

GBIG

UW-Green Bay

Dr. John F. Katers
Dean, College of Science and Technology

Dr. Chuck Rybak
Dean, College of Arts, Humanities, and Social Sciences

Dr. Matt Dornbush
Dean, Austin E. Cofrin School of Business

January 23, 2020
Green Bay, Wisconsin



Presentation Outline

- John Katers, CSET
 - General Introduction
 - History of UW-Green Bay
 - CSET Overview
- Chuck Rybak
 - General Introduction
 - CAHSS Overview
- Matt Dornbush
 - General Introduction
 - CSB Overview



Presentation Outline (cont.)

- Q&A
- Description of the STEM Innovation Center
 - Tour of the STEM Innovation Center



Background

- Green Bay native
 - Green Bay Southwest High School, 1986
- UW-Green Bay
 - BS in Env. Science and Business Admin., 1991
 - MS in Environmental Science and Policy, 1993
- Marquette University
 - Ph.D. in Civil and Environmental Engineering, 1996
- Began employment at UW-Green Bay in 1995
 - UW-Extension, 1995-1999
 - NAS, 1999-2016
 - Dean of CSET, 2016-Present

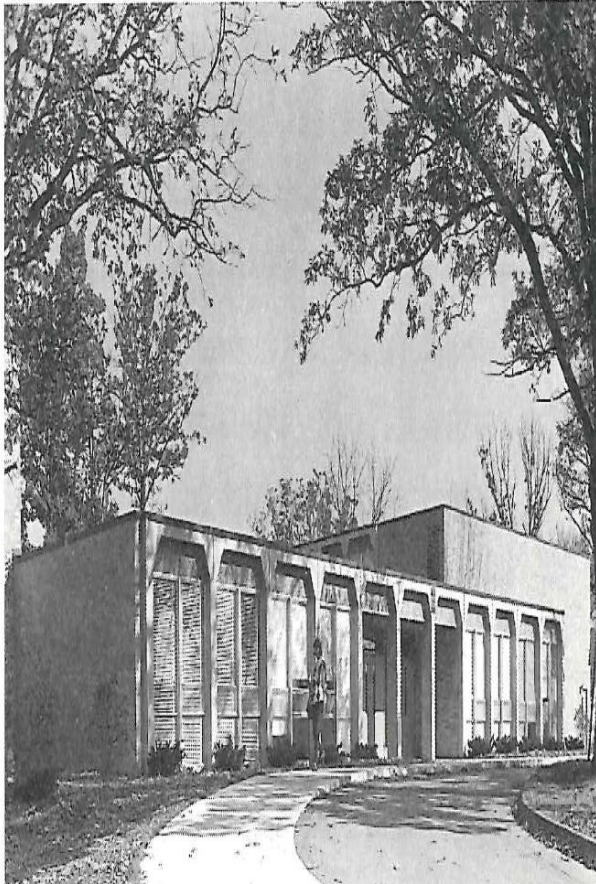


Green Bay - Before 1965

- 1958
 - Governor Gaylord Nelson considered a new regional university in Green Bay
- UW Center-Green Bay
 - “Cardboard Tech”
 - WWII Ordinance Building near East High School
 - 345 students for the 1959-60 academic year
 - 40% increase from the previous year



Before 1965 (cont.)



- 1961
 - Deckner Campus
 - \$1.3 million building
 - 500 students
 - Second largest and fastest growing two-year campus



Desired Characteristics of UWGB

- Developed primarily for commuter students (dorm space for only 25-30% of students)
- Curriculum should focus on undergraduate studies
- Campus should be accessible to nine regional counties
- Campus should be at least 400 acres
 - Multiple sites considered
 - Very controversial



Characteristics of UWGB (cont.)

- Campus will be strongly innovative and experimental
- The key figure will be the student in the role of learner
 - Implies independent study, credit by examination, open-stack libraries and the widespread use of electronic teaching devices
 - Provide more meaningful intellectual contact with students

