

UW-Green Bay 2nd Annual Business Meeting

January 26, 2018



UNIVERSITY of WISCONSIN
GREEN BAY

Strategic Overview Chancellor's Report



UNIVERSITY of WISCONSIN
GREEN BAY

University Vision

The University of Wisconsin-Green Bay is an access-driven, urban-serving comprehensive university that provides a world-class education and promotes economic growth and sustainability as well as health, wellness and social equity in Green Bay and the surrounding areas through a commitment to interdisciplinary learning, scholarship and problem-solving.



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Institutional Transformation

- College reorganization
- Enrollment services reorganization
- Student affairs and campus culture
- Strategic Budget Committee
- Weidner Center reorganization
- University Advancement reorganization
- Athletics strategy refinement
- HLC reaccreditation
- First doctoral program
- Interdisciplinary Task Force
- Key new academic programs approved



Community Partnerships

- Turbocharge
- NWTC Partnership
- Packer-Microsoft partnership
- Initiative One partnership
- Untitled Town
- Downtown Green Bay
- Achieve Brown County
- STEM Innovation Center
- Phoenix Innovation Park
- New North
- New Era Higher Education Consortium
- Greater Green Bay Chamber



Historic Opportunity

- Project Coastal
- Engineering
- University Mission Revision



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Provost Report



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Fall Enrollment Report I

	Headcount			
	2015	2016	2017	
Total Undergrad	6528	6758	6815	1%
Total Grad	251	272	363	33%
Total Enrolled	6779	7030	7178	2%
New Fall Freshmen	789	872	975	12%

Source: <https://www.wisconsin.edu/education-reports-statistics/student-statistics/>



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Fall Enrollment Report II

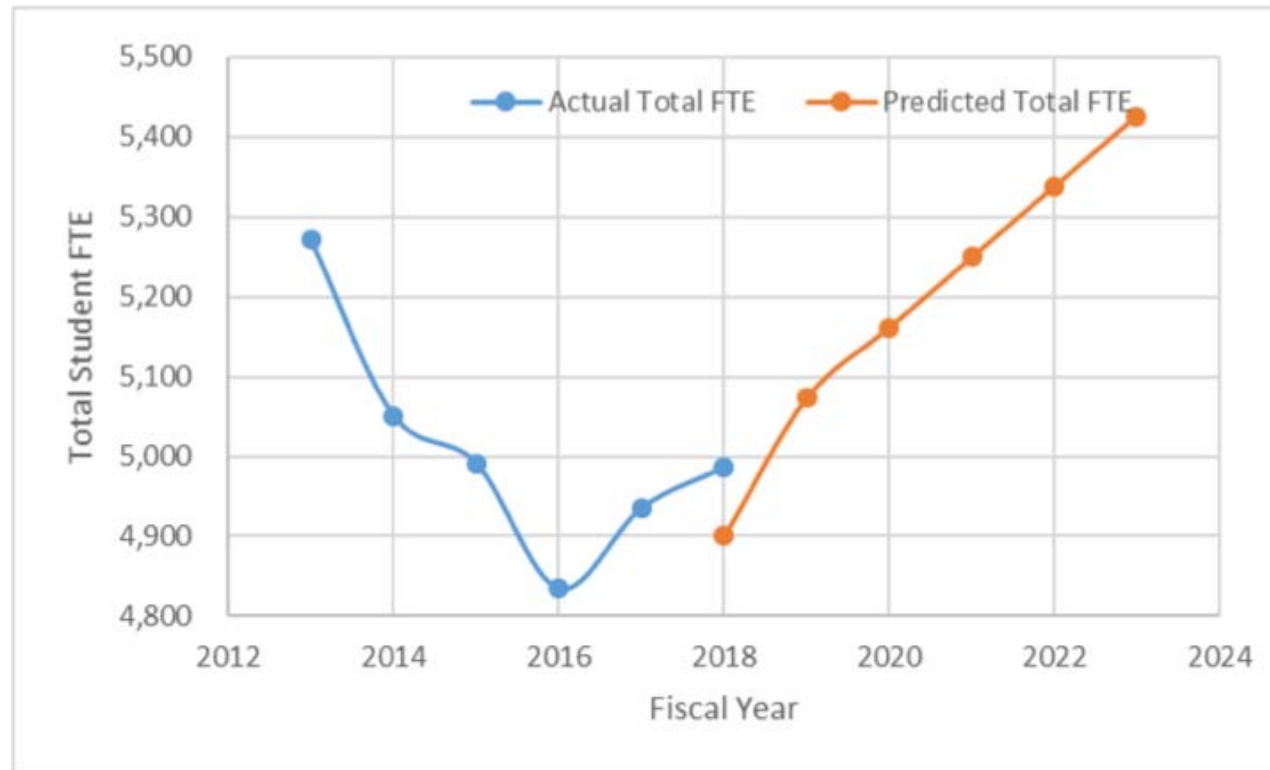
	FTE			
	2015	2016	2017	
Total Undergrad	4704	4788	4779	-0.2%
Total Grad	130	147	208	41%
Total Enrolled	4834	4935	4986	1%
New Fall Freshmen	772	840	916	9%

