

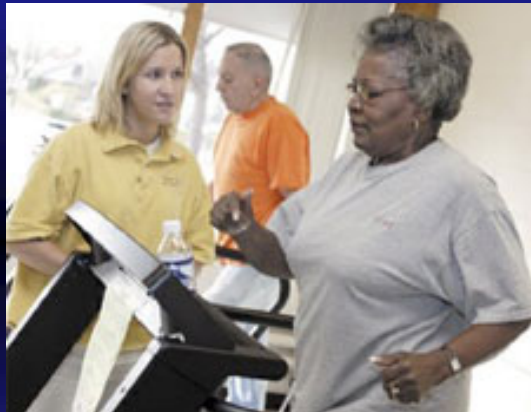


Delivering Access and Economic Growth Through Research

Chancellor Carlos E. Santiago
University of Wisconsin-Milwaukee

Two major goals:

- **Grow UWM research**



Two major goals:

- **Maintain access**



Better understanding Wisconsin:

PER CAPITA INCOME

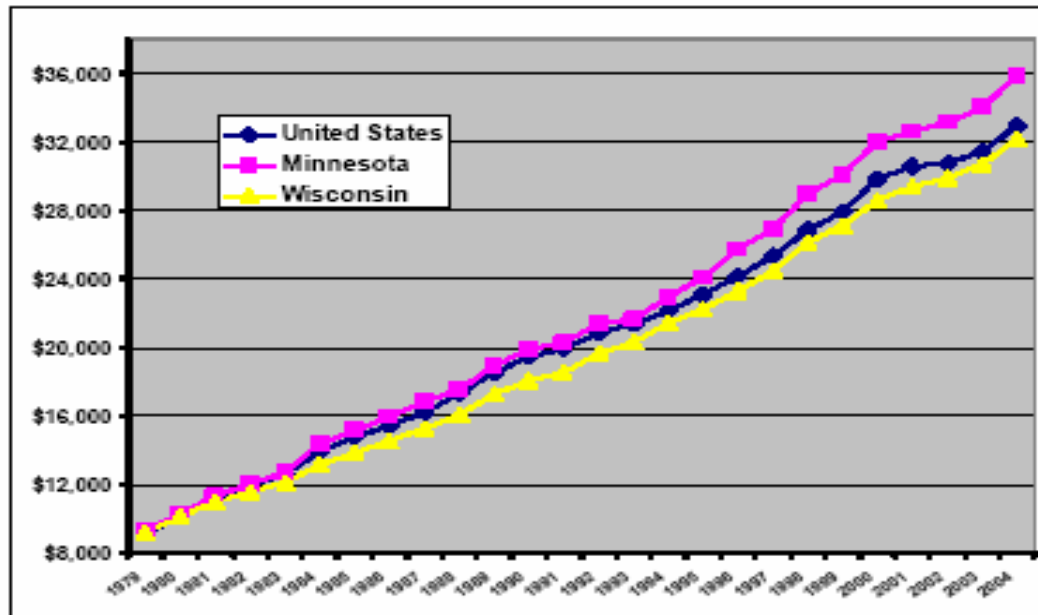
2004	Income	Rank
Minnesota	\$ 35,861	10
Illinois	\$ 34,351	15
United States	\$ 32,937	n/a
Wisconsin	\$ 32,157	22
Michigan	\$ 31,954	23
Iowa	\$ 30,560	32

Source: U.S. Department of Commerce, Bureau of Economic Analysis



Better understanding Wisconsin:

**PERSONAL INCOME PER CAPITA OF
THE U.S., MINNESOTA, AND WISCONSIN**



Source: Bureau of Economic Analysis

Better understanding Milwaukee region:

**Average city needs to increase
population holding college
degrees from 27% in 2000 to:**

33% in 2010

40% in 2020

Milwaukee in 2000: 20%

**Baccalaureate
degrees
needed**

Better understanding Milwaukee region:

RESEARCH AND DEVELOPMENT MILWAUKEE TRAILS THE STATE AND NATION

Among a peer group of American cities, Milwaukee is the only one with per-capita research-and-development spending within the metropolitan economy that lags per-capita R&D funding in its state. Milwaukee also falls near the bottom of the nation's 50 biggest cities in the Innovation Commercialization Index, which measures academic research spending, venture capital activity and stock offerings of start-up companies.

