A Powerful Force for Change

I believe The Milwaukee Idea is making a significant difference in Milwaukee. I think there are many people like myself who have a renewed interest in the University and want to be part of this ambitious idea. This is something that will be enduring . . .”

—Johna Rogovin
Director, Southeastern Wisconsin Community Health Charities and member of a Milwaukee Idea Action Team

When Johna Rogovin made that observation, planning for The Milwaukee Idea had just been completed. Action teams were finalizing their proposals for bold, new initiatives that would tackle issues in education, the environment and economic development. A rigorous evaluation process was just around the corner.

We had achieved a great deal in little more than a year: bringing together hundreds of members of the community, faculty, staff and students, creating detailed plans across disciplines and viewpoints, articulating UWM’s ambitious vision to forge lasting partnerships with the people of greater Milwaukee and Wisconsin.

But the real test of The Milwaukee Idea was still ahead: How successful would we be in translating our vision into action. Would we be able to make good on our commitment to share our expertise in research and teaching and build on our long tradition of service as an urban university? In short, would this “Milwaukee Idea” work? Would it truly improve people’s lives? We’re happy to say the answer is yes. Certainly there have been challenges along the way and we have faced skepticism about our resolve. But our commitment is unwavering and the proof of our achievement is in the pages that follow.

The Milwaukee Idea is now an array of exciting projects and partnerships, joint ventures and unprecedented collaborative efforts, with a solid list of successes to their credit. Educating our youth, protecting our environment and our health, creating and sustaining prosperity in our neighborhoods, helping to make high-tech industry a reality throughout the state – this is the work of The Milwaukee Idea today.

We’re proud of the tremendous energy and expertise that UWM faculty, staff and students have devoted to community-university partnerships. We’re appreciative and proud too, of the community’s participation in Milwaukee Idea initiatives. Together, through our combined commitment and talents, we have indeed made The Milwaukee Idea a powerful force for change.

We welcome this first opportunity to share in the pride of our collective accomplishments. And we look forward to many more progress reports, and to a Milwaukee Idea, as Ms. Rogovin says, that will endure.

Nancy L. Zimpher
Chancellor
University of Wisconsin–Milwaukee

Stephen Percy
Chancellor’s Deputy for The Milwaukee Idea
Cultures and Communities is a new set of foundation courses for undergraduates—one of just a few of its kind in the country—emphasizing cross-cultural literacy, interdisciplinary study and community-based learning. It aims to prepare students to successfully take their places in an increasingly complex and diverse workforce and world.

**Highlights:**

- Enrolled over 200 students in more than 20 Cultures and Communities sponsored courses in which they have had a chance to learn across a broad range of disciplines. The courses span three different schools/colleges (School of Education, Peck School of the Arts and the College of Letters and Science) and several academic departments.

- Developed 11 new courses in disciplines ranging from anthropology and visual art to sociology and dance that exposed students to issues in gender, communication and ethnicity/race. Students created oral histories documenting how diverse immigrants helped to build Milwaukee, researched the political economy of poverty by working at a community center, examined urban history by participating in a local archeology dig and worked to bridge racial divides by counseling at a youth shelter.

- Made grants to more than 25 community partners and faculty members to develop courses or projects for the Cultures and Communities curriculum. Among them are a genealogy project that partners America’s Black Holocaust Museum with UWM, a criminal justice study to be conducted with the Benedict Center and a course on Hmong culture and history.

- Increased opportunities for UWM to collaborate with the community and for students to gain critical exposure to the rich diversity of their urban environment through 10 new community partnerships. Partners include Riverside University High School, the Milwaukee Art Museum, Milwaukee Public Library, Woodland Pattern Book Center, Latino Health Organization, Walker’s Point Center for the Arts and the House of Peace Community Nursing Center.

- Provided over 70 students with service learning placements in the community, bringing a real-world dimension to their studies and vital service to community organizations.

- Worked with a team of eight teachers at Milwaukee’s Riverside University High School to help over one hundred students acquire essential computer skills while they learned about and created such Internet based projects as virtual museums.

