



• Nicolet Area Technical College has a long standing partnership with the Northwest Wisconsin Manufacturing Outreach Center (NWMOC) based at the UW-Stout, which brings specialized training, technical assistance and project management expertise to numerous manufacturers. The partnership benefits area manufacturers by giving them access to an extensive network of resources and expertise through Nicolet College, NWMOC and UW-Stout, to include companies such as NEX, a custom producer of high-barrier, multilayer plastic films and commercial packaging; Action Floor Systems; Daigle Brothers, Inc.; Frontier Builders; Land O' Lakes; Oldenburg Group, Inc.; and Wausau Paper, to name a few.

Going and growing forward, our institutions of higher learning will continue to seek opportunities to strategically partner with business and educational leaders to promote economic development and meet the varied training needs of business clients and adult learners in central Wisconsin.

**Websites:**

[www.centergy.net](http://www.centergy.net)  
[www.uwmc.uwc.edu](http://www.uwmc.uwc.edu)  
[www.mstc.edu](http://www.mstc.edu)  
[www.ntc.edu](http://www.ntc.edu)

[www.uwsp.edu](http://www.uwsp.edu)  
[www.marshfield.uwc.edu](http://www.marshfield.uwc.edu)  
[www.nicoletcollege.edu](http://www.nicoletcollege.edu)

**Dr. Karl Ulrich, president, Marshfield Clinic**

*"We're a large organization employing about 6,200 folks—in addition to our physicians—and without the opportunity to recruit well-trained young people into our system we wouldn't have enjoyed the growth that we've enjoyed up to this point. I can't underscore enough the importance of having local universities because of the propensity of people to stay where they're trained. It's home for them, family are here, and so we are critically dependent on that, much more so than entities that are located in much larger metropolitan areas."*

**Kathy Kolberg, senior training administrator, Infogroup**

*"Our local UW campus has helped us devise a two-day, customized interactive Excel training for our staff. Thanks to the campus video conferencing, we were able to link in our analytics employees in Omaha, Neb. This was an efficient, economical way to offer this training. Employees were able to share information and ask questions, which is very important."*

**Kirk Willard, plant manager, Ocean Spray Cranberries International**

*"The training from the college was essential to our growth. In general, the timeline for bringing the production online was vastly accelerated due to*

*our local technical college. It typically takes four months to develop a new production line for ideal cranberry processing. This training helped cut that down to eight days."*

**Bradley Gast, corporate training and communications specialist, Greenheck Fan Corporation**

*"The collaboration between area institutions of higher learning has been a critical factor to our success as an organization, providing us the ability to offer high quality training and innovative educational programs to our workforce. These partnerships foster an environment which places the needs of area organizations at the forefront, leveraging the resources of many to provide first-class training programs to local businesses. Through this effort, many of our employees have been able to further their education through convenient local courses, and apply them to degrees to other state institutions. This clearly provides a win-win situation for the employee, our educational system, and for our local area as a whole. A qualified, highly skilled workforce is one of the strategic competitive advantages that our area can leverage to maintain a vibrant economy and attract businesses of the future."*



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 Wausau, WI 54403

EDUCATIONAL PARTNERS



**University of Wisconsin Stevens Point**



**Higher Education Collaboration—  
 Strengthening the Centergy Region**



# Central Wisconsin's Economy Relies on Skilled Professionals

Central Wisconsin's business climate depends on a strong regional educational system that encompasses all levels of leadership and learning, advancement of human potential, applied research on campus and in the field, and on the enhanced quality of life that comes from having outstanding universities, centers and colleges in the region.

Centergy is proud of the vast collaboration among its partnering institutions—the University of Wisconsin-Stevens Point, University of Wisconsin-Marshfield/Wood County, University of Wisconsin-Marathon County, Mid-State Technical College, Nicolet Area Technical College and Northcentral Technical College.

Key Players in the University of Wisconsin System—**University of Wisconsin-Stevens Point, University of Wisconsin Marshfield/Wood County, University of Wisconsin-Marathon County**



- Collaborative-degree programs are offered throughout our region in partnerships between **UW-Stevens Point** and several institutions that maintain the academic quality and respect of the renowned University of Wisconsin System. Among the offerings are the master in business administration with UW-Green Bay and UW-Oshkosh, the bachelor of business administration offered on the **UW-Marathon County** campus and with **UW-Marshfield/Wood County**, the master's in professional counseling with UW-Oshkosh, the master's in educational administration with UW-Superior, and the doctor of audiology degree with UW-Madison.
- **UW-Stevens Point's** School of Health Care Professions recently completed nearly a dozen new articulation agreements with Mid-State Technical College and

Northcentral Technical College in programs related to the health sciences. To further advance support of the region's health professions, **UW-Stevens Point** collaborates with UW-Oshkosh and area technical colleges on the professional nursing degree pathway through a two-year degree completion program. The university also teams with UW-La Crosse, UW-River Falls and UW-Superior to offer a collaborative online bachelor's degree in health and wellness systems management.

- To reach even more students through the advantages of online learning, **UW-Stevens Point** partners with UW-La Crosse, UW-Parkside and UW-Green Bay in a collaborative online bachelor's degree in health information management and health information technology.

- **University of Wisconsin-Marathon County** and **University of Wisconsin-Marshfield/Wood County** support the region's business growth and development by providing employees access to a UW education and degree completion through collaborative degree programs and adult student initiatives. They have partnered with on-campus degrees in engineering from UW-Platteville, nursing from UW-Eau Claire, business administration and American studies in the global economy with **UW-Stevens Point** and a master's of science in education with UW-River Falls.
- The new MyTrack and Fast Track programs, aimed at the adult student, is an efficient path to bachelor's degrees intended to educate employees while keeping them in the area. UW Continuing Education programs on campus support regional economic development by responding to employer and employee needs through short courses, seminars and classes with approved continuing education hours. Longer programs provide training courses and certification in business communication and nursing.
- Customized training is also provided to area businesses throughout central Wisconsin for credit or noncredit certificate programs which can be provided via compressed video so businesses can educate employees in other states without travel expenses.



Key Players in the Wisconsin Technical College System—**Mid-State Technical College, Nicolet Area Technical College** and **Northcentral Technical College**. Partnerships between technical colleges and four-year colleges and universities remove traditional hurdles to a four-year degree; create increased opportunities for associate degree graduates; and provide a seamless track for students to enter into bachelor's degree programs as juniors.

- Through **Workforce Advancement Training (WAT) grants**, the skills of workers at several regional businesses were upgraded from training received at the technical colleges and, therefore, the businesses increased their competitive advantage. At one business, Ocean Spray Cranberries, Inc., new workforce skills were required to fully realize the benefits of \$75 million in capital improvements for production expansion, the largest capital investment the company has made in a manufacturing facility.
- **MSTC and Lakeland College** recently celebrated the 20th anniversary of the partnership between the two colleges in nine subject areas. During their four years of college, students in the interwoven program have fully completed both the associates and bachelor's degree.
- In addition to more than 150 transfer and articulation agreements with 30 partner colleges, several colleges have space on the Wausau campus of **Northcentral Technical College** and offer courses on site, including Upper Iowa University, UW-Stout, Edgewood College, Concordia University and UW-Green Bay.
- Through a partnership with UW-Stout, students at **Northcentral Technical College** can earn a two-year Mechanical Design Technology Associate Degree through the region's technical college system and continue their education by earning a bachelor's degree in engineering technology from UW-Stout.