Source: <https://www.wisconsin.edu/education-reports-statistics/student-statistics/>

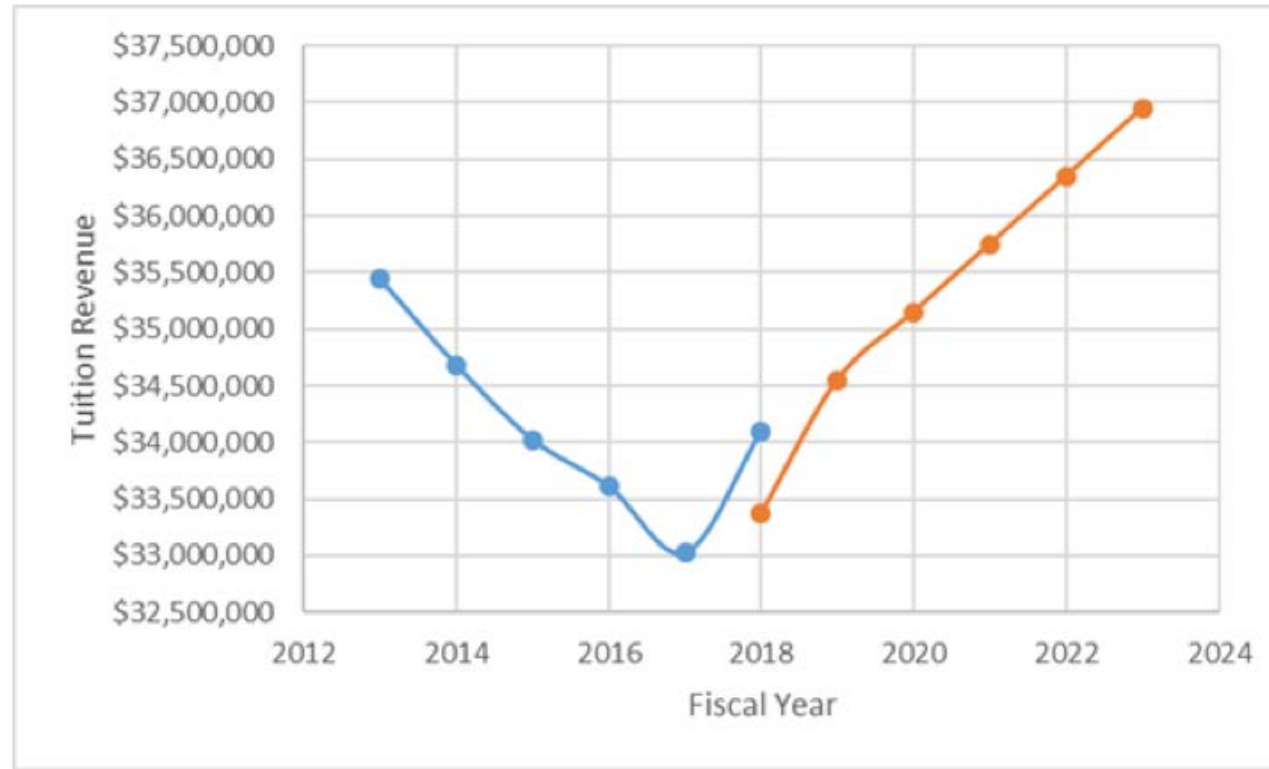


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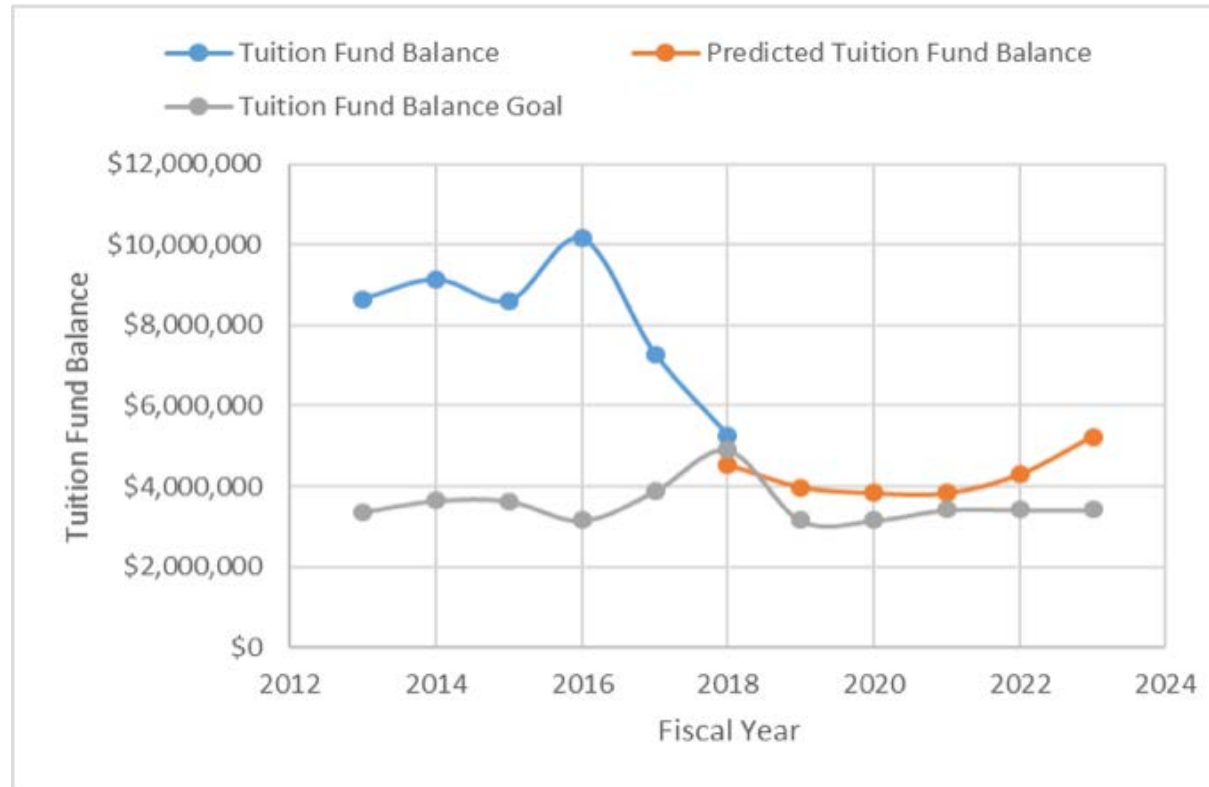
Enrollment Goals



Tuition Goals



Tuition Fund Balance



Vice Chancellor of Business and Finance Report



UNIVERSITY of WISCONSIN
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UWGB Financial Activity