- Supported a major neighborhood revitalization effort in the Walnut Way conservation area. An oral history project gave students a chance to learn about Milwaukee’s oldest African American neighborhood while it helped increase pride among residents. The project was celebrated in fall, 2001 with a public reading of oral histories at Lloyd St. School attended by members of the community and UWM students and faculty.
Experts from UWM’s School of Architecture and Urban Planning are partnering with representatives of municipalities, nonprofits, and neighborhood business associations to bring new vitality to the metropolitan landscape. Campus Design Solutions was launched in the spring of 2000, and since then has been involved in an array of activities, from envisioning the campus of the future to working on the Maryland Avenue Plan, a community-university effort to help insure positive town/gown relationships.

**Highlights:**
- Created a Quick Response Team of faculty, students and staff to efficiently respond to nonprofit organizations and community groups seeking help with design issues. The team has worked on over 25 such requests. Examples include providing streetscapes, design proposals and redevelopment strategies for the Oakland Avenue and Burleigh Street Business Improvement Districts, West North Avenue Revitalization Project, Walnut Way Conservation Corporation, downtown Elm Grove and the Metcalfe Park Neighborhood.

- Implemented a small grants program to support community-university partnerships aimed at urban revitalization. Among them are design concepts and recommendations for the renovation of the Modjeska Theatre as an arts facility, a lookout structure for the Schlitz Audubon Center and a new American Indian Cultural Center in Milwaukee.

- Developing and testing an audit procedure for evaluating the safety and accessibility of the physical design of college campuses, using the UWM campus as a model.

- Designed The Milwaukee Idea Home, an innovative prototype for new urban housing that is energy efficient, affordable and easily integrated into city neighborhoods. Construction in a central city neighborhood is planned for 2002, with support from a variety of partners, including the City of Milwaukee, Wells Fargo Bank, Wisconsin Energy Corporation and the Wisconsin Energy Conservation Corporation.
Nonprofit Management Education
Sharing Knowledge, Building Community

This initiative to strengthen Milwaukee’s nonprofit organizations is the product of an important community-wide partnership that brought UWM together with several major foundations and nonprofits in metropolitan Milwaukee. It has been recognized with a total of nearly $2 million in grants from the Helen Bader, Faye McBeath and Greater Milwaukee Foundations. The initiative was inaugurated as the Helen Bader Institute for Nonprofit Management Education in summer, 2001 and is housed on the UWM campus.

Highlights:
• Won a $50,000 grant from the United Way of Greater Milwaukee for a scholarship fund to support credit and noncredit learning in nonprofit management for leaders and staff of Milwaukee area nonprofits.

• Received a $13,000 grant from the Nonprofit Management Fund to create an organization called ENTECH, or Empowering Nonprofits in Technology, to assess and enhance the information technology needs of nonprofit organizations. ENTECH has completed technology assessments for 50 nonprofits and strengthened information technology capacity for 10 nonprofits.

• Created a certificate program in Nonprofit Management which begins in fall, 2002 and will be taught by UWM faculty as well as experts knowledgeable about nonprofit and community organizations.

• Developed a Knowledge Management component of the initiative to study the status of the nonprofit and philanthropic sectors in the Milwaukee area as well as to organize and present topical information on nonprofit management through a portal website.
The Milwaukee Industrial Innovation Center (MIIC) draws on the substantial research capability of UWM to foster the development of new technology in partnership with state and local industry. The Center expects to have a substantial impact on economic development in Wisconsin, creating new knowledge and intellectual property as it expands opportunities to connect university expertise to the technology needs of Wisconsin companies. Since its launch in spring, 2001, the MIIC has established the Center for Intelligent Maintenance Systems, which focuses on web-based techniques that allow machines and systems to monitor their own performance and predict breakdowns before they occur.

**Highlights:**

- Established the Center for Intelligent Maintenance Systems (IMS) as a National Science Foundation Industrial/University Cooperative Research Center. The IMS will begin its second year of research with over 38 industrial members and sponsors, among them, Rockwell International, Johnson Controls, Harley Davidson, Ford and Intel. Academic partners include the University of Michigan and Cambridge University in Great Britain.

- Became an occupant of the Cozzens-Cudahy Research Center, a state of the art research facility, at the invitation of owner Michael Cudahy. The MIIC relocated in fall, 2001.

