UNIVERSITY OF WISCONSIN WHITEWATER

UNIVERSITY OF WISCONSIN SYSTEM

A GROWTH AGENDA FOR WISCONSIN

GROWING PEOPLE, JOBS, & COMMUNITIES

# UW-Whitewater: Driving a Diverse Economy – Enhancing Wisconsin Communities for the 21st Century

**Brief summary:** This initiative funds a three-pronged approach to actively address the expansion and diversification of the state's economy in the context of the University of Wisconsin System Growth Agenda. It aims to: (a) prepare graduates for a global economy; (b) increase graduates in science and technology; and (c) increase access to baccalaureate and masters degrees.

## Why is it needed?

An area of increasing need for future American businesspeople is the ability to operate successfully in an international business environment. Limited foreign language skills are hindering the competitiveness of American graduates in the global marketplace. Likewise, the United States is being eclipsed by European and Asian workers in the STEM (science, technology, engineering, and math) areas, excelling beyond them into high-paying, specialized fields of employment.

## How does this proposal meet the need?

This initiative actively addresses the expansion and diversification of the state's economy. All of the programmatic requests in this proposal are designed to increase the options available to UW-Whitewater students to complete their degrees in high-demand, high-paying fields of employment. Students will have access to state-of-the-art technologies commonly utilized in the private sector. Language instruction will be expanded to business majors and other related disciplines. Top-notch faculty will be recruited to share their knowledge and skills with the university community.

## What are the outcomes and benefits of this proposal?

- Students receiving bachelors and masters degrees will increase by 500;
- Partnerships with community businesses will continue to grow through intern placement, knowledge sharing, and technology transfer with the university;
- Enrollment in online courses will be substantially increased by the installation of the necessary infrastructure, which has proven to be a cost-effective instructional format;
- Increase in science and technology graduates will encourage entrepreneurship and new start-ups to stimulate the economy, create new avenues for employment, and expand the tax base;
- Additionally, these programs will make the university more competitive for other sources of funding.

**Estimated ongoing cost:** $2,805,800 ($1,823,800 GPR/$982,000 Fees)

**For more information**: Contact Chancellor Richard Telfer, 262-472-1672