



**RESOLUTION IN SUPPORT OF
RECOGNITION OF THE RETIREMENT OF William Lowell**
Retirement Date: May 19, 2022

WHEREAS, Since 1985, William Lowell has had a profound impact on the Communication Department, the College of Arts and Communication, and UW-Whitewater as a whole. As an instructor, he has shaped the academic careers of countless students. He is a Level III instructor who has twice been recognized with the UW- Whitewater Academic Staff Excellence in Teaching award in 2008 and 2017. Bill has taught corporate communication, as well as advertising, public relations and public speaking. Our students have deeply benefitted from his 30+ years of experience as a business consultant; he serves as CEO of Business Development Directives, his own business consulting firm. As part of this role, Bill has been published in over 50 publications, including the Journal of Practical Consulting and the Journal of Legal Marketing; and

WHEREAS, Bill played a main role in the establishment of the department's Corporate and Health Communication major by conducting industry-wide interviews and then ensuring that the identified industry needs were woven into the new program. This major has grown to be our largest, and has been expanded with an online version that is being advertised nationally. The Communication Department will continue to benefit from Bill's work designing and teaching in the Corporate and Health Communication major long after his retirement; and

WHEREAS, Bill has had many influential roles in the Communication Department. Countless students have been helped to graduation by Bill's skills as a university master advisor, Communication Department Director of Advising, and SOAR coordinator for the College of Arts and Communication. He also served as assistant department chair for a semester. Bill always generously shared his time and talents with our students, having served as internship coordinator for years. In this role, he patiently and effectively taught professionalism and attention to detail; and

WHEREAS, Bill played a critical role in the redesign of the Disney College Program when it moved from the College of Business and Economics to the Communication Department, as well as the redesign of the department's Public Speaking course; and

WHEREAS, His generosity has made possible three Communication Scholarship programs: Communication Ambassadors, Lowell Award for Excellence in Corporate and Health Communication, and the Ben and Maxine Lowell Communication Scholarship. Both the Dean's Advisory Board and the Communication Advisory Board have benefitted from Bill's membership and advocacy. In 2022, Bill was awarded three very significant awards: the Distinguished Alumni Award for Service to UW-Whitewater, the Dean's Award, which is the highest award bestowed by the College of Arts and Communication, and the Communicating Leadership award, the highest Communication Department award; and

WHEREAS, The Communication Department is proud to nominate William Lowell for the much deserved title of emeritus academic staff; and

WHEREAS, William Lowell has demonstrated professional commitment, dedication and loyalty to the University of Wisconsin-Whitewater;



THEREFORE BE IT RESOLVED that the Academic Staff Assembly acknowledges William Lowell's years of service with appreciation and gratitude; and

BE IT FURTHER RESOLVED that the Academic Staff Assembly recommends emeritus status for our honored colleague and extends to William Lowell our best wishes for a long, fulfilling, and well-deserved retirement.

Resolution Tracking:

Resolution submitted by Dr. Kathy Brady, Communications Department Chair, on October 2, 2024, with department level approval.

Resolution submitted by Dr. Michael Dugan, Dean, on October 2, 2024 with Dean level approval.

Resolution submitted by Dr. Michael Dugan on October 2, 2024 to [Academic Staff Assembly](#) for consideration.



See Section 19 of Academic Staff Personnel Rules for eligibility: <https://www.uww.edu/asa/get-acquainted/as-personnel-rules#section-19-retirement>

Academic Staff Process for Emeriti Status Nomination and Conferral

1. Resolution drafted and approved by the home department:
 - Retiree's name
 - Retiree's years of service to UWW
 - Retiree's retirement year
 - Retiree's home department (author of the recommendation/resolution)
 - Recommendation that the title of Emeritus/a be conferred on the retiree including one or more of the following:
 - Distinguished service to the department/unit and/or UWW
 - Distinguished service to the profession, field, and/or community
 - Awards and recognitions received by the retiree
2. Department Resolution or Letter of Recommendation submitted to the Dean/Director for approval
3. Department Resolution or Letter of Recommendation submitted by the Dean/Director to Academic Staff Assembly (acadstaff@uww.edu)
4. Vote by Academic Staff Assembly (date of conferral)
5. Resolution and Decision submitted by ASA Chair to the Office of the Chancellor
6. Letter of Conferral sent from Chancellor to new Emeritus/a person, Alumni Office, and Academic Staff Assembly.
7. Emeritus/a's information (with conferral date, resolution, and conferral letter) added to official database kept by the Alumni Office
8. Emeritus/a's information sent by Alumni Office to all relevant privilege granting offices/units
9. Future Information Requests would go to Alumni Office (event invitation lists, etc.)