

Supporting Regional Innovation

Presented by H. Jeffrey Rafn, President
Northeast Wisconsin Technical College

At the TA3 International Conference in Galway, Ireland
October 1, 2007

Four Regional Networks

- Northeast Wisconsin Educational Resources Alliance
- Business Assistance Center
- New North
- Manufacturing Alliance

Northeast Wisconsin Educational Resources Alliance (NEW ERA)

Mission Statement: NEW ERA is a consortium that fosters regional partnerships among the 13 public colleges and universities in the New North to better serve the educational needs of the 1.2 million people in northeast Wisconsin.

Vision Statement: NEW ERA will be a national leader in collaborating to:

- 1) Serve northeast Wisconsin with quality seamless education;
- 2) Provide essential educational resources for communities, businesses and government; and
- 3) Drive regional—and thereby state—economic vitality.

Advance the economic vitality of the region and the quality of life that it supports.

- **Initiative A1:** Make regionally relevant baccalaureate degrees in engineering available throughout northeast Wisconsin.
- **Initiative A2:** Catalog entrepreneurship activities in the NEW ERA region and identify gaps to direct future initiatives. (Note –this initiative is a precursor to establishing a virtual entrepreneurship assistance network incorporating all of the entrepreneur efforts currently underway).
- **Initiative A3:** Identify best practices for developing entrepreneurial skills in students.
- **Initiative A4:** Inventory faculty and staff expertise that is applicable to growing northeast Wisconsin businesses and communities.

The Business Assistance Center

- **Vision:** The Business Assistance Center partnership strengthens and diversifies the economy throughout northeast Wisconsin as the premier, seamless one-stop shop for all entrepreneurs, business start-ups, emerging and existing businesses.
- **Mission:** The Business Assistance Center, a partnership among multiple organizations functioning as a single entity, creates and nurtures an entrepreneurial culture by providing an array of services and resources to new and existing businesses aspiring to grow and enhance productivity.

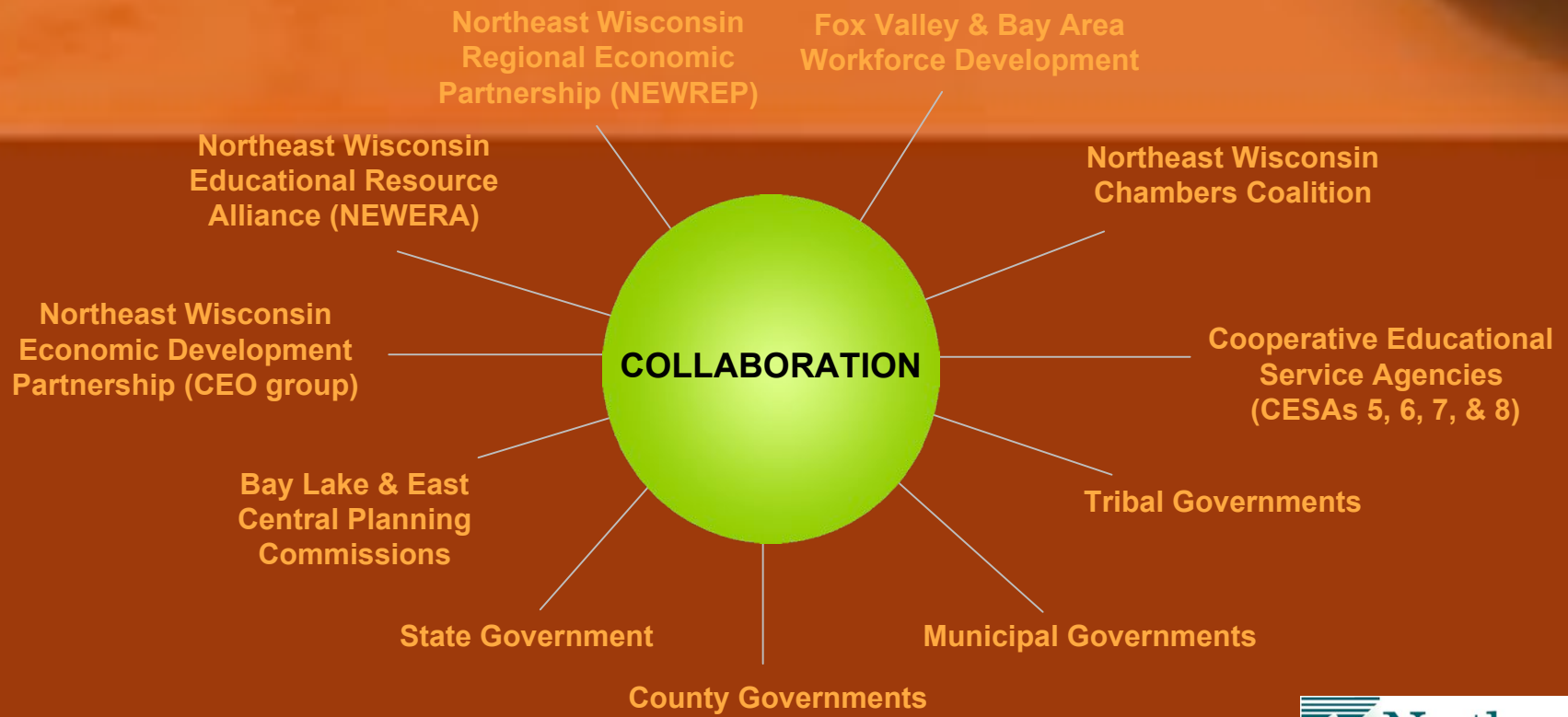
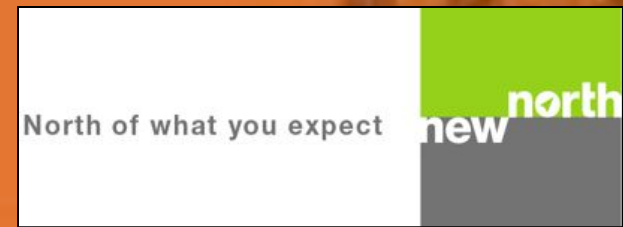
Advance Business Development Center

