



UNIVERSITY of WISCONSIN  
GREEN BAY



## A GROWTH AGENDA FOR WISCONSIN

### GROWING PEOPLE, JOBS, & COMMUNITIES

## UW-Green Bay: Northeastern Wisconsin's Growth Agenda Phase II

**Brief summary:** The Growth Agenda for UW-Green Bay was presented as a three-biennia plan to increase access to baccalaureate degrees in the New North and position UW-Green Bay to better serve the needs of a dynamic, rapidly diversifying region. Funding for the second phase will build on the momentum of Growth Agenda Phase I, accommodate additional students, and build a larger platform for serving Northeastern Wisconsin.

### Why is it needed?

UW-Green Bay is an urban university serving residents of the New North. This region includes the greater Green Bay area—Wisconsin's second-largest manufacturing area and its third-largest metropolitan area—which is rapidly growing. The population of Brown and Outagamie counties alone has grown 8% from 2000 to 2007. These counties are projected to grow an additional 22% by 2030. Due to current demand, UW-Green Bay was required to cut off freshman applications on April 15 for fall 2008 and has enrolled one of the largest freshman classes in 40 years, indicating UW-Green Bay is a school of choice in the region.

New North business leaders already have a need for more graduates in key fields, including health care, education, business, emergency management, sustainability, social services, manufacturing, and industrial development. The region's major employers also need more employees who have studied a foreign language, had international or intercultural experience, or have entrepreneurial skills and attitudes. The growing potential of the New North cannot be met if employers cannot find qualified employees.

Although Green Bay is the third-largest metropolitan area in Wisconsin, UW-Green Bay is the third-smallest university in the UW System. There is escalating demand for post-secondary education from a region in economic and demographic transition. Regionally, only about 19% of citizens hold bachelor's degrees. (If Northeastern Wisconsin were a state, this measure of educational attainment would rank in the bottom 10 nationally.)

### How does this proposal meet the need?

- Increases UW-Green Bay's academic capacity through hiring additional faculty and support staff;
- Accommodates campus growth through hiring police and security officers, a veterans support coordinator, and campus maintenance staff.

### What are the outcomes/benefits?

UW-Green Bay is ideally situated to provide the education and training needed to support the region's growth and development. This initiative will make a UW-Green Bay education more accessible by adding 612 students to the university by 2014, and it will make high-demand programs available to students. Combining the dynamic initiatives of the New North with a growing, educated workforce will build the essential base for economic transformation and development.

**Estimated ongoing cost:** \$3,600,000 (\$2,340,000 GPR/\$1,260,000 Fees)

**For more information:** Contact Interim Chancellor David J. Ward, 920-465-2207