Donovan, who also served as Director of the "Career Placement and Planning Office," took over as coordinator of the Alumni Office." Peggy Ness Palmer replaced Warner, and in 1988 Ronald Pollworth became director. Pollworth gave way to Judy Riley in 1993, and she headed the office under various titles (Principal Secretary, Executive Assistant
and Campus Communications Coordinator) until 2005 when Christine Mahoney became Director of Communications.

**Athletics (A17-B-8)**


**Container List**

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- Sports Banquet, 1965-71
- Mission Statement--UMM
- NAIA Media Guide
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