METRO AREA	METRO AREA R&D PER CAPITA	STATE R&D PER CAPITA
Pittsburgh	\$207	\$136
St. Louis	167	120
Minneapolis	155	93
Cincinnati	104	87
Cleveland	101	87
MILWAUKEE	78	132

Sources: Milwaukee Regional Economic Development Council; University of Kansas; Cleveland State University

INNOVATION COMMERCIALIZATION INDEX

RANK	METRO AREA
1	San Francisco
2	Boston
3	Denver
4	San Diego
5	Austin, Texas
6	Washington, D.C.
7	Raleigh, N.C.
8	Seattle
9	Salt Lake City
10	W. Palm Beach, Fla.
◆	
46	Jacksonville, Fla.
47	Memphis, Tenn.
48	MILWAUKEE
49	Grand Rapids, Mich.
50	Las Vegas

Journal Sentinel

R&D and innovation lag peers

Better understanding Milwaukee region:

- **28% of WI population**
- **30% of WI employment**
- **28% of WI private employers**
- **35% of WI total payroll**

Better understanding Milwaukee region:

- **31% of WI total reported income**
- **28% of WI manufacturing employment**
 - **32% of WI manufacturing employers**
 - **30% of WI manufacturing payroll**
 - **44% of WI high-tech employment**

The Reality of UWM

County	1996	2003	Change
St. Croix	4	34	+750%
La Crosse	40	117	+193%
Eau Claire	24	69	+188%
Columbia	27	75	+178%
Sauk	22	61	+177%
Dane	423	1,069	+153%
Outagamie	262	554	+111%
Winnebago	176	276	+57%
Fond du Lac	187	286	+53%
Rock	179	260	+45%
Brown	466	653	+40%
Total	21,877	24,890	+14%

**No longer a
commuter
college**

**UWM student
enrollment from
selected counties**

The Reality of UWM

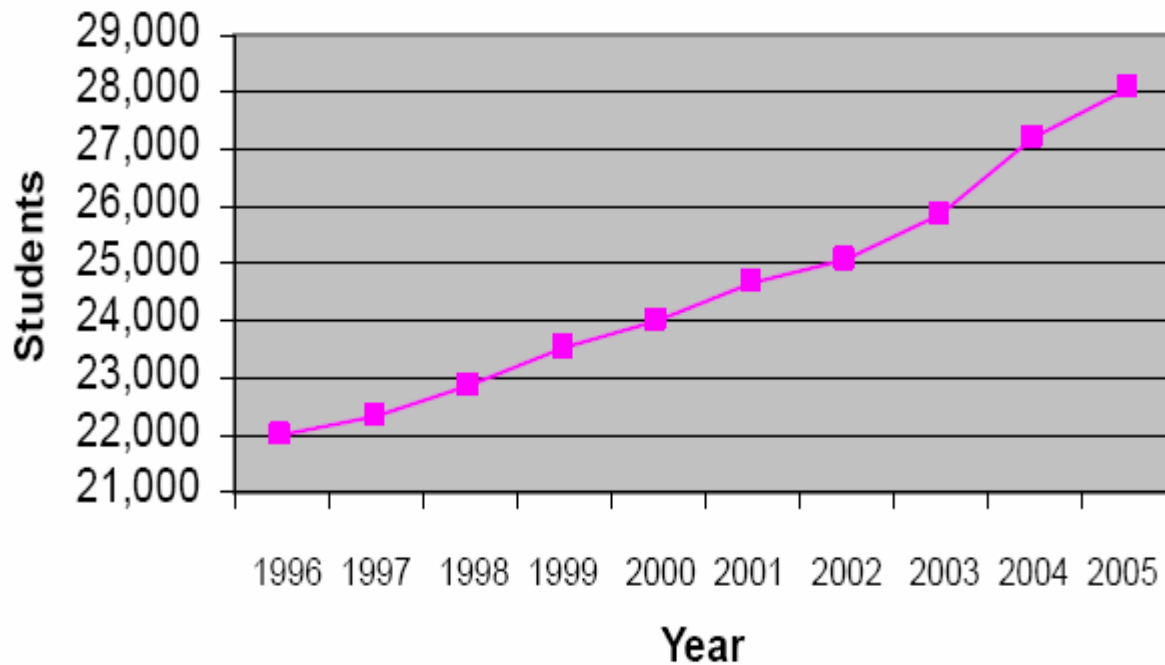
University	WI enrollment
Milwaukee	25,261
Madison	24,759
Oshkosh	10,785
Whitewater	9,999
Eau Claire	8,164

