

UW-Stevens Point: Announces Wausau and Marshfield branch campus names

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The University of Wisconsin System Board of Regents approved name changes today for the UW-Stevens Point's new branch campuses in Wausau and Marshfield.

UW-Marathon County, located in Wausau and founded in 1933, is now the **University of Wisconsin-Stevens Point at Wausau**. UW-Marshfield/Wood County, founded in 1964, is the **University of Wisconsin-Stevens Point at Marshfield**. All 13 two-year campuses of the UW Colleges are now part of seven larger, four-year UW System universities. UW System restructuring, proposed by President Ray Cross and approved by the Board of Regents, became effective July 1.

The new names for the Wausau and Marshfield campuses reflect public comments and input from a variety of central Wisconsin stakeholders, including manufacturers, financial, medical and other professional service organizations, campus foundation boards, local government officials, K-12 administrators, nonprofit organizations and young professional groups.

Partnering with the Wausau Region Chamber and the Marshfield Area Chamber of Commerce and Industry, Chancellor Bernie Patterson facilitated 34 meetings, campus forums and presentations since November 2017.

"There was support for changing the name to identify the city for stronger recognition outside of this area," Patterson said. "Focus group participants expressed hope that a name change, aligning with UW-Stevens Point as a four-year

campus, would elevate the perception of the two-year campuses and attract more students.”

The academic profile of both campuses is likely to change, with the expansion of undergraduate and graduate degrees, while access and affordability missions remain. “We plan to offer the M.B.A. in Wausau and health care-based programs on the Marshfield campus in partnership with Marshfield Clinic,” Patterson told the Regents Thursday.

A sign unveiling is planned for both campuses in September. More details will be available when plans are final.