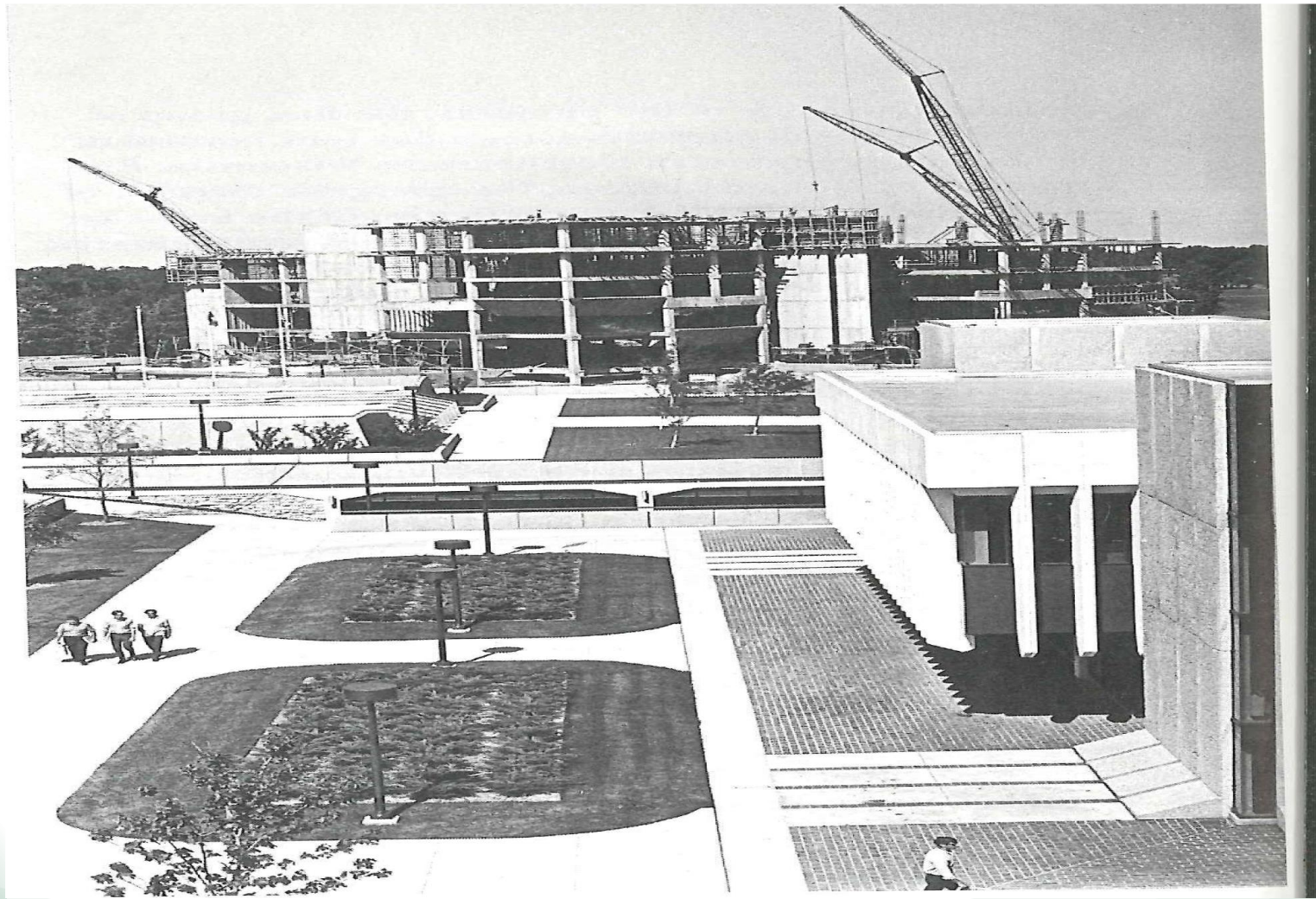


September 2, 1965

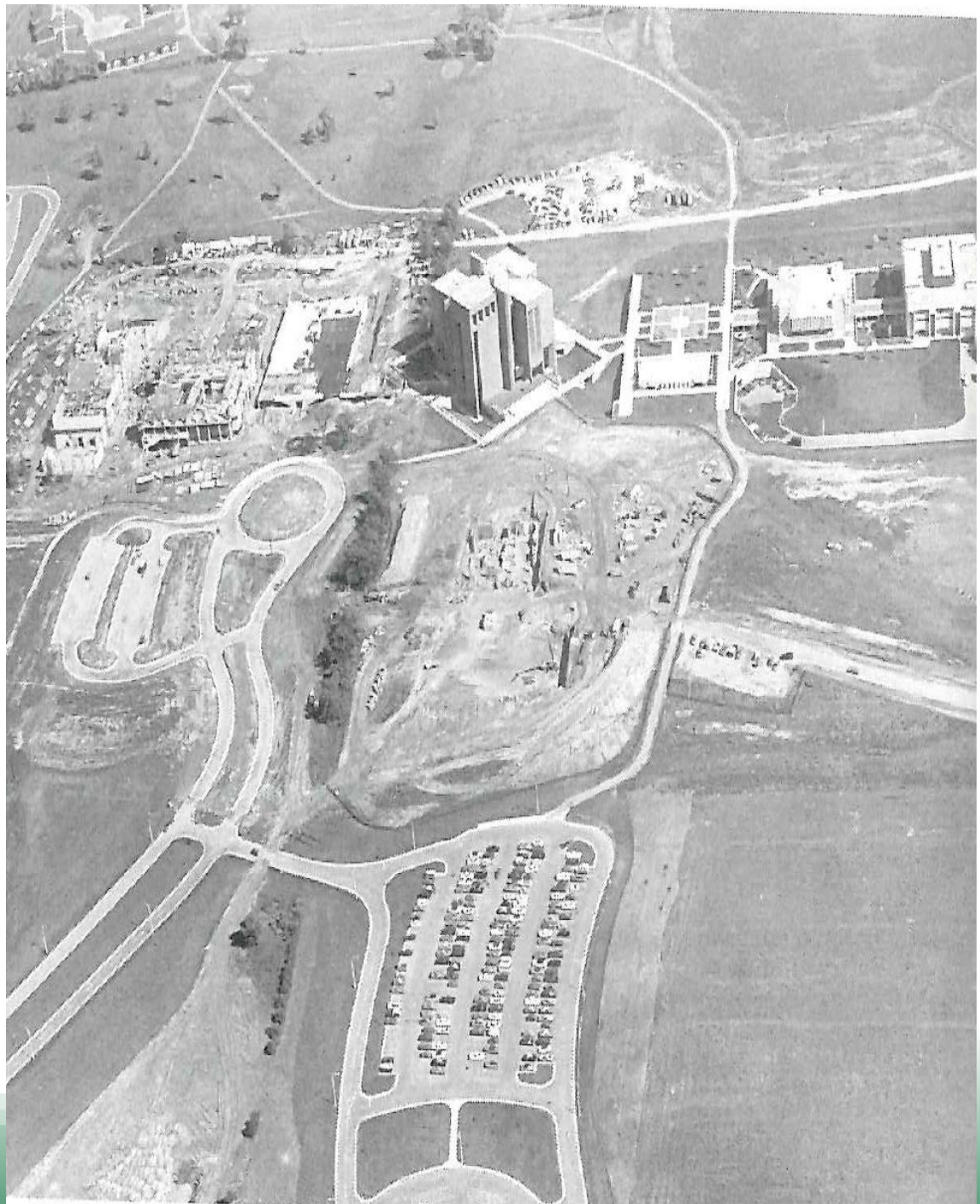
- Governor Warren Knowles signed legislation approving UW-Green Bay
- Rudy Small was described by Senator Robert Warren as “the father of UW-Green Bay
 - Residence halls named after each
- Dr. Edward Weidner was appointed the first Chancellor on October 6, 1966



Library Construction - 1970



Fall 1972



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GREEN BAY

The Paper Industry and UW-Green Bay

The Cofrin name is particularly prominent across campus. Family patriarch Austin E. Cofrin founded the Fort Howard Paper Co.



