FOR IMMEDIATE RELEASE

New center at UWM devoted to preparing for workplace of the future

MILWAUKEE — The University of Wisconsin-Milwaukee (UWM) launches studyofwork.com, a premier knowledge resource to prepare employers and employees to successfully navigate the rapid pace of change in today’s workplace. Through the Center for the Study of the Workplace (CSW), this website unites employers, employees, and university researchers to share information online regarding the latest trends and transformations affecting the 21st century workplace.

“The CSW highlights approaches employers can use to meet the multiple challenges arising in the global workplace such as managing virtually, communicating across generations, developing, retaining and engaging talent, promoting flexibility in schedules, and motivating for excellence in performance,” says Patricia Arredondo, UWM associate vice chancellor for academic affairs and dean of the School of Continuing Education.

Housed in UWM’s School of Continuing Education, the center and its website, studyofwork.com, provide perspectives from experienced professionals, organizational leaders and UWM scholars. Sharing evidence-based knowledge about telecommuting, diverse work teams, and rapidly changing technology that affect workplace climate are a few examples.

“The Center delivers timely research relating to workplace changes and talent development and then hones it interactively,” says Nadya Fouad, the center’s director and a UWM Distinguished Professor of Educational Psychology.

The site includes interactive blogs and polls that take the pulse of today’s worker on specific issues such as talent shortage, the “Hollywood” model in the contemporary workplace and career entrepreneurship. Ideas generated from these exchanges are synthesized and reported on the site, and resources to inform best practices for new conditions arising in the workplace are shared. Users can also access the school’s Career Transition Center and its online assessments to engage individuals in professional transitions.

Fouad and center associate director Romila Singh, a UWM associate professor of business, are working with the School of Continuing Education team and representatives of six multinational companies to place research in the context of reality.

“Employers can’t find employees with the skills necessary to actually get the job done,” says CSW Advisory Council member Melanie Holmes, vice president of World of Work Solutions at Manpower, Inc. “So in the future, talent is going to be the competitive advantage for the companies that are going to succeed.”

The other CSW Advisory Council partners include:

- Kim Beckett, Global Talent Acquisition Programs, Diversey, Inc.
- Keith Burns, Managing Partner, Ernst & Young LLP, Milwaukee
Another focus of the center is women’s career development and leadership. “There are many more women attending universities, and that’s not just in the U.S – it’s globally,” says Arredondo. “The future of the workplace is highly dependent on women’s participation and advancement.” The CSW promotes conversation among the global community of change-makers to learn about their best practices for women’s engagement.

An illustration of this is evident in a soon-to-be-released study by Fouad and Singh that shows that workplace climate is more predictive than family issues of whether women with engineering degrees remain[ed] in the profession.

**About the Center for the Study of the Workplace**

To study and prepare for the impact of today’s rapidly changing workplace, the Center for the Study of the Workplace (CSW) unites research with perspectives from leaders in business and academia. As part of the UWM School of Continuing Education, CSW produces studyofwork.com, a comprehensive free online resource serving as a forum for news, research and collaborative learning. Knowledge generated and shared on this interactive site provides professionals with an understanding of expectations of both employers and employees, how to enhance talent management and engagement procedures, and ways to promote visionary leadership and professional development. For more information, visit studyofwork.com.

**About the School of Continuing Education**

As one of 14 schools and colleges that comprise the University of Wisconsin-Milwaukee, SCE meets the needs of participants through an assortment of courses, programs and workshops reaching those ages 4 to 94. With 19,000 participants each year, SCE is the largest provider of noncredit continuing education in Southeastern Wisconsin. Its mission is to generate knowledge and learning opportunities for individuals who are interested in developing professional skills in business, technology, and human services, enriching their lives with classes in the arts and humanities, and/or simply looking for a new intellectual challenge.

###