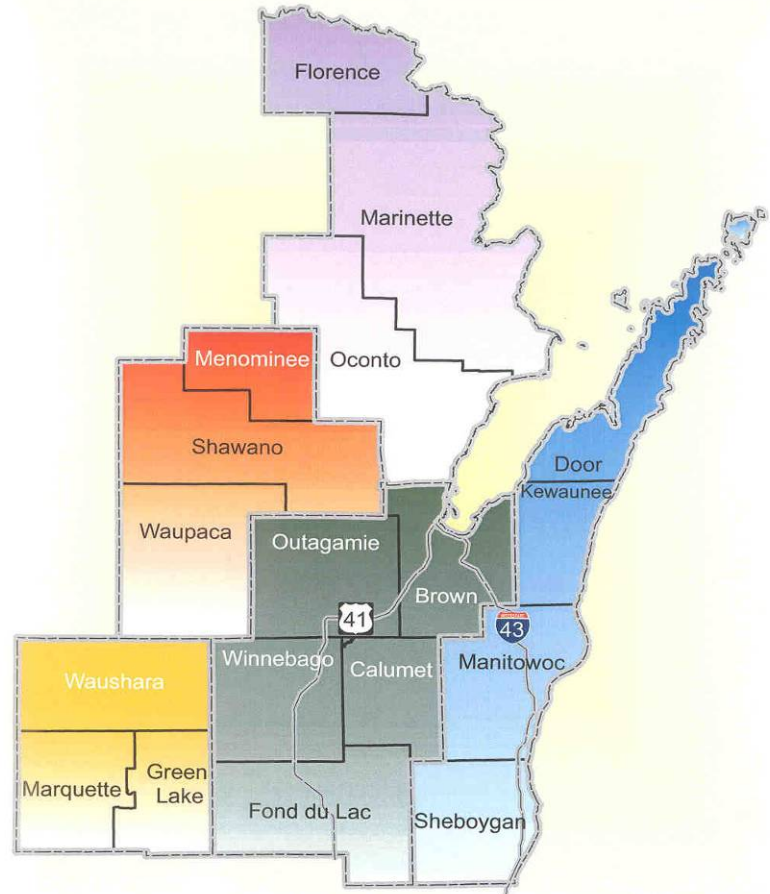




# **New North**

Zero to Regional in 36 Months

# NORTHEAST WISCONSIN ECONOMIC OPPORTUNITY STUDY

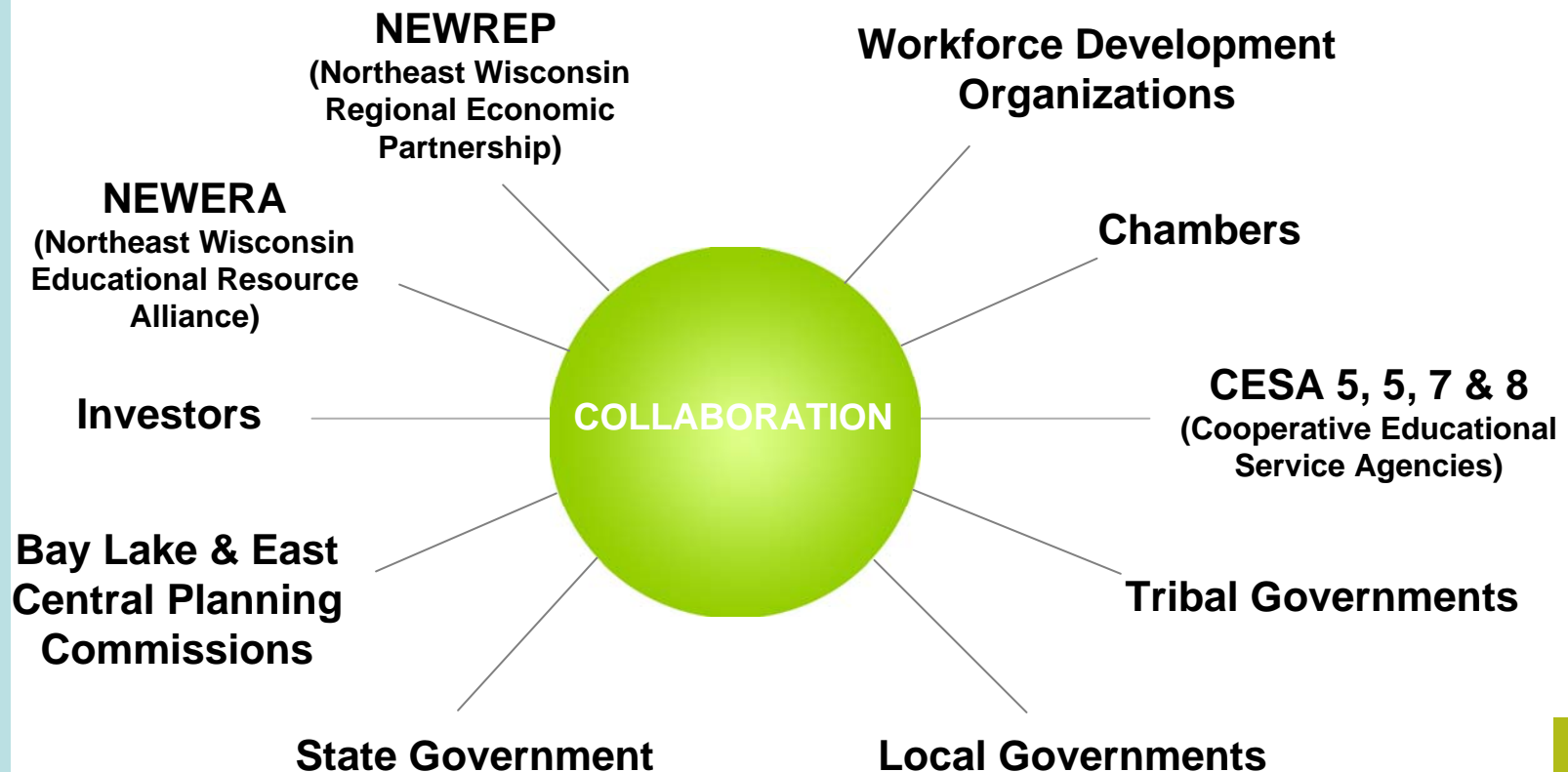


October 2004

Sponsored by:



# Committed Partners





NEWERA, NEWREP, NEWCC, WFDB(s), Planning Commission, etc.

Design and build umbrella organization; New North, Inc.

Staffing  
Facilities, etc

R&D  
Web

Select markets  
Task group coord.

....Capacity building.....

2007

Organize task groups around six initiatives

Defined work

Branding Effort (December, 05)

Northeast Wisconsin Economic Opportunity Study (October, 04)

Private Industry Leaders

# Six Initiatives

- Reconstituted thematically from 98 recommended action items [EOS]
- Each activated by task group structure
- Based on who we are and where we want to go...strategically... to foster Economic Development, the initiatives break down:
  - 50% talent
  - 30% business development
  - 20% Marketing/branding

# Talent

Strategy

1

## Attract, Retain, and Develop Talent

Strategy

2

## Diversity

Strategy

3

## Educational Advancement

Create an environment where the region is recognized as a great place to work, where the community is welcoming and where regional educational resources are directly plugged into the regional economy.

### new job

Northeast Wisconsin has hundreds of open jobs. There are openings for all technical trades including Welders, CNC Machinists, Maintenance Mechanics, General Engineers and Machine Operators.

### new life

Wisconsin features six communities among the nation's Top 10 metro areas for percentage of households with median incomes between \$45,000 and \$75,000. And, two New North cities ranked among the safest in the nation.

### new north

See what New North and Northeast Wisconsin have to offer you by visiting [www.thenewnorth.com](http://www.thenewnorth.com) or call 1-920-720-5600 to speak to a workforce development professional.



north of what you expect



[www.thenewnorth.com](http://www.thenewnorth.com)  