	Actual 2015-16	Actual 2016-17	Estimated 2017-18
Beginning Fund Balance	\$ 21,312,823	\$ 21,988,562	\$ 21,783,996
Revenue & State Support (Fund):			
State Support (102,104,109,110,402,403,406)	24,606,687	24,112,850	24,711,710
Tuition Pool (131)	29,407,476	29,389,516	29,455,013
Tuition Outside of Pool (131)	4,832,520	3,833,145	4,006,061
Extension Student Fees (189)	1,046,420	(200,468)	850,165
Auxiliaries (128,123)	20,334,214	21,878,707	21,565,479
General Operations (136)	3,134,792	3,494,359	3,501,266
Fed Indirect Cost Reimbursement (150)	301,443	209,272	238,128
Non-Credit Outreach/Other (132,184,187)	872,129	1,463,633	489,575
Federal Gifts/Grants (144)	2,730,753	1,955,190	1,400,000
Non-Federal Gifts/Grants (133,134,233)	5,322,849	4,712,209	3,475,000
Federal Student Aid (145-149)	33,692,106	33,021,709	36,000,000
Total Revenue & State Support	126,281,389	123,870,120	125,692,397
Expenses (all Funds):			
Salaries	40,309,935	39,894,731	39,667,267
Fringe Benefits	16,435,824	16,587,042	17,282,384
Supplies & Expenses	20,602,535	20,019,601	22,111,313
Capital	1,285,633	1,254,199	1,283,639
Special Purpose	9,170,525	9,158,812	9,373,799
Aid to Individuals	37,801,197	37,160,302	39,548,041
Total Expenses	125,605,650	124,074,687	129,266,443
Operating Net (Revenue less Expenses)	675,739	(204,567)	(3,574,046)
Ending Fund Balance	\$ 21,988,562	\$ 21,783,996	\$ 18,209,950
<i>One-Time Funds Received</i>	<i>\$ 5,570,479</i>	<i>\$ 883,007</i>	<i>\$ 198,000</i>



UWGB Fund Balances

UW-Green Bay Fund Balance Projection Summary January 26, 2018	Actual 2015-2017		Estimated	Projected	Projected 2019-2021		Projected 2021-2023	
	2015	2016	2017	2018	2019	2020	2021	2022
	2016	2017	2018	2019	2020	2021	2022	2023
Tuition Fund Balance	10,139,906	7,280,903	5,396,376	4,891,759	4,600,188	4,243,042	4,144,349	4,300,951
Auxiliary Enterprises (Fund 128)	6,208,357	8,198,444	8,083,309	7,695,189	7,892,442	8,484,847	6,338,230	6,998,501
General Operations Receipts (Fund 136)	2,454,460	2,872,005	2,067,446	2,081,344	1,737,576	1,806,931	1,905,773	2,022,444
Federal Indirect Cost Reimbursement (Fund 150)	1,327,722	1,029,554	726,270	589,340	467,601	414,823	395,046	375,318
Other Unrestricted (Funds 132 and 184)	591,959	1,227,450	713,157	873,555	1,033,722	1,192,959	1,350,851	1,507,210
Subtotal Unrestricted Funds	20,722,403	20,608,356	16,986,557	16,131,187	15,731,529	16,142,601	14,134,249	15,204,424
Restricted Gifts/Grants/Contracts	1,148,506	966,228	998,754	1,031,280	1,038,707	1,062,867	1,084,238	1,101,891
Federal Student Aid	117,652	209,412	224,640	224,640	224,640	224,640	224,640	224,640
Subtotal Restricted Funds	1,266,159	1,175,640	1,223,394	1,255,920	1,263,347	1,287,507	1,308,878	1,326,531
Total Fund Balance	21,988,562	21,783,996	18,209,951	17,387,107	16,994,876	17,430,109	15,443,127	16,530,955