- Creating a new research center to focus on developing efficient methods for energy utilization.

- Generated 40 inventions with patents applied for on behalf of 16.
Launched in spring, 2001, Urban Health Partnerships is a collaborative effort bringing together professionals, community residents and policymakers to enhance health and the quality of life in urban communities. The initiative draws on the resources of several schools and colleges, including the School of Nursing, Bader School of Social Welfare and the College of Health Sciences. Urban Health Partnerships will build on a strong record of successful collaborative efforts, among them UWM’s nationally recognized community-based nursing centers, adolescent pregnancy prevention programs, expansion of school-based health programs, hearing evaluation and screening for older adults and speech and language therapy for children with communication disorders.

Highlights:
• Organized and facilitated a community health forum that drew over 275 professionals, policy makers and members of the community to identify needs and develop strategies for improving health in metropolitan Milwaukee.

• Playing a key role in the Center for Urban Population Health, a consortium that brings together UWM, the University of Wisconsin Medical School’s Milwaukee area clinics and Aurora Health Care. The consortium addresses factors affecting health in urban areas, especially for women and children, older adults and those who are uninsured. Established with support from Blue Cross and Blue Shield United of Wisconsin, the Center will initially focus on AIDS prevention and substance abuse prevention and treatment. Needs that may be targeted in the future include violence in the home and on the street, nutrition, prenatal care osteoporosis, diabetes and community wellness education.
Age and Community is a new collaboration launched in fall, 2001 that brings UWM together with a network of community leaders and the Helen Bader Foundation to find innovative ways to improve the lives of seniors in metropolitan Milwaukee and throughout the state. The Bader Foundation has provided $5 million to endow a chair in gerontology and offer scholarships to students in the field of aging. With the number of people over age 60 expected to double in the next 25 years, Age and Community is working to expand research and scholarship on aging, develop new degree and non-degree programs in gerontology and train practitioners in the latest techniques for working with older adults.

Highlights:
- Hosted a lecture series in spring, 2002 featuring distinguished scholars and experts in the field of aging. The series reached over 200 professionals and members of the community.

- Developed a Certificate in Advanced Dementia Care for professionals, educators and agency administrators with the goal of improving dementia care in the community. Thirty enrollees per semester are expected.

- Created a strong collaborative relationship with the Milwaukee Aging Consortium, which is now housed within the offices of the Age and Community Initiative. The Consortium is a 500-member organization that works with older adults or on their behalf.
Through the Consortium, UWM is building on its partnerships with economic development agencies, community organizations and small businesses to help spur business and job growth in metropolitan Milwaukee, particularly in the city’s low income neighborhoods. The Consortium has a presence in the city with offices at the Ameritech King Commerce Center, 2745 N. Martin Luther King Drive. Launched in spring, 2000 the Consortium has since worked on over 30 economic development projects with community organizations, local governments, economic development agencies and foundations as well as conducted action oriented research on economic opportunity.

**Highlights:**

- Graduated 60 students from its entrepreneurial training program, which gives emerging and established entrepreneurs a chance to gain critical business skills, develop business plans and attract financing.

- Counseled 240 clients on small business practices through the Consortium’s Small Business Development Center and offered 50 training sessions on business management for 345 attendees.

- Provided technical assistance to help enhance the economic development capacity of a variety of organizations, including the Wauwatosa Economic Development Corporation, Burleigh Street Community Development Initiative, Northeast Milwaukee Industrial Development Corporation and EDGE, a Grafton business group concerned with commercial revitalization.

- Worked with the Harambee Ombudsman Project to help secure a $165,000 grant to support training in the construction trades for at-risk youth.

- Helped the Thirtieth Street Industrial Corporation earn over $21,000 in grants to support its mission to improve the economic vitality of a distressed industrial corridor in Milwaukee.

- Received a $270,000 grant from the Bader Foundation to help establish a “Peace Corps Fellows” program offering returning volunteers a chance to combine graduate study at UWM with work on economic development projects in the community. The program provides much needed technical assistance to metro Milwaukee organizations while training a new generation of potential community leaders.
Healthy Choices addresses the personal and public health consequences of alcohol, tobacco and other drug use and abuse with a variety of strategies including community education, research and evaluation of treatment services. Housed at UWM’s nationally recognized Center for Addiction and Behavioral Health Research, Healthy Choices has posted a number of accomplishments since its launch in 2000, including conducting a comprehensive survey of alcohol use on campus and creating a new course to help young people make positive decisions about their health.