1-920-720-5600

# Encourage Educational Advancement

G  
O  
A  
L

Invent, support and coordinate activities undertaken by New North educational institutions and businesses in response to the **Northeast Wisconsin Economic Opportunity Study** and the transition to the New Economy.



# Skills for K-12 Curriculum

*Work to integrate these skills into K-12 curriculum is underway*

- Employability and career development
- Problem solving and critical thinking
- Information technology
- Ethics and legal responsibilities
- Safety, health and environment
- Leadership and teamwork
- Entrepreneurial thinking
- Communications
- Systems



N.E.W.

# Manufacturing Alliance

Manufacturers working with educational institutions, workforce development boards, chambers, and state organizations to promote manufacturing in our region.

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- Develop new image for manufacturing
- Engage K-12 partnership in aggressive outreach program to increase students pursuing manufacturing careers
- Position New North as a manufacturing hub for the country
- 53 companies in N.E.W. Manufacturing Alliance

# Educational Advancement Accomplishments

- **One plus three transfer agreements** between UW–Green Bay, UW–Oshkosh, and Northeast Wisconsin, Fox Valley, Lakeshore, and Moraine Park Technical Colleges
- **One plus one agreement** between Fox Valley Technical College and UW-Fox Valley
- **Business Management Associate and Baccalaureate Degree** between technical colleges and Lakeland College

# Educational Advancement Accomplishments

- **UW-Oshkosh and Fox Valley Technical College Baccalaureate Degree in Fire and Emergency Response Management** building on FVTC's Fire Protection Technology Associate Degree
- **Alternative Teacher Licensure program (ACT!)** developed and offered through the UW Colleges and UW-Oshkosh for adults who hold baccalaureate degrees in math and science-related fields
- **Common Library Card**
- **Global MBA**