UWGB Tuition Model

UW-Green Bay Tuition Projection Model January 26, 2018	Projected Annual FTE Change >							
	88		57		57		57	
	Actual 2015-2017		Estimated	Projected	Projected 2019-2021		Projected 2021-2023	
	2015	2016	2017	2018	2019	2020	2021	2022
	2016	2017	2018	2019	2020	2021	2022	2023
Actual Total Student FTE	4,834	4,935	4,986					
Projected Total Student FTE				5,074	5,131	5,188	5,245	5,302
Tuition Revenue	33,606,710	33,022,193	33,511,239	34,551,723	34,939,868	35,328,013	35,716,159	36,104,304
One-Time Tuition Revenue	1,679,706	-	800,000	-	-	-	-	-
Tuition Required (Expenses)	(36,339,885)	(35,141,115)	(35,111,408)	(35,160,282)	(35,288,382)	(35,424,382)	(35,554,072)	(35,686,923)
Tuition Surplus (Deficit)	(1,053,469)	(2,118,923)	(800,169)	(608,559)	(348,514)	(96,368)	162,086	417,380
GPR Base Funding	32,220,306	32,680,342	34,306,262	34,970,662	34,970,662	34,970,662	34,970,662	34,970,662
One-Time GPR Funding	3,890,773	883,007	198,000	-	-	-	-	-
GPR Spending	(31,640,932)	(33,203,355)	(35,035,521)	(34,313,620)	(34,360,620)	(34,678,341)	(34,678,341)	(34,678,341)
Unfunded Mandates	(1,885,514)	(1,100,075)	(553,100)	(553,100)	(553,100)	(553,100)	(553,100)	(553,100)
Change in GPR Funding (Use of Carryover)	2,584,633	(740,080)	(1,084,358)	103,943	56,943	(260,778)	(260,778)	(260,778)
Change in Tuition Fund Balance	1,531,164	(2,859,003)	(1,884,528)	(504,616)	(291,571)	(357,147)	(98,692)	156,602
Tuition Fund Balance	10,139,906	7,280,903	5,396,375	4,891,759	4,600,188	4,243,041	4,144,349	4,300,951



Strategic Budgeting Committee

- Created in Fall of '17 with representatives from four colleges, Student Affairs and governance committees
- Intended to promote a campus-wide integrated planning model
- Oversees strategic budgeting process by providing guidelines, advice and comment on budget proposals and strategies
- Promotes communication, transparency and accountability about budget and strategic priorities



Strategic Budgeting Committee

- In February will hear budget proposals for 18-19 and will provide feedback and guidance prior to final budget presentation to Chancellor.
- Divisions will be accountable for managing budget to actual spending and reporting quarterly
- Website will be created this spring.



Vice Chancellor of Advancement Report



UNIVERSITY of WISCONSIN
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UW-Green Bay University Advancement and Alumni Relations

Strategic Priorities



UNIVERSITY of WISCONSIN
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Emerging Priorities for Advancement

- Chancellor Gary L. Miller & Chancellor's Cabinet
- Provost and Vice Chancellor for Academic Affairs Greg Davis

Dean Susan Gallagher-Lepak

Dean Doug Hensler

Dean John Katers

Interim Dean Chuck Rybak

- Athletic Director Charles Guthrie
- Weidner Center Director Kelli Strickland



UNIVERSITY of WISCONSIN
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UW-Green Bay Foundation 2018 Goals

- I. Strengthen the University's academic profile by securing the resources required to launch Phoenix Innovation Park**
Complete the \$13 million Campaign for Phoenix Innovation Park to enable the University to launch a mechanical engineering program to meet regional economic expectations.
- II. Increase access to higher education through funding of flexible scholarships and other resources for students**
Complete the \$1.1 million effort for Rising Star Scholarships (\$800,000) and TurboCharge (\$300,000) to raise the percentage of students earning four-year higher education degrees.
- III. Maintain the world-class Cofrin Family Hall at the Weidner Center for the Performing Arts**
Secure \$628,000 to replace the Weidner Center's aging house and stage lighting system.
- IV. Maintain support for Division I Athletics**
Secure \$1,300,000 to maintain the University's Division I athletic program.



Alumni Relations

Five Commitment Pillars

- I. Assure alumni success
- II. Enhance the student experience
- III. Increase access to higher education
- IV. Enhance the University's image
- V. Support philanthropic initiatives



UNIVERSITY of WISCONSIN
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HIGHER EDUCATION AND ECONOMIC DEVELOPMENT



PETER ZAEHRINGER

Vice President – Economic Development

WHAT IS ECONOMIC DEVELOPMENT

The most common definition is described as the creation of jobs and wealth, and the improvement of quality of life. Economic development can also be described as a process that influences growth and restructuring of an economy to enhance the economic well being of a community.