**Highlights:**
- Received over $2.5 million in federal support for research in the field of addictions and behavioral health from such sources as The Center for Substance Abuse Treatment, National Institute for Mental Health and National Institutes for Health.

- Published and distributed the bilingual alcohol “Self-Help Guide” to approximately 15,000 Milwaukee-area residents, organizations and treatment professionals. The guide helps individuals identify appropriate treatment options and facilities.

- Evaluated violence and drug use prevention programs at eight middle schools in the Milwaukee Public School system.

- Mounted a major effort to survey drinking and drug abuse on the UWM campus and educate students and the community about its effects.

- Developed a new undergraduate course on healthy choices and community service in an effort to decrease alcohol and tobacco use among students. Approximately 40 students have taken the course in its first two semesters.
KnowledgeFest offers the community a lively opportunity to learn about the full breadth of research and scholarship at UWM, the state’s only urban research university, and the variety of ways it is working to improve the quality of our lives. KnowledgeFest was launched in summer, 2001.

**Highlights:**
- Reached over 10,000 people at summer, 2001 community ethnic festivals including Mexican Fiesta, Festa Italiana, Irish Fest, African World Festival and Indian Summer. Exhibits showcased a variety of community-university projects and partnerships.
- UWM faculty presented a sampling of scholarly and research achievements to Milwaukee Public School students and to heads of community organizations.
- Planned the Chancellor’s Research Forum for fall, 2002, a new annual symposium that will bring guests from the community together with UWM scholars for a look at noteworthy research and community-university partnership opportunities.

**Women’s Health Research**

Building Knowledge to Meet Women’s Needs

This new initiative aims to substantially advance research and expand community/university partnerships in the study of women’s health as well as increase educational opportunities in the field. The initiative will build on research now being done at UWM in such areas as the impact of welfare reform on the lives and health of low-income women, personal and workplace factors that affect the choice and ability to breastfeed, women and cardiovascular disease, adolescent pregnancy prevention, breast cancer screening among minority women and exercise physiology.
Freshwater is a new initiative focusing on the preservation and sustainability of local and global freshwater resources. UWM, located on the world’s largest system of freshwater lakes and rivers, is strategically positioned to become an international leader in creating knowledge and disseminating learning about critical freshwater issues.

**Highlights:**

- Received a $2 million grant from the United States Department of Defense to create a Center for Water Security that will support extensive study on safeguarding the nation’s drinking-water supply systems.

- Organizing a major community forum for fall, 2002, expected to reach an audience of local leaders, educators and environmentalists to build understanding of water quality issues in metropolitan Milwaukee.

- Provided scientific and technical support through UWM’s WATER Institute to the largest Yellow Perch aquaculture operation in the world, located in St. Croix, Wisconsin.

- Helping establish a consortium of eight Native American tribes, which will supply the St. Croix facility with 10 million Yellow Perch fingerlings annually. The effort is expected to spur new economic development in the Great Lakes.

- Partnering with municipalities and government bodies to support stream restoration strategies that protect the health of fish and invertebrates. Examples include working with the Milwaukee Metropolitan Sewage District on designs for fish habitat in Lincoln Creek; with the City of Mequon and the Wisconsin Department of Natural Resources (DNR) to develop a stormwater management and wetland restoration plan and with the City of West Bend, Washington County Land Conservation District and the state DNR to create a stream protection plan for West Bend’s Quaas Creek.

- Conducted research and developed plans to protect endangered and threatened species. Projects include a conservation management plan created in partnership with The Nature Conservancy in Vilas County for a 2500-acre parcel that contains nine undisturbed lakes and a conservation and species survival plan for the endangered Longear Sunfish in the Mukwonago River.
MITEC is part of a broad strategy developed at UWM to help economically disadvantaged high school students gain the technical skills they need to compete in an increasingly wired world. The initiative offers comprehensive information technology training along with life and career skills education. Students get hands-on experience in frequently used programs and also have a chance learn more advanced computer skills. Partners in this effort are the Milwaukee Public Schools, Milwaukee Area Technical College, Private Industry Council of Milwaukee and Manpower International.