**More
Wisconsin
residents
enrolled**

Fall 2005

The Reality of UWM

Fall UW-Milwaukee Enrollments



**Major
enrollment
growth**

The Reality of UWM

42% of all bachelor's degrees
45% of all master's degrees
37% of all PhDs
to African-Americans

27% of all bachelor's degrees
33% of all master's degrees
14% of all PhDs
to Hispanics

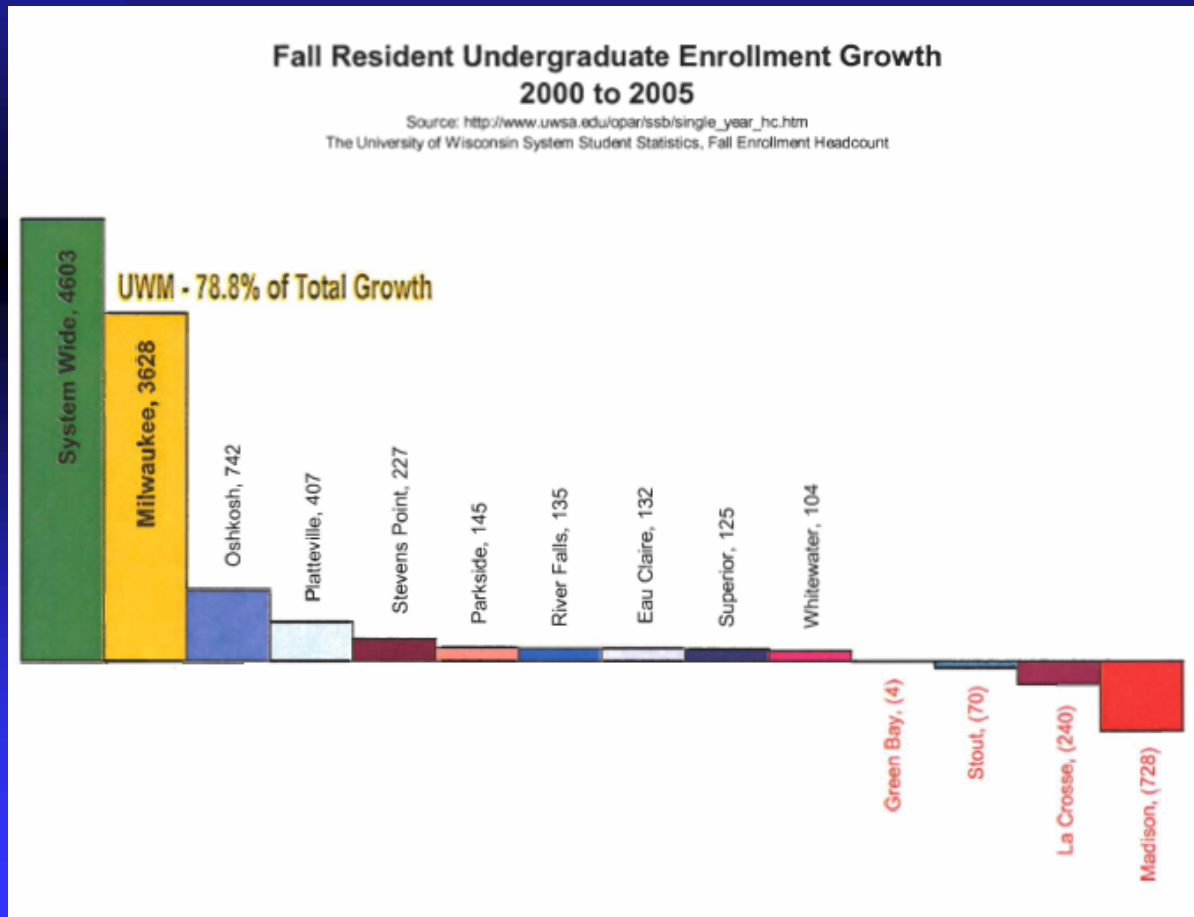
**Within UW
System,
UWM
awards:**

The Reality of UWM



**Increasingly
a first-choice
institution**

The Reality of UWM



**Most UW
System
growth is
at UWM**

The Reality of UWM

(a) Offer degree programs at the baccalaureate, master's and doctoral levels.

(b) Offer programs leading to professional degrees at the baccalaureate and post-baccalaureate levels.

(c) Conduct organized programs of research.

(g) Support activities designed to promote the economic development of the state.

