New North

Zero to Regional in 36 Months
Committed Partners

NEWREP
(Northeast Wisconsin Regional Economic Partnership)

NEWERA
(Northeast Wisconsin Educational Resource Alliance)

Investors

Bay Lake & East Central Planning Commissions

State Government

Local Governments

CESA 5, 5, 7 & 8
(Cooperative Educational Service Agencies)

Tribal Governments

Chambers

Workforce Development Organizations
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.

...2004

...Capacity building..... 2007

Organize task groups around six initiatives

- Branding Effort (December, 05)

Northeast Wisconsin Economic Opportunity Study (October, 04)

Private Industry Leaders

Defined work
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

1. Attract, Retain, and Develop Talent

2. Diversity

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.
Strategy 3

Encourage Educational Advancement

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

• 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

Work to integrate these skills into K-12 curriculum is underway
N.E.W. Manufacturing Alliance

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

- 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
<table>
<thead>
<tr>
<th>Sample Characteristics</th>
<th>New North</th>
<th>Winnebago</th>
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<tbody>
<tr>
<td>Area</td>
<td>10,906 square miles</td>
<td>439 square miles</td>
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<tr>
<td>Population</td>
<td>1.2 million people</td>
<td>163 thousand</td>
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<tr>
<td>Workforce</td>
<td>675,162</td>
<td>92,000</td>
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<tr>
<td>Participation</td>
<td>71.2%</td>
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<tr>
<td>Unemployment</td>
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<td>Bachelor Degree or Higher</td>
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<tr>
<td>Degrees/Certificates/year</td>
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<td>2,672</td>
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</table>
• Connect the dots…to amplify existing networks and create new ones to the umbrella purposes of “economic development.”
• Disciplined focus…around six initiatives
Questions?