**Highlights:**
- Received a donation of 20 laptop computers from the IBM Corporation and the Private Industry Council of Milwaukee for MITEC’s wireless computer lab in the UWM School of Information Studies. The donation insures that students in the program have computer access on and off campus.
- Since winter, 2000, graduated over 400 students from Information Technology 2000, a component of the MITEC initiative.
The Global Passport Project
A Gateway to the World

With a new undergraduate degree in global studies, new and expanded opportunities for study abroad, increasing numbers of international students and faculty on campus, and an array of programs on international issues that reach thousands, the Global Passport Project is bringing the world to Wisconsin and Wisconsin to the world. Since the launch of the Project in spring, 2000, UWM faculty have designed and led more overseas academic programs than ever before with over 20 programs in as many countries.

Highlights:
• Received a $157,000 grant from the US Department of Education to support expansion of the Global Studies degree. Areas of concentration range from global management to global communication while core courses cover such areas as international governance, trade and information technology.
• Increased study abroad participation by over 90% since launch of the initiative in 2000. A total of 450 students enrolled in international study programs during the 2001-02 school year.
• Helped develop 18 new undergraduate study abroad opportunities. They include School of Architecture and Urban Planning programs in Italy and London/Paris, Nursing and Health Science studies in Korea, a Business School program in France, Peck School of the Arts study in Peru and a Bader School of Social Welfare program in Bristol, England. In addition, the School of Letters and Science offered study abroad in China, Senegal, Poland, Puerto Rico, Spain, France, Germany and Ireland.
• Brought 35 elementary and secondary school educators from the Milwaukee Public Schools together with UWM faculty and international experts to develop strategies for integrating human rights themes into the classroom.
• Organized or co-sponsored a variety of activities with elementary and secondary teachers, schools and the Wisconsin Department of Public Instruction. Among them were Global Day at the Lloyd Street Global Education School, a workshop on Teaching and Writing Global History and participating in the International Studies Resources Network which offers curriculum information to 550 teachers across the state.
• Mounted an array of events—international film festivals, mini-conferences, lectures and forums that reached more than 3,000 members of the community and the campus—helping to expand knowledge about other countries and cultures.
Partnerships in Education

Strengthening Our Schools

Launched in April, 2000, Partnerships in Education is a community-wide effort to revitalize our urban schools through quality teaching and learning. It is supported by over $26 million in federal grants. UWM, the Milwaukee Public Schools and other educational institutions throughout Southeastern Wisconsin are joining forces to prepare more students for college, particularly those from culturally and linguistically diverse families; create a strong teacher work force prepared to meet the challenges of urban schools and integrate information technology into teacher education programs.

Highlights:
• Taking a lead role in the Milwaukee Partnership Academy, a community-wide effort to prepare teachers for urban schools and to recruit and retain top quality teachers. In addition to UWM, partners in the Academy are the Milwaukee Public Schools, Milwaukee Teachers’ Education Association, Milwaukee Board of School Directors, Milwaukee Area Technical College, Metropolitan Milwaukee Association of Commerce and the Private Industry Council.

• Assisting in the development and implementation of curriculum for the new Lynde and Harry Bradley School of Technology and Trade which will open in fall, 2002.

• Partnering with the Milwaukee Public Schools to support the work of technology consultants at several elementary schools in the city. The consultants are working with classroom and student teachers on how educational software can enhance curriculum.

• Providing in-service training to over 100 middle school teachers involved in the Gear Up Program which prepares students in urban middle schools to attend college.

• Bringing a select group of experienced Milwaukee Public School teachers to UWM to serve in a two-year role as teachers-in-residence. They join UWM faculty in the classroom to help write new courses and mentor beginning teachers, adding a new dimension to schooling tomorrow’s educators.
Partnerships for Environmental Health, launched in spring, 2001, targets threats to health from environmental sources such as air and water pollution and occupational toxins. UWM partnerships focus on lead poisoning in children, ergonomic injuries in the workplace, brownfield remediation and the effects of consumption of mercury-contaminated fish.