Wood Hall and the Baer Named Professorships

- L.G. Wood, was the founder of Paper Converting Machine Corporation of Green Bay
 - The Patricia Wood Baer Professorship in Education was established in 2005
 - The Frederick E. Baer Professorship in Business was established in 2005

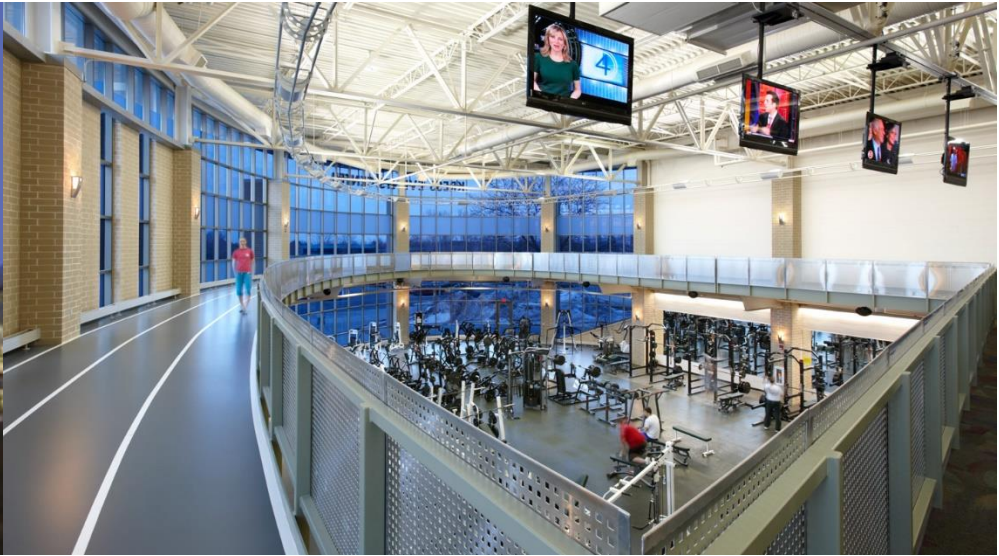
Patricia Wood Baer was the daughter of L.G. Wood and married Frederick E. Baer who became President and CEO from 1969-1993



The Kress Events Center

- George F. Kress was the Founder and President of Green Bay Packaging Inc. from 1933-1961 and a longtime supporter of education and other community causes.
- A naming-rights gift from the George F. Kress Foundation was critical to the completion of this renovation and construction project.





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2015 – Another Important Year



UNIVERSITY of WISCONSIN
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The Present

- UW-Green Bay now has four campuses and includes 16 counties
 - Marinette, Manitowoc, Sheboygan
- Automation is rapidly impacting the number and types of manufacturing jobs in the region
- Under-educated work force in the region
 - Former Chancellor Miller's emphasis was on making UWGB an urban institution, which reflects the increasing diversity in the community
 - University should be larger, based on the population that it serves



UWGB - The Next 50 Years

- Transformation
 - Freshman class was about 50% first generation college students, with 25% being from underrepresented groups
- Innovation
 - New programs in Engineering Technology and Engineering
 - New graduate programs
 - New methods of delivering education
 - On-line education



UWGB - The Next 50 Years (cont.)

- Place
 - Increased commitment to the community
 - Faculty job descriptions includes a service component
 - Campus service
 - Community service
 - Robert Reich labels those without a sense of place as “symbolic analysts”



UW-Green Bay Reorganization - 2016

Austin E. Cofrin School of Business

Dean: Matt Dornbush

College of Arts, Humanities and Social
Sciences (CAHSS)

Dean: Chuck Rybak

College of Health, Education and
Social Welfare (CHESW)

Dean: Susan Gallagher-Lepak

College of Science, Engineering and
Technology (CSET)

Dean: John Katers

Continuing Education and Community Engagement (CECE)

Executive Director: Joy Ruzek



Structure of CSET

- **Human Biology**



- **Natural and Applied Sciences**

- Biology
- Chemistry
- Environmental Science
- Geoscience
- Physics (minor)
- Water Science



- **Richard J. Resch School of Engineering**

- Engineering Technology
 - Electrical
 - Environmental
 - Mechanical
- Mechanical Engineering
- Computer Science
- Mathematics and Statistics
- **Electrical Engineering?**



Priorities for CSET

• People

- Faculty
- Students
- Advisory Boards
- External stakeholders

New Opportunities:

Marinette
Manitowoc
Sheboygan

• Programs

New or Proposed Programs:

- Mechanical Engineering
- Water Science
- MS in Applied Biotechnology
- MS in Athletic Training
- MS in Cybersecurity
- MS in Nutrition and Wellness
- Many new emphases
 - * Microbiology

• Partnerships

Examples:

- MCW
- LTC / NWTC
- WiSys
- Aurora BayCare
- Farmory
- Tiletown Tech



CSET Enrollment (Green Bay Campus)

