



MICHAEL ALEXANDER  
Chancellor

January 25, 2022

From its inception in 1965, UW-Green Bay was envisioned as a university that would be focused on environmental work. The initial curriculum required interdisciplinary degrees with the idea that sustainability and the environment would be a key part of the curriculum across all majors. In 1971, *Harper's* and *Newsweek* both wrote about the importance of having a university dedicated to the study of the issues surrounding the sustainability of the environment. *Newsweek* named UW-Green Bay, "Ecology U," which was eventually shortened to Eco U. Despite many changes, the spirit of Eco U has remained a key part of UW-Green Bay's identity since 1971.

For most of its existence, UW-Green Bay has had between 3,000-5,000 students focused almost entirely at the undergraduate level. After a decade of very painful budget cuts and declines, the University is now experiencing unprecedented growth reached an enrollment of 9,799 students in 2021-2022. In 2019, UW-Green Bay changed its mission to be one of access. It expanded its academic portfolio to reflect a regional comprehensive university that serves the third largest city in Wisconsin. We also merged with campuses in Manitowoc, Marinette, and Sheboygan to provide points of entry to higher education across Northeast Wisconsin. Our region is connecting with us in ways that it has never before and believes our growth is essential to the ongoing viability of the region. Close to 70% of our students come from the region we serve and 70% spend most their lives here after they graduate.

In order to achieve our access mission, UW-Green Bay established 6 Strategic Priorities. One of these priorities is to go back to our roots as Eco U and focus on the sustainability and environmental health of our region. We have hired a University Sustainability Coordinator and aligned all efforts in sustainability under an Office of Sustainability that connects across the University. We are investing in the condition of the natural spaces that we manage and will be hosting the third National Estuary Research Reserve on the Great Lakes. We are fortunate to be next to the largest freshwater estuary in the world and seek to be a leader in sustaining the abundant natural resources that surround our campuses. I am also proud that our students embrace this effort and have even created a student fee to support sustainability efforts at UW-Green Bay. We embrace the STARS process to help us evaluate what we have accomplished and where we can grow in our journey to be more sustainable.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Alexander".

Michael Alexander  
Chancellor