INVESTING IN WISCONSIN’S FUTURE

the MILWAUKEE idea
INVESTING IN THE PEOPLE OF WISCONSIN

“To fulfill our potential contribution to the citizens of Wisconsin, we must redouble our commitment to expanding and improving education, protecting our environment and health, and ensuring economic growth and innovation. Doing so will leave a legacy for future generations to prosper and excel in a global economy and a world packed with challenges. This is our central task and one that makes Milwaukee a uniquely suitable location to connect UWM, its faculty, its students, and the community with the people of Wisconsin.”

— Chancellor Nancy L. Zimpher
The University of Wisconsin–Milwaukee has always been an engaged university, one that reaches far beyond the boundaries of its campus. The Milwaukee Idea builds on our tremendous capacity for creative discovery and scholarship, exemplary teaching and learning, and collaborative service and outreach. It grows from the Wisconsin Idea, championed by state leaders who proclaimed at the turn of the century, “The boundaries of the university are the boundaries of the state.”

At UWM, The Milwaukee Idea is a way of doing business—a collaborative approach that has brought together people from the community and the university to create transforming ideas that address challenges in education, our environment and public health, and economic development. Through The Milwaukee Idea, we will:

• Develop new ways of learning;
• Expand basic and applied research and scholarship;
• Create opportunities for connecting students, faculty, community, and business to the world;
• Foster creative approaches to economic development across the state;
• Form partnerships for tackling threats to the health of young and old alike.

“The heart of The Milwaukee Idea is the centrality of partnership with our community and the people of Wisconsin to determine our future together. The Wisconsin Idea gave us a firm foundation. The Milwaukee Idea gives us wings.”

— Chancellor Nancy L. Zimpher
Through our investment in the people of Wisconsin, UWM will advance initiatives that promote education, environment and community health, and economic development.

**Today’s Students, Tomorrow’s Work Force**
We are opening our doors wide and broadening access to students in Southeastern Wisconsin and across the state. UWM will expand partnerships with the UW Colleges, the Wisconsin Technical College System, and other UW four-year campuses. Taking advantage of increased online and distance-learning opportunities, this investment in education will give Wisconsin citizens the opportunity to build their careers, no matter where they live. At UWM, students can also participate in the growing number of courses exploring the richness of arts and culture.

**Promoting a State of Good Health**
At UWM, we are investing in the health of our citizens, our environment, and our communities. UWM will expand its model community-based clinics, providing learning sites for Wisconsin’s future health care workers. New emphasis will be placed on meeting the challenges of the state’s aging population. Through UWM’s research on reducing air pollution, lead poisoning and childhood asthma, we are linking Milwaukee with state and local public health agencies and community organizations throughout Wisconsin.

Fresh water is a vital resource. The UWM WATER Institute and the Freshwater Initiative will continue to build on UWM’s expertise in freshwater preservation and research for the benefit of the state, the nation, and the world.

**Wisconsin’s Passport to a Vital Economy**
Good jobs and a strong economy are the dividends of UWM’s investment in the people of Wisconsin. Today more than ever, sustaining the state’s economic growth requires that we collaborate strategically with businesses that create and drive Wisconsin’s economic success.

We will think broadly and act boldly to prepare Wisconsin’s workforce for a global economy. The transfer of technological innovation to businesses is key to a growing economy. UWM’s Technology Partnership Services brings the power of an urban research university to Wisconsin’s private sector through high-tech incubators that will expand our existing commercial and industrial base.

UWM’s Global Passport Project will help students gain the international exposure necessary to succeed in the 21st century. Increased study-abroad opportunities, as well as our new Bachelor’s Degree in Global Studies, make UWM the gateway to the world for students.

UWM is an important link to emerging global markets for Wisconsin’s business community. Wisconsin Worldwide will help companies operate effectively in global settings by providing management services, cultural background, and language skills.
The Milwaukee Idea has already begun to generate transforming ideas that address issues of education, economics, and the environment. It is developing new ways of learning in a vibrant urban center and creating opportunities for connecting students and faculty to the world. With additional investment, UWM and its partners will achieve results essential to the quality of life in Wisconsin:

**Education**
- Higher graduation rates in Wisconsin’s public schools.
- Improved performance by K-12 teachers and career retention.
- Better-prepared Wisconsin college graduates who can succeed in a multicultural, highly technical global economy.

**Environment & Public Health**
- Accessible and affordable health care.
- High-quality, low-cost housing.
- Improved water quality and natural resource management.

**Economic Development**
- Successful transfer of technological innovations to state businesses.
- Well-trained work force to help expand Wisconsin’s economic base.
- Balanced economic development throughout Wisconsin.

The Milwaukee Idea is an attitude – a “can do” assurance that UWM will, with its partners, help define Wisconsin’s future.

The Milwaukee Idea will distinguish the University of Wisconsin–Milwaukee as a leader in improving the quality of our lives throughout the State of Wisconsin and across the globe.
UW-Milwaukee offers a comprehensive liberal arts and professional education at the undergraduate and graduate levels. One of the state’s two public doctoral research universities with an internationally renowned faculty, UWM has the most diverse student population of any school in the UW System. UWM’s 93-acre campus is located just minutes from the heart of Milwaukee on the Upper East Side, one of the city’s most attractive residential areas and home to many faculty, staff, and students.

**ENROLLMENT:**
- Total: 22,964
- Undergraduate: 18,693
- Graduate: 4,271

More than 250 UWM students studied abroad last academic year. For the 1999-2000 academic year, the university enrolled more than 800 degree students from 81 foreign countries. More than 100 universities or colleges in 36 countries are involved in student or faculty exchanges with UWM.

**DEGREE PROGRAMS:**
- Undergraduate: 81
- Master’s: 48
- Doctoral: 17

**ALUMNI:**
At a time of significant labor shortages, UWM makes a unique contribution to the state. Ninety percent of UWM graduates remain in Wisconsin. Of those students from out-of-state high schools who studied at UWM, 75 percent are living and working in Wisconsin.

Students who graduated from UWM in the last decade alone earned nearly $1 billion in wages in 1999 working in our state.

UWM is the most favored transfer destination, enrolling the most transfer students from other four-year UW institutions, the most from UW Colleges, the most from Wisconsin technical colleges, and even the most from Wisconsin private colleges.

**FOR MORE INFORMATION:**
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