ENROLLMENT – Declared Majors 2015 2016 2017 2018 2019**

Major		2015	<u>2016</u>	2017	2018	2019**
Biology		109	150	176	201	201
Chemistry		47	56	65	64	69
Computer Science		104	152	177	204	203
Electrical Engineering Tech		11	36	40	47	49
Environmental Engineering Tech		9	30	22	21	28
Environmental Sciences		58	77	109	111	100
Geoscience		15	15	17	17	20
Human Biology		364	527	507	472	455
Mathematics		45	55	45	45	50
Mechanical Engineering Tech		11	54	72	73	53
Mechanical Engineering		.	.	.	12	97
All		773	1152	1230 (+7%)	1267 (+3%)	1329 (+5%)



Keys to Implementation and Growth

- Enrollment growth in STEM
 - Undergraduate and Graduate programs
 - Recruiting locally (all four campuses)
 - Enhanced opportunities for internships, capstone projects, etc.
- STEM Innovation Center and Phoenix Innovation Park
 - Identification of aspirational partners in the region
- Strategic faculty hires in new and existing programs
- Greater emphasis on research / innovation
- Collaboration with the other academic programs
 - Engineering and Theater
 - Sustainability





UNIVERSITY of WISCONSIN
GREEN BAY

Thank You

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*A vision for the future of the
Austin E. Cofrin School of
Business*

Mathew E. Dornbush

Dean, Cofrin School of Business



Will half of all colleges really close in the next decade?

By Michael B. Horn

Why it's not that hard to paint a picture of how many existing institutions will close, merge, or declare bankruptcy in the years ahead.

Forbes 2018

Era of Disruption

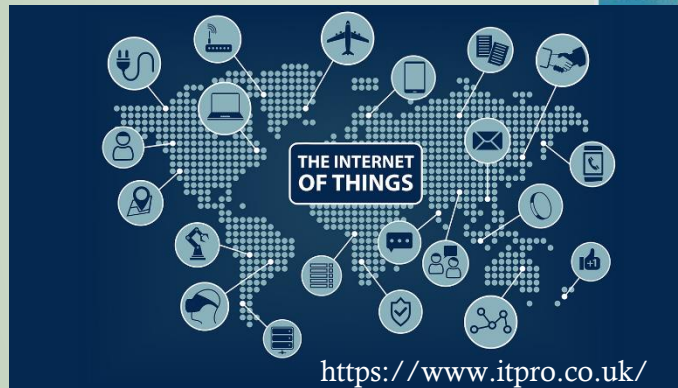
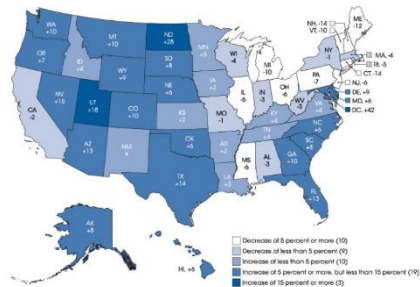


<https://www.benzinga.com/>

<https://en.wikipedia.org/wiki/5G>



Figure 3. Projected percentage change in public elementary and secondary school enrollment, by state: Between fall 2014 and fall 2026



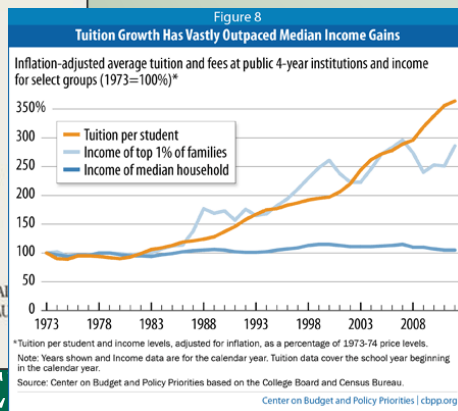
<https://www.itpro.co.uk/>

In Defense of a LIBERAL EDUCATION

FAREED ZAKARIA

REAL THE AU

Best-selling author of THE POST-AMERICAN WORLD



Low-cost Sensors

<https://www.csoonline.com/>



<https://towardsdatascience.com/>



*We must know 1) who we are and
2) who we serve.*



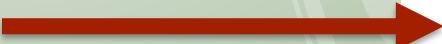
- UWGB is a **Regional Comprehensive University**

- Provide access to regionally aligned, comprehensive suite of high quality, cost-effective programs
- *Solutions to higher education's global challenges will be found by regional comprehensives!*
 - *Return to a vision of the Public Good*
 - *Provide Multi-generational Impact*
- *The same principles apply to the Cofrin School of Business – so how will we do it?*

Mission Alignment *(fall 2019)*

- The Austin E. Cofrin School of Business is a community of teachers, scholars, professionals, and learners **dedicated to advancing the economic prosperity and entrepreneurial spirit of northeastern Wisconsin through partnerships, quality educational programs, and impactful research.**

The CSB is a Nascent Organization

- Most of its existence: one department with limited offerings within a College of Professional Studies (CPS)
- 2010 – The Austin E. Cofrin School of Business was born
- Summer 2016 – The Austin E. Cofrin School of Business became a stand-alone college
- Task is to mature as an organization, & move to Greater Impact by becoming larger, expanding partnerships, shift to post-bachelorette, and 

The AACSB logo is displayed in a white box. It features the letters 'AACSB' in a bold, teal, sans-serif font. To the right of the text is a stylized graphic consisting of two overlapping squares, one green and one teal, forming a larger square shape.

To Guide Alignment

- Rely on the UWGB Council of Trustees (<https://www.uwgb.edu/chancellor/council-of-trustees/trustees-roster/>)
- Established The Cofrin School of Business Advisory Board (<https://www.uwgb.edu/csb/about-us/dean-s-advisory-board/>)
- Established the Student Leadership Council (<https://www.uwgb.edu/csb/about-us/student-leadership-council/>)
- I'm trying to visit as many companies as possible.