**Shared
mission
with UW-
Madison**

The Reality of UWM



**Highest
density in
UW System**

**28,000 students
on 93 acres**

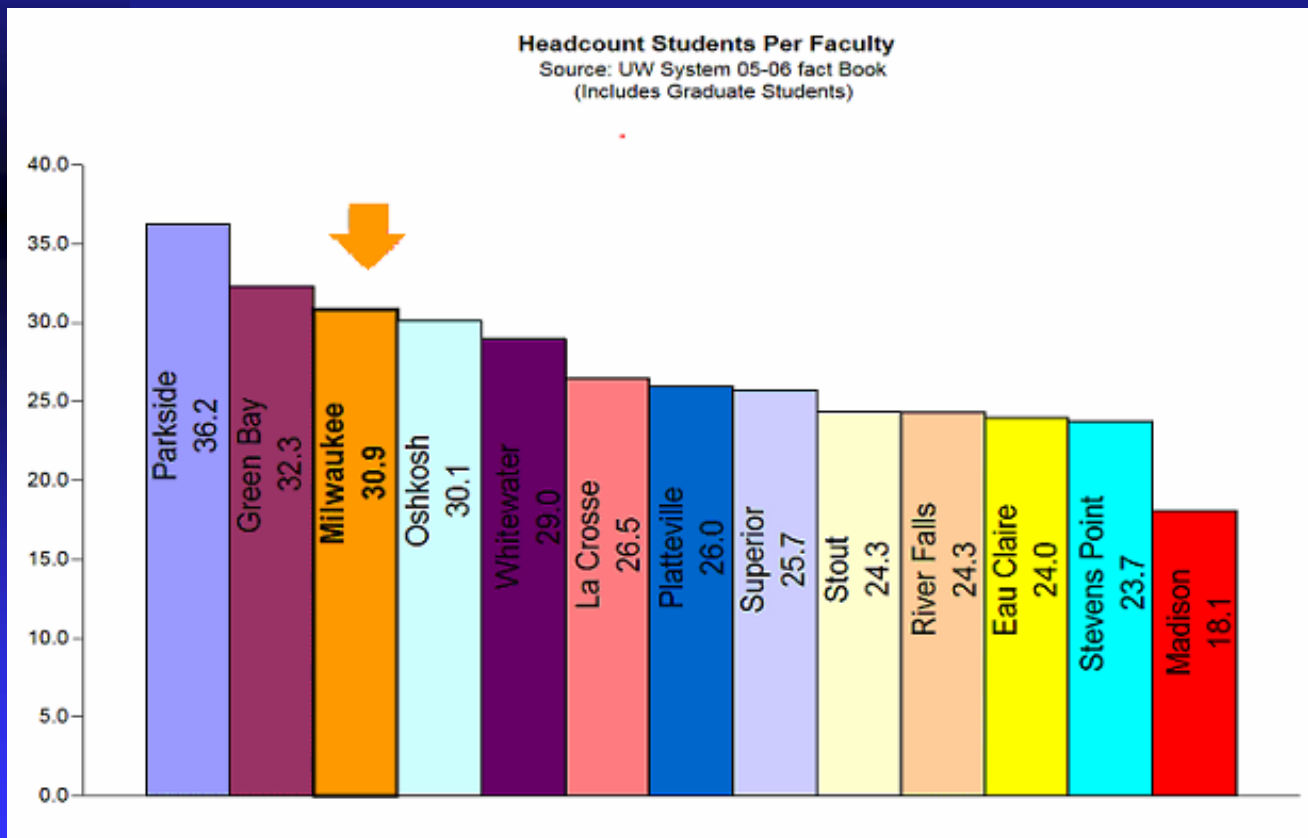
The Reality of UWM



**Vintage
1970s
campus**



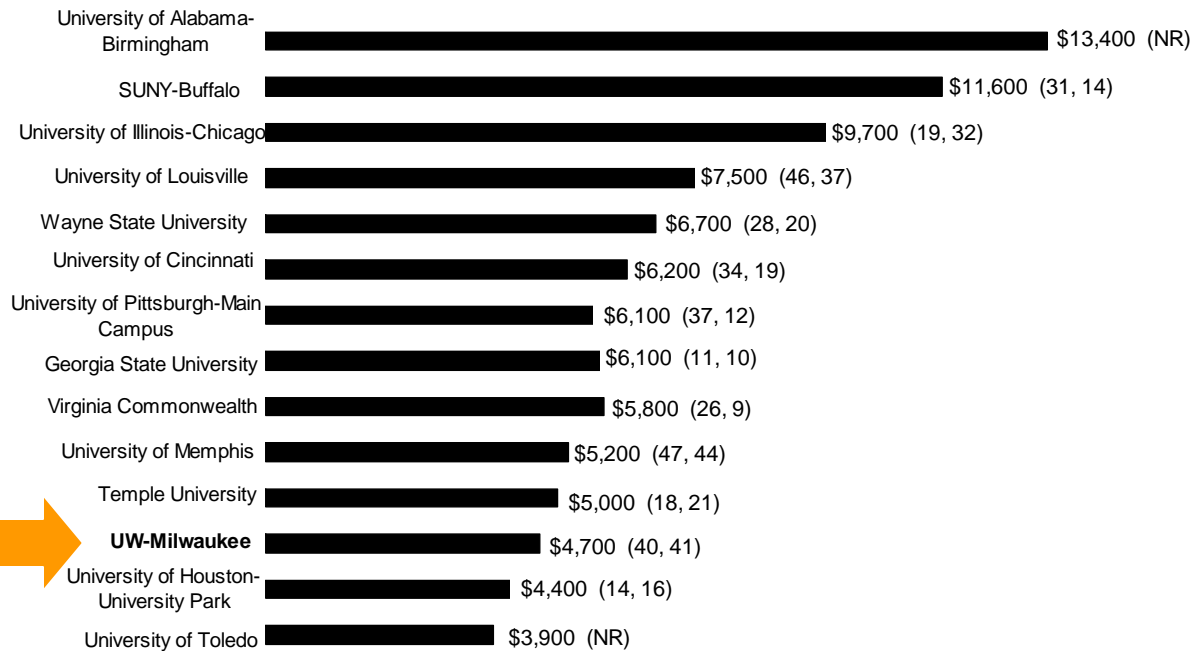
The Reality of UWM



**High
student-
faculty
ratio**

The Reality of UWM

Per student state funding at UWM peer universities
& Metro New Economy rankings



Funding compared to peers

Data Source: 2003-04 IPEDS Reports; 2001 Metropolitan New Economy Index

Note: Numbers in parentheses are overall Metro New Economy ranking and Academic R&D ranking

The Reality of UWM

Recent additions:

- **Physical Therapy (2005)**
- **Medical Informatics with Medical College of WI (2005)**
- **Social Work (2006)**

Pending Regent approval:

- **Africology**
- **Freshwater & Earth Sciences**
- **Educational Psychology**
- **Communication**
- **Information Studies**

**Need for
more
doctoral
degree
programs**

**Have 20;
need 35**

The Reality of UWM

- **Access to Success**
