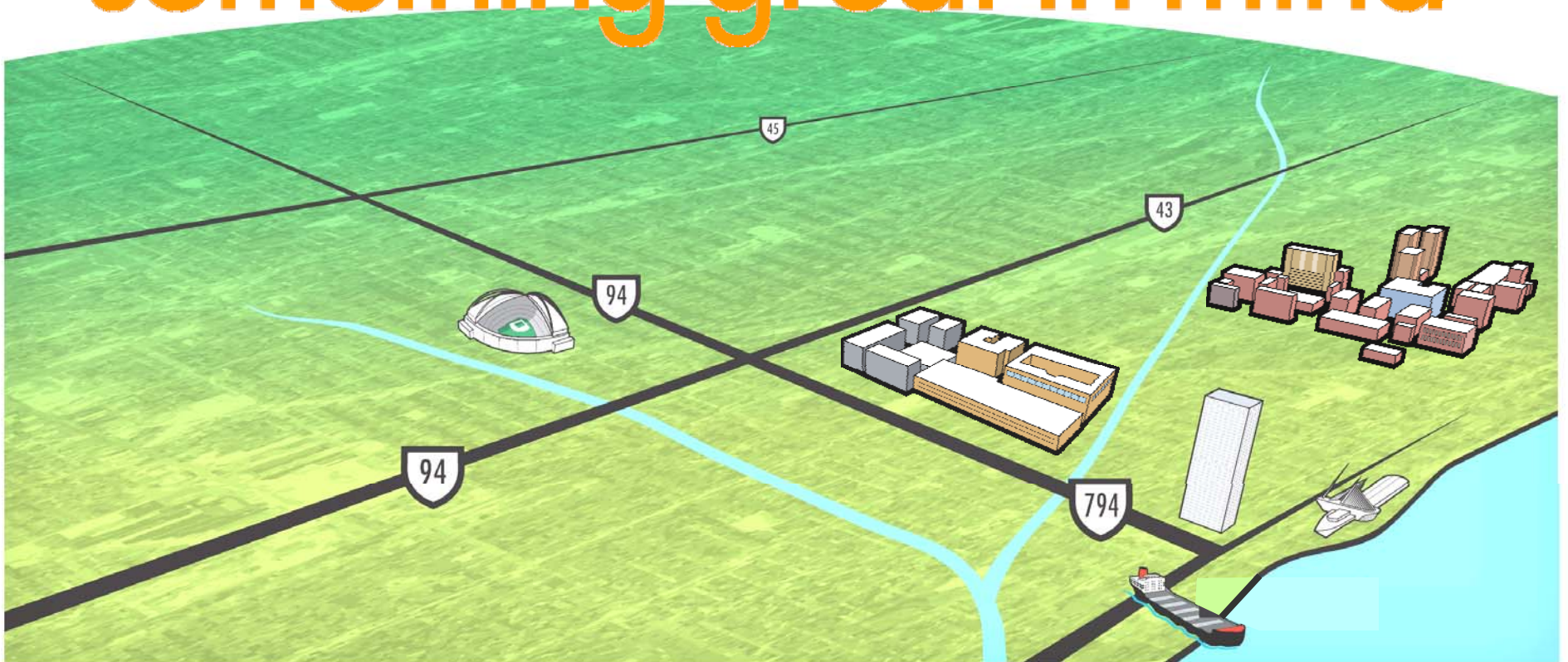




something great in mind





# something great in mind

Improving lives, one breakthrough at a time.

James M. Cook  
Professor of Chemistry and Biochemistry

This year, Jim Cook celebrated the success of two decades of research at UWM when David Wiley Spalding Award is chemical compound he and his colleagues developed that could lead to a safer and more effective anti-cancer drug. With a grant from the National Institutes of Health, he is also designing treatment for diabetes to research their collection of memory. He next quest is potential treatment for Alzheimer's disease. Find out more about how Milwaukee's public research university is changing our city and our lives for the better at [www.uwm.edu](http://www.uwm.edu).

