

08/14/2018

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

I.3. Capital Planning and Budget Committee

Thursday, August 23, 2018

9:00 a.m. – 10:15 a.m.

UW-Madison

Gordon Dining and Event Center, 2nd Floor

770 W. Dayton Street

Overture Room

Madison, Wisconsin

- a. Approval of the Minutes of the June 7, 2018 Meeting of the Capital Planning and Budget Committee
- b. UW-Green Bay: Authority to Enter Into an Operating Lease with Brown County
[Resolution I.3.b.]
- c. UW-Green Bay: Authority to Rename the University of Wisconsin-Marinette, the University of Wisconsin-Manitowoc, and the University of Wisconsin-Sheboygan
[Resolution I.3.c.]
- d. UW-Milwaukee: Authority to Rename the University of Wisconsin-Washington County and the University of Wisconsin-Waukesha
[Resolution I.3.d.]
- e. UW-Platteville: Authority to Rename the University of Wisconsin-Baraboo/Sauk County and the University of Wisconsin-Richland
[Resolution I.3.e.]
- f. UW-Stevens Point: Authority to Rename the University of Wisconsin-Marathon County and the University of Wisconsin-Marshfield/Wood County
[Resolution I.3.f.]
- g. UW-Whitewater: Authority to Rename the University of Wisconsin-Rock County
[Resolution I.3.g.]
- h. Report of the Associate Vice President
 - 1. State Building Commission Actions
 - 2. Other
- i. Closed session for purposes of considering personal histories, as permitted by s.19.85(1)(f), *Wis. Stats.*, related to the naming of facilities at UW-Stevens Point and UW-Stout
- j. UW System: Authority to Increase the Budget of the UW-Madison Hoofers Boat Dock and Deck Replacement Project
[Resolution I.3.j.]

Authority to Enter Into an Operating
Lease with Brown County,
UW-Green Bay

CAPITAL PLANNING AND BUDGET COMMITTEE

Resolution:

That, upon the recommendation of the UW-Green Bay Chancellor and the President of the University of Wisconsin System, authority be granted to execute a lease of 22,883 GSF of office and laboratory space between the Board of Regents and Brown County for the College of Science, Engineering, and Technology.

THE UNIVERSITY OF WISCONSIN SYSTEM

REQUEST FOR BOARD OF REGENTS ACTION AUGUST 2018

INSTITUTION: University of Wisconsin-Green Bay

REQUEST: Authority to execute a lease of 22,883 GSF of office and laboratory space between the Board of Regents and Brown County for the College of Science, Engineering, and Technology.

BACKGROUND:

This lease will grant UW-Green Bay occupancy in a multi-tenant, office and laboratory building to be constructed on the campus of UW-Green Bay. Brown County will use a \$5.0 million, non-state grant to partially fund the construction of an office, laboratory, and warehouse building of approximately 63,730 square feet. The building will be called the Brown County STEM Innovation Center.

The Brown County STEM Innovation Center will serve as a focal point for the region's growth plans by providing engineering training to meet the needs of the manufacturing sector.

The office, laboratory, and warehouse building will accommodate the Einstein Project, a private non-profit organization dedicated to the development and distribution of STEM education materials; UW-Extension Agriculture and Horticulture programs; and Brown County Land and Water Conservation offices, in addition to the university's mechanical engineering program.

The Board of Regents approved the terms of the ground lease with Brown County at the June 2018 meeting. Brown County has met the fund-raising requirements and received State Building Commission approval for release of the non-state grant to fund the construction of the building. Construction is expected to commence September 2018, with occupancy for the start of the 2019 fall term.

LEASE DESCRIPTION:

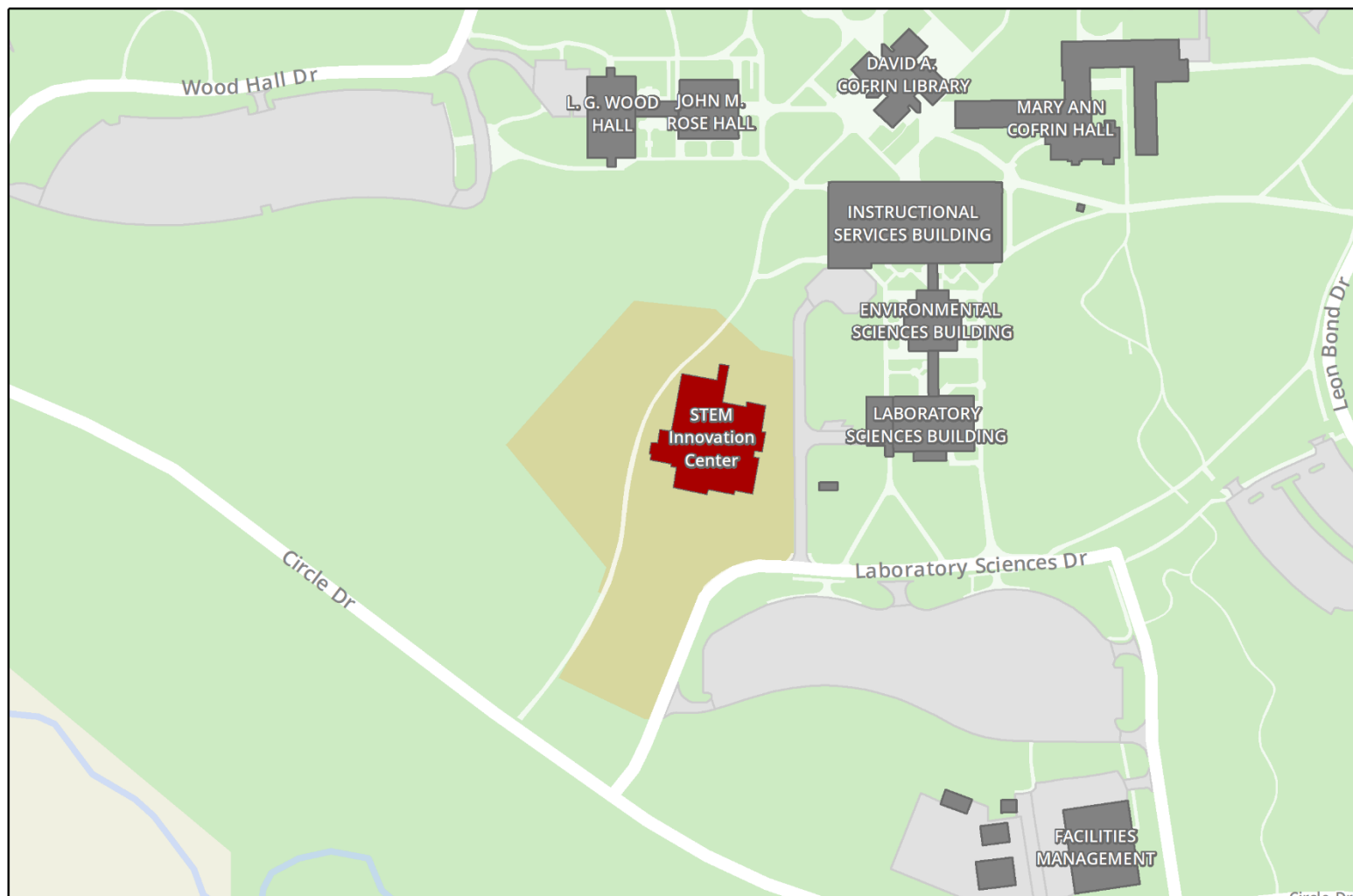
Brown County will be managing the building and performing the maintenance for the building and the grounds, and will be reimbursed for these expenses by structuring the lease rate to allow a pass-through of all expenses to the tenants. Expense reimbursement is calculated based on each tenant's dedicated square footage plus a proportionate share of the shared spaces, such as the classrooms and board room. To protect UW-Green Bay from unexpected increases in rent, annual expense reimbursements are capped at three percent (3%) of those of the previous year. Each tenant will pay their own metered utility costs, plus a proportionate share of those for the shared spaces.

University Function	College of Science, Engineering, and Technology
Lease Location	2420 Nicolet Drive, Green Bay, WI
Type of Negotiation or Selection Process	Sole source
Lessor	Brown County
Anticipated Occupancy Date	August 2019
Lease Term	20 years
Escalation Rate	None. Expenses will be reconciled annually with actual expenses
Renewal Option(s)	Two 5-year renewals
Purchase Option	No
Space Type	Office and Lab
Square Feet	22,883 (10,208 dedicated SF and 12,675 SF of shared common area)
Total Gross Cost Per Square Foot, year 1	\$4.11 GSF
Initial Lease Term Cost	\$94,047.00
Funding Source	Gifts and Tuition

PREVIOUS ACTION:

June 8, 2018
Resolution 11062

Granted authority to execute a ground lease and allow Brown County to construct a 63,000 square foot building on 7.9 acres of land on the UW-Green Bay campus. The President shall not execute said ground lease until the Board of Regents has approved the lease terms on behalf of UW-Green Bay.



Sources: UW System Administration,
State of Wisconsin, Wisconsin State
Cartographers Office,
US Census Bureau

This map is for reference purposes only.

UW-Green Bay: Proposed STEM Innovation Center

- Proposed Development
- Campus Building
- Proposed Lease Area
- UW Property

0 100 200 Feet



Document Path: G:\CPB\GIS\Projects\BORSEC_Maps\GBYSTEM_Center\GBYSTEM_Center_20180521.mxd

Authority to Rename the University
of Wisconsin-Marinette, the
University of Wisconsin-
Manitowoc, and the University of
Wisconsin-Sheboygan, UW-Green
Bay

CAPITAL PLANNING AND BUDGET COMMITTEE

Resolution:

That, upon the recommendation of the UW-Green Bay Chancellor and the President of the University of Wisconsin System, authority be granted to rename: (1) University of Wisconsin-Marinette “University of Wisconsin-Green Bay, Marinette Campus;” (2) University of Wisconsin-Manitowoc “University of Wisconsin-Green Bay, Manitowoc Campus;” and (3) University of Wisconsin-Sheboygan “University of Wisconsin-Green Bay, Sheboygan Campus.”

THE UNIVERSITY OF WISCONSIN SYSTEM

REQUEST FOR BOARD OF REGENTS ACTION AUGUST 2018

INSTITUTION: University of Wisconsin-Green Bay

REQUEST: Authority to rename: (1) University of Wisconsin-Marinette “University of Wisconsin-Green Bay, Marinette Campus;” (2) University of Wisconsin-Manitowoc “University of Wisconsin-Green Bay, Manitowoc Campus;” and (3) University of Wisconsin-Sheboygan “University of Wisconsin-Green Bay Sheboygan Campus.”

SUMMARY AND BACKGROUND:

This request is presented in accordance with University of Wisconsin System Board of Regents Policy 19-14 which requires that the naming of facilities, buildings or land controlled by the Board be submitted for approval. The Chancellor has requested this action.

The University would like to rename UW-Marinette, UW-Manitowoc, and UW-Sheboygan to reflect the integration of the institution with its new regional partners. Recommendations for the name change for each campus were developed by a team that included representation from all four campuses. Per the direction of the UW System in the memo dated May 7, 2018, UW-Green Bay solicited letters of support for their recommendation from local governments as well as conducted an identity branding survey to provide opportunities for stakeholder input. A summary of this activity is included with this request.

UW-Green Bay is developing an integrated outreach and recruitment plan for the region, with the intention of determining how to effectively meet the region’s changing higher education needs while expanding enrollment and building greater awareness in the areas they serve.

In August, UW-Green Bay will initiate additional community engagement with business leaders, governmental colleagues, and community members in each county to discuss educational programming, regional economic development needs, and branding of the new partnership.