- **WIBHT (Wisconsin Institute for Biomedical and Health Technologies) model**
- **Degrees in Waukesha**
 - **Public health**

**Current
and future
initiatives**

The Reality of UWM



**Highly
committed
faculty and
staff**

How do we correct
this situation?

\$ 100 million

+ \$ 100 million

+ \$ 100 million

\$300 million

(over 6 years)

First \$100 million:

Outstanding campaign leadership team



Gale E.
Klappa,
Wisconsin
Energies



Dennis J.
Kuester,
M&I
Corporation



Sheldon B.
Lubar,
Lubar &
Co., Inc.



James L.
Ziemer,
Harley-
Davidson Inc.



Edward J.
Zore,
Northwestern
Mutual

First \$100 million:

Outstanding campaign leadership team



Gale E.
Klappa,
BA '72



Dennis J.
Kuester,
BBA '66,
PhD
(Honorary)
'96



Sheldon B.
Lubar,
PhD
(Honorary)
'88



James L.
Ziemer,
BBA '75,
MBA '86



Edward J.
Zore,
BS '68,
MS '70,
PhD
(Honorary)
'05

First \$100 million:

How are we doing?

\$100 million goal

\$65 million raised

\$25 million scholarship goal

\$17 million raised

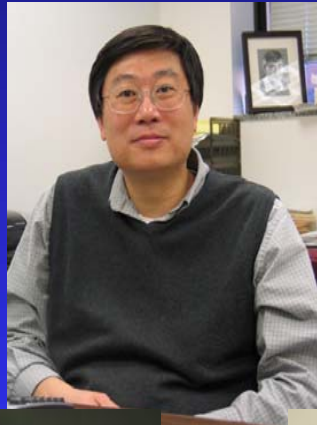
Second \$100 million:

Research Growth Initiative



Second \$100 million:

Research Growth Initiative



Second \$100 million:

Research Growth Initiative

Arts & Humanities

- Princeton University

Life and Health Sciences

- Albert Einstein Coll. of Medicine
- Cornell University
- Iowa State University
- Medical College of Wisconsin
- PharMac LLC
- University of Michigan
- University of Pittsburgh
- University of Texas
- University of Washington
- Yale

Natural, Mathematical, Engineering, and Physical Sciences

- Arizona State University
- Duke University
- MIT
- National Renewable Energy Lab
- Ohio State University
- Rutgers
- University of Chicago
- University of Minnesota
- University of California - Berkeley
- University of Wisconsin - Madison
- Vanderbilt University

Social and Behavioral Sciences

- Case Western Reserve
- Cleveland State
- Indiana University
- Stanford
- University of California - Berkeley
- University of California - Riverside
- University of North Carolina
- University of Pittsburgh
- Vanderbilt University
- Yale