# Educational Advancement 2007 Initiatives

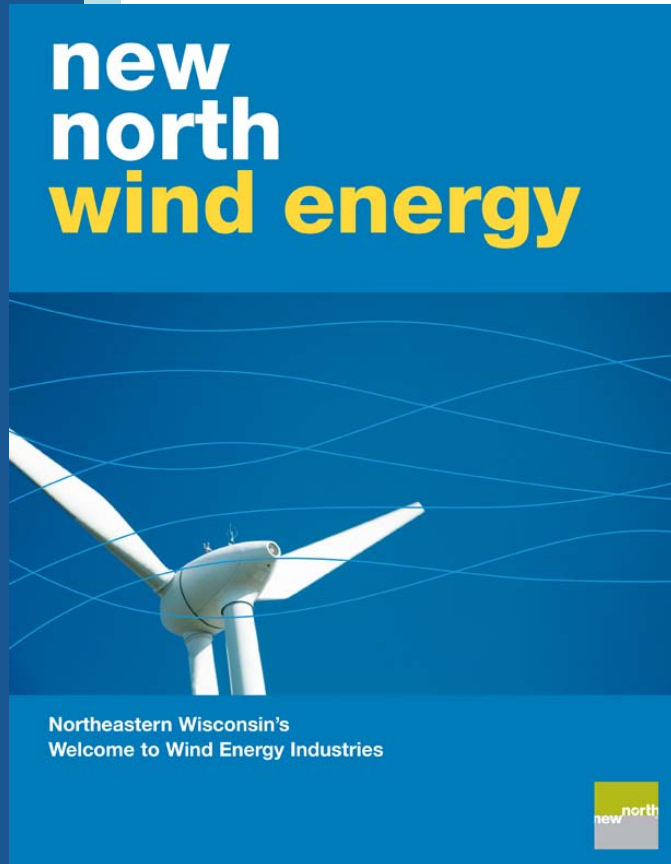
- **Eliminate achievement gap** at PK-grade 3 level
- **Financial** post-secondary **access** available to all
- **Rural and urban access** to high quality education



# Educational Advancement 2007 Initiatives

- **Applied Baccalaureate Degree** for technical college Applied Associate of Science Degree holders at UW-Green Bay and UW-Oshkosh
- **Manufacturing Engineering Degree** offered at NWTC by UW-Stout in partnership with UW-Green Bay and NWTC
- **Offering customized courses and engineering internships through** UW-Oshkosh Center for Community Partnerships and the Continuing Education Division exploring potential of a collaborative relationship with UW-Madison College of Engineering