Name Change Stakeholder Engagement for UW-Marinette, UW-Manitowoc and UW-Sheboygan

- Name Development: Our process began with updates to our identity and branding to convey the strength that comes with being “one university with one mission serving four coastal campuses, rising together.” A Campus Identity Working Group, including representatives from UW-Green Bay, UW-Marinette, UW-Manitowoc and UW-Sheboygan developed a recommendation for logos and branding. The Working Group worked within the following guidelines set forth by the UW System:
 - University of Wisconsin (UW) must remain in the campus name
 - Name changes should maintain identity of city/county in which the branch campus is located
 - Key considerations should include signage, athletics, costs and local partnerships

Additionally, the Working Group recommended:

- Maintaining the strong affiliation with two strong brands: The University of Wisconsin and Green Bay. Both are internationally branded and affiliated with prestigious organizations and rich histories. Both need to be leveraged for success as we move forward, together.
 - Addition of the word “campus” to follow the city or county name, reinforcing the institution’s higher education emphasis. Longer variations (i.e., “College of Sheboygan,” etc.) were discussed and not recommended.
 - Establishing a clean, clear identity that eliminates unnecessary punctuation
- Executive Outreach: Personal phone calls from Chancellor Miller to County Executives to walk through name change process, recommendations, rationale and advance review of proposed name and logo treatments were conducted (see supporting document). UW-Green Bay campus leaders also met with required committees to present recommendations to local leaders and answer questions.
 - Letters of support have been requested of all three County Boards, with letters from UW-Manitowoc and UW-Sheboygan attached. Marinette County’s Executive Committee approved the name change unanimously at their July 19, 2018 meeting. It is expected to receive formal approval at the July 31, 2018 County Board Meeting with a letter of support to follow immediately thereafter. That letter will be provided as an addendum to this request in advance of the August BOR meeting.

- UW Restructuring Visual Identity Branding Survey: Online survey fielded June 20-27, 2018 to stakeholders including local elected officials in Marinette, Manitowoc and Sheboygan; Faculty, Staff and Students; Alumni and Community Members. A total of 475 survey respondents indicated:

	Strongly Agree/ Agree
The proposed logos...	
...Suggest a quality institution	85%%
...Are visually appealing	84%%
...Read legibly	92%%
...Depict a clear, unified identity	80%
...Provide a strong foundation for marketing a regional, 4-campus university	
The proposed visual identity...	
...Reflects the autonomy of my campus	66%
...shows the relationship between the 2 and four year campuses	69%
...Shows the relationship to the UW System	82%
...Is easy for students, parents and the community to understand	74%

Additional results are attached in a survey summary report.



Manitowoc County Board Chairperson

Jim Brey

jimbrey@co.manitowoc.wi.us

Manitowoc County Courthouse • 1010 S. 8th Street, Room 309 • Manitowoc WI 54220
Phone (office) 920.683.4065 (home) 920.682-9713

July 16th, 2018

President Raymond Cross
1720 Van Hise Hall
1220 Linden Drive
Madison, WI 53706

President Cross —

Manitowoc County supports the change of the name of the University of Wisconsin – Manitowoc (UW-Manitowoc) to the University of Wisconsin – Green Bay, Manitowoc Campus. This name change is necessary with the reorganization of the University of Wisconsin Colleges (UW-Colleges) to become branch campuses of the Comprehensive Universities in the University of Wisconsin System.

It is our hope that this change will mean the beginning of a stable, vibrant and far-reaching university in Northeast Wisconsin. We believe that the name change, consistent with regulations from the University of Wisconsin System best reflect what we hope this new relationship with UW-Green Bay will be.

As an alumnus of UW-Manitowoc and as the father of a child who will be attending UW Green Bay- Manitowoc Campus this fall, I am looking forward to the potential that our campus can help students with more support being part of UW-Green Bay.

Sincerely,

A handwritten signature in black ink that reads "Jim".

Jim Brey
Chairman
Manitowoc County Board of Supervisors



SHEBOYGAN COUNTY

Thomas G. Wegner
Chairman of the Board

Adam N. Payne
County Administrator

WISCONSIN

July 18, 2018

President Raymond Cross
1720 Van Hise Hall
1220 Linden Drive
Madison, WI 53706

Dear President Cross,

We are pleased to support the change of the name of the University of Wisconsin–Sheboygan to the University of Wisconsin–Green Bay Sheboygan Campus.

As you know, the partnership between the University of Wisconsin and Sheboygan County dates back to 1967 and has served our community well. Through the years we have made significant investments in our campus, including the addition of the Acuity Technology Center, Brotz Science Building, and most recently, the Plastics Engineering addition. We also successfully co-located UW-Extension, and established Bookworm Gardens adjacent to the site, which some claim is now the number one tourism attraction in the county. As you can appreciate, all of this occurred thanks to strong collaboration and community support.

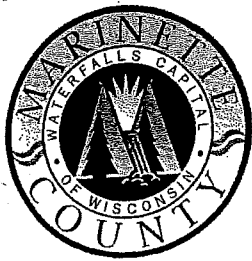
It is our hope with the UW System reorganization, that we will be able to maintain our strong partnership and serve students and our community even better. Recently, I heard some feedback that students are struggling to get enrolled in our Engineering Program that was established in partnership with UW-Platteville. This really troubles me and does not send a positive message. As you know, there have also been concerns expressed by the UW-Sheboygan Foundation, which has a proven track-record of success. We certainly recognize change is difficult and takes time, but I respectfully ask and trust that these situations will get cleared up soon.

Best wishes to you and all involved, and please don't hesitate to contact me or County Administrator Adam Payne if you would like to discuss further.

Sincerely,

Thomas Wegner
County Board Chairman

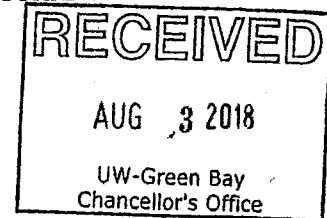
Cc: County Board Executive Committee
Adam Payne, County Administrator
Gary Miller, UW-Green Bay Chancellor
Ben Joniaux, UW-Green Bay Chief of Staff
Clifton Ganyard, Associate Provost and Interim UW-Sheboygan CEO



MARINETTE COUNTY BOARD OF SUPERVISORS

MARK ANDERSON
COUNTY BOARD CHAIR

ROBERT HOLLEY
COUNTY BOARD VICE-CHAIR



July 31, 2018

President Raymond Cross
1720 Van Hise Hall
1220 Linden Drive
Madison, WI 53706

President Cross:

The Marinette County Board of Supervisors has confirmed supporting the name change of the University of Wisconsin – Marinette (aka UW-Marquette) to the University of Wisconsin – Green Bay, Marinette Campus (UWGB-Marquette). We realize this name change is necessary due to the reorganization of the University of Wisconsin Colleges (UW-Colleges) to become branch campuses of the Comprehensive Universities within the University of Wisconsin System.

It is our hope this change will mean the beginning of a stable, vibrant and far-reaching university in Northeast Wisconsin. The Board believes the name change, consistent with regulations from the University of Wisconsin System, best reflects what we hope this new relationship with UW-Green Bay will be.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Anderson".

Mark Anderson
Marinette County Board Chair

MA:kb

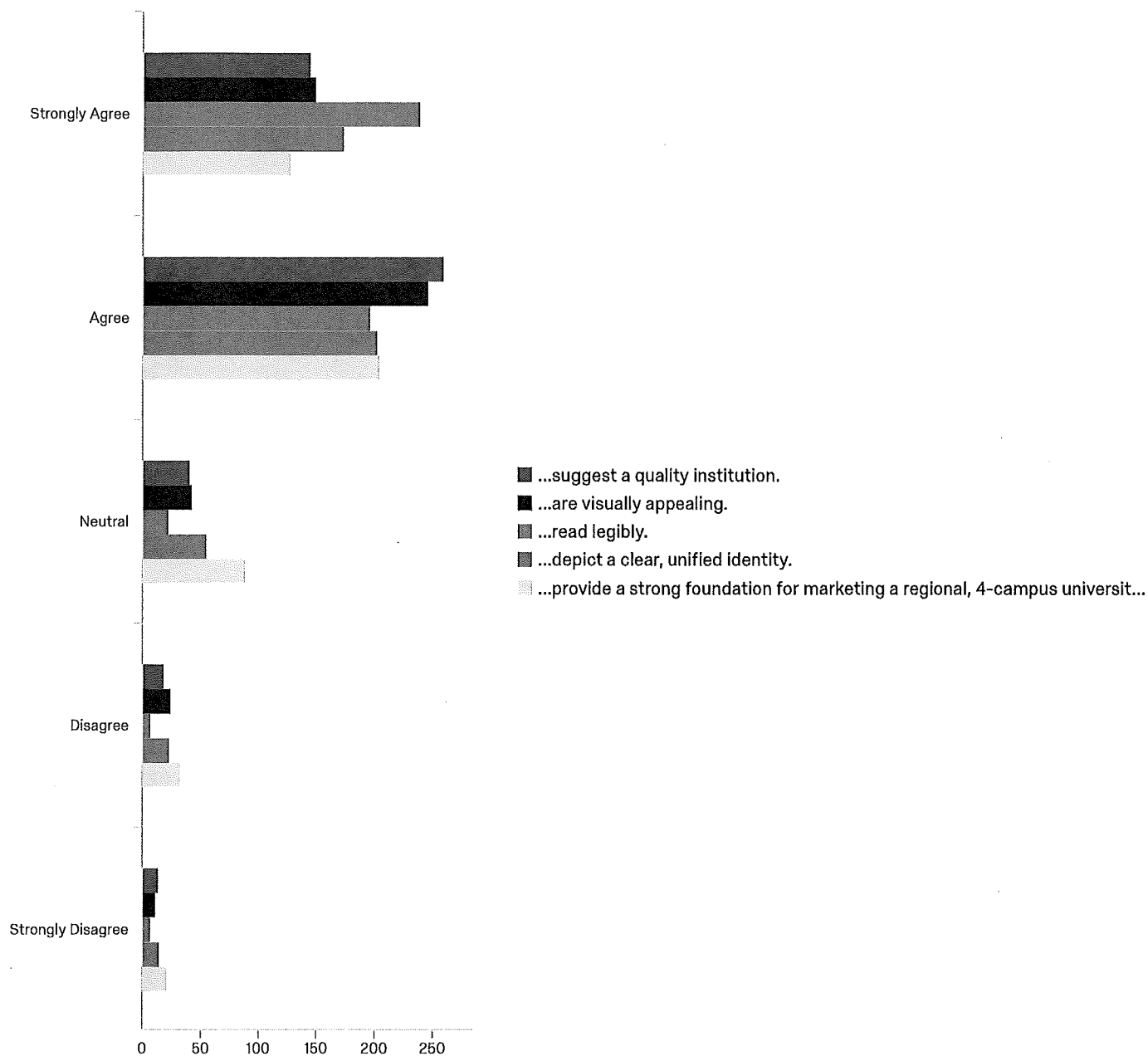
✓Cc: Chancellor Gary Miller

Default Report

UW Restructuring Visual Identity Branding Survey

July 9, 2018 7:15 PM GMT

Q5 - Rate your impression of the proposed visual identity marks. The proposed logos...



