

NW Wisconsin Support for Higher Education – University of Wisconsin – Superior, and Wisconsin Indianhead Technical College

The Citizens of Northwest Wisconsin Request

Northwestern Wisconsin requests that the legislature continue their support for post-secondary institutions in Northwestern Wisconsin. University of Wisconsin - Superior and Wisconsin Indianhead Technical College support citizens and industry throughout Northwestern Wisconsin, and the State of Wisconsin. Further, UW-Superior extends its reach throughout the United States and abroad.

Economic Impact

UW-Superior's institutional and employee spending adds approximately \$31.7 million in total personal income to the Superior/Douglas County economy, which sustains about 574 local jobs. Spending by UW-Superior students adds approximately \$8.1 million in personal income to the local economy, which sustains 179 additional jobs. Spending by non-local visitors to UW-Superior adds approximately \$1.5 million of income to the local economy, which sustains about 32 additional jobs.

WITC's cumulative impact to the 11-county district is \$152.6 million total. This is comprised of college operations, including 400 full-time and 500 part-time staff salaries, student spending and student productivity which makes up the bulk of the impact at \$121.2 million. WITC students receive a 5:1 ratio of return on their education investment, according to a 2010 EMSI study.

In addition to the direct economic impact, local business and industry is continually looking for a knowledgeable and skilled workforce. WITC and UW-Superior provide the workforce development necessary for a growing economic community.

Issue Summary:

UW-Superior and WITC provide education and employment readiness training to students in Northwestern Wisconsin and beyond.

These two institutions operate competitively and cooperatively, with several articulation agreements between them in programs ranging from Human Services to Finance and Accounting.

Both institutions are seeing strong demand for their services.

UW-Superior was part of a \$250 million cut in the UW system budget as part of the 2015-16 two-year state budget.

Career readiness training begins with dual enrollment opportunities at both institutions. These opportunities include training in: welding, machine tool, nursing assistant, and personal care worker, among others.

"We recently grew from 200 to 300 employees, and about 250 of them are from right here. Being surrounded by great colleges, universities and people with a strong work ethic gives AMSOIL a great competitive advantage, because we can always depend on having an excellent, well-trained workforce."

~ Alan Amatuzio and Dean Alexander,
co-presidents of Amsoil



UW-Superior offers a high quality education, with nationally ranked programs, at one of the most affordable prices in the upper Midwest.

UW-Superior has received increased state and national recognition in recent months including:

- Named Best Online Education Program in the State of Wisconsin by AffordableColleges.com,
- Named among the 25 Safest College Campuses in America by HomeInsurance.com,
- Named a "Military-Friendly" School by G.I. Jobs for sixth straight year, and
- Named among Top 25 Top Military Friendly Schools in the Nation in 2016.

In addition, UW-Superior remains among U.S. News & World Report's Top 25 Best Online Bachelor's Programs in the country and the top school within the UW System, and once again named among the Top 200 Schools in America for Native American Students by Wind of Change Magazine.

UW-Superior is growing! We're serving more students and making an even larger economic impact in Superior and Northwest WI. Freshmen Enrollment in Fall 2015 was up 15% from last year, and International Enrollment increased 20% - making UW-Superior's percentage of international students second highest in the UW-System only to Madison.

UW-Superior is the home to four world-class research centers, which bring in nearly \$5M in federal grants annually. New programs are being offered at UW-Superior, while world-class programs such as the Transportation and Logistics Program

continue to grow. UW-Superior now has more than 70 program offerings, with more to come in 2016.

UW-Superior is engaged in an aggressive and strategic marketing campaign, which includes the Twin Cities and increased outreach in NE Wisconsin and NW Minnesota. About 40% of our students now come from Minnesota, bringing revenue into northwest Wisconsin.



Superior high schools include training in machine tool, nursing assistant, welding and personal care worker. In addition, WITC currently holds more than 370 advanced standing and transcribed credit agreements with more than 40 high schools. During the 2014-2015 school year, 117 high school students also took part in Youth Options. WITC also seeks to expand on its solid foundation of articulation agreements with universities as well.

WITC is advancing its local business and industry partnerships and training opportunities to provide a highly skilled and knowledgeable workforce and opportunities for employee learning and advancement. In 2015, WITC held 75 customized business training and assessment contracts in the Superior and Ashland regions of the district. These have included contracts with businesses such as Fraser Shipyards and Charter NEX. For these endeavors, WITC develops a curriculum to meet the specific training needs in the expected time frame for the business. Training often leads to higher employee retention. It's a win-win-win for WITC, the business and the employees.



WISCONSIN
INDIANHEAD
TECHNICAL
COLLEGE

Experience. Success.

As a top-ranked, two-year college, WITC offers affordable, hands-on training in more than 50 career programs. Recent WITC graduates report a 95% placement rate within six months of graduation. Further follow-up surveys show those wages increase by 50 percent five years after graduation.

WITC national and state recognition within the last three years includes:

- Ranked fourth in the nation for best two-year colleges by Washington Monthly, which is the third consecutive ranking in the top 10;
- Ranked 16th best community college in the nation and number one in Wisconsin by Wallet Hub;
- Ranked in the top 150 community colleges by The Aspen Institute; and
- Exceeded the required score in every category for a straight "A" on the Perkins Report Card related to the Carl D. Perkins Career and Technical Education Act and funding.

WITC is expanding on a plethora of fast-track opportunities for high school students to gain college credit or advanced standing for in-demand career programs, saving them time and money. Dual enrollment allows students to earn high school and college credit at the same time. Dual credit program courses in Ashland and