To Focus our Energy and Improve External Engagement:

- We have reorganized into three Depts:
 1. Dept. of Business Administration
 - Dr. Amulya Gurtu (gurtua@uwgb.edu)
 2. Dept. of Marketing & Management
 - Dr. Vallari Chandna (chandnav@uwgb.edu)
 3. Dept. of Accounting & Finance
 - Dr. Mussie Teclezion



Vision Alignment *(fall 2019)*



- *... the Cofrin School of Business strives to become the third largest public business school in the State ...*



Higher Education Partner
of the Green Bay Packers



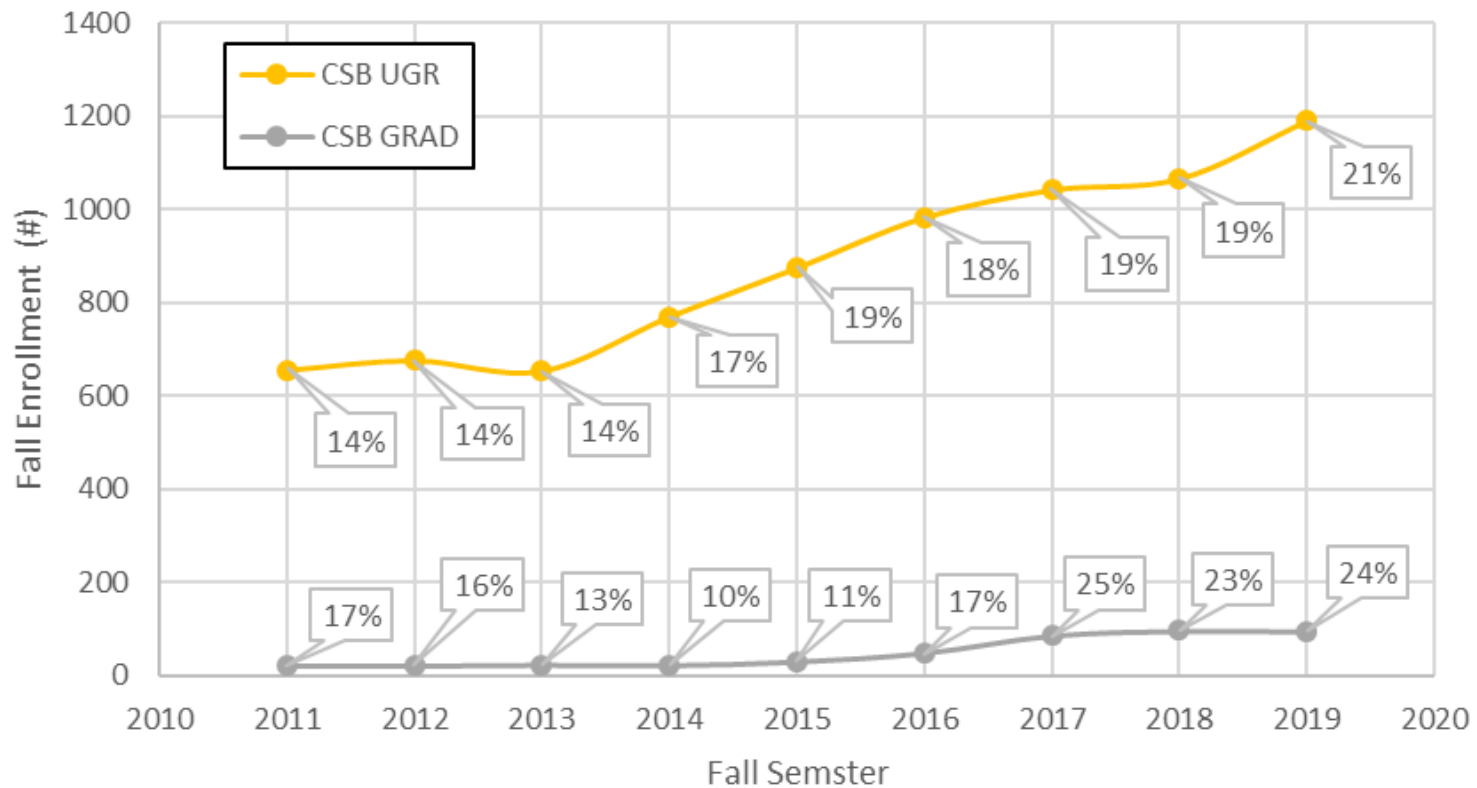
Green Bay is our unfair advantage; similar in nature to our *R1 Sisters*

Internships, mentors, projects, events, talent, students, assets, ...



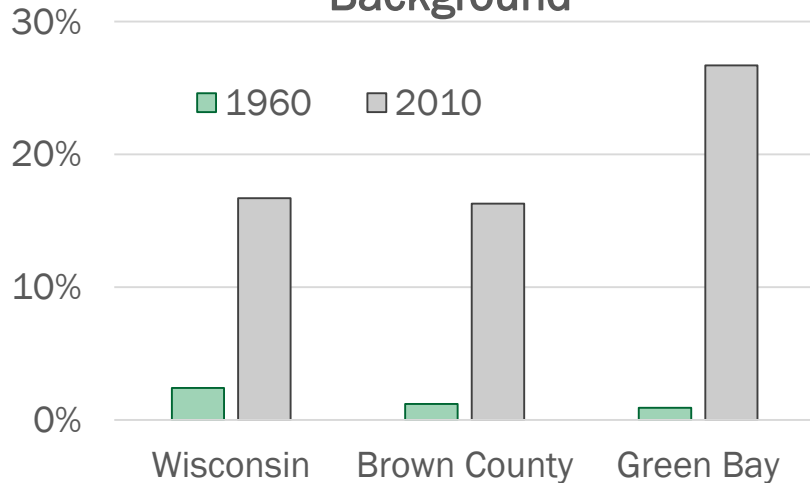
We're growing, but not there yet!