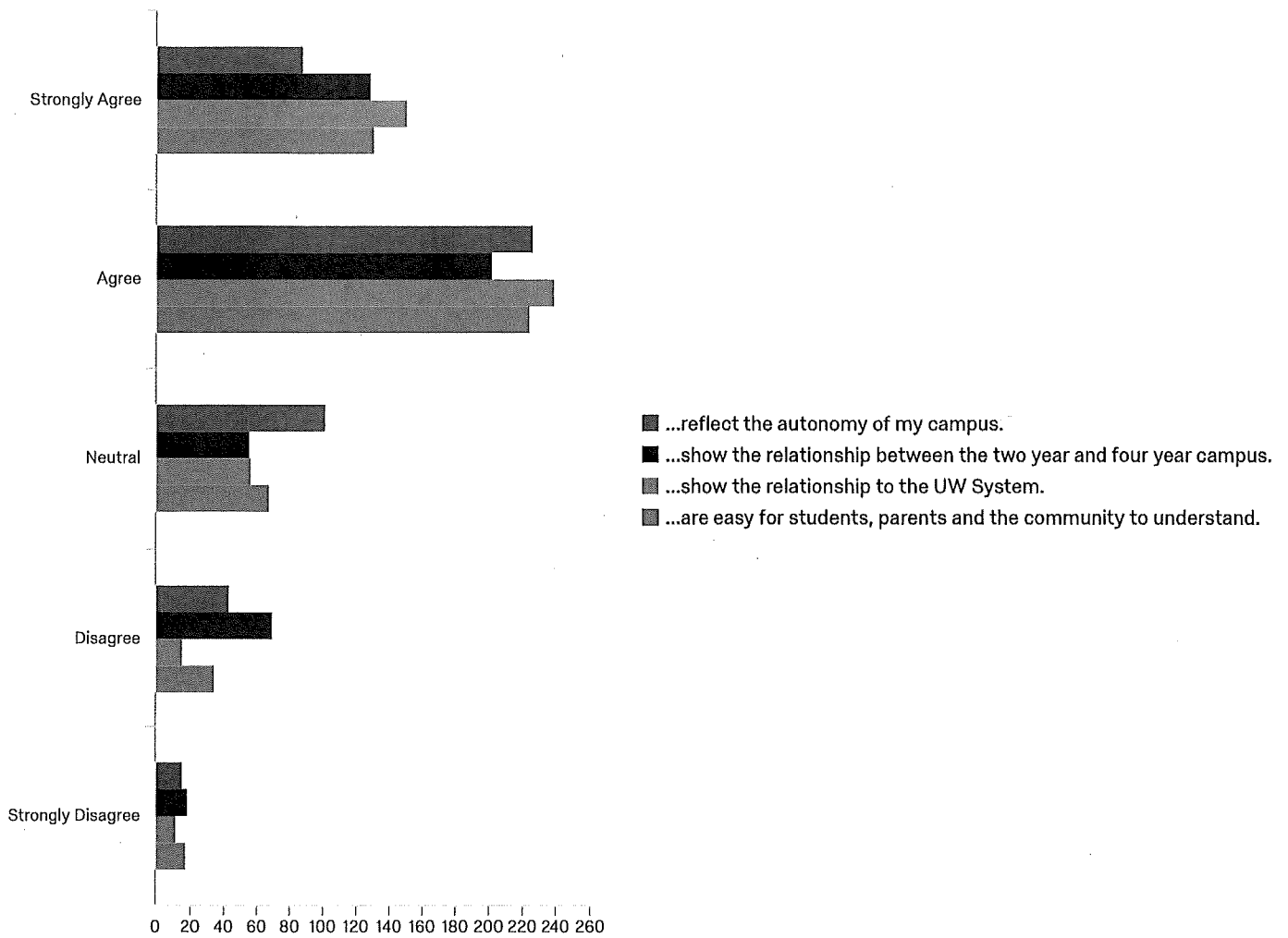
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	...suggest a quality institution.	1.00	5.00	1.94	0.88	0.78	476

2	...are visually appealing.	1.00	5.00	1.94	0.90	0.81	474
3	...read legibly.	1.00	5.00	1.61	0.77	0.60	473
4	...depict a clear, unified identity.	1.00	5.00	1.93	0.97	0.95	469
5	...provide a strong foundation for marketing a regional, 4-campus university.	1.00	5.00	2.19	1.04	1.09	475

#	Field	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total
1	...suggest a quality institution.	30.46%	145	54.62%	260	8.40%	40	3.78%	18	2.73%	13	476
2	...are visually appealing.	31.65%	150	52.11%	247	8.86%	42	5.06%	24	2.32%	11	474
3	...read legibly.	50.74%	240	41.65%	197	4.65%	22	1.48%	7	1.48%	7	473
4	...depict a clear, unified identity.	37.10%	174	43.28%	203	11.73%	55	4.90%	23	2.99%	14	469
5	...provide a strong foundation for marketing a regional, 4-campus university.	26.95%	128	43.16%	205	18.74%	89	6.74%	32	4.42%	21	475

Showing Rows: 1 - 5 Of 5

Q6 - The proposed visual identity marks are designed to reflect the new campus structure. R...

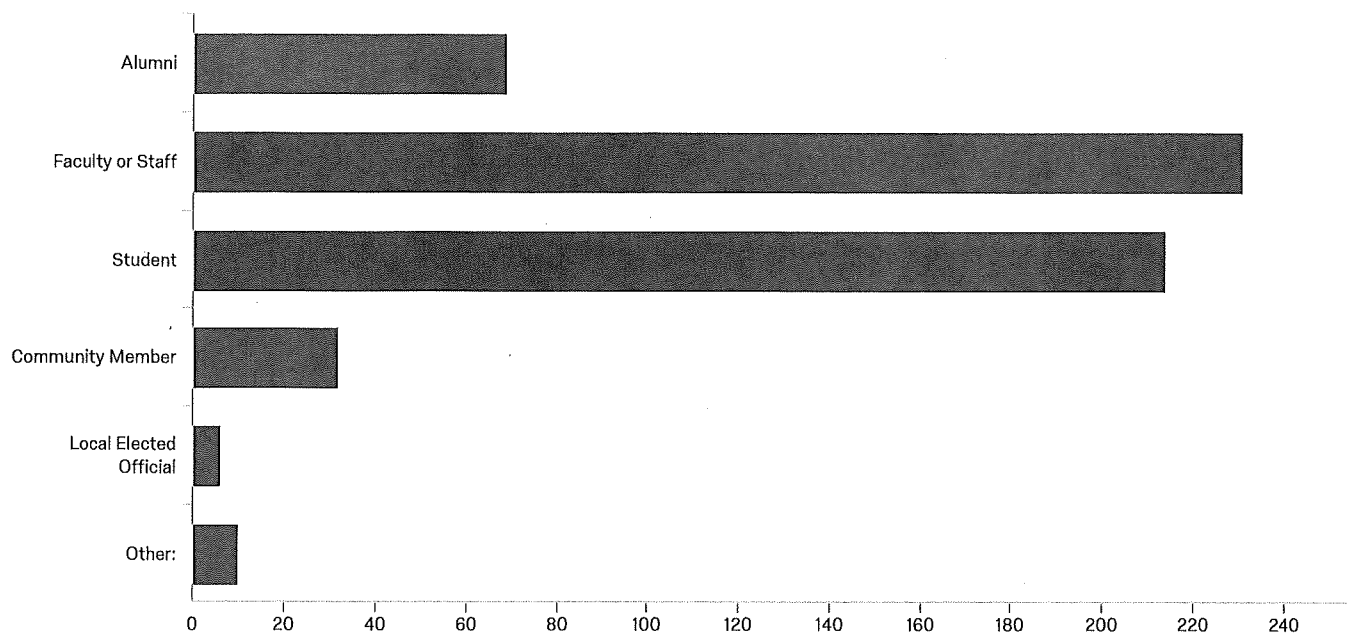


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	...reflect the autonomy of my campus.	1.00	5.00	2.32	0.99	0.97	476
2	...show the relationship between the two year and four year campus.	1.00	5.00	2.26	1.13	1.27	476
3	...show the relationship to the UW System.	1.00	5.00	1.95	0.89	0.80	475
4	...are easy for students, parents and the community to understand.	1.00	5.00	2.13	1.02	1.04	476

#	Field	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total
1	...reflect the autonomy of my campus.	18.49%	88	47.48%	226	21.43%	102	9.24%	44	3.36%	16	476
2	...show the relationship between the two year and four year campus.	27.10%	129	42.44%	202	11.76%	56	14.71%	70	3.99%	19	476
3	...show the relationship to the UW System.	31.79%	151	50.32%	239	12.00%	57	3.37%	16	2.53%	12	475
4	...are easy for students, parents and the community to understand.	27.52%	131	47.06%	224	14.29%	68	7.35%	35	3.78%	18	476

Showing Rows: 1 - 4 Of 4

Q9 - Your affiliation with the campus you selected (select all that apply):



#	Field	Choice Count
1	Alumni	12.28% 69
2	Faculty or Staff	41.10% 231
3	Student	38.08% 214
4	Community Member	5.69% 32
5	Local Elected Official	1.07% 6
6	Other:	1.78% 10
		562

Recommended Identity for UW-Sheboygan upon Restructuring with UW-Green Bay

The UW System Board of Regents is moving forward with a restructuring of all two-year campuses, including UW-Marinette. Under the proposal, and pending approval by the Higher Learning Commission, the campuses of UW-Marinette, UW-Manitowoc and UW-Sheboygan will become a part of UW-Green Bay as of July 1, 2018.

There is much work to do to prepare for and realize this proposed restructuring. During the next year, UW-Green Bay will work closely with each community to understand how to collaborate to best meet the needs of the business, civic, arts and educational sectors in each area.

NAMING/IDENTITY RECOMMENDATION

Our process begins with updates to our identity and branding to convey the strength that comes with being "one university with one mission serving four coastal campuses, rising together." A Campus Identify Working Group, including representatives from UW-Green Bay, UW-Marinette, UW-Manitowoc and UW-Sheboygan has developed a recommendation for logos and branding. The Working Group worked within the following guidelines set forth by the UW System:

- University of Wisconsin (UW) must remain in the campus name
- Name changes should maintain identity of city/county in which the branch campus is located
- Key considerations should include signage, athletics, costs and local partnerships
- During the process it was determined that the branch campuses could keep their own mascots

Additionally, the Working Group recommends:

- Maintaining the strong affiliation with two strong brands: The University of Wisconsin and Green Bay. Both are internationally branded and affiliated with prestigious organizations and rich histories. Both need to be leveraged for success as we move forward, together.
- Addition of the word "campus" to follow the city or county name, reinforcing the institution's higher education emphasis. Longer variations (ie, "College of Sheboygan," etc.) were discussed and not recommended.
- Establishing a clean, clear identity that eliminates unnecessary punctuation.

UW-GREEN BAY. A REGION ON THE RISE. TOGETHER.

We are now entering a time of great opportunity — a collective higher education opportunity with a 16-county footprint and the Midwest's only Coastal University. Together, we have the largest manufacturing center in the state, a thriving arts and culture community, some of the most pristine tourist centers in the country and a wealth of biodiversity and ecological importance. It is an exciting time for discovery, research and relationship-building to mold our students into the leaders of tomorrow.

Thank you for your comments.

VERTICAL OPTIONS:



UNIVERSITY of WISCONSIN
GREEN BAY

Sheboygan Campus



UNIVERSITY of WISCONSIN | Sheboygan
GREEN BAY Campus

HORIZONTAL OPTIONS:



UNIVERSITY of WISCONSIN
GREEN BAY

Sheboygan Campus

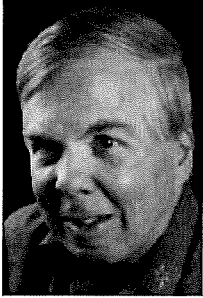


UNIVERSITY of WISCONSIN
GREEN BAY

| Sheboygan
Campus

Subject: FW: Marinette name change
Date: Friday, July 20, 2018 at 9:30:54 AM Central Daylight Time
From: Bonkowski, Janet
Attachments: image001.jpg

UW-Marinette name change proposal passes in committee



TIM GREENWOOD, EH staff writer

Friday, July 20, 2018 12:00 AM

MARINETTE — The Executive Committee of the Marinette County Board on Thursday endorsed a proposal to change the name of UW-Marinette to UW-Green Bay, Marinette campus, as part of the integration of all the UW two-year colleges with the UW universities.

The committee voted 7-0 on a motion by Supervisor Ted Sauve that was seconded by Supervisor Ken Keller that the full county board support the name change proposed by a working group on integrating UW-Marinette, UW-Manitowoc and UW-Sheboygan into UW-Green Bay.

As of July 1, UW-Green Bay was joined with the three two-year campuses as a result of the UW System restructuring proposal approved by the Higher Learning Commission.

Ben Joniaux, chief of staff and legislative liaison for UW-Green Bay, told the committee that the name change for the three campuses is a culmination of Project Coastal, the reorganization of the UW Colleges to become branch campuses.

The full county board will vote on the committee's recommendation on July 31.

"We were notified last fall that this was going to be happening and as of July 1, all three campuses, Marinette, Manitowoc and Sheboygan, are branch campuses of UW-Green Bay," Joniaux said. "We look at every one of these branch campuses as full members of our university.

"So we have one staff, one faculty and one student body. At our three new campuses, the faculty and staff are excited to be UW-Green Bay because of how we handled the transition."

He said as part of the transition, "we're looking to change the name of each branch campus. This is to reflect that they are now branch campuses of UW-Green Bay so we create stronger partnerships, basically saying to students, if you go through the doors at the Marinette campus, you are able to access everything that UW-Green Bay has to offer."