UNIVERSITY OF WISCONSIN  
**UWMILWAUKEE**  
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She wants every woman to be a breast cancer vigilante.

Sandra Milam Underwood, PhD, RN, FAAN  
Professor of Nursing and Oncology, Breast Researcher

Many African American women the breast cancer because their tumors are denser too low. That's why Sandra Underwood has dedicated her career to creating culturally sensitive cancer prevention and control programs for underserved women. The nurses and health educators she's trained are helping women in Milwaukee and around the nation take charge of their own health. Find out more about how Milwaukee's public research university is changing our city and our lives for the better at [www.uwm.edu](http://www.uwm.edu).

UNIVERSITY OF WISCONSIN  
**UWMILWAUKEE**  
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His next-generation castings have super powers.

Pauline Rahmy  
Associate Professor and  
Research Center for Composite Materials

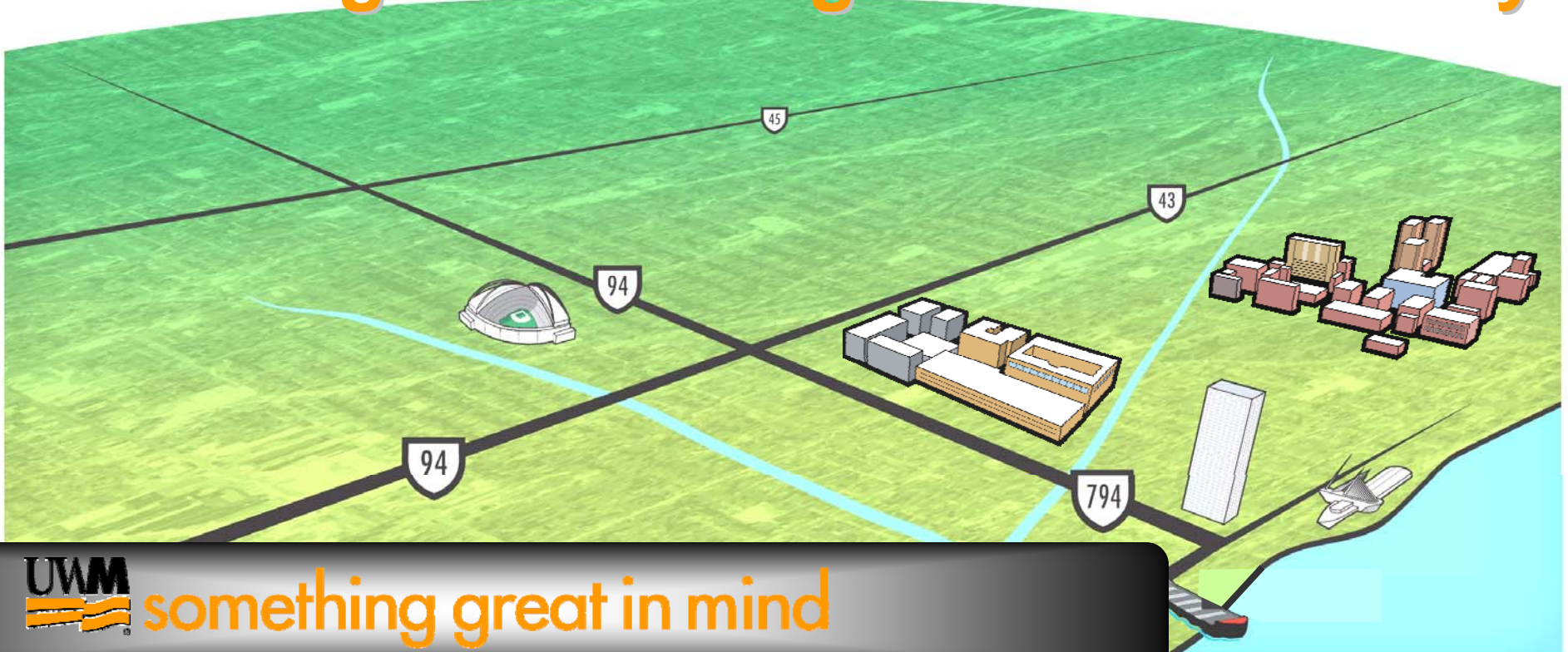
Breakthrough prosthetic arms are coming to the rescue of Milwaukee's handless for hand by bridge amputation. They're being developed by Pauline Rahmy, director of UWM's Center for Composite Materials. Rahmy is showing how handless how to make prosthetics that are lighter, higher performing, more energy efficient and more environmentally friendly. Find out more about how Milwaukee's public research university is changing our city and our lives for the better at [www.uwm.edu](http://www.uwm.edu).

