Improving lives, one breakthrough at a time.

She wants every woman to be a breast cancer vigilante.

His next-generation castings have super powers.
Powering a Knowledge-based Economy
“Milwaukee is getting stronger and has a more diverse economic base than ever before. Building UWM’s research capability is essential to our success.”

--Gale Klappa
President & CEO, Wisconsin Energies
Chair, Metropolitan Milwaukee Association of Commerce
UWM East Side Campus

Need: Serving diverse student populations

Location: On lakefront in Milwaukee’s East Side

Offering:
- Traditional research university campus
- Primarily research focus on arts, humanities, social sciences, natural sciences
- Offers majority of undergraduate programs
- Main campus housing administrative and student services
Challenges to Meeting the Needs of Southeastern Wisconsin

**Greatest Student Density in UW System**

- Parkside
- Green Bay
- Platteville
- Superior
- Stevens Point
- River Falls
- Whitewater
- Eau Claire
- Average
- Madison
- Oshkosh
- Stout
- La Crosse
- **Milwaukee**

![Bar chart showing student density per acre for different UW System locations, with Milwaukee having the highest density of 288 students per acre.](chart.png)
Challenges to Meeting the Needs of Southeastern Wisconsin

Lowest Percentage of Campus Housing in UW System

<table>
<thead>
<tr>
<th>University</th>
<th>% of students who can live on campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee</td>
<td>9%</td>
</tr>
<tr>
<td>Parkside</td>
<td></td>
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<tr>
<td>Madison</td>
<td></td>
</tr>
<tr>
<td>Superior</td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td>25%</td>
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<tr>
<td>La Crosse</td>
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<td>Oshkosh</td>
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<td>Eau Claire</td>
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<td>Green Bay</td>
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<td>Stout</td>
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<tr>
<td>River Falls</td>
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</tr>
</tbody>
</table>

% of students who can live on campus
Kenilworth Today...

Kenilworth Then...
Columbia Site 2012...

Columbia Hospital Today...
WATER Institute/Milwaukee Harbor
UWM: Meeting the Needs of Southeastern Wisconsin

Grand Avenue Professional Development Center

*Need:* Serving Milwaukee’s business community

*Location:* Downtown Milwaukee’s business district

*Offering:* • School of Continuing Education
• Providing credit and non-credit business support programs

Business & Workforce Development

Area Businesses

Continuing Education
Central City Academic Health Center

**Need:** Serving Milwaukee’s central city

**Location:** Aurora Sinai Medical Center

**Offering:**
- College of Health Sciences
- College of Nursing
- Bader School of Social Welfare
- School of Public Health
- School of Pharmacy

UWM: Meeting the Needs of Southeastern Wisconsin
What Could Be…

Aurora Sinai Campus Now
UWM: Meeting the Needs of Southeastern Wisconsin

UWM Innovation Park

Need: Serving the high-tech economic development needs of Metro Milwaukee

Location: NE quadrant of the Country Grounds

Biomedical Engineering & Advanced Automation Research Campus

Offerings:
- College of Engineering
- Biomedical imaging
- Life sciences
- Advanced manufacturing
- Research park

High-Tech Economic Development
What Could Be…

Watertown Plank Road Now
UWM Degree Programming in Waukesha

**Need:** Serving educational and workforce training needs of Waukesha

**Location:** Waukesha County, the state’s third most populous county

**Offering:**
- Traditional teaching campus
- Bachelor-level programs

**Education & Workforce Training**

WCTC

Waukesha County

Business Community

something great in mind
Public-Private Partnerships: A New Way of Doing Business

UWM Foundation
- Manages endowment
- Raises funds
- Advocates for university

UWM Real Estate Foundation
- Develops and holds real estate
- Research facilities
- Student housing
- Ancillary properties

UWM Research Foundation
- Research & Innovation Campus
- Research commercialization
- Intellectual property
- Spin-off companies
- Corporate partners
UWM Strategic Growth Plan

**Capital**
- $149 M
- $133 M

**Base Increase**
- $9 M
- $19 M

6-year DIN Request

**Proposed Programs**
- College of Engineering
- Biomedical imaging
- Life sciences
- Advanced manufacturing
- Research park
- College of Health Sciences
- College of Nursing
- Bader School of Social Welfare
- School of Public Health
- School of Pharmacy
- Degree programs
UWM: Meeting the Needs of Southeastern Wisconsin

- UWM Degree Programming in Waukesha
- UWM Innovation Park
- High-Tech Economic Development
- Improved Community Health
- Grand Avenue Professional Development Center
- UWM East Side Campus
- Education & Workforce Training
- Central City Academic Health Center
- Business & Workforce Development
- Serving Wisconsin
- Environmental Sustainability
- WATER Institute
- UWM: Meeting the Needs of Southeastern Wisconsin
“UWM is one of Milwaukee’s greatest resources for providing talent to the community. If UWM didn’t exist, we’d have to create it.”

--Edward J. Zore
President & CEO, Northwestern Mutual