"You might not be able to have every class at the Marinette campus, but you'll have access to more bachelor degrees in the future," Joniaux explained. "If you want to, you can come down to UW-Green Bay and take a class. You wouldn't actually have to enroll, all your credits would transfer.

"This is why we need the name change. This is the process we looked at how to best do this. We had a working group that included a representative of each of the three branch campuses. We were given a strict set of guidelines from the UW System, basically saying to include the University of Wisconsin somewhere in there. The working group decided we needed to leverage UW-Green Bay in the name of it because UW-Green Bay is an internationally-branded university."

He said the name of the three branch campuses also "needed to reflect the physical location of each campus to talk about the history that exists there."

"So that's how we came up with the UW-Green Bay, Marinette campus, name," he said. "We need a letter from the board chair to the UW System saying that the county supports that name change."

"I don't have all the specifics of all the logistics of the merger, but I can definitely connect you with people that do."

Sauve, who served on the UW Board of Visitors for several years, said it is very important that Marinette be kept in the name of the campus.

"That was something that was important to us because these campuses have a history in each one of the communities," Joniaux said.

He said in talking to residents of the communities, including legislators, local government officials, businesses, faculty and staff, it was evident "that there's pride in every one of these campuses."

Joniaux said the goal to retain that pride is why Marinette was kept in the name of the campus.

"It's kind of common sense that you'd want to include Marinette in the name," Keller said.

"We're hoping to go to the UW Board of Regents with this in August because we actually have to start planning for the next academic year right now," Joniaux said. "We have to start building our computer systems, getting all that in place."

Supervisor Vilas Schroeder asked Joniaux that since he used the word "branch" several times in his presentation to the committee, was there a chance that UW-Marinette could someday be called "University of Wisconsin-Green Bay, Marinette branch."

"Why couldn't it be Marinette campus — UWGB?" asked Supervisor Robert Holley.

"That was something the working group talked about," Joniaux said. "They decided on the nomenclature UW-Green Bay, Marinette campus. That was consistent with what other four-year universities did."

He said the Sheboygan and Manitowoc county boards have already endorsed the proposed name changes so there will consistency among all three branch campuses.

Supervisor Mark Anderson, county board chairperson, said he recently met with UW-Green Bay Chancellor Gary Miller and that he thinks there will be a "whirlwind of information" on the merger of the campuses to be available soon.

"We realize this name change is necessary due to the reorganization of the University of Wisconsin Colleges to become branch campuses of the comprehensive universities within the University of Wisconsin System," Anderson said in a draft of a letter that will be sent to UW President Raymond Cross, if the full board endorses the name change at its July 31 meeting. "It is our hope that this change will mean the beginning of a stable, vibrant and far-reaching university in Northeastern Wisconsin."

Authority to Rename the University
of Wisconsin-Washington
County and the University of
Wisconsin-Waukesha,
UW-Milwaukee

CAPITAL PLANNING AND BUDGET COMMITTEE

Resolution:

That, upon the recommendation of the UW-Milwaukee Chancellor and the President of the University of Wisconsin System, authority be granted to rename UW-Washington County “University of Wisconsin–Milwaukee at Washington County” and UW-Waukesha “University of Wisconsin–Milwaukee at Waukesha.”

THE UNIVERSITY OF WISCONSIN SYSTEM

**REQUEST FOR
BOARD OF REGENTS ACTION
AUGUST 2018**

INSTITUTION: University of Wisconsin–Milwaukee

REQUEST: Authority to rename UW-Washington County “University of Wisconsin–Milwaukee at Washington County” and UW-Waukesha “University of Wisconsin–Milwaukee at Waukesha.”

SUMMARY AND BACKGROUND:

This request is presented in accordance with University of Wisconsin (UW) System Board of Regents Policy 19-14 which requires that the naming of facilities, buildings, or land controlled by the Board be submitted for approval. The Chancellor has requested this action.

The University would like to rename UW-Washington County and UW-Waukesha to reflect the consolidation of the branch campuses with UW-Milwaukee.

Approval of the renaming will allow UW-Milwaukee to enhance its student recruitment strategies by using the campuses’ new names and UW-Milwaukee brand to build awareness and instill confidence in the new UW-Milwaukee organizational structure, with the goal of yielding increased enrollments. Simultaneously, it will launch a marketing and branding campaign to build awareness in Washington and Waukesha counties regarding the newly restructured institutions with the aim of forging strong partnerships and collaborations within those communities.

UW-Milwaukee, in collaboration with representatives from UW-Washington County and UW-Waukesha, convened focus groups comprised of currently enrolled students. In partnership with key stakeholders in both counties, UW-Milwaukee also held listening sessions with community and government leaders as well as business leaders in the fields of health care, information technology, manufacturing and other areas to discuss academic offerings, economic development opportunities, community needs, and naming and branding of the branch campuses. A summary of UW-Milwaukee’s engagement with the communities to gain support for this action is attached.



Through an inclusive process in spring 2018 that was conducted with adherence to guidelines set forth by UW System, the following new names and respective marks were developed:

University of Wisconsin-Milwaukee at Washington County



[space purposefully left blank]

University of Wisconsin-Milwaukee at Waukesha



A June 29, 2018 letter of support for the new name of the Waukesha campus was provided by Waukesha County Executive Paul Farrow (see attached).

A July 2, 2018 letter of support for the new name of the Washington County campus was provided on behalf of the Washington County Board by County Board Chairperson Don Kriefall (see attached).

The following actions were taken to gather input from stakeholders.

April 5, 2018

UW-Milwaukee Vice Chancellor of University Relations and Communications Tom Luljak and others met with student groups at UW-Waukesha and the UW-Washington County campuses.

April 30, 2018

Chancellor Mark Mone and Vice Chancellor Luljak met with Waukesha County Executive Paul Farrow.

May 3, 2018

Chancellor Mone and Vice Chancellor Luljak met with Washington County Administrator Joshua Schoemann.

May 15, 2018

Vice Chancellor Luljak led a listening group discussion with health care and information technology business leaders from Waukesha County. The session was held at the offices of the Waukesha County Business Alliance, who helped to organize the session.

May 30, 2018

Vice Chancellor Luljak led a listening group discussion with Washington County business and community leaders. The meeting was held at the Broan Corporation headquarters in Hartford and was organized with the assistance of the Hartford Economic Development Corporation.

May 31, 2018

Vice Chancellor Luljak led a focus group discussion with manufacturing business leaders from Waukesha County. The session was held at the offices of the Waukesha County Business Alliance who helped to organize the event.

June 13, 2013

Chancellor Mone and Vice Chancellor Luljak met with the Washington County Supervisors Executive Board.

July 12, 2018

Vice Chancellor Luljak led a focus group discussion with business and community leaders from Washington County at the headquarters of the West Bend Insurance Company in West Bend. The session was organized with the assistance of the Economic Development of Washington County group.



Washington County

432 E. Washington St.
West Bend, WI 53095-7986
WI 1-800-616-0446

July 2, 2018

President Ray Cross
Regent President John Behling
University of Wisconsin System
1720 Van Hise Hall
1200 Linden Drive
Madison, WI 53706

Dear President Cross and Regent President Behling,

As Washington County Board Chairman, I write to convey the official support of the Washington County Board for the naming of the University of Wisconsin-Washington County as University of Wisconsin-Milwaukee at Washington County. The need for a new name was prompted by various acts in 2017 and 2018 by the Wisconsin State Legislature and the University of Wisconsin Board of Regents to combine two-year college campuses with four-year institutions within the University of Wisconsin System.

University of Wisconsin-Milwaukee (UWM) Chancellor Mark Mone met with the Washington County Supervisors Executive Board on June 13, 2018 to discuss the consolidation of UWM with the University of Wisconsin-Washington County, effective July 1, 2018, pending accreditation approval. Chancellor Mone explained that UW System requires the new campus name include both "University of Wisconsin" and the name of the city/county in which the two-year campus is located. I also understand that Chancellor Mone met with Washington County Administrator Joshua Schoemann on May 3, 2018. In addition, throughout the spring UWM representatives met with UW-Washington County students as well as business and community leaders from the county and learned these groups were supportive of the name of "University of Wisconsin-Milwaukee at Washington County".

Thank you for including Washington County in the process of selecting a new name for the campus. I look forward to the growth, economic development and other progress that will be possible in Washington County with the newly structured University of Wisconsin-Milwaukee at Washington County.

Sincerely,

County Board Chairman Don Kriefall



WAUKESHA COUNTY
OFFICE OF THE COUNTY EXECUTIVE

June 29, 2018

President Ray Cross
Regent President John Behling
University of Wisconsin System
1720 Van Hise Hall
1200 Linden Drive
Madison, WI 53706

Dear President Cross and Regent President Behling,

As County Executive of Waukesha County, I write to officially support the naming of the University of Wisconsin-Waukesha as University of Wisconsin-Milwaukee at Waukesha. The need for a new name was prompted by various acts in 2017 and 2018 by the Wisconsin State Legislature and the University of Wisconsin Board of Regents to combine two-year college campuses with four-year institutions within the University of Wisconsin System.

I met with University of Wisconsin-Milwaukee (UWM) Chancellor Mark Mone on April 30, 2018 to discuss the consolidation of UWM with the University of Wisconsin-Waukesha, effective July 1, 2018, pending accreditation approval. Chancellor Mone explained that UW System requires the new campus name include both "University of Wisconsin" and the name of the city/county in which the two-year campus is located. I also understand that during the spring of 2018 that UWM representatives met with UW-Waukesha students as well as business and community leaders from the Waukesha region and learned these groups were supportive of the name of "University of Wisconsin-Milwaukee at Waukesha".

Thank you for including Waukesha County in the process of selecting a new name for the Waukesha campus. I look forward to the growth, economic development and other progress that will be possible in Waukesha County with the newly structured University of Wisconsin-Milwaukee at Waukesha.

Sincerely,

A handwritten signature in blue ink, appearing to read "Paul Farrow", is written over a light blue circular stamp.

PAUL FARROW
Waukesha County Executive

Authority to Rename the University
of Wisconsin-Baraboo/Sauk County
and the University of Wisconsin-
Richland, UW-Platteville

CAPITAL PLANNING AND BUDGET COMMITTEE

Resolution:

That, upon the recommendation of the UW-Platteville Chancellor and the President of the University of Wisconsin System, authority be granted to rename UW-Baraboo/Sauk County “University of Wisconsin–Platteville Baraboo Sauk County” and UW-Richland “University of Wisconsin–Platteville Richland.”

THE UNIVERSITY OF WISCONSIN SYSTEM

**REQUEST FOR
BOARD OF REGENTS ACTION
AUGUST 2018**

INSTITUTION: University of Wisconsin–Platteville

REQUEST: Authority to rename UW-Baraboo/Sauk County “University of Wisconsin–Platteville Baraboo Sauk County” and UW-Richland “University of Wisconsin–Platteville Richland.”

SUMMARY AND BACKGROUND:

This request is presented in accordance with University of Wisconsin System Board of Regents Policy 19-14 which requires that the naming of facilities, buildings, or land controlled by the Board be submitted for approval. The Chancellor has requested this action.

UW-Platteville will collaboratively integrate with UW-Baraboo/Sauk County and UW-Richland. These three institutions are paired not just because of proximity, but also because there are many foundational similarities that drive them: teaching-centered philosophies, hands-on learning opportunities in small class sizes, academic excellence, affordability, and a commitment to giving back to enrich the community.

This is an exciting time for UW-Platteville and for higher education in southwest Wisconsin. After more than 150 years of providing an outstanding education, there is a tremendous opportunity to expand this legacy through the integrated collaboration with UW-Richland and UW-Baraboo/Sauk County.

As part of this new opportunity, UW-Platteville, with the backing of UW-Baraboo/Sauk County and UW-Richland and their constituents, is proposing the name changes to fully integrate the three campuses. By doing so, recruiting and marketing efforts will be enhanced with a cohesive approach to growing the three campuses.

More than 250 people from UW-Platteville, UW-Baraboo/Sauk County, and UW-Richland have served on steering committees to ensure the best possible transition. UW-Platteville Chancellor Dennis J. Shields and his representatives have held many listening sessions in Baraboo and Richland Center, and have met with campus, city, county, and business representatives to discuss the increased educational opportunities, economic development needs, and branding of the new partnership. Support for this action and a description of the process are attached.