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**UWMILWAUKEE**  
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# Powering a Knowledge-based Economy



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## 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: Meeting the Needs of Southeastern Wisconsin

## 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



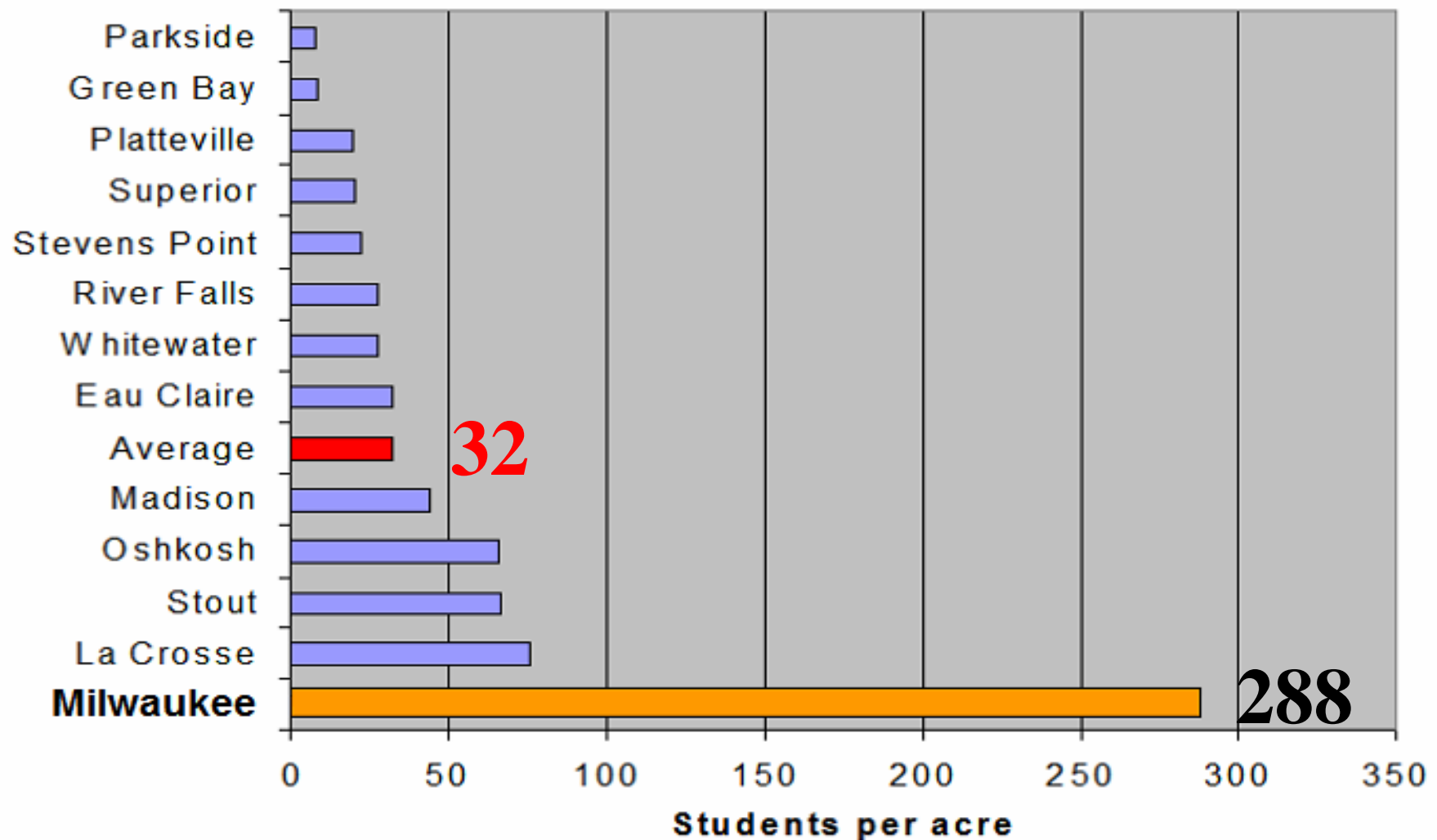
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WATER  
Institute