# Business Development



Strategy

4

## Targeting/Cluster development

- Attraction
- Retention

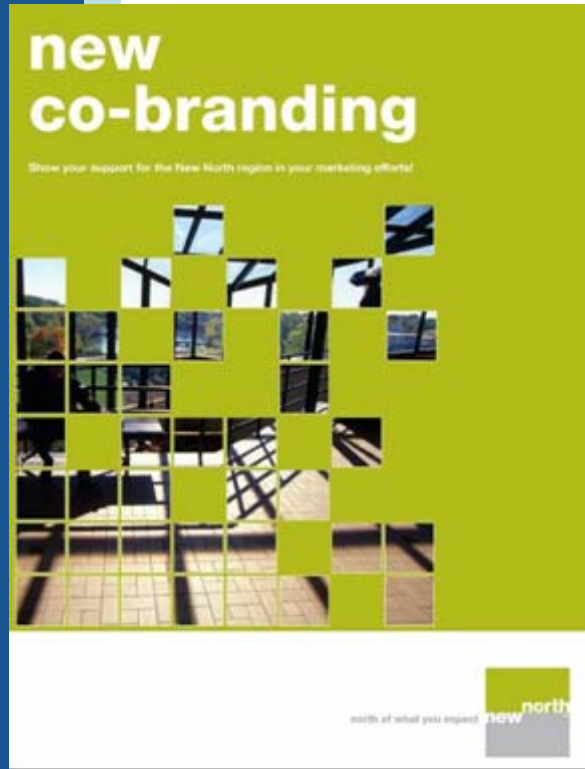
Strategy

5

## Small Business and Entrepreneurship

- Underwriting/capital
- Technical support
- Innovation support

# Branding



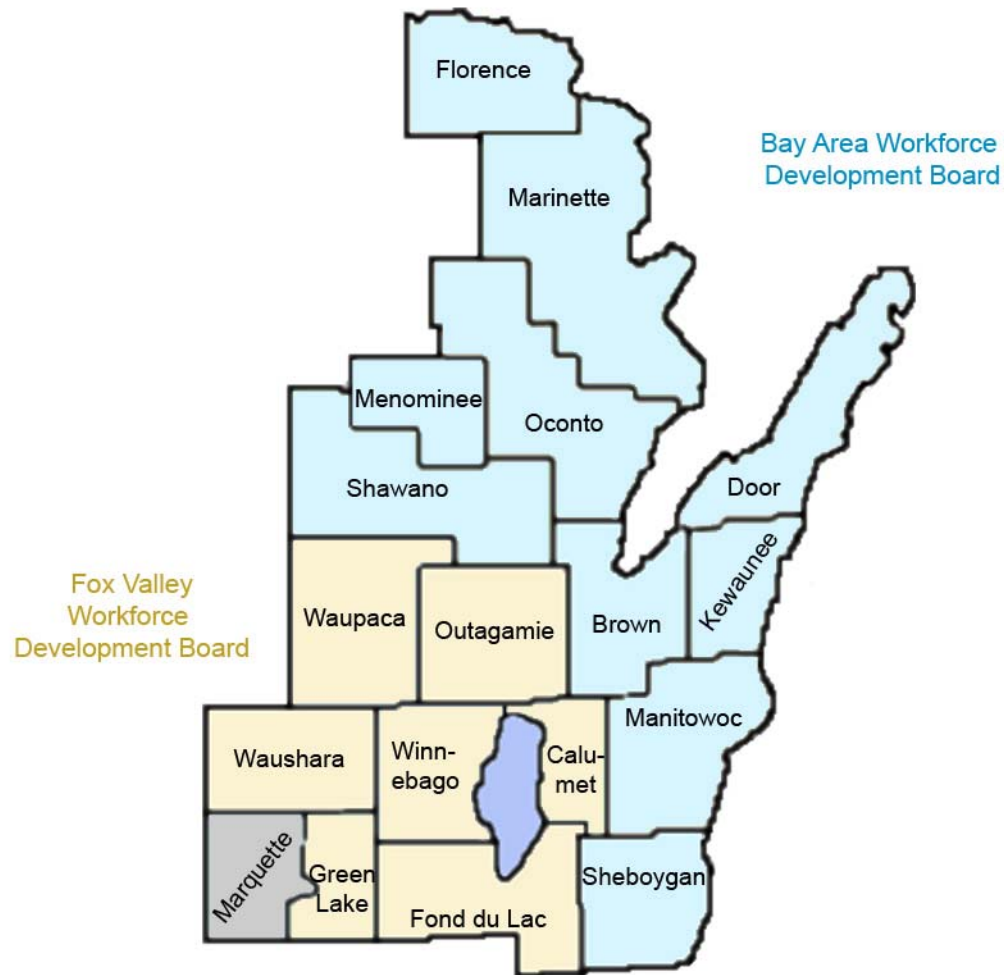
- Leverage regional brand...  
Everyway, Everywhere,  
Everybody
  - New North is a new place, with a new name that is made up of many places with familiar names...
  - Change to regional thinking takes focus and effort
    - Within the region
    - External market-branding