Introduction

With student success at the forefront of the decision, in October, 2017, University of Wisconsin System President Ray Cross announced a plan to UW System President Ray Cross proposed a merger with seven of the 13 UW System four-year colleges. The Board of Regents approved the proposal on Nov. 9, 2017, and the Higher Learning Commission approved the restructuring on June 29, 2018, with the new structure to formally begin on July 1, 2018.

According to the UW System website, the purpose of this restructuring is to keep campuses open and to expand access to higher education by leveraging the strength of our four-year institutions at a time when overall enrollments at UW Colleges are declining. The primary objectives of integrating UW Colleges with four-year and research institutions include:

- Expanding access to higher education by offering more courses at the two-year campuses
- Identifying and reducing barriers to transferring credits within the UW System
- Maintaining affordability by continuing existing tuition levels post-integration for courses currently offered at the two-year institutions
- Further standardizing and regionalizing administrative operations and services to more efficiently use resources
- Leveraging resources and shared talent at our institutions to get more students into and through the educational pipeline successfully, better aligning the system to meet Wisconsin's projected workforce needs

UW-Platteville is collaboratively integrating with UW-Baraboo/Sauk County and UW-Richland. These three institutions are paired not just because of our proximity, but also because there are many foundational similarities that drive us: teaching-centered philosophies, hands-on learning opportunities in small class sizes, academic excellence, affordability, and a commitment to giving back to enrich the community.

This is an exciting time for UW-Platteville and for higher education in Southwest Wisconsin. After more than 150 years of providing an outstanding education, there is a tremendous opportunity to expand this legacy through the integrated collaboration with UW-Richland and UW-Baraboo/Sauk County.

As part of this new opportunity, UW-Platteville, with the backing of UW-Baraboo/Sauk County and UW-Richland and their constituents, is proposing a name change to fully integrate the three campuses. The purpose of this document is to formally make the request to the Board of Regents.

Per Anne Missen's email on July 5, UW-Platteville is submitting the following items:

- Requested campus name change
- Signed letter of support from the County or Municipal Board Chairperson
- Summary of stakeholder engagement

Requested Name Changes

- University of Wisconsin-Platteville Baraboo Sauk County
 - aka UW-Platteville Baraboo Sauk County
- University of Wisconsin-Platteville Richland
 - aka UW-Platteville Richland

Proposed Logos



Signed letter of support from the County or Municipal Board Chairperson

Attached with this document are signed documents from the following:

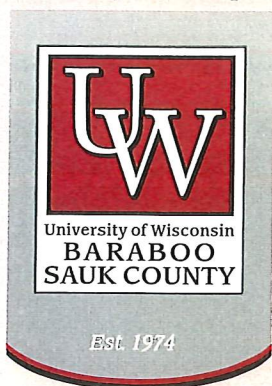
- University of Wisconsin-Baraboo/Sauk County Campus Commission
 - Includes representatives from mayor's and county board's offices
- University of Wisconsin-Baraboo/Sauk County Foundation (Friends of the Campus, Inc.)
- Peter Vedro, Sauk County Board Chair
- University of Wisconsin-Richland Alumni Association
- University of Wisconsin-Richland Campus Foundation
 - Includes representatives from mayor's and county board's offices
- Richland County Board

Community engagement

Engagement has been at the forefront of this collaborative integration movement. A few examples:

- More than 250 people from the three campuses have been involved with the steering committee
- A website was created (<https://www.uwplatt.edu/collaborative-integration>) that provides regular updates as well as a place to solicit comments
- Chancellor Dennis J. Shields and his administration have held open listening sessions at UW-Baraboo/Sauk County and UW-Richland, as well as at local businesses
- The steering committee held its April meeting at UW-Baraboo/Sauk and its May meeting at UW-Richland, inviting the public to each meeting
- UW-Platteville published and posted a draft position paper and through newspapers in Platteville, Richland Center and Baraboo, invited community feedback
- Chancellor Shields and his administration regularly have attended college commission, city council and county board meetings in Richland Center, Richland County, Baraboo and Sauk County
- UW-Platteville officials participated in community parades and celebrations in Richland Center (June 16) and Baraboo (July 21), handing out t-shirts to build excitement for the collaboration

Friends of the Campus



FOUNDATION

Executive Director
James Kieffer

Officers

President
Tim Teelin

Vice President
Mo Reilly

Secretary
Aural Umhoefer

Directors

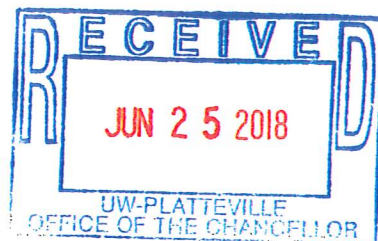
Baraboo
Amber Giddings
Ryan Ramnarace
Maureen Reilly
Dave Taylor
Tim Teelin
Aural Umhoefer

Merrimac
Carol Kratochwill

Reedsburg
Charlie Brumer

Wisconsin Dells
Melanie Platt-Gibson

Campus
Dean Charles Clark
Stephen Swallen
Ed Janairo



Chancellor Dennis J. Shields
University of Wisconsin-Platteville
2508 Ullsvik Hall
1 University Plaza
Platteville, WI 53818

June 19, 2018

Dear Chancellor Shields,

The Friends of the Campus welcome the opportunity to collaboratively integrate with the University of Wisconsin-Platteville and the University of Wisconsin-Baraboo/Sauk County, officially beginning July 1, 2018.

The people of Southwest Wisconsin, which includes all three campuses, have always had a shared sense of place, pride and purpose and are excited about the future possibilities and opportunities restructuring will bring. We appreciate the work the campuses have already jointly done to preserve and further the mission of the institutions in preparation for the integration.

We recognize the new name must continue to underscore the set of shared values that serve as the foundations for this important new chapter and we recognize there are some innate limitations in the resulting institutional names that can be used to identify and describe the integral parts of the new organizational structure.

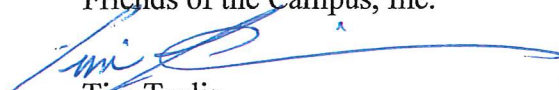
We therefore support the recommendation for naming the institution as:

University of Wisconsin-Platteville
Baraboo Sauk County.

We are further in favor of the signage that emphasizes Baraboo Sauk County's name.

Thank you for the opportunity to present feedback as we move forward with this collaborative integration.

Sincerely,
Friends of the Campus, Inc.


Tim Teelin
President


James Kieffer
Executive Director

1006 Connie Road
Baraboo, WI 53913

fotc1006@gmail.com

friendsofthecampus.org



PETER J. VEDRO
COUNTY BOARD CHAIR

West Square Building
505 Broadway
Baraboo, Wisconsin 53913

phone: 608-355-3500
fax: 608-355-3481
peter.vedro@saukcountywi.gov

Chancellor Dennis J. Shields
University of Wisconsin-Platteville
2508 Ullsvik Hall
1 University Plaza
Platteville, WI 53818

July 19, 2018

Dear Chancellor Shields,

Sauk County, through the Campus Commission and Executive and Legislative Committee, welcomes the opportunity to collaboratively integrate with the University of Wisconsin-Platteville and the University of Wisconsin-Baraboo/Sauk County.

As the Campus Commission has already approved moving this initiative forward, our Executive and Legislative Committee reviewed on July 11, 2018. We recognize the new name must underscore the set of shared values that serve as the underpinnings of our collaborative relationship, and we recognize there are some inherent limitations in the resulting institutional names that can be used to identify and describe the constituent parts of the new organizational structure.

We therefore support the recommendation naming of the institution as:

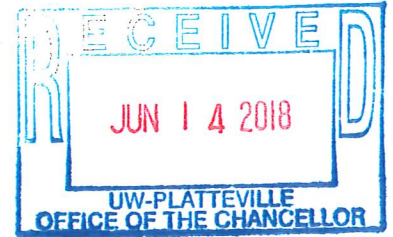
University of Wisconsin-Platteville
Baraboo Sauk County

The commission further is in favor of the signage that emphasis Baraboo Sauk County's name. Thank you for the opportunity to present feedback as we move forward with this collaborative integration.

Sincerely,

Peter J. Vedro, Sauk County Board Chair

Phil Wedekind
1017 4th Street
Baraboo, WI 53913



June 11, 2018

Chancellor Dennis J. Shields
University of Wisconsin-Platteville
2508 Ullsvik Hall
1 University Plaza
Platteville, WI 53818

Dear Chancellor Shields,

The Baraboo-Sauk County Campus Commission considered the name change for our institution at our meeting on May 17th. Rose M. Smyrski, Vice Chancellor for University Relations, University of Wisconsin-Platteville presented a recommendation for the new name and signage during our meeting. The Commission approved of the new signage at that time. The Commission looks forward to working collaboratively with the University of Wisconsin-Platteville on the integration officially beginning July 1, 2018.

The Commission recognizes the new name must continue to underscore the set of shared values that serve as the underpinnings for this important new chapter, and we recognize there are some inherent limitations in the resulting institutional names that can be used to identify and describe the constituent parts of the new organizational structure.

The Commission supports the recommendation for naming of our campus as: University of Wisconsin-Platteville/Baraboo-Sauk County and further asks that signage place emphases on the Baraboo-Sauk County Campus name.

Thank you for the opportunity to present feedback as we move forward with this collaborative integration.

Sincerely,

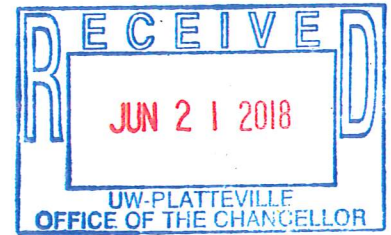
Phil Wedekind
Commission Chair



RICHLAND

A Campus of the University of Wisconsin Colleges

ALUMNI ASSOCIATION



Chancellor Dennis J. Shields
University of Wisconsin-Platteville
2508 Ulsvik Hall
1 University Plaza
Platteville, WI 53818

June 18, 2018

Dear Chancellor Shields:

The UW-Richland Alumni Association Board of Directors unanimously agreed to support the collaborative integration with the University of Wisconsin-Platteville and the University of Wisconsin-Richland, officially beginning July 1, 2018.

The people of Southwest Wisconsin have always had a shared sense of place, pride and purpose and we are excited about the future possibilities and opportunities this restructuring will bring. We appreciate the work that has already been done to preserve and further the mission of our institutions in preparation for this integration.

We recognize the new name must continue to underscore the set of shared values that serve as the underpinnings for this important new chapter and we recognize there are some inherent limitations in the resulting institutional names that can be used to identify and describe the constituent parts of the new organizational structure.

We therefore support the recommendation naming of the institution as:

University of Wisconsin-Platteville Richland

The commission further is in favor of the signage that highlights Richland's name.

Thank you for the opportunity to present feedback as we move forward with this collaborative integration.

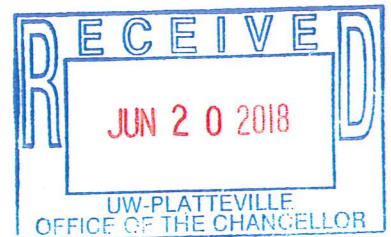
Sincerely,

A handwritten signature in blue ink that reads "Kathy Granger".

Kathy Granger, President

A handwritten signature in blue ink that reads "Barbara Wentz".

Barbara Wentz, Vice-President



Chancellor Dennis J. Shields
University of Wisconsin-Platteville
2508 Ulsvik Hall
1 University Plaza
Platteville, WI 53818

June 13, 2018

Dear Chancellor Shields,

At the June 12, 2018 annual meeting of the Richland County Campus Foundation, there was a unanimous vote of support to collaboratively integrate with the University of Wisconsin-Platteville and the University of Wisconsin-Richland, officially beginning July 1, 2018;

The people of Southwest Wisconsin, which includes all three Campuses, have always had a shared sense of place, pride and purpose, and we are excited about the future possibilities and opportunities this restructuring will bring. We appreciate the work the three campuses have already jointly done to preserve and further the mission of these institutions in preparation for this integration.