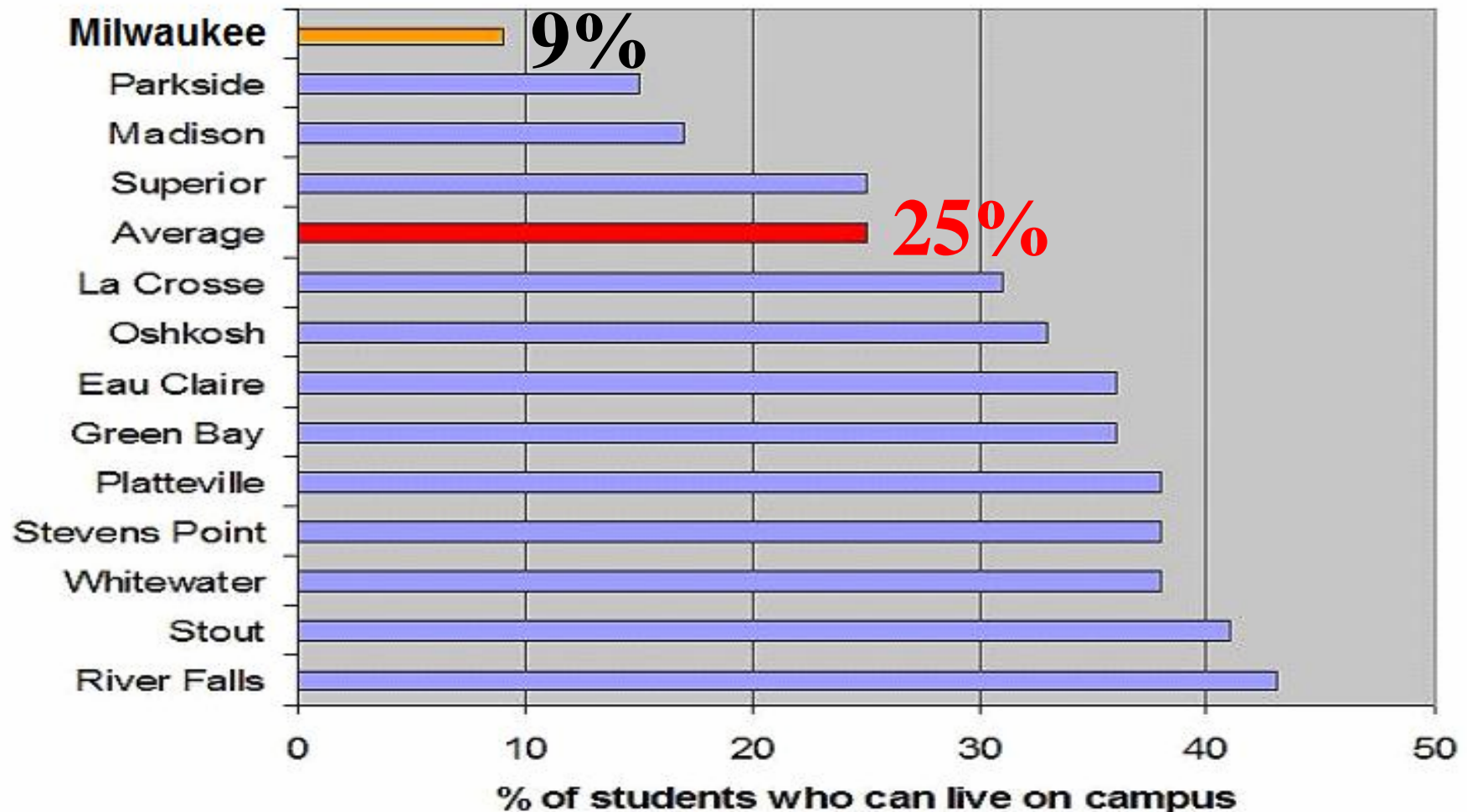
# Challenges to Meeting the Needs of Southeastern Wisconsin