- To incubate growth-oriented, knowledge based businesses with the potential for higher income job creation
- To attract tenants that will benefit from the specialized programs of the technical college
- To provide incubator tenants with the expertise and resources available through the expanded BAC partnership

New North: A Regional Collaboration

- **Shared Vision:** To be recognized as nationally and globally competitive for job growth while maintaining a superior quality of life.
- **Mission:** Harness and promote the region's resources, talents and creativity for the purpose of sustaining and growing our regional economy. This will be accomplished with broad based collaboration, effective regional and external marketing and a focus on new capital investment and quality jobs.
- **Values:** We will live our core value of collaboration. All members are role models and will seek out and improve non-collaborative situations.
- **Desired Outcome:** Measurable net increase in higher paying jobs, improved social and economic well being, while maintaining our superior quality of life.

REGIONAL COLLABORATION WORKS



STRATEGIES

North of what you expect

new north



 Foster regional collaboration

 Implement targeted growth opportunities

 Support entrepreneurial climate

 Encourage educational advancement

 Embrace and promote diverse talents

 Leverage regional brand

 Attract and retain key talent

Northeast Wisconsin Manufacturing Alliance

Vision statement:

The vision of the N.E.W. Manufacturing Alliance is to have northeast Wisconsin recognized as a world leader in advanced manufacturing opportunities.

Purpose:

The N.E.W. Manufacturing Alliance is a group of manufacturers, working with educational institutions, workforce development boards, chambers of commerce, and state organizations to promote manufacturing in our region. There are three goals for this alliance. First, develop a new image for manufacturing. The public perception is that manufacturing is a dying, old industry. The new image will capture manufacturing as essential to the long-term health of our economy by providing high skilled, good wage, life-fulfilling careers. Adult job seekers will now see manufacturing careers as a viable job opportunity to pursue. Second, engage K-12, in partnership in an aggressive outreach program with youth and their parents to enhance the number of students going into manufacturing careers. Third, position the New North as a manufacturing hub for the country. Spotlight the region as “the place to be” for manufacturing.