We recognize the new name must continue to underscore the set of shared values that serve as the underpinnings for this important new chapter, and we recognize there are some inherent limitations in the resulting institutional names that can be used to identify and describe the constituent parts of the new organizational structure.

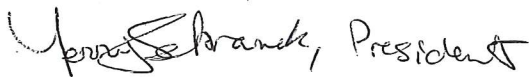
We therefore support the recommendation naming of the institution as:

University of Wisconsin-Platteville Richland

The commission further is in favor of the signage that emphasis Richland's name.

Thank you for the opportunity to present feedback as we move forward with this collaborative integration.

Sincerely,


Terry Sebranek, President


Jean Birkett, Secretary


Wayne Morgenthaler, Treasurer


Darlo Wentz, Executive Director

Richland County Board

*Jeanetta Kirkpatrick
County Board Chair*

*Richland County, Wisconsin
Courthouse – P.O Box 310
Richland Center, Wisconsin 53581*

*(608) 627-1159
jkirkpatrick@mwt.net*

Chancellor Dennis Shields
1500 Ullsvik Hall
1 University Plaza
Platteville, WI 53818-3099

Dear Chancellor Shields,

As the Richland County Board Chair I am pleased to write to you that along with other Board Supervisors who have met you or heard you speak, we are pleased with the process of the collaborative integration between UW-Richland and UW-Platteville.

It is vital to this campus and community that we have a strong presence in this community of campus leaders. We are pleased there will be a Campus Dean, Assistant Dean, and a Campus Recruiter. In addition, we very much appreciate your stating that you would research ways to assist us with the physical plant. Like you, we would like to the campus to be a showcase of a modern educational facility.

I believe the new graphics for the signs at the campus, highlight Richland well in coordinating with UW-Platteville. This again shows the positive steps you are making to make this as seamless of a transition as possible.

Kind regards,

Jeanetta Kirkpatrick
Chair, Richland County Board

Authority to Rename the University
of Wisconsin-Marathon County and
the University of Wisconsin-
Marshfield/Wood County,
UW-Stevens Point

CAPITAL PLANNING AND BUDGET COMMITTEE

Resolution:

That, upon the recommendation of the UW-Stevens Point Chancellor and the President of the University of Wisconsin System, authority be granted to rename the University of Wisconsin-Marathon County as “University of Wisconsin–Stevens Point at Wausau” and University of Wisconsin-Marshfield/Wood County “University of Wisconsin–Stevens Point at Marshfield.”

THE UNIVERSITY OF WISCONSIN SYSTEM

**REQUEST FOR
BOARD OF REGENTS ACTION
AUGUST 2018**

INSTITUTION: University of Wisconsin–Stevens Point

REQUEST: Authority to rename the University of Wisconsin-Marathon County as “University of Wisconsin–Stevens Point at Wausau” and University of Wisconsin-Marshfield/Wood County “University of Wisconsin–Stevens Point at Marshfield.”

SUMMARY AND BACKGROUND:

This request is presented in accordance with University of Wisconsin System Board of Regents Policy 19-14 which requires that the naming of facilities, buildings, or land controlled by the Board be submitted for approval. The Chancellor has requested this action.

The university anticipates a significant change in the academic profile of both campuses including the expansion of undergraduate and graduate degrees, while maintaining their access and affordability mission. For example, it plans to offer the M.B.A. in Wausau and health care-based programs on the Marshfield campus in partnership with Marshfield Clinic. The partnerships with Northcentral Technical College in Wausau and Mid-State Technical College in Marshfield are also expanding.

The naming and branding of the two-year campuses must be done from a business perspective, i.e., what will bring students to the campus given the products offered. The geographic locator must be one that is recognizable beyond the local community, simple to remember, and linked directly to the University of Wisconsin.

In 2017, a market study was conducted for UW Colleges by the firm KW2. The study concluded that the two-year campuses are often not identified as part of the University of Wisconsin and the public perception of the colleges was less than favorable. By all accounts, the teaching on the two-year campuses is excellent, but the public image of the colleges is cause for serious concern. These issues, coupled with 51 percent and 47 percent decline in enrollment at UW-Marathon County and UW-Marshfield/Wood County, respectively, require significant changes in branding and marketing.

Since November 2017, the Chancellor has facilitated 34 meetings, campus forums, and presentations to governmental bodies or organizations (see attached list). In each, the issue of a campus name change was discussed. While votes were not taken, there was consensus to support a business approach to branding and specifically the geographic locators of Wausau and Marshfield.

Stakeholder Process:

In partnership with the Wausau Region Chamber of Commerce and the Marshfield Area Chamber of Commerce and Industry, a total of 19 focus groups were conducted to gather input from stakeholders in the Wausau and Marshfield regions related to UW-Stevens Point merging with UW-Marshfield/Wood County and UW-Marathon County. The focus groups generated feedback from over 100 participants and were divided into various industry sectors (including manufacturing, financial, medical, and other professional service organizations), two-year campus foundation boards, local government, K-12 administration, non-profit organizations, and young professional groups.

Focus group feedback related to the name change for each campus was largely supportive of the opportunity to brand and message the quality UW education that exists on the UW-Marshfield/Wood County and UW-Marathon County campuses. There was support for changing the name to identify the city instead of the county for stronger recognition outside of this area. Focus group participants expressed hope that a name change, aligning with UW-Stevens Point as a four-year campus, would elevate the perception of the campuses and attract more students. Feedback also supported a strong marketing campaign once the new name is selected and approved.

Letters of Support: Letters supporting the name changes at the Marshfield and Wausau campuses have been received from:

- Marathon County Board of Supervisors
- Wausau Region Chamber of Commerce
- Wood County Board of Supervisors Vice Chair and Chair of UW-Marshfield/Wood County Commission (The commission is comprised of three members of the Wood County Board of Supervisors and three members of the Marshfield City Council and is the governmental entity providing oversight for facilities and funding for the campus.)
- Marshfield Area Chamber of Commerce & Industry
- Heart of Wisconsin Chamber of Commerce (Wisconsin Rapids)

Wordmark: The wordmarks for each campus are attached. The intent is to keep the design simplistic. The word “at” will only appear in the name when presented in text form to avoid the use of two hyphens in the name.



July 20, 2018

Action Requested: We seek authority to rename University of Wisconsin—Marathon County as University of Wisconsin—Stevens Point at Wausau and University of Wisconsin—Marshfield/Wood County as University of Wisconsin—Stevens Point at Marshfield.

Rationale: We anticipate a significant change in the academic profile of both campuses including the expansion of undergraduate and graduate degrees, while maintaining their access and affordability mission. For example, we plan to offer the M.B.A. in Wausau and health care-based programs on the Marshfield campus in partnership with Marshfield Clinic. Our partnerships with Northcentral Technical College in Wausau and Mid-State Technical College in Marshfield are also expanding. The naming and branding of the two-year campuses must be done from a business perspective, i.e., what will bring customers to campus given the products we will be offering. The geographic locator must be one that is recognizable beyond the local community, simple to remember and linked directly to the University of Wisconsin.

In 2017, a market study was conducted for UW Colleges by the firm KW2. The study concluded that the two-year campuses are often not identified as part of the University of Wisconsin and the public perception of the colleges was less than favorable. By all accounts, the teaching on our two-year campuses is excellent, but the public image of the colleges is cause for serious concern. These issues, coupled with 51 percent and 47 percent decline in enrollment at UW—Marathon County and UW—Marshfield/Wood County, respectively, require significant changes in branding and marketing.

Stakeholder Engagement: Since November 2017, the Chancellor has facilitated 34 meetings, campus forums and presentations to governmental bodies or organizations (see attached list). In each, the issue of a campus name change was discussed. While votes were not taken, there was consensus to support a business approach to branding and specifically the geographic locators of Wausau and Marshfield. Perhaps the most telling comments came from two students at a forum on the UW—Marshfield/Wood County campus. One student commented that she liked attending “The Wood” and would hate to see that change. Another student responded to this comment with, “It is more important to me to be able to see an adviser when I need to, than the name you put on a T-shirt.”

In partnership with the Wausau Region Chamber and the Marshfield Area Chamber of Commerce and Industry, a total of 19 focus groups were conducted to gather input from stakeholders in the Wausau and Marshfield regions related to UW—Stevens Point merging with UW—Marshfield/Wood County and UW—Marathon County. The focus groups generated feedback from over 100 participants and were divided into various industry sectors (including manufacturing, financial, medical, and other professional service organizations), two-year campus foundation boards, local government, K-12 administration, non-profit organizations, and young professional groups.

Focus group feedback related to the name change for each campus was largely supportive of the opportunity to brand and message the quality UW education that exists on the UW—Marshfield/Wood County and UW—Marathon County campuses. There was support for changing the name to identify the city instead of the county for stronger recognition outside of this area. Focus group participants expressed hope that a name change, aligning with UW—Stevens Point as a four-year campus, would elevate the perception of the campuses and attract more students. Feedback also supported a strong marketing campaign once the new name was selected and approved.

Letters of Support: Letters supporting the name changes at the Marshfield and Wausau campuses have been received from:

- Marathon County Board of Supervisors
- Wausau Region Chamber of Commerce
- Wood County Board of Supervisors Vice Chair and Chair of UW—Marshfield/Wood County Commission (the Commission is comprised of three members of the Wood County Board of Supervisors and three members of the Marshfield City Council and is the governmental entity providing oversight for facilities and funding for the campus)
- Marshfield Area Chamber of Commerce & Industry
- Heart of Wisconsin Chamber of Commerce (Wisconsin Rapids)

Wordmark: The wordmarks for each campus are attached. The intent is to keep the design simplistic. The word “at” will only appear in the name when presented in text form to avoid the use of two hyphens in the name.

Campus Name Change

Meetings Focused on UW-Marathon County

<u>Date</u>	<u>Group</u>	<u>Location</u>
6-Nov-2017	CEO, Wausau Chamber of Commerce	Stevens Point
12-Dec-2017	CEO, Wausau Chamber of Commerce	Stevens Point
18-Jan-2018	Chair, Education & Economic Development Cmte, Marathon County	Wausau
14-Feb-2018	Student Forum, UW-Marathon County	Wausau
14-Feb-2018	WIPPS Board of Directors	Wausau
23-Feb-2018	Chief Administrator for Marathon County	Wausau
9-Mar-2018	Community Advisory Group, UW-Marathon County	Wausau
9-Mar-2018	Open Campus Forum, UW-Marathon County	Wausau
21-Mar-2018	UW-Marathon County Foundation Board	Wausau
26-Mar-2018	Athletic Directors from all three campuses	Stevens Point
30-Mar-2018	Community Advisory Group, UW-Marathon County	Wausau
30-Mar-2018	Gary Freels, CEO, Alexander Foundation	Wausau
30-Mar-2018	John Tubbs, CEO, BMO Harris	Wausau
30-Mar-2018	Lon Roberts, Partner, Rude Ware Law Firm	Wausau
2-Apr-2018	Jim McIntyre, CEO, Greenheck Fan	Wausau
4-Apr-2018	Chamber of Commerce Board of Directors Meeting	Wausau
9-May-2018	Community Advisory Group, combined meeting	Wausau
28-May-2018	Sara Guild, Chair, Educ. & Econ. Development Cmte, Marathon County	Wausau
21-Jun-2018	Mayor and Director of Economic Deveopment, City of Wausau	Wausau
	CEO, Wausau Chamber of Commerce	

Meetings Focused on UW-Marshfield/Wood County

<u>Date</u>	<u>Group</u>	<u>Location</u>
18-Dec-2017	Chair, University Commission*	Marshfield
4-Jan-2018	Sunrise Rotary	Marshfield
4-Jan-2018	CEO, Marshfield Chamber of Commerce	Marshfield
16-Jan-2018	Chair, Wood County Board of Supervisors	Wisconsin Rapids
15-Feb-2018	Student Forum, UW-Marshfield/Wood County	Marshfield
15-Feb-2018	City Administrator for Marshfield	Marshfield
20-Feb-2018	Chair, Wood County Board of Supervisors	Wisconsin Rapids
26-Feb-2018	Marshfield Chamber of Commerce Board of Directors	Marshfield
14-Mar-2018	University Commission	Marshfield
26-Mar-2018	Athletic Directors from all three campuses	Stevens Point
27-Mar-2018	Community Advisory Group, UW-Marshfield/Wood County	Marshfield
4-Apr-2018	Cliff King, CEO, Skyward	Stevens Point
8-May-2018	UW-Marshfield Foundation Board of Directors	Marshfield
9-May-2018	Community Advisory Group, combined meeting	Wausau
5-Jun-2018	Mayor, City of Marshfield	Marshfield
6-Jun-2018	Chair, Wood County Commission	Stevens Point
26-Jun-2018	Marshfield City Council	Marshfield

*The University Commission is comprised of three members of the Wood County Board of Supervisors and three members of the Marshfield City Council. The University Commission is the governmental entity responsible for the UW-Marshfield/Wood County campus.



