Meeting the Urban Challenge:
A New Comprehensive University Model for Green Bay

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Chancellor
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Presentation Summary

- Changing Environment
- UWGB Response
- Core Value: Interdisciplinarity
- Key Assets: Faculty, Staff, Community
- The Future
Global Forces of Change

- Urbanization
- Demographic shifts
- Technology (affecting learning and commerce)
- Career as entrepreneurialism
- State divestment and regulation
- Economic changes

The Urban Challenge
Educational Challenge

Percent of Adults 25 and Older with a Bachelor's Degree or Higher

- USA
- Wisconsin
- Brown County
- Green Bay (city)

Chart showing the increase in the percentage of adults 25 and older with a Bachelor's Degree or Higher from 1960 to 2010 for USA, Wisconsin, Brown County, and Green Bay (city).
Changing Diversity

Percent of Population from an Underrepresented Minority Background

- Wisconsin
- Brown County
- Green Bay

Comparison of percentages from 1960 and 2010.
Diversity and Education

Urban Challenge: Adults 25 and Older by Education and Background (2014)

- Green Bay
- Appleton & Oshkosh
- La Crosse
- Eau Claire

Three Urban Cores

- Green Bay
- Madison
- Milwaukee

- Hispanic or Non-white, Less than Bachelor’s Degree
- White, Non-Hispanic, Less than Bachelor’s Degree
- Hispanic or Non-white, Bachelor’s Degree or Higher
- White, Non-Hispanic, Bachelor’s Degree or Higher
Stratification

Green Bay Public Schools
- White, Not Hispanic
- Not White, Not Hispanic
- Hispanic, Any Race

Suburban Brown County Schools
- White, Not Hispanic
- Not White, Not Hispanic
- Hispanic, Any Race
Changing Economy

1960

- Agriculture, Construction, and Manufacturing: 40%
- Wholesale and Retail Trade: 29%
- Transportation, Information, and Finance: 10%
- Education, Health, Social Services, Public Administration: 9%
- Professional, Arts/Entertainment, Other: 12%

2014

- Agriculture, Construction, and Manufacturing: 25%
- Wholesale and Retail Trade: 21%
- Transportation, Information, and Finance: 25%
- Education, Health, Social Services, Public Administration: 15%
- Professional, Arts/Entertainment, Other: 14%
The Challenge
Reduce and Reshape

Loss of Key Partners
• State
• Students

UWGB – First 50

The New Imperative:
Opportunity to Transformation
Creativity to Innovation
Service to Partnership
Responsibility to Accountability
Engagement to Leadership

UWGB – Next 50
Strategic Planning Process

The Future Imagined
(completed)

Invent the Future
(completed)

Reorganization
(4 colleges approved)

University Planning and Innovation Council (UPIC)

Revise UWGB Strategic Plan

Shared Governance
Interdisciplinarity

UW-Green Bay’s interdisciplinary education prepares students to integrate perspectives from multiple disciplines to create innovative solutions to the multifaceted problems of an increasingly diverse world.
Faculty and Staff

- 75% Engage in public service each week
- 66% Serve in a community organization
- >50% Use their research to address community needs
Alumni and Community Partners

Council of Trustees
The Green Bay Packers
Community initiatives: Achieve Brown County; Turbo-charged
NewEra
NewNorth
Fantastic education partners: NWTC, SNC, GBAPS
Greater Green Bay Chamber of Commerce
WiSys
Transforming Lives

58% UWGB students complete an internship

25% UWGB students conduct independent research with a faculty member

95% UWGB students have jobs or are in graduate school within a year of graduation

>50% Accept jobs before graduation

80% Indicate their first job is related to their major

50% Human Biology graduates enter graduate school directly

Play Video
Major Changes - New Vision

The founding generation envisioned a university that would serve the needs of the growing economy of this region.

Our region is changing and UWGB is changing to meet the new challenges.
UWGB of the Future

Aligned to Meet Challenges

- College of Arts, Humanities and Social Sciences
- College of Health, Education and Social Work
- College of Science and Technology
- Austin E. Cofrin School of Business

And

- Division of Engagement and Community Partnerships
Science, Engineering and Technology: Our Past, Present and Future

Dr. John F. Katers
Dean, College of Science & Technology
Presentation Outline

1. The Past – a look back to 1919
2. The Present
3. The Future – New college of Science & Technology; New challenges & opportunities
1919 – An Important Year

Why was 1919 so important?

Three organizations were started in the Green Bay area
1965 – Another Important Year
The Paper Industry and UW-Green Bay

Family patriarch Austin E. Cofrin founded *Fort Howard Paper*.

The Cofrin name is particularly prominent across campus.
Wood Hall and the Patricia Wood Baer Professorship

L.G. Wood, was the founder of *Paper Converting Machine Corporation* of Green Bay

- **The Patricia Wood Baer Professorship in Education** established 2005
- **The Frederick E. Baer Professorship in Business** established 2005

Patricia Wood Baer daughter of L.G. Wood married Frederick E. Baer who became President and CEO from 1969-1993
The Kress Events Center

• George F. Kress was the Founder and President of *Green Bay Packaging Inc.* from 1933-1961 and a longtime supporter of education and other community causes.

• A naming-rights gift from the *George F. Kress Foundation* was critical to the completion of this renovation and construction project.
The Present

• Under-educated work force
  ○ High percentage of first generation college students

• Automation is rapidly impacting the number and types of manufacturing jobs in the region

• Significant environmental legacy and many ongoing environmental and health concerns
Spring 2011 - Green Bay?
The Future: The Next Opportunity

The College of Science and Technology

• Human Biology
• Natural and Applied Sciences
• Cofrin Center for Biodiversity
• Environmental Management and Business Institute (EMBI)
Strengths of the New College

• People
  o Faculty, staff and students

• Programs

• Potential
  o Engineering Technology
  o Medical College of Wisconsin
  o Nutritional Science / Dietetics
  o Athletic Training
  o Actuarial Science
  o Water Science
Keys to Future Success

• People
  ○ Recruitment and retention of faculty, staff and students
    ➢ Strong in teaching, scholarship and service
• Programs
  ○ Diverse, innovative and rigorous
• Partners
  ○ Academic
    ➢ NewEra
  ○ Regional, National and International
    ➢ Business, industry, government, non-profits
Environmental Management and Business Institute (EMBI)

- Seeks practical and cost-effective solutions to environmental problems
- Provides business outreach
- Promotes research on environmental problems
- Drive campus sustainability initiatives
- Offers and undergraduate Certificate in Sustainability that includes a required internship
Examples of Organizations Sponsoring EMBI Internships
Industry Clusters in the Region

- Agriculture
- Engineering Consulting
- Food Processing
- Healthcare
- Insurance
- Marine Vessels and Equipment (Defense)
- Paper Products
- Metal Manufacturing
- Nutraceuticals
The Role of Science, Engineering and Technology in Economic Development

- Scientists and engineers solve problems
- These solutions lead to improved quality of life, new products, businesses and economic growth
- We need more scientists and engineers in NE Wisconsin!
The Future: Challenges and Opportunities

“We’re more than the Packers. We’re more than paper companies. We need to get the word out that there’s a life for young professionals here.”

— Stephanie Cavadeas, Wipfli Senior Manager and Current 2015 - Future 15 Young Professional

Science, Engineering and Technology are critical to meeting challenges and creating opportunities!
Thank You

Questions & Comments