**Highlights:**

- Received a $750,000 grant from the National Institutes of Health to enhance the knowledge and skill of science teachers and enrich middle school science curriculum. Partners include the Milwaukee Public Schools, UWM’s departments of Biological Sciences, Chemistry, Psychology and Curriculum and Instruction, the WATER Institute and the Environmental Health Sciences Center at the University of Wisconsin-Madison.

- Received an $800,000 grant from the National Institutes of Health to provide critical public health information about the risks of eating contaminated fish from local and regional waters. Collaborators are Milwaukee’s Sixteenth St. Community Health Center, the Hmong American Friendship Association and several UWM departments.

- Established UWM as a leader in the use of zebrafish to gauge how environmental toxins affect higher level organisms. Previously, the advanced genetic assessment techniques needed to gather this information were only effective on lower level organisms.

- Helping to build a broad partnership focusing on lead poisoning in children and a national conference to look at strategies for prevention. Partners include UWM, the University of Wisconsin-Madison, Northwestern University, Sixteenth Street Community Health Center and the Milwaukee Health Department.
The Milwaukee Idea and the Student Experience

Educating students for their professional and personal lives is the most basic mission of universities. The Milwaukee Idea, with its emphasis on community involvement, creates new learning opportunities that enrich graduate and undergraduate education by linking classroom work to experience and challenge in the greater Milwaukee area. Here’s a look at how The Milwaukee Idea is helping students engage with the world around them.

- Cultures and Communities, a Milwaukee Idea initiative, is developing an innovative sequence of courses that cuts across disciplines and brings students out of the classroom and into the community for a broader understanding of diversity and multiculturalism. Similarly, the Global Passport Initiative, with its new, interdisciplinary degree program—the Bachelor of Arts in Global Studies—integrates traditional majors with international studies to give students a chance to prepare for the global marketplace.

- The Institute for Service Learning at UWM is bringing students out of their classrooms for real world experiences that enrich their learning and at the same time offer an opportunity to make a worthwhile contribution to a community organization. Since its inception in 1999, over 1,000 students have served with nearly 100 different community partners, adding a new dimension to courses ranging from art, to urban planning, to occupational therapy to public administration.

- UWM’s Human Experience Theatre, offered by the Department of Theatre and Dance, helps people tackle the tough issues that often arise from living and working in a culturally and racially diverse world. Using interactive vignettes that feature students, Human Experience Theatre has reached over 1,500 individuals through customized diversity training programs. Clients include the Milwaukee Journal Sentinel, Milwaukee Area Technical College, Wisconsin Electric Company, Wisconsin State Department of Employee Relations and the Metropolitan Milwaukee Sewage District.

- EPIC, or Empowering People for Informed Choices, brings UWM together with a variety of partners including the Milwaukee Public Schools, the Milwaukee Public Library, Marquette University and PAVE (Partners Advancing Values in Education) to provide families with timely and reliable information about K-12 public and private schools in Milwaukee. Listings are available at EPIC’S interactive website, www.uwm.edu/EPIC.

- In fall, 2001, EPIC was joined by COMPASS-Guide, a website at www.compassguide.org that helps students, families and professionals find information to continue their education beyond high school. Both EPIC and COMPASS-Guide are award-winning programs supported by the Greater Milwaukee Foundation, The Education Resources Institute and the Wallace-Reader’s Digest Fund.

- UWM’s Center for Volunteerism and Student Leadership links students, faculty, staff and alumni with volunteer opportunities. Since opening in spring of 2001, the Center for Volunteerism has connected over 400 students with short and long term volunteer opportunities.
Beyond the Milwaukee Idea

The spirit and practice of The Milwaukee Idea are flourishing not only in major initiatives and programs, but also in more than 200 on-going community/university partnerships—large and small—across schools, colleges and disciplines at UW M. Here’s a look at some of them:

• UWM’s graduate program in translation has created a service learning project through which students develop translation skills working with private and nonprofit organizations, among them the Latino Health Organization and the Spanish Journal.

• The Department of Government Affairs in University Outreach provided customized training programs and workshops to governmental units including Racine County, the City of Brookfield, and the Wisconsin Office of the U.S. Department of Housing and Urban Development.