July 17, 2018

Chancellor Bernie Patterson
2100 Main St.
Room 213 Old Main
Stevens Point WI 54481
bpatters@uwsp.edu

VIA EMAIL

RE: Support for UW-Marathon County Rebrand

Dear Chancellor Patterson,

I am contacting you on behalf of Marathon County's Extension, Education, and Economic Development Committee to express our support for the proposal to change the name of the University of Wisconsin-Marathon County campus to the **University of Wisconsin-Stevens Point at Wausau**. We believe our local UW campus is an incredibly important asset that needs to be supported. We also know UW leadership has studied its current challenges extensively. We believe supporting this change is one way we can continue working with our UW partners to reinvigorate the UW campus here in Marathon County, which is a win for all of us.

The Marathon County Board of Supervisors has a longstanding history of supporting quality, locally-accessible higher education opportunities. It recognizes the role that quality secondary education plays not only in today's economy, but also the truly vital role it plays in the economy of tomorrow. For many years, our symbiotic relationship with UW – Marathon County has served as the most recognizable demonstration of our county government's commitment to its goal of providing residents a means of conveniently accessing high-quality higher education through the University of Wisconsin System.

Due to many changing factors, our campus has seen a considerable and troubling decline in enrollments in recent years. We recognize that significant changes are needed to reverse this trend and ensure our residents continue to have access to a high-quality UW education right here in Marathon County. The UW leadership team has already invested substantial time and money into developing a plan that will help ensure the long-term success for our campus, and a key part of this new vision is the rebranding of our campus. By becoming the *UWSP at Wausau* campus, we can capitalize on the international name recognition Wausau has developed through decades of worldwide business success and also send a message to future students that this campus is ready to provide an even higher level of outstanding education than was previously available. This is a great message to share, and one which will no doubt make a real difference.

As Chair of the Extension, Education & Economic Development Committee, I have been authorized by my fellow committee members to convey our desire to remain a proactive partner with the UW System. We understand and appreciate the enrollment challenges facing the UW Colleges and UW System institutions and we recognize that the Board of Regents is properly focused on ensuring that our local university, and our entire UW System, can successfully attract students and faculty while continuing to provide a high-quality education in Marathon County and throughout the state. We commend you and your team staying focused on the core goal – to ensure all UW campuses, large and small, are around to continue to serve the needs of Wisconsin's students for generations to follow.

In summary, Marathon County supports the Board of Regents in its mission to ensure the long-term viability of the UW campuses, and in particular our Marathon County campus. We are excited about the potential we have to improve the opportunities for our residents to obtain a high-level UW education in Marathon County and we are confident this name change will play a key role in supporting the long-term success of our local UW institution. Thank you for the time and resources you have already dedicated to ensuring our campus remains a thriving county asset. We look forward to continuing to work with you for many years to come.

Sincerely,

A handwritten signature in cursive script that reads "Sara Guild".

Sara Guild
Marathon County Board Supervisor – District 20
Extension, Education & Economic Development Committee Chairperson

E: Sara.Guild@co.marathon.wi.us
P: (715) 370-8072



May 4, 2018

Dr. Bernie Patterson, Chancellor
University of Wisconsin – Stevens Point
2100 Main Street – Old Main
Stevens Point, WI 54481

Dear Chancellor Patterson,

On behalf of the Board of Director's of the Wausau Region Chamber of Commerce, we would like to extend our sincere appreciation to you for taking the opportunity to provide an update on the University of Wisconsin System (UWS) restructure at our April board meeting. The time you spent to outline the immediate and ongoing challenges that our regional comprehensive and two-year colleges face was enlightening and educational.

At our recent meeting on April 4th 2018, we discussed the likely name change which is to occur with the restructure. The Wausau Region Chamber of Commerce Board of Directors fully supports the name change from UW- Marathon County to the University of Wisconsin – Stevens Point - Wausau. Bringing the brand recognition of our UWS regional comprehensive university to Wausau is an important first step. This is our collective opportunity to reinvent the land-grant institution for the 21st Century.

As you continue to move through the process of consolidation with UW-Marathon County, please keep our organization engaged and informed in challenges that you face at the regional and state level. As the Wausau region's voice of business and industry, we're positioned to help advocate on issues that adversely impact or hamper the growth of our economic environment. As we move further into the global knowledge economy, a strong and vibrant UW-Stevens Point, with distinct campus centers in Wausau and Marshfield, is imperative.

Sincerely,

A handwritten signature in cursive script that reads "David Eckmann".

David Eckmann, Ed.D.
President/CEO

A handwritten signature in cursive script that reads "Cory A Heckendorf".

Cory Heckendorf
Chair

Donna M. Rozar
Wood County Board of Supervisors, Vice-Chair
District 2
711 West Blodgett Street
Marshfield, WI 54449

July 2, 2018

To: Robert G. Cramer, Vice President for Administration

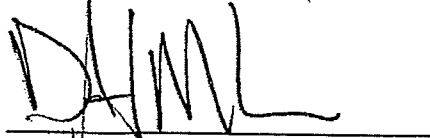
From: UW Marshfield-Wood County Commission

Re: Campus Name Change request to the Board of Regents

With the consensus of the UW Marshfield-Wood County Commission, we are submitting our support for a name change for the UW Marshfield-Wood County campus. We support the name change to **UW Stevens Point-Marshfield**. We understand the need for consistency and strategic marketing. Furthermore, we believe this name change will assist in both these efforts. As the "landlords" of this campus, the Commission will continue to be involved in restructuring discussions as this process moves forward with input from both the City of Marshfield and Wood County.


Donna Rozar, Chair, UW Marshfield-Wood County Commission

7/2/18


Doug Machon, Chair, Wood County Board of Supervisors

7/3/18


Bob McManus, Mayor, City of Marshfield

7/2/18

Marshfield Area
Chamber of Commerce & Industry
700 S. Central Avenue
Marshfield, WI 54449



Scott Larson
Executive Director
715/384-3454
FAX: 715-387-8925
E-mail: scottlarson@marshfieldchamber.com
Web: www.marshfieldchamber.com

May 23, 2018

Dr. Bernie Patterson, Chancellor
University of Wisconsin – Stevens Point
2100 Main Street – Old Main
Stevens Point, WI 54481

Dear Chancellor Patterson,

On behalf of the Board of Directors of the Marshfield Area Chamber of Commerce & Industry, we would like to extend our sincere appreciation to you for taking the opportunity to provide an update on the University of Wisconsin System (UWS) restructure at our February board meeting. The time you spent to outline the immediate and ongoing challenges that our regional comprehensive and two-year colleges face was enlightening and educational.

Since the announced merger plans for the UW-Marshfield/Wood County and UW-Marathon County, we have discussed the likely name change which is to occur with the merger. The Marshfield Area Chamber of Commerce & Industry Board of Directors fully supports a name change from UW-Marshfield/Wood County campus to the University of Wisconsin – Stevens Point – Marshfield Campus. Bringing the brand recognition of our UWS regional comprehensive university to Marshfield is an important first step. This is our collective opportunity to reinvent the land-grant institution for the 21st Century.

As you continue to move through the process of consolidation with UW-Marshfield/Wood County, please keep our organization engaged and informed in challenges that you face at the regional and state level. As the Marshfield Area's voice of business and industry, we're positioned to help advocate on issues that adversely impact or hamper the growth of our economic environment. As we move further into the global knowledge economy, a strong and vibrant UW-Stevens Point, with distinct campus centers in Marshfield and Wausau, is imperative.

Sincerely,

A handwritten signature in cursive script, appearing to read "Amy Nystrom".

Amy Nystrom
President

A handwritten signature in cursive script, appearing to read "Scott Larson".

Scott Larson
Executive Director

Heart of Wisconsin Chamber of Commerce

July 16, 2018

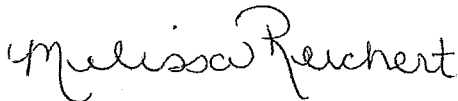
Dr. Bernie Patterson, Chancellor
University of Wisconsin – Stevens Point
2100 Main Street – Old Main
Stevens Point, WI 54481

Dear Chancellor Patterson,

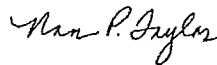
On behalf of the Board of Directors of the Heart of Wisconsin Chamber of Commerce, we offer this letter of support for the name change of UW-Marshfield Wood County to the University of Wisconsin Stevens Point-Marshfield. This change brings the brand recognition of our UWS regional comprehensive university to Marshfield is an important first step. This is our collective opportunity to reinvent the land-grant institution for the 21st Century.

As you continue to move through the process of consolidation with UW-Marshfield/Wood County, please keep our organization engaged and informed in challenges that you face at the regional and state level. As the Wisconsin Rapids area voice of business and industry, we're positioned to help advocate on issues that adversely impact or hamper the growth of our economic environment. As we move further into the global knowledge economy, a strong and vibrant UW-Stevens Point, with distinct campus centers in Marshfield and Wausau, is imperative.

Sincerely,



Melissa Reichert
President of the Heart of Wisconsin
Heart of Wisconsin Chamber of Commerce



Nan Taylor
Chairman of the Board
Heart of Wisconsin Chamber of Commerce

UW-Stevens Point Wausau and Marshfield Brand Extension



Marshfield

UW-Stevens Point



Marshfield

UW-Stevens Point



Wausau

UW-Stevens Point



Wausau

UW-Stevens Point

Authority to Rename the University
of Wisconsin-Rock County,
UW-Whitewater

CAPITAL PLANNING AND BUDGET COMMITTEE

Resolution:

That, upon the recommendation of the UW-Whitewater Chancellor and the President of the University of Wisconsin System, authority be granted to rename the University of Wisconsin-Rock County “University of Wisconsin–Whitewater at Rock County.”

THE UNIVERSITY OF WISCONSIN SYSTEM

**REQUEST FOR
BOARD OF REGENTS ACTION
AUGUST 2018**

INSTITUTION: University of Wisconsin–Whitewater

REQUEST: Authority to rename the University of Wisconsin-Rock County
“University of Wisconsin–Whitewater at Rock County.”

SUMMARY AND BACKGROUND:

This request is presented in accordance with University of Wisconsin System Board of Regents Policy 19-14 which requires that the naming of facilities, buildings, or land controlled by the Board be submitted for approval. The Chancellor has requested this action.

The University of Wisconsin–Whitewater would like to rename the University of Wisconsin-Rock County to reflect the restructuring that has joined the two campuses to make them even better together. The restructuring was approved by the Higher Learning Commission effective July 1, 2018.

While the name of the campus will be different, the mission remains the same: They are dedicated to student success and to helping students accomplish their higher education dreams. They will continue to offer affordable, high-quality programs that not only prepare students for the next steps in their education, job, or career, but also prepare them for the rigors of life.

This is an exciting milestone in the history of the two campuses. UW-Rock County is joining UW-Whitewater during the celebration of its 150th anniversary. This is truly an historic and exciting time of transition for both of these universities. As they come together, they reaffirm their commitment to inspire, engage, and transform generations to come.

UW-Whitewater has held listening sessions with faculty, staff, and students from both campuses, community members, business leaders, and governmental colleagues to discuss various topics related to the joining of the two campuses. Support for this action and a description of the process are attached.

