

<p style="text-align: center;"><b>2003-05 BIENNIAL OPERATING BUDGET POTENTIAL THEMES</b></p>
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## **What UW Can Do For The State**

### **I. Economic Development/Brain Gain**

This budget initiative would help the State of Wisconsin improve its economic potential. As in the 2001-03 biennial budget request, institutions have submitted 2003-05 biennial budget proposals for economic development. Institutions have been encouraged to develop multi-campus and multi-partner initiatives.

Institutional proposals, described below, address:

- Biotechnology
- National and industry security
- Development of skilled workers
- The Wisconsin Idea including technology transfer and regional/statewide initiatives

#### **Institution-Specific Initiatives:**

##### **UW-Milwaukee [with 4/1 edits]**

In August, 2000, the Board of Regents approved UWM's request for a GPR base increase investment totaling \$25 million. As envisioned at that time, this investment would be spread across two biennia, with the Milwaukee Idea Phase 1 investing \$16 million base increase by 2002-03 and the Milwaukee Idea Phase 2 investing an additional \$9 million base increase by 2004-05. This GPR investment will enable UWM to invest an additional \$50 million from other sources in the Milwaukee Idea, including additional tuition revenues generated by expanding enrollments and augmented tuition in selected markets, increased federal and nonfederal extramural grants and contracts supporting research and other activities, additional spendable gift support (annual giving and endowment earnings) from a soon-to-be-launched major gift campaign, and internal UWM reinvestments.

Both the Milwaukee Idea Phase 1 and the Milwaukee Idea Phase 2 support funding the "three E's" essential for the recovery and sustained development of Wisconsin's economy: Education; Environment and Health, and Economic Development. The Milwaukee Idea Phase 2 is built on the backbone established by implementing Phase 1 initiatives.

Milwaukee Idea Phase 1 (\$16 million base increase included in the 01-3 biennial budget)

Education: Urban teacher preparation; pre-college programs; new and expanded degree programs; on-line delivery of education; the Academy of Scholars and the UWM College Connection.

Environment and Health: Design Research; Health Research; and Freshwater Research

Economic Development: Basic and Applied Research; Technology Research; Economic Opportunity Initiatives; and Information Professionals

Milwaukee Idea Phase 2 (additional \$9 million GPR base increase requested in the 03-5 biennial budget)

UWM's Milwaukee Idea request for the 2003-05 biennium builds on the initiatives launched in the current biennium while strengthening, especially, areas critical to Wisconsin's economic future:

Milwaukee Idea Phase 2 Economic Stimulus and Growth Initiatives:

Education:

**Urban Teacher Preparation:** In addition to building the core of teachers prepared to succeed in urban districts – by doubling the number of degrees conferred annually in six years, UWM has supported and nourished the Milwaukee Education Partnership Academy. This innovative and national model for collaboration has focused the efforts of UWM, MPS, MATC, MTEA and the Milwaukee business community on ensuring greater learning and success of urban school youth. The Milwaukee Idea Phase 2 will focus on UWM's critical and substantial contributions to major new partnership initiatives and to its collaborative projects on literacy, teacher preparation, leadership of master teachers, increased diversity of the teaching force, and preparation of teachers in critical areas (math, science, special education, and early childhood).

**Enrollment increase and access:** UWM's primary contribution to economic development in the southeast region and throughout Wisconsin is its planned enrollment growth – growth that will increase Wisconsin's percentage of college-trained citizens and per capita income. The Milwaukee Idea Phase 2 will increase UWM's enrollment by an additional 1,500 FTE in the 03-5 biennium, bringing UWM's total enrollment to 27,500 headcount by Fall 2004. This enrollment increase will be achieved by growing the UWM College Connection with the UW Colleges and the Wisconsin Technical Colleges, increasing access to adult and returning students, increasing graduate students, and increasing the retention and graduation rates of all UWM students.

Environment and Health

**Health care workers.** UWM is poised to meet the region's critical shortage of nurses and health care workers. By building the capacity of its health programs, UWM will:

- Increase the number of professional nurse graduates from UWM prepared to meet the unmet nursing demand in Wisconsin communities by 25 % with special emphasis on culturally diverse populations.
- Increase the number of graduates from the doctoral program to meet the unmet demand in the nursing professorate.
- Increase the graduates from the masters program by 50% to meet the unmet demand for advanced practice nurses and the technical college faculty in Wisconsin.
- Increase graduates in health care management and health care informatics by 25%.

**Economy of health care :** UWM has built the regional partnerships to take the next step in leading collaborative efforts with the UW-Madison Center for Urban Population Health that will reduce the costs of health care in the region and across Wisconsin. With Milwaukee Idea Phase 2 funding, UWM will:

- Develop, in partnerships with Milwaukee businesses health systems, health promotion and wellness demonstration projects aimed at reducing absenteeism, increasing employee wellness, and reducing dependence on emergency room care and other high-cost care.
- Develop, in partnership with Milwaukee Public School system, demonstration projects to increase the health of children and promote readiness for higher education programs in the health professions

### Economic Development

**Applied Technologies:** The Milwaukee Idea Phase 2 will continue to build faculty expertise in clusters most essential to regional opportunities for economic development. These include health technologies, biotechnology, digital media, medical imaging, freshwater research, and neurobiology.

**Energy:** UWM has initiated partnerships activities to reduce energy consumption and reliance on foreign-supplied fuels. The Milwaukee Idea Phase 2 will support growth in research and development of alternative fuels and energy-efficient housing.

**Regional Economic Growth:** Initiated by UWM, TechStar has already provided the model for regional start-up support. Four tech-transfer projects are initiated and venture capital has been secured. The success of TechStar is built solely on the faculty expertise of UWM and other regional universities – UW-Parkside, Medical College of Wisconsin, Marquette University, and the Milwaukee School of Engineering. The Milwaukee Idea Phase 2 will continue to build faculty expertise in areas identified as critical by the TechStar partnership.

**Quality of Life in the Milwaukee Metropolitan Area:** The Wisconsin Economic Summit identified quality of life in the Milwaukee metropolitan area as essential to attracting and keeping industries and corporate headquarters located in the region. The Milwaukee Idea Phase 2 will enhance UWM’s already significant contributions to the arts and design in the Milwaukee region.

**Security and Safety:** UWM is prepared to invest in its ongoing programs and expertise to ensure the security and safety of Wisconsin. The Milwaukee Idea Phase 2 will increase faculty positions and student graduates in computer security system planning and in law enforcement and criminal justice.