



Memorandum

GARY L. MILLER
Chancellor

To: Faculty and Staff

From: Gary L. Miller *Gary L. Miller*

Date: October 13, 2017

Subject: Project Coastal: Transitioning to a Multi-Campus University

On November 9, the Board of Regents will consider President Cross's proposal to merge the UW College campuses with some of the system's four year Universities. The plan calls for the campuses at Marinette, Manitowoc and Sheboygan to become part of UWGB. If the plan is approved, we will launch immediately into an intensive period of implementation planning with the goal of beginning our journey as a four campus University in July 2018.

We will call this effort Project Coastal derived from the fact that all four campuses are on the Wisconsin freshwater coast. We have established a set of principles and a process to guide us through in this transition. I want to share those with you here.

Guiding Principles

We will be guided by the following principles:

- The University of Wisconsin—Green Bay will become a four-campus university. The University will operate under a single vision and mission.
- Innovation will energize our work and the innovation space includes all four campuses.
- Creating opportunities for student access and success is essential.
- Faculty and staff welfare and support are essential.
- During the transition and beyond we will work with:
 - Transparency.
 - High levels of participation.
 - Engagement of shared governance.
- High levels of community engagement at all locations will be sought.

I N N O V A T I O N T R A N S F O R M A T I O N P L A C E

Project Management Structure

Project Coastal will be managed from the Office of the Provost working in close collaboration with all other divisions, shared governance, the Council of Trustees, the campuses, the UW College System, the UW System and other four-year universities undergoing transition.

Dr. Clif Ganyard is appointed Project Coastal Leader. He will be assisted by Dr. Matt Dornbush. In his position as Leader, Clif has full authority to convene working groups, organize communications, develop recommendations and represent the University to the UW System.

Following are some specific duties and activities of the Project Leader:

- Establish an appropriate Steering Committee(s) to organize and direct the project.
- Along with Janet Bonkowski, be the official spokesperson for the University on this project unless otherwise determined.
- Provide frequent updates to the University community, the Cabinet, and the shared governance committees.
- Establish a web page for the project, to include the opportunity to make comments or ask questions.

Working with the UWGB Council of Trustees and the UWGB Foundation Board, I will assume major responsibility for community outreach.

This will be a complex task with planning occurring on multiple levels. We must keep in mind the UW Colleges will operate in their current configuration and with their current administrative structure until July 2018. Thus, we must take care to support the work of our colleagues at Marinette, Manitowoc and Sheboygan even as we work with them and their current leadership to accomplish this historic transition.

In an opinion column in the *Green Bay Press-Gazette* and *USA Today Network-Wisconsin* in May, I suggested the set of extraordinary opportunities UWGB currently enjoys presents us with a once in a generation opportunity to fulfil founding Chancellor Ed Weidner's dream of a "... large public university, a center of creative and intellectual activity, responsive to the ever changing dynamics of the state and the region..." The opportunity before us expands the horizon of this dream to include three dynamic and vibrant communities, important new sources of intellectual capital and innovation, and a geographic footprint including some of the most important and beautiful areas in the State. While I recognize times of great change are inevitably associated with personal uncertainty and apprehension, I challenge all of us to embrace this unique opportunity with optimism and courage. A Weidner moment indeed!

Thank you all for your commitment to UWGB in this exciting time of transition.

c: Cabinet
UW-Green Bay Council of Trustees
Chancellor Sandeen, UW Colleges & UW Extension