

# UW-Stout's Economic Impact on Wisconsin's Economy

## by Chancellor Charles W. Sorensen

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University of Wisconsin-Stout **Chancellor Charles W. Sorensen** spoke at our July 25 Rotary meeting, mainly on how UW-Stout has a significant positive impact on Menomonie, the surrounding communities and all of Wisconsin.

Sorensen began by providing some basic background information on the university. UW-Stout was founded in 1891 by James Huff Stout. It has a special mission in the UW system as a polytechnic institution offering primarily unduplicated programs. It has 9,300 students and 1,200 faculty, and is extremely proud of its 98% job placement rate.

According to a recently concluded independent study, the total economic impact is \$347 million per year. This includes direct spending of faculty, staff, students, visitors and university operations. It also includes the indirect and induced spending that cycles throughout the regional and state economy.

Sorensen stated that this economic impact can also be measured by the over 7,000 jobs created. This includes 1,200 faculty and staff, another 1,100 created by institutional spending, 3,700 by student spending, and another 900 by visitor spending.

Another result of the UW-Stout's economic activity is that it generates over \$18 million in tax revenues to the state of Wisconsin, including income taxes, sales taxes and local property taxes.

Sorensen indicated that for every state tax dollar invested in the university, there is a \$9.59 return in the form of economic activity. A detailed version of this economic impact study is available online at [www.uwstout.edu/uc/impact.cfm](http://www.uwstout.edu/uc/impact.cfm).

Sorensen then addressed an area that has received a lot of attention in recent years... UW-Stout's "Alcohol Action Plan".

The basic message that Chancellor Sorensen and his entire administration shares with prospective students and their families is "If you want to drink, don't come here". They are trying to build a distinguished polytechnic university, and excessive alcohol consumption is not compatible with this mission. According to Sorensen, through a combination of widespread communication of alcohol policies, sanctions and procedures on campus, parental notification, and collaboration with local law enforcement agencies, the efforts to curb excessive alcohol consumption have been quite successful.

Sorensen then responded to questions.

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**Dr. Charles W. Sorensen**

served as a teacher, historian, academic dean and academic vice president prior to joining the University of Wisconsin-Stout staff in 1988 as the sixth person to head this century-old institution.

A native of Moline, Illinois, Dr. Sorensen received a baccalaureate degree in history and political science from Augustana College in Rock Island, Illinois, and an M.S. degree in history from Illinois State University. He holds a Ph.D. degree in American history from Michigan State University and attended the Harvard University Institute for Educational Management.