- The most awarded degree in the US is in business
 - 19% of Bachelor's; 24% of Master's



Access & Success for NE WI

Percent of Population from an Underrepresented Minority Background



Who are CSB UGR Students?

- 76% Full-time, 24% part-time
- 10% “non-traditional students”
- 50% are transfer students
- 89% from WI
 - 21% Brown Co.

For UWGB:

- 41% are first generation
- 7% are Veterans



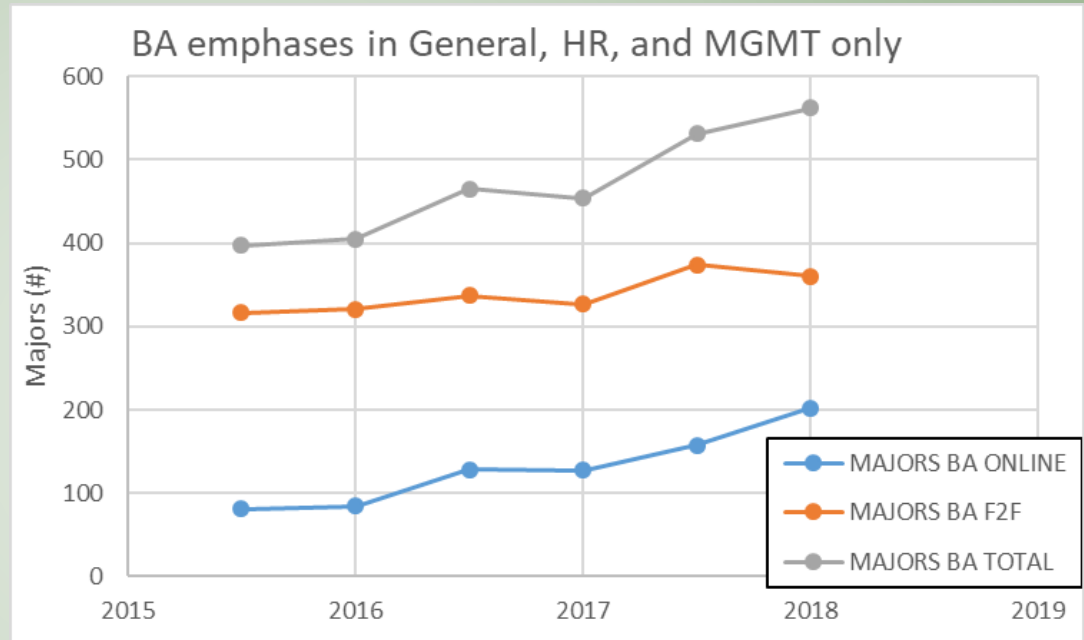
At UWGB students can *blend professional and academic training!*

- All CSB undergraduate programs offered in both F2F and online modalities!