**Greatest Student Density in UW System**



# Challenges to Meeting the Needs of Southeastern Wisconsin

**Lowest Percentage of Campus Housing in UW System**



## Kenilworth Today...



## Kenilworth Then...





**River View Tomorrow...**



**River View Yesterday...**



## Columbia Site 2012...



## Columbia Hospital Today...





# WATER Institute/Milwaukee Harbor



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## Research Vessel 2010...



## Research Vessel Today...





# 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



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## Academic Health Campus/Downtown



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# UWM: Meeting the Needs of Southeastern Wisconsin

## 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

*Improved  
Community Health*

Aurora Healthcare

City & State Health Departments

94

Pabst City (Zilber Group)



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## What Could Be...



## Aurora Sinai Campus Now





# Innovation Park/Milwaukee County Grounds



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# UWM: Meeting the Needs of Southeastern Wisconsin

## UWM Innovation Park

## Biomedical Engineering & Advanced Automation Research Campus

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

**Location:** NE quadrant of the Country Grounds

### Offerings:

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

Medical College of WI

GE Healthcare

Blood Center

Froedtert & Children's Hospitals

Rockwell Automation

94

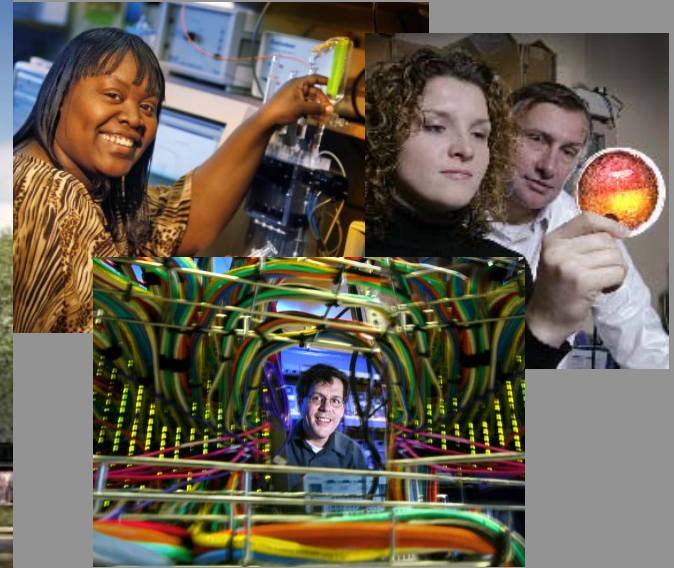
**High-Tech Economic Development**



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## What Could Be...



