



GROWTH AGENDA FOR WISCONSIN *Access • Affordability • Growth*

UW-Green Bay: Northeastern Wisconsin's Growth Agenda

UW-Green Bay will use funding in the 2007-09 biennium as the first step toward increasing its enrollment by more than 2,000 students in the next decade, providing increased access to the university for residents of the community, most specifically students of color and first generation college students, and expanding high-demand programs, such as business, education, and biology.

What is Northeastern Wisconsin's Growth Agenda?

UW-Green Bay would use funding in 2007-09 to increase its enrollment by the equivalent of 195 full-time students by 2009-10, as part of a multi-biennium plan that would ultimately increase student headcount by 2,150 (1,841 FTE) by 2016-17. This growth would be supported by an increase in new freshmen and transfer students, as well as an increase in access to high-demand programs. This would bring the institution's final target headcount enrollment to 7,500 and would permit efficient growth, by supporting more students on the marginal costs required to build on the existing foundation, without accruing additional indirect support costs.

What are the benefits of Northeastern Wisconsin's Growth Agenda?

This request would provide increased access to the university for residents of the community, most specifically students of color and first generation college students. In addition, as overall enrollments grow, the request will expand high-demand programs, such as business, education, and biology. This growth is vital because, for example, in the education program, more than 15% of qualified applicants are denied admission due to resource constraints each semester. The majority of new funding for this initiative will support instruction of additional students; increase support for student and faculty technology and libraries; and increase student services geared specifically to students of color and nontraditional age adult students.

What would Northeastern Wisconsin's Growth Agenda mean for Wisconsin?

The region will benefit from a more highly educated, diverse workforce to fuel its economic development. Brown County and the City of Green Bay have recently seen extensive demographic change. Within Wisconsin, Green Bay's growth rate of 6.1% from 1990 to 2000 was exceeded only by that of Madison. Diversity in the public schools of the area is also increasing, such that by 2015 the majority of students are expected to be "minority." While the population is growing, only about 22% of Brown County residents have a baccalaureate degree, a number which must be increased to enhance economic development in the area. Applications to the university have increased, but the admissions rate has declined because of limited resources. The university is committed to this initiative to meet existing unmet demand from new students, lay the foundation to realize rising aspirations and success of students of color and first-generation college students, and to develop and expand programs in fields critical to the region's development.

Estimated ongoing cost: \$1.7 million (\$1.1 million GPR / \$614,000 Fees)

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