25% of proposals ranked "Top 10%"

Second \$100 million:

Research Growth Initiative

- **Advanced Materials**
 - **Biochemistry**
- **Climate, Geology, Weather**
 - **Drug Design**
 - **Education**
- **Gravitational Physics**
 - **Molecular Biology**
 - **Neuroscience**
 - **Nursing**

What was funded

Third \$100 million:

Legislative DIN

\$ 10 million (07-09)

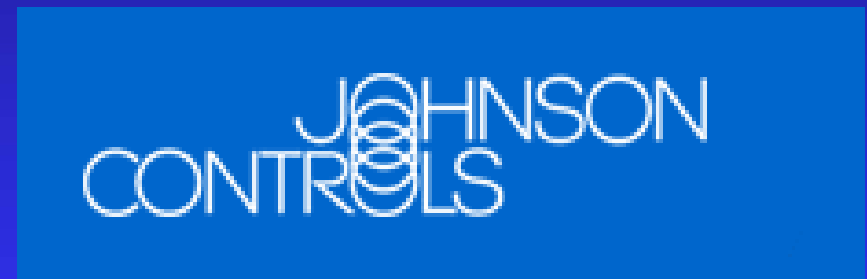
+ \$ 10 million (09-11) + \$70 million (capital)

+ \$ 10 million (11-13)

**= \$30 million (to base) + \$70 million (capital)
(over 3 biennia)**

Third \$100 million:

Partnerships



Rockwell
Automation

Partners

Sheldon B. Lubar

Lubar & Company Inc.

Dennis J. Kuester

Marshall & Ilsley Corporation

June Perry

**New Concept Self
Development Center Inc.**

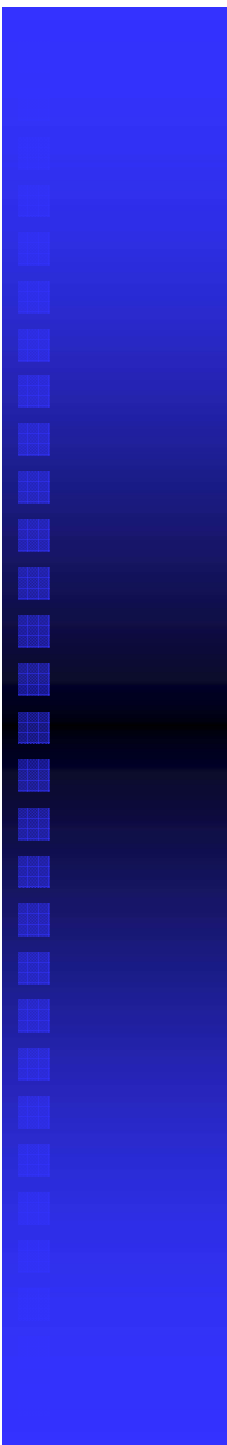
Edward J. Zore

Northwestern Mutual

The Reality at UWM

UWM:

- **Is essential to city, region and state.**
- **Must be funded like a research university.**
- **Has support of region to go forward.**





Third \$100 million:

DIN

**UW - MILWAUKEE
2007-09 BIENNIAL BUDGET PROPOSAL
FISCAL SUMMARY (TOTAL REQUEST)**

NO FTE IN 2007-08

EXPENDITURE ITEMS

	2007-08	FTE	2008-09	FTE
Unclassified salaries				
Faculty - Cluster Hires			2,000,000	20.00
Faculty - UG Research Growth			1,200,000	15.00
Faculty - Research Growth Initiative			1,200,000	15.00
Academic Staff			500,000	10.00
Graduate Students			1,250,000	50.00
Student Help			300,000	
Fringe Benefits			2,254,000	
Supplies & Services	1,296,000		1,296,000	
ANNUAL TOTALS	1,296,000		10,000,000	110.00
BIENNIAL TOTAL	11,296,000			