## Watertown Plank Road Now



# UWM: Meeting the Needs of Southeastern Wisconsin

## 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

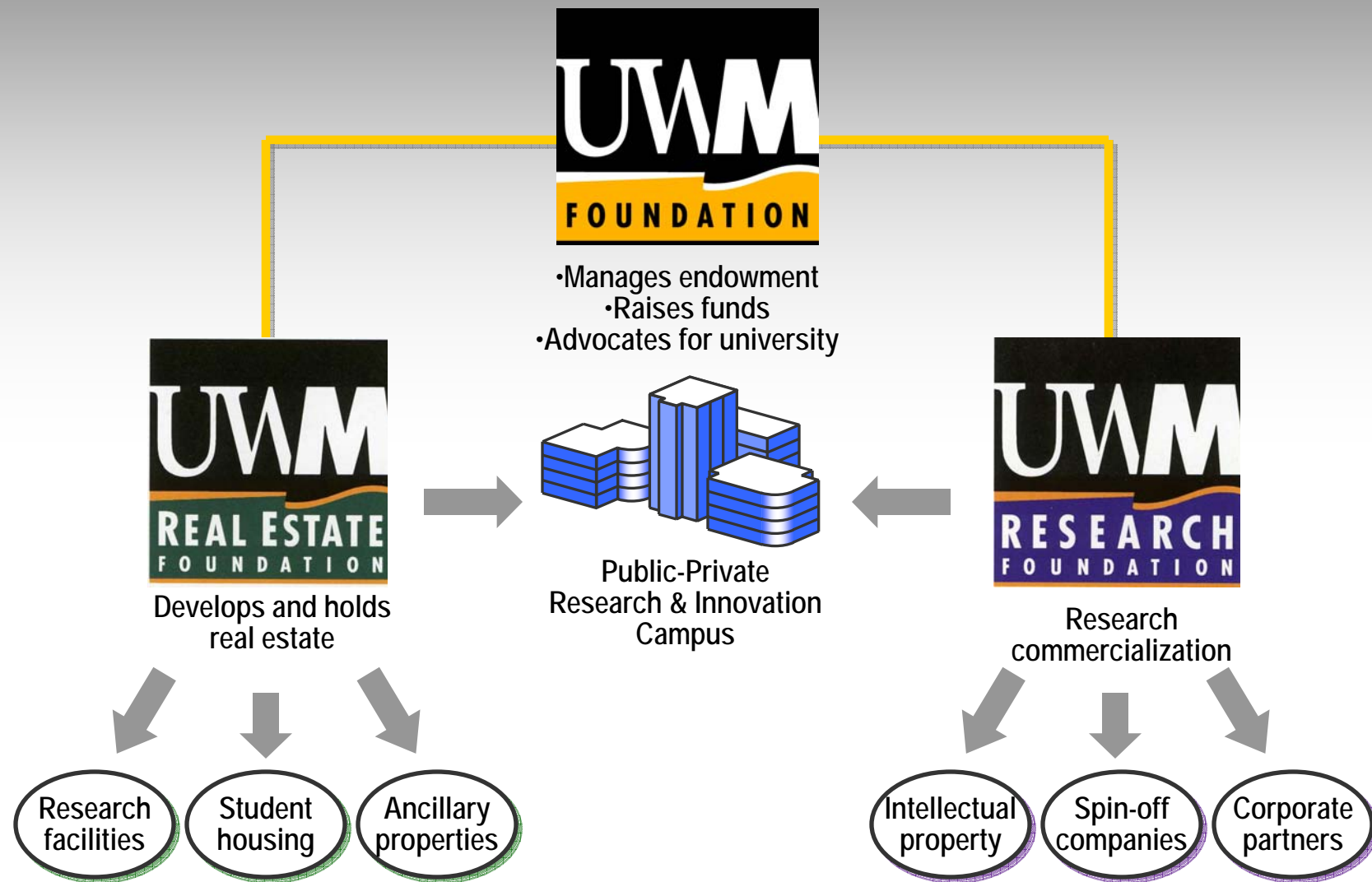
Business Community



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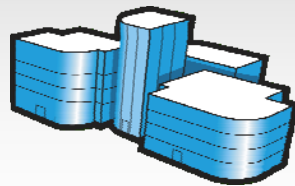


# Public-Private Partnerships: A New Way of Doing Business

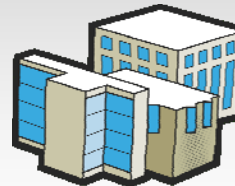


# UWM Strategic Growth Plan

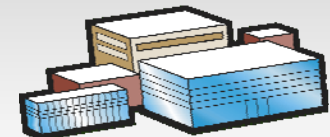
UWM Innovation  
Park



Central City  
Academic Health  
Center



UWM Degree  
Programming in  
Waukesha



**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



## Powering a Knowledge-based Economy

***“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**