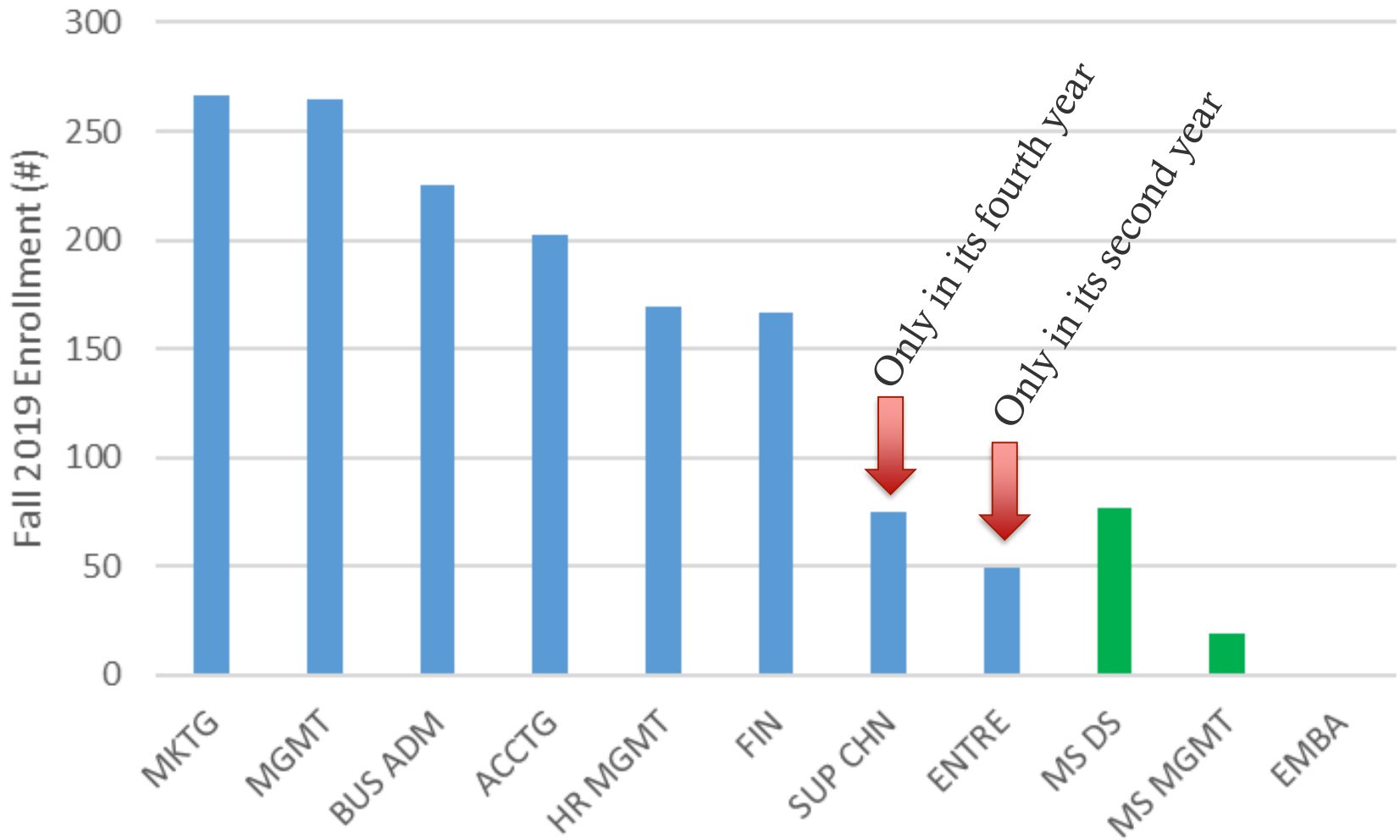
- Certificates

- Combined with BBA offerings at Branch locations

- Numerous transfer agreements with WI Technical Colleges

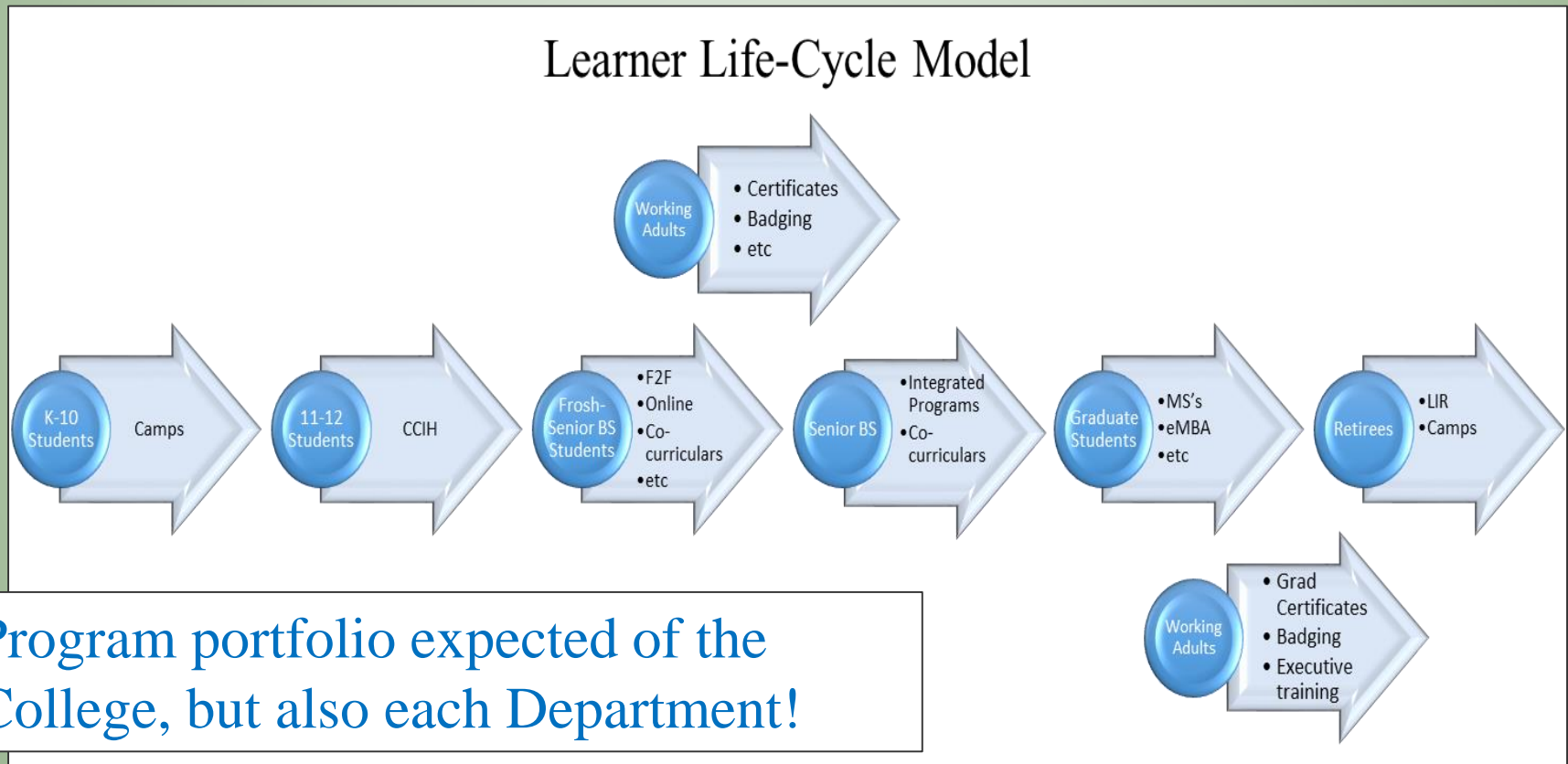


Program Array



Portfolio of offerings and revenue

- Need to serve a 60 year student lifecycle





Don't Fear the Revolution—Lead it.

