



For Immediate Release  
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### **60 Forward: Wisconsin's postsecondary attainment goal**

*Business, government, economic development leaders invited to join higher education partners at event*

MADISON, Wis. – On Wednesday, May 9, from 10 a.m. – 2:30 p.m. at Alverno College, leaders from business, education, government, workforce, and economic development sectors will meet to discuss how Wisconsin's "postsecondary attainment rate" - the proportion of those ages 25-64 with an education credential beyond high school – affects the state's economy.

The stakeholder convenings are being held to share information on the attainment goal initiative and to gain feedback on how higher education can partner with business and other critical stakeholders to meet the *60 Forward* goal, which is to have 60 percent of working-age Wisconsinites with a postsecondary credential (degree or certificate) by 2027 – a 12 percentage point increase from the current 48 percent. This is a joint initiative of the Wisconsin Technical College System, the University of Wisconsin System, and the Wisconsin Association of Independent Colleges and Universities. More can be found at <http://60forward.org>. Forty-one states have set attainment goals to date.

At the convening, Neil Ridley of the Georgetown Center on Education and the Workforce will share information on the Center's work focusing on the changing job demands of the post-recession economy and discuss the workforce challenges facing Wisconsin. Additionally, a large component of the postsecondary attainment goal is focused on students traditionally underrepresented in higher education, such as first-generation students, low-income students, students of color, and nontraditional students. Representatives from Alverno College will share their best practices in supporting students with unique circumstances and challenges as they persist to graduation.

Lt. Governor Rebecca Kleefisch is scheduled to speak, and Milwaukee area officials have also been invited to attend. Attendees will hear from a business panel to discuss the challenges they are experiencing in meeting workforce demands.

Registration may be completed at <http://60forward.org/convenings.html>.

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#### **About WAICU:**

The Wisconsin Association of Independent Colleges and Universities (WAICU) is the official organization of the 24 independent (or private) institutions of higher learning in Wisconsin. Membership is limited to accredited, nonprofit institutions, headquartered in Wisconsin. WAICU members collectively enroll about 55,000 students. WAICU members offer over 420 academic programs and produce 24 percent of all the bachelor's degrees and 35 percent of all the advanced degrees awarded in the state. WAICU's mission is: "Working together for educational opportunity."

#### **About WTCS:**

The Wisconsin Technical College System (WTCS) offers more than 500 programs awarding two-year associate degrees, one- and two-year technical diplomas, and short-term technical diplomas and

certificates. In addition, the System is the major provider of customized business solutions and technical assistance to Wisconsin employers. Well over 300,000 individuals access the technical colleges each year.

**About UW System:**

The University of Wisconsin (UW) System is one of the largest systems of public higher education in the country, serving approximately 170,000 students each year and employing more than 39,000 faculty and staff statewide. The System is made up of 13 four-year universities, 13 freshman-sophomore UW Colleges campuses, and statewide UW-Extension. Together, these institutions are a tremendous academic, cultural, and economic resource for Wisconsin, the nation, and the world.

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