

50 years, and the Powers of the Phoenix

We're planning reunions, an open house and programs that will recall our history and thank our stakeholders. We'll offer fun ways for 32,000 alumni to reconnect and for 6,500 current students to embrace tradition. We'll welcome back founding faculty and our earliest graduates, and we'll marvel together at how Edward Weidner's field of dreams has become a modern, respected and comprehensive university.

Our 50th isn't merely about nostalgia, however. It's about the future.

At its founding in 1965, UW-Green Bay was one of America's most innovative institutions, organized around the idea that students should tackle great problems. In the global knowledge economy of today, we must reinvest in our innovative roots to power education and economic prosperity for our region.

We'll do this by focusing our energies on the three Powers of the Phoenix: the Power of Innovation, the Power of Transformation and the Power of Place.

Innovation

If our graduates are to embrace innovation, so must the institution. The University is in the process of re-examining its array of academic programs; further pursuing advances in program delivery; and structuring itself in such a way as to capture innovations from the private sector, foster creativity internally and promote entrepreneurship by students.

Transforming Lives

College graduates enjoy substantially greater earnings and opportunities, both personally and in giving back to their communities. We must seize the opportunity to work with our colleagues in K-12, the UW Colleges and the technical colleges to transform the lives of every qualified citizen in our region through some postsecondary education. We'll do this by expanding our award-winning Phuture Phoenix program, building partnerships that promote seamless transfer, creating relevant new grad programs, providing opportunities for working adults and working to make college affordable for all.

Place

The UWGB of the future will look outward, pursuing partnerships with business, government and the nonprofit sector that add value and exploring new partnerships that anticipate the needs of a changing regional economy. Greater Green Bay is our home.

When UW System President Ray Cross touts the power of innovation during times of great change, or talks about the statewide Talent Development Initiative ... he's talking about us. We accept his challenge. Together, our future is bright.

With inspiration from our past and from the Phoenix itself — a mythical bird that is periodically reborn or regenerated — we at UW-Green Bay will use our anniversary as a launch pad for reinvigoration, and for shaping this community's future.

Go Phoenix!

In
September
2015,
UW-Green Bay
will celebrate
its
50th
anniversary.



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