• UWM’s Center for Urban Initiatives and Research collaborated with the Milwaukee County Public Defenders office to provide two seminars, one on mental health and the other on cultural diversity. The seminars were presented to 85 public defenders by UWM’s Human Experience Theater.

• Faculty in the Department of French, Italian, and Comparative Literature are supporting Wisitalia, a statewide nonprofit organization that promotes the teaching of the Italian language and culture in Wisconsin elementary and secondary schools.

• Graduate students in the Department of Film worked with a fourth grade class at Milwaukee’s Hartford University School to create the video, “Earnest Stays in School,” as part of the department’s Video in the Schools Program.

• UWM’s Department of Government Affairs, and the University of Wisconsin Governmental Affairs consortium, collaborated with the Wisconsin State Assembly to offer training to 40 new staff members.

• The Center for Urban Initiatives and Research partnered with the Fannie Mae Wisconsin Partnership Office to organize and facilitate the work of a 40-member group representing the local banking, nonprofit, government and higher education sectors. The group is developing strategies that will eliminate the gap in lending between white and non-white residents in Milwaukee.

• The Credential Program for Childcare Administrators in the Department of Curriculum and Instruction has offered 30 courses to 565 students to enhance management skills.

• The Department of Film partnered with the Strive Media Institute to offer the first Summer Filmmaking Workshop for Teens.
• The Child and Youth Care Learning Center worked with the Bureau for Milwaukee Child Welfare and Lad Lake, Inc. to prepare over 100 youth in foster care for independent living.

• UWM Executive Programs in the School of Business Administration are providing customized leadership and management programs to metropolitan area business and industry. Among the program’s many partners are ABB Automation, Brady Corporation, Briggs and Stratton, Johnson Controls, Medical College of Wisconsin, Miller Brewing, Northwestern Mutual, Rockwell Automation and the Kohler Company.

• Faculty in the UWM Master of Public Administration program collaborated with leaders of the Milwaukee Public Museum to create a year-long training program in nonprofit management attended by 50 mid-level managers. Public Administration faculty also provided training to staff of the Metropolitan Milwaukee Sewage District in budget analysis and accounting procedures.

• The Department of Biological Sciences, in partnership with the Water Division of the Wisconsin Department of Natural Resources, is developing new and rapid methods for detecting disease-causing bacteria in groundwater.

• UWM’s Certificate in Forensic Science, the only one of its kind in the state, is providing both classroom and practical experience in partnership with the Medical Examiner’s Office of Milwaukee County and the State of Wisconsin Crime Laboratory.

• The Department of Human Kinetics is partnering with the Milwaukee County Department on Aging to design, provide and evaluate older adult fitness programs at Milwaukee County senior centers.

• Twenty-six members of the UWM faculty representing a variety of schools and colleges are participating in the Early Childhood Research Center: Early Years Alliance, a community-university effort to advance the welfare of young children and their families through research and the exchange of information.

• The LGBT (Lesbian, Gay, Bi-Sexual and Trans-Gendered) Community Center and the UWM LGBT Studies Certificate Program are collaborating on several activities, among them making UWM’s Golda Meir Library a repository for archival materials from the lesbian-gay community.

• UWM’s School of Education and the Milwaukee Public Schools have forged over 35 partnerships to help meet the challenges of urban education. These collaborative efforts have reached hundreds of teachers and students and range from leadership training for potential principals to improving instruction and achievement in math and science at all grade levels, to evaluating strategies for teaching reading in grades one through three.

• Faculty from UWM’s Department of Mechanical Engineering connect with industry in the greater Milwaukee area through the Mechanical Engineering Department Industrial Advisory Council (MEDIAC). Representatives from several local corporations advise the department on current and future technology needs, helping to target curriculum and research. Among MEDIAC’s members are Rexnord, Milwaukee Gear, The Falk Corporation, Johnson Controls, Perkins Engineering and Eaton Corporation.

• UWM’s Center for Urban Community Development is helping the city’s growing Asian community through several initiatives. They include projects to enhance educational and career experiences of Southeast Asian students.
in Milwaukee and strengthen community agencies working to improve the reproductive health of Asian women. Partners in these efforts are the Milwaukee Area Technical College, United Migrant Opportunity Service, Milwaukee Public Schools, Wisconsin Department of Public Instruction, Asian Women’s Health Coalition, Hmong American Friendship Organization and Hmong Educational Advancement.