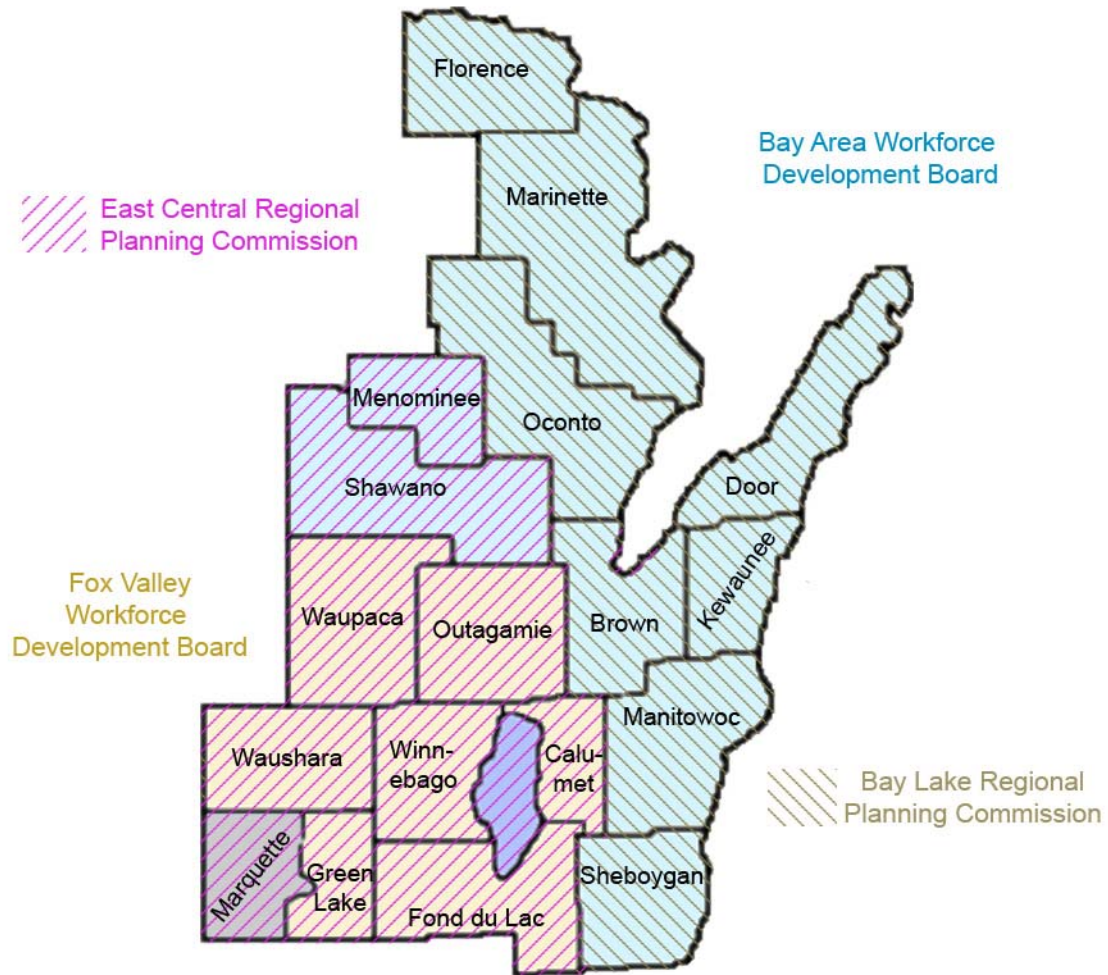


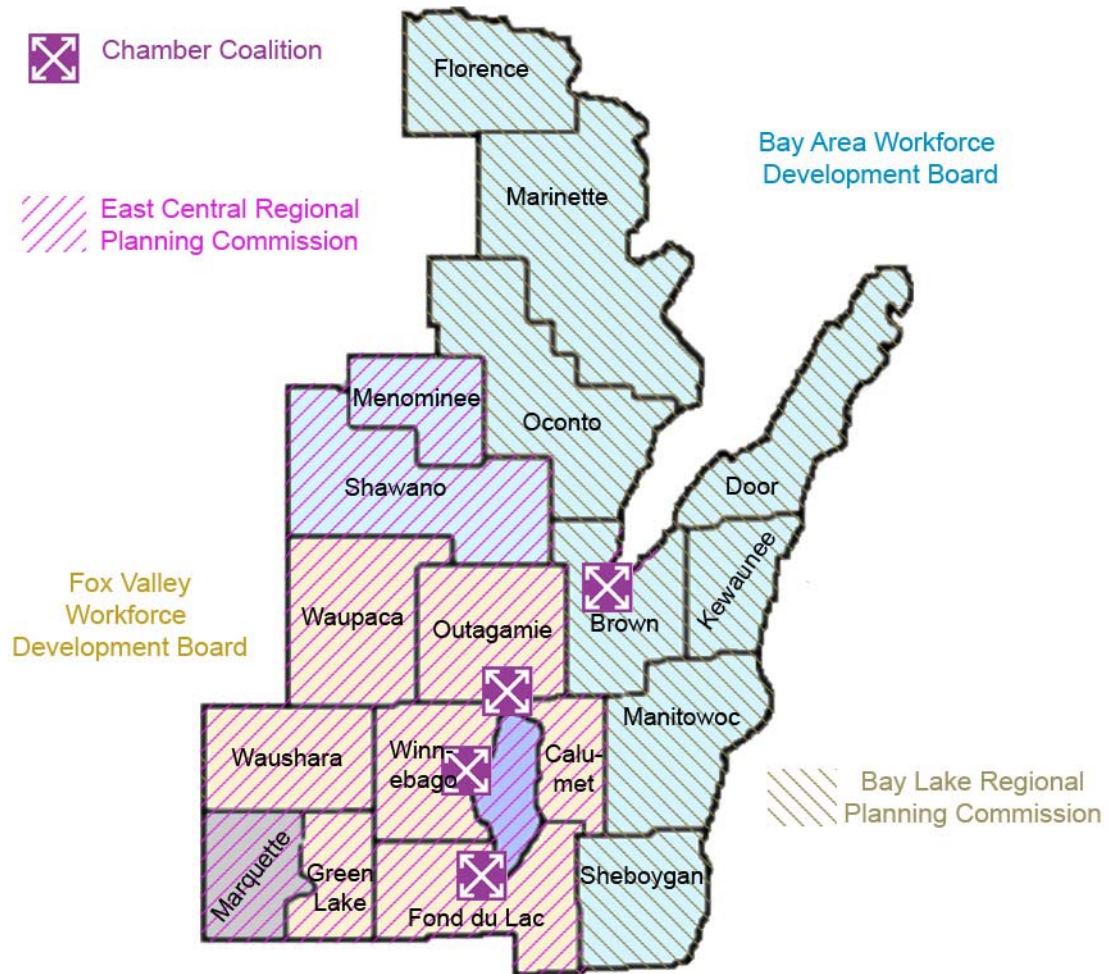
# What makes 18 counties a region?