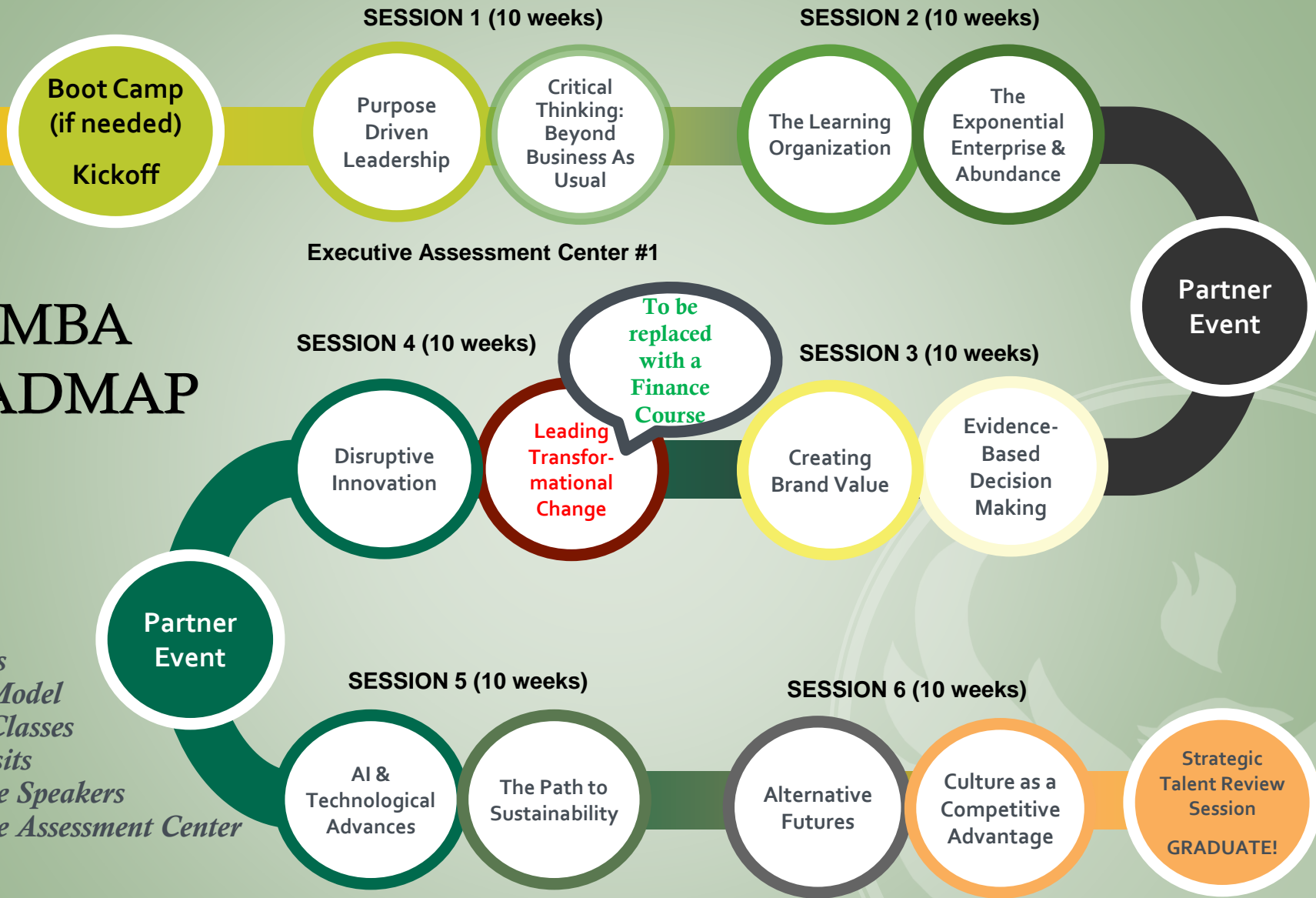
You've succeeded in business. And as for the future? It's already here! Don't be left behind as exponential technological advances impact businesses worldwide, including yours. UW-Green Bay's new 18-month [Impact MBA program](#) develops the next generation of problem-solvers. There's nothing else like it in Wisconsin—an executive program for business thought-leaders prepared to positively impact—and profit from—the future for their organizations and community.

Our first big
venture into
the interface
of the *New
Economy* and
*New
Education*

- Accepting Applications for fall 2020!

EMBA ROADMAP

< 2 years
 Cohort Model
 Hybrid Classes
 Field Visits
 Executive Speakers
 Executive Assessment Center



Executive Assessment Center #2

Program Expansion

- Under consideration and/or in the works:
 - Bachelor's degree in **Hospitality**
 - Masters or expanded BBA offering in **Supply Chain**
 - Masters in **Entrepreneurship**
 - Masters in **Sports Marketing or Management**
- **We need to hear from you, please let me know your thoughts**

With LinkedIn Learning, you can:

- ✓ Access 13,000+ expert-led courses
- ✓ Cancel anytime, and the first month is free
- ✓ Earn a certificate when you complete a course
- ✓ Receive course recommendations tailored to you
- ✓ Use project files and quizzes to practice while you learn
- ✓ View courses anytime on your computer or phone

The CSB must expand into **customized non-credit & executive education.**

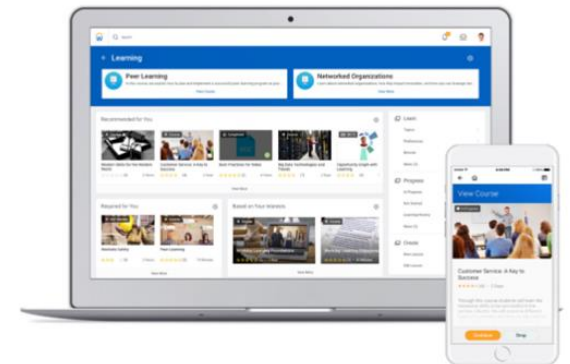
The credit is no longer the only credential!

- *Must expand our social media presence to capture our crowd*

Workday Learning

The nature of learning has changed. While employees can quickly find “how to” content in the consumer world to deepen their understanding of a topic, the same cannot be said for learning within the walls of the enterprise.

Workday Learning delivers a different approach by elevating learning from a disconnected, rigid experience to one that is consumer-like, on demand, relevant, and personalized. Workday Learning combines professional development, peer learning, and required training into a single intuitive application, so workers can engage in learning like never before.



Thank You

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