- The UWM Music Department is partnering with the Milwaukee Youth Symphony Orchestra to offer summer band and orchestra camp for middle school students.

- A collaborative effort to gauge the environmental, economic, and social health of the Menomonee Valley is being implemented by the UWM Center for Urban Initiatives and Research, the Sixteenth Street Community Health Center, the Greater Milwaukee Foundation, Wisconsin Department of Natural Resources, the City of Milwaukee and other partners.

- The UWM Department of Theatre and Dance is working with the Lighted School House Academy at Milwaukee’s Hamilton High School to create interactive performance events involving at-risk high school students. The Department also partners with Fighting Back, Inc. to develop similar performances for community groups. The events focus on drug, alcohol and tobacco use.

- UWM’s Center for Urban Community Development in collaboration with the Milwaukee County Extension, and the Northcott Neighborhood House has designed the “African Diaspora Experience” to deepen understanding of the history and current politics of Africa.

- A partnership formed by the UWM School of Nursing, Milwaukee Public Schools, the Silver Spring Neighborhood Center, and UWM Outreach called “Rites of Passage for Youth” is helping students gain insights about themselves, their attributes and aspirations.

- UWM’s School of Nursing partners with four community centers in Milwaukee in a nationally recognized program that brings vital health services to children and families. The community nursing centers are staffed by UWM faculty and staff, and serve as clinical practice sites for nursing students. Center locations and partners are the Silver Spring Community Neighborhood Center, Shalom Center, House of Peace and Franklin Pierce Elementary School.
Meeting Challenges, Creating Change

A special message from Stephen Percy
Chancellor's Deputy for The Milwaukee Idea

The Milwaukee Idea is moving ahead. Through major initiatives and a wealth of partnerships, UWM is strengthening its connections to greater Milwaukee and to Wisconsin.

We are proud of the accomplishments chronicled in these pages, yet recognize too, that The Milwaukee Idea is a work in progress and the benefits of many of our efforts are still to come. Achieving these benefits demands that we stay true to our mission, that community-university partnerships remain active and strong, and that creative thinking and the willingness to take risks are at the center of our work.

Since its inception, challenge and opportunity have defined The Milwaukee Idea, and they continue to do so. We appreciate the substantial investment the State of Wisconsin is making in UWM and The Milwaukee Idea in the 2001-03 biennium and the new opportunities it will bring.

We also welcome the growing number of individuals and organizations who have expressed their interest in Milwaukee Idea initiatives or invited UWM’s involvement in emerging partnerships. What wonderful opportunities these connections provide to link the expertise of UWM faculty, students and staff with problem-solving efforts in our community and to enrich the teaching and research missions of the university.

We also acknowledge that challenges lie ahead; that there are issues we must address for The Milwaukee Idea to reach its greatest potential and reflect the values in which it is rooted: bold visions, promotion of multicultural understanding, contribution to meaningful community-university partnerships and interdisciplinary approaches. In the year to come, we will be focusing on:

- Connecting Milwaukee Idea initiatives to new partnerships within the university and the community.
- Ensuring that diversity and multicultural appreciation are incorporated creatively into programs and curriculum that emerge from university-community engagement.
- Sustaining the level of community involvement that has characterized The Milwaukee Idea from its earliest days.
- Helping our students understand The Milwaukee Idea and how community engagement adds to the value of their education.
- Wisely managing our commitments and our resources. We want to insure that our work is of the highest quality, that we live up to our commitments and remain aware that the resources available to support community engagement are not unlimited.

Soon, we will be able to gauge our progress against benchmarks created in collaboration with the community. And in the not too distant future, we expect to measure the impact of UWM and The Milwaukee Idea on many dimensions of life quality, from improved performance in our schools, to healthful changes in our environment to greater prosperity in our neighborhoods and our state.

Not too long ago, noted educator Ernest Boyer wrote, “As we move towards a new century, profound changes stir the nation and the world . . . It is a moment for boldness in higher education.”

At UWM, it is just such a moment—a moment we are seizing with The Milwaukee Idea.