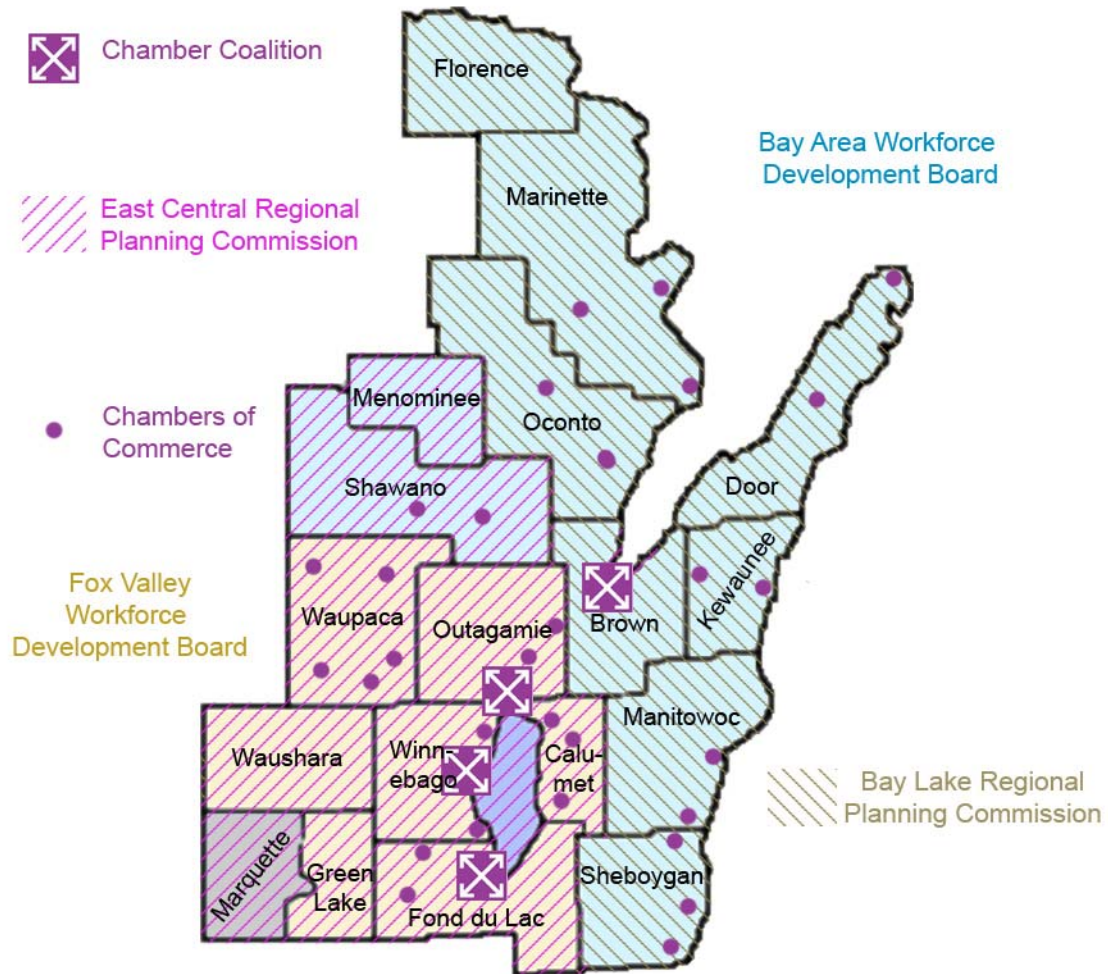
- Commerce
- Commuting
- Consumption of retail, entertainment, education, etc
- Common Culture/history
- Common Address (weather map)
- Collaborations

Sample Characteristics	New North	Winnebago
Area	10,906 square miles	439 square miles
Population	1.2 million people	163 thousand
Workforce	675,162	92,000
Participation	71.2%	72.4%
Unemployment	4.7 percent	5.0 percent
Bachelor Degree or Higher	18.7%	22.8%
Degrees/Certificates/year	10,000	2,672