There is no single strategy, policy, or program for achieving successful economic development.

Communities differ in their geographic and political strengths and weaknesses. Each community, therefore, will have a unique set of challenges for economic development.

***The “new” economic development philosophy could be very easily defined by the acronym T-I-P:
Talent, Innovation, Place***

WHAT WE'VE DONE



What you told us

- Strategic Planning Exec. Committee meetings
- Roundtable discussions
- Stakeholder interviews



What the data told us

Economic assessment (county, MSA, region)
Benchmarking vs. competitors & peer regions
Industry & occupational analysis



What our experience tells us

- Strategies & initiatives
- Best practices
- Trends in economic development

THE INITIATIVES

THE INITIATIVES

1. Build on region's manufacturing strengths.
2. Respond to needs of existing employers & industries.
3. Recruit new businesses & investments.
4. Expand the size/scope of regional higher education assets.
5. Attract, retain, & develop talent.
6. Accelerate downtown & urban development.
7. Build a robust ecosystem for innovation & entrepreneurship.
8. Encourage greater alignment with the Green Bay Packers.
9. Elevate the role of events & conferences.
10. Ensure diversity & inclusiveness.
11. Enhance transportation access & connectivity.

HIGHER EDUCATION

Expand the size & scope of higher education assets.

- Encourage UW-GB and NWTC to expand portions of programs into downtown Green Bay
- UWGB realignment towards R&D, STEM
- Center of Excellence connecting higher ed. & business
- Leverage St. Norbert College, Medical College Wisconsin, and Bellin College for economic development

HIGHER EDUCATION

WHY IT IS SO IMPORTANT TO OUR COMMUNITY!

- Talent seeks quality Universities over job opportunities when considering a move/relocation
- Talent doesn't follow job opportunities anymore; companies now follow talent (and will relocate their business)
- People take pride in their alma mater, they want it to be competitive, succeed, grow, and lead
- Economies change – do we want to adopt (follow), or be proactive and realign (lead)

HIGHER EDUCATION

WHY IT IS SO IMPORTANT TO OUR COMMUNITY! (CONT.)

Quality of life for an area's residents is deeply impacted by the vibrancy and breadth of the arts and cultural offerings of that region. The vibrancy and breadth of the arts and cultural offerings in a region depend on the financial health and resiliency of the group of organizations which provide those offerings.

HIGHER EDUCATION

WHY IT IS SO IMPORTANT TO ECONOMIC DEVELOPMENT

HIGHER ED ENRICHES COMMUNITIES AND LOCAL ECONOMIES

- It can't be understated how impactful [higher ed institutions] can be on promoting and attracting and raising people's awareness of the community. Variety is key – particularly millennials seek communities that are rich in the arts, music, literature, engineering, nursing etc.

HIGHER ED RAISES THE SKILL OF THE LABOR FORCE

- Soft skills, soft skills, soft skills
- The cultivation and creation of new talent, driven by research and learning at colleges and universities, leads to entrepreneurial innovation and draws established businesses to the region.

HIGHER ED ATTRACTS BUSINESSES IN SEARCH OF AN EDUCATED WORKFORCE

- The need to be ready for jobs that haven't been invented yet
- Money invested in higher education comes back into our economy many times over, and don't believe anyone who says differently....

HIGHER EDUCATION & ECONOMIC DEVELOPMENT EXAMPLES

- In Boston, there has been a bio-tech boom connected directly to the Boston region's higher education institutes. Freshly minted graduates of MIT, Harvard and other Boston-area schools are serving as the brainpower to bio-tech companies in Cambridge and up and down the 128 corridor.
- Silicon Valley has its origins in the science, engineering and math departments of schools such as Berkeley and Stanford. Countless books have been written documenting that the tech boom that has generated so many businesses representing the future economic strength of our country is directly related to the quality of the education being provided that sparked a generation of high tech entrepreneurs.

Thank you,
and go Phoenix!