Stakeholder Engagement and Process for Renaming the University of Wisconsin – Rock County Campus

Changing the name of the University of Wisconsin -Rock County campus to University of Wisconsin -Whitewater at Rock County included discussions and input from representatives of groups including administrators, faculty, academic staff, university staff, and students at both the UW-Whitewater and UW-Rock County campuses. Special emphasis was placed on input from Rock County. The UW-Rock County Collegium (committee of the whole) unanimously approved the name, and the representatives from the Rock County Board of Supervisors voted unanimously to approve the name:

University of Wisconsin -Whitewater at Rock County

Following is an outline of the steps taken to assure stakeholder engagement:

November 9, 2017

Board of Regents approves the resolution to restructure UW-Rock County with UW-Whitewater.

November 10, 2017

Chancellor Kopper and her team visited UW-Rock County to meet with faculty, staff and students about the restructuring.

November 2017 thru May 2018

Lois Smith, Project Manager for the UW-Whitewater/UW-Rock County Restructuring held regular listening sessions at UW-Rock County for faculty, staff and students to discuss various topics related to the restructuring.

December 4, 2017

The first joint UW-Whitewater/UW-Rock County Restructuring Committee meeting that consists of thirty-three representatives including faculty, staff, students and administrators from both campuses, and the Rock County Board Chairperson.

December 14, 2017

Rock County Board of Supervisors Meeting – Chancellor Kopper discussed the restructuring and answered questions from County Supervisors.

January 8, 2018

UW-Whitewater team including UW-Rock County representatives met with a team from Blackhawk Technical College.

January 19, 2018

UW System Steering Committee meeting

Information shared:

UW Board of Regents must approve name

"UW" must be in the name
County Board must approve
Name change will impact: diplomas, transcripts, athletics, signage, marketing,
community

January 22, 2018

City of Janesville City Council Meeting – Chancellor Kopper discussed the restructuring and answered questions from Council Members.

February 5, 2018

City of Beloit City Council Meeting – Chancellor Kopper discussed the restructuring and answered questions from Council Members.

February 15, 2018

Forward Janesville Board of Directors – Chancellor Kopper discussed the restructuring and answered questions from the members of the Board of Directors.

February 15, 2018

Chancellor Kopper met with the President of Blackhawk Technical College.

February-April 2018

Lois Smith, Project Manager for the UW-Whitewater/UW-Rock County Restructuring held regular listening sessions at UW-Whitewater for faculty, staff and students to discuss various topics related to the restructuring.

March 3, 2018

Even Better Together Event – Chancellor Kopper hosted the event at the UW-Rock County campus. This was a facilitated discussion in small and large group settings for community, business and government leaders as well as governance leaders and administrators from both campuses to create an action plan for the future of UW-Whitewater and UW-Rock County together.

March 25, 2018

UW System Chancellors met and discussed requirements for naming conventions and differences between what is required for Department of Education and Higher Learning Commission names (University of Wisconsin – Whitewater – Rock County) vs. branding names for campuses.

March 27, 2018

UW System Legal (Erin Kastberg) agreed that the branding name and Department of Education (DoE) campus name could differ. Confirmed convention for DoE

March 29, 2018

UW-Rock County Steering Committee discussed naming of the campus and college.

April 2, 2018

The Joint Restructuring Committee approved the name change for the campus to: University of Wisconsin – Whitewater at Rock County.

April 5, 2018

UW- Rock County Collegium, which includes all faculty and staff at the college, approved the name change to the University of Wisconsin-Whitewater at Rock County.

April 17, 2018

City of Whitewater Common Council Meeting – Chancellor Kopper discussed the restructuring and answered questions from Common Council members.

April 19, 2018

The Joint Restructuring Committee discussed Rock County Board and the development of the resolution for the County Board to name the campus.

May 15, 2018

Rock County Board of Supervisors Education, Veterans, and Aging Services Committee approves moving the naming resolution to the full Board of Supervisors.

May 24, 2018:

Rock County Board of Supervisors votes on naming resolution. The Rock County Board of Supervisors consists of 29 district representatives elected from across the entire county. They unanimously approved the naming resolution for the University of Wisconsin-Whitewater at Rock County.

ROCK COUNTY, WISCONSIN



Board of Supervisors

51 South Main Street
Janesville, WI 53545
(608)757-5510
Fax (608)757-5511

May 29, 2018

Chancellor Beverly Köpper
University of Wisconsin - Whitewater
Hyer Hall
800 W. Main Street
Whitewater, WI 53190-1790

Re: Campus Name Change Request

Chancellor Köpper:

As you know, at the May 24, 2018 County Board meeting, the Rock County Board of Supervisors passed a resolution to change the name of UW - Rock County to the University of Wisconsin - Whitewater at Rock County. I am sending you a copy of the resolution.

This is my official letter to you letting you know we are in support of the name change. I am hopeful this is satisfactory to you and the Board of Regents.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Russell Podzilni". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

J. Russell Podzilni
Chair, Rock County Board of Supervisors

RESOLUTION
ROCK COUNTY BOARD OF SUPERVISORSEDUCATION, VETERANS &
AGING SERVICES COMMITTEE
INITIATED BYRICHARD GREENLEE
DRAFTED BYAPRIL 23, 2018
DATE DRAFTEDEDUCATION, VETERANS &
AGING SERVICES COMMITTEE
SUBMITTED BYRECOGNIZING UW - ROCK COUNTY AS
UNIVERSITY OF WISCONSIN - WHITEWATER AT ROCK COUNTY

1 WHEREAS, Rock County leases to the University of Wisconsin System certain real property
2 and improvements located in the City of Janesville in order to be used as the University of Wisconsin -
3 Rock County, a two-year higher educational institution; and
4

5 WHEREAS, on November 9, 2017, the University of Wisconsin Board of Regents passed a
6 resolution approving a plan to merge each of the 13 two-year institutions with a nearby four-year
7 institution; and,
8

9 WHEREAS, under the reorganization plan, the University of Wisconsin - Whitewater will
10 absorb UW - Rock County; and,
11

12 WHEREAS, Rock County, UW - Whitewater and UW - Rock County formed a joint
13 restructuring committee to discuss and plan for the restructuring; and,
14

15 WHEREAS, in order to satisfy certain accreditation standards, satellite campuses of larger
16 institutions must comply with naming conventions established by the United States Department of
17 Education and the Higher Learning Commission; and,
18

19 WHEREAS, to comply with these standards, the restructuring committee has proposed the
20 name: University of Wisconsin - Whitewater at Rock County; and,
21

22 WHEREAS, the UW - Whitewater Faculty Senate, and the UW - Rock County Collegium both
23 voted unanimously to approved the name University of Wisconsin - Whitewater at Rock County.
24

25 NOW THEREFORE BE IT RESOLVED, that the Rock County Board of Supervisors
26 assembled this 24th day of May, 2018, recognize that once UW - Whitewater absorbs UW -
27 Rock County, UW - Rock County shall be known as the University of Wisconsin - Whitewater at
28 Rock County.

Respectfully submitted:

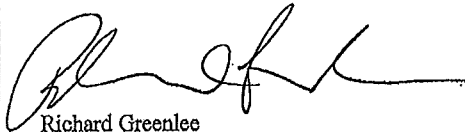
EDUCATION, VETERANS & AGING SERVICES COMMITTEE

A handwritten signature in black ink, appearing to read "Rick Richard".
Rick Richard, ChairA handwritten signature in black ink, appearing to read "Phil Owens".
Phil OwensA handwritten signature in black ink, appearing to read "Norvain Pleasant".
Norvain PleasantA handwritten signature in black ink, appearing to read "Craig Granke".
Craig GrankeA handwritten signature in black ink, appearing to read "Tom Brien".
Tom Brien

18-5B-026

LEGAL NOTE:

The County Board is authorized to take this action pursuant to § 59.03, Wis. Stats.



Richard Greenlee
Corporation Counsel

FISCAL NOTE:

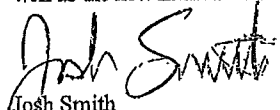
No fiscal impact.



Sherry Oja
Finance Director

ADMINISTRATIVE NOTE:

As noted in the resolution, higher educational institutions are required to follow certain naming conventions for satellite campuses per accreditation standards. Therefore, the name "UW-Rock County" must be changed. This resolution serves as the official recognition of this fact by the County Board, as well as the new name recommended by the restructuring committee.



Josh Smith
County Administrator

EXECUTIVE SUMMARY

Rock County leases to the University of Wisconsin System the University of Wisconsin - Rock County, a two-year higher educational institution. On November 9, 2017, the University of Wisconsin Board of Regents passed a resolution approving a plan to merge each of the 13 two-year institutions with a nearby four-year institution and under the reorganization plan, the University of Wisconsin - Whitewater will absorb UW - Rock County. Rock County, UW - Whitewater, UW - Rock County, formed a joint restructuring committee to discuss and plan for the restructuring

In order to satisfy certain accreditation standards, satellite campuses of larger institutions must comply with naming conventions established by the United States Department of Education and the Higher Learning Commission. To comply with these standards, the restructuring committee has proposed the name: University of Wisconsin - Whitewater at Rock County. The UW - Whitewater Faculty Senate, and the UW - Rock County Collegium both voted unanimously to approved the name University of Wisconsin - Whitewater at Rock County.

This resolution recognizes that once UW - Whitewater absorbs UW - Rock County, UW - Rock County shall be known as the University of Wisconsin - Whitewater at Rock County.

Authority to Increase the Budget of
the UW-Madison Hoofers Boat Dock
and Deck Replacement Project, UW
System

CAPITAL PLANNING AND BUDGET COMMITTEE

Resolution:

That, upon the recommendation of the President of the University of Wisconsin System, authority be granted to (a) increase the budget by \$1,234,000 Gift Funds, and (b) construct the Hoofers Boat Dock and Deck Replacement project for an estimated total cost of \$4,900,000 Gift Funds.

THE UNIVERSITY OF WISCONSIN SYSTEM

**REQUEST FOR
BOARD OF REGENTS ACTION
AUGUST 2018**

INSTITUTION: UW System, on behalf of the University of Wisconsin-Madison

REQUEST: Authority to (a) increase the budget by \$1,234,000 Gift Funds, and (b) construct the Hoofers Boat Dock and Deck Replacement project for an estimated total cost of \$4,900,000 Gift Funds.

PROJECT DESCRIPTION:

This project seeks to replace the Hoofers boat docks with new fixed decks and floating docks. The project will remove and replace the existing sidewalk, seawall, and the rock revetment protecting it along the water's edge. The adjacent asphalt will be removed and replaced with grass.

PROJECT JUSTIFICATION:

The Hoofers Sailing Club caters to a wide array of patrons with varying skills and knowledge, from beginners to seasoned sailors and maintains a varied fleet of vessels including paddleboards, techs, 420s, scows (many sizes and classes), and sloops. The club uses a number of seasonally installed piers, which are installed every year during the spring and removed in the fall prior to the winter freeze.

The existing piers and decks have reached the end of their service life and need replacement. Structural steel members have begun to corrode and warp creating potential safety concerns. New decks and floating docks will create a safer environment not only for the use of the docks and decks, but also during seasonal installation and removal.

The new dock system has been designed to allow for boat storage on the docks during the boating season. Currently, boats and sailing equipment are stored on the south side of the path adjacent to the lake edge. Storage of the boats on the docks will reduce the conflict that occurs between public pedestrians along the lake edge path and Hoofers members as they maneuver boats and equipment for daily use. The existing seawall and the sidewalk path behind the seawall have eroded, compromising the integrity of the sidewalk path. Removal and replacement is necessary to ensure pedestrian safety.

Bids were received for this project on August 8, 2018, and exceeded estimates by 38.7%. In review of the contractor's proposal, the factors that contributed to the cost overage include the cost of the waterside improvements, such as rock revetment and site utilities that were underestimated, and the saturated construction market.

BUDGET/SCHEDULE:

Construction	\$4,011,000
Design	\$247,000
Contingency	\$477,000
Other Fees	\$165,000
TOTAL	\$4,900,000

A/E Selection	Apr 2017
BOR Approval	Feb 2018
Bid Opening	Aug 2018
Start Construction	Sep 2018
Substantial Completion	May 2019

PREVIOUS ACTION:

February 20, 2018 Approved the execution of the remainder of the design contract for the
Resolution 11012 Hoofers Boat Dock and Deck Replacement project and granted
authority to construct the project for an estimated total cost of
\$3,666,000 Gift Funds.