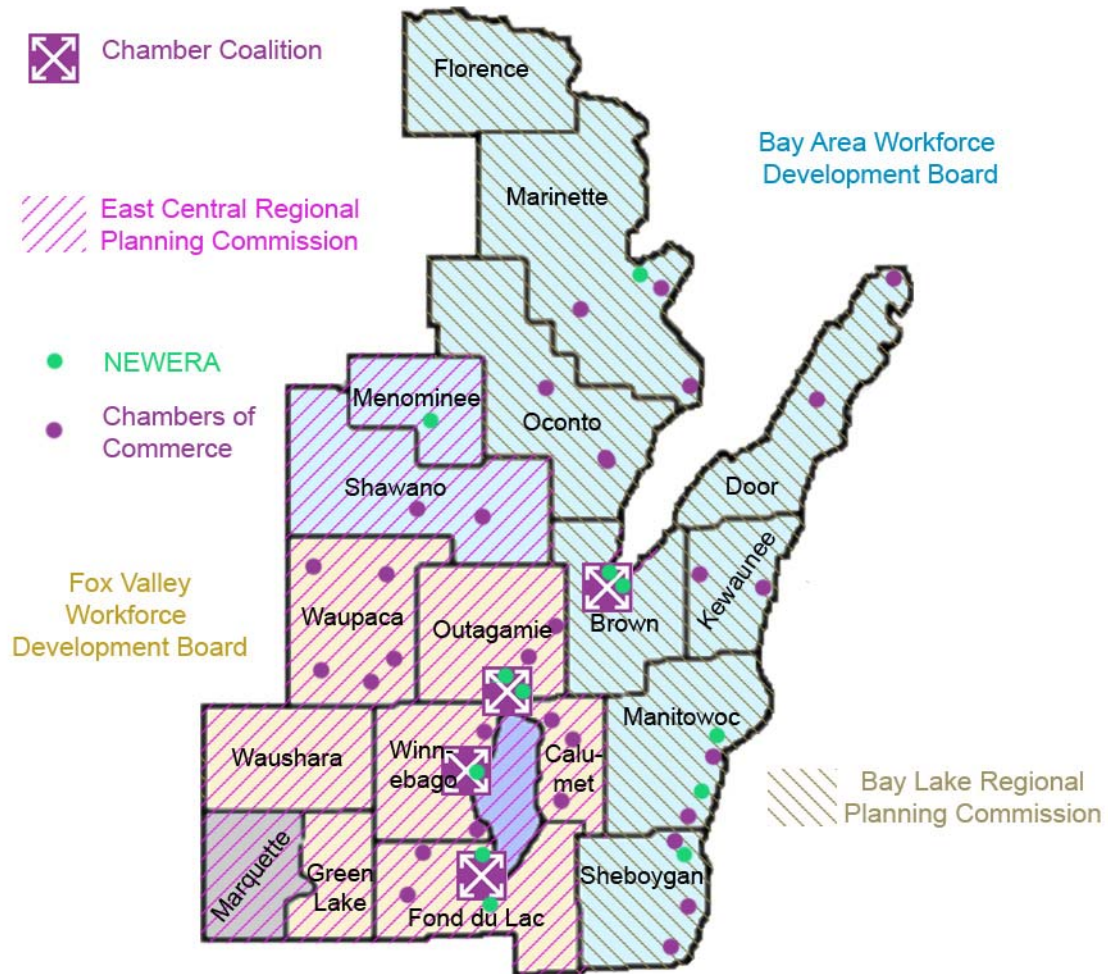


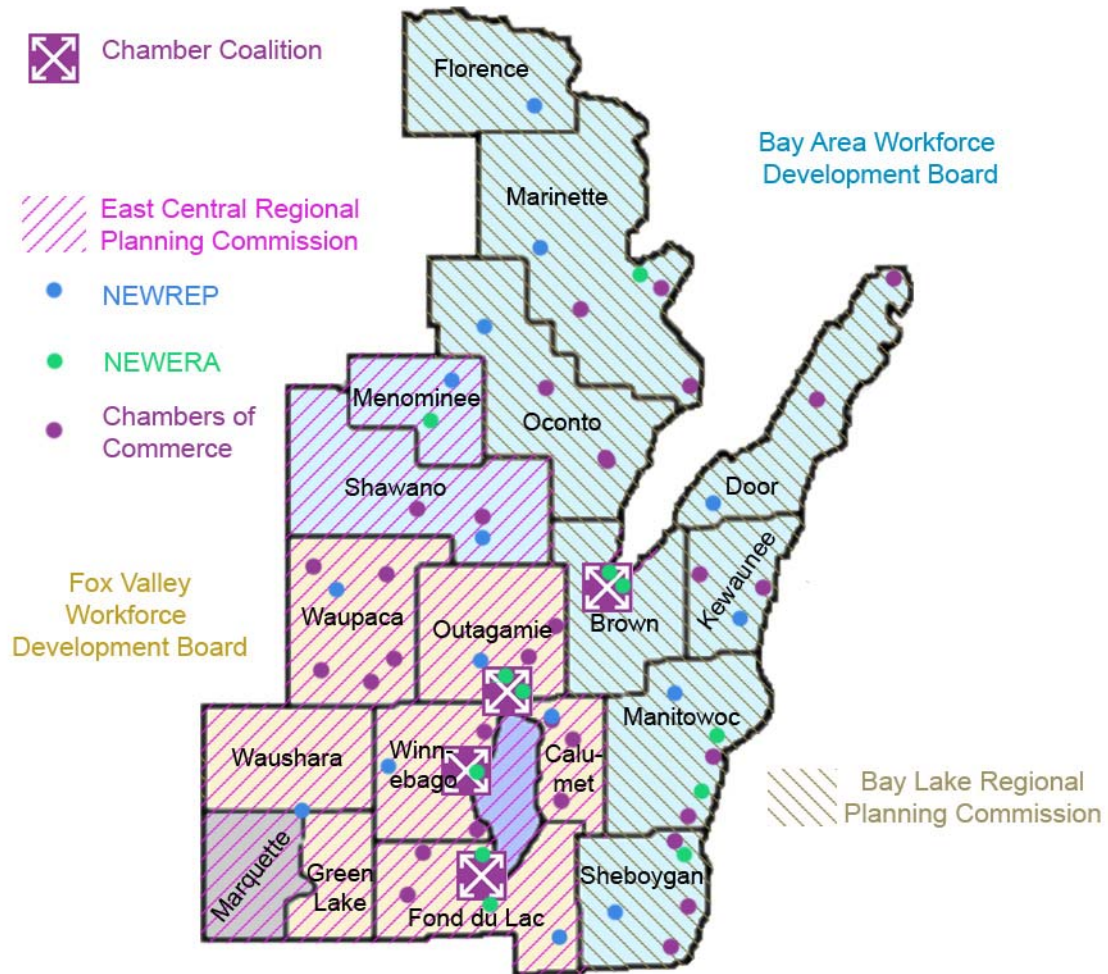




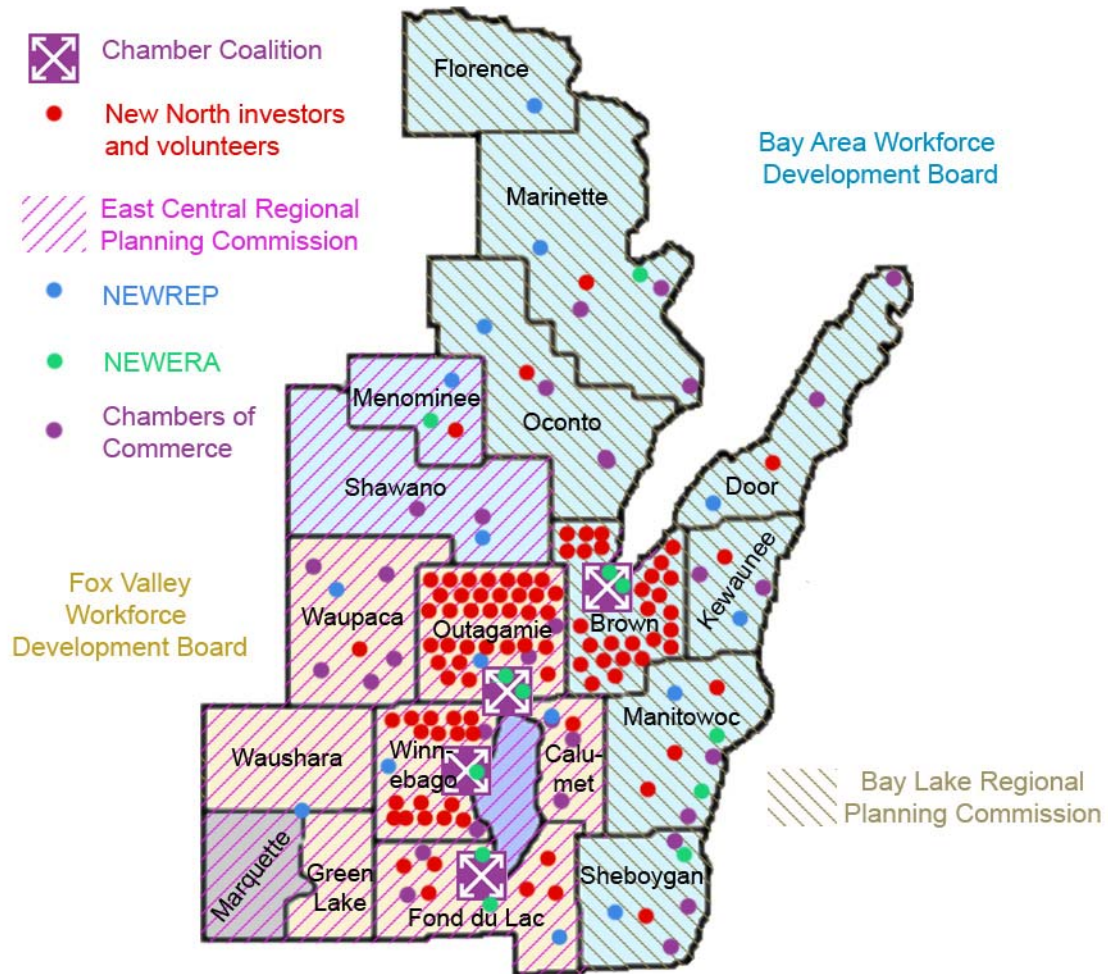












- Connect the dots...to amplify existing networks and create new ones to the umbrella purposes of “economic development.”
- Disciplined focus...around six initiatives

# Questions?