



# YOUR COMPANY'S FUTURE WORKFORCE AWAITS YOU IN WISCONSIN

## WISCONSIN HAS THE WORKFORCE TO MOVE YOUR COMPANY FORWARD

### 11+ MILLION

population of  
Milwaukee/Chicago megaregion

*Lightcast 2024 Q2 Dataset*

Since 2017, Wisconsin has had a

### NET INFLOW

of families in the family formation  
years of ages 25-54.

*Forward Analytics, 2022*



### 5.9 MILLION

total Wisconsin  
population

*Update source to U.S Census American  
Communities Survey, 2022*

### IN 2023, WISCONSIN

had a net gain of 19,301 residents  
from migration from the prior year  
(second-highest in the Midwest)

*U.S. Census Bureau*

### MADISON

is listed as a  
NOTABLE GROWTH CITY.

*U-Haul Growth Cities List*



## A WELL-EDUCATED, HIGHLY SKILLED WORKFORCE



### 33%

with bachelor's  
degree or higher

*U.S. Census American  
Communities Survey, 2022*



### 93%

with high school  
diploma or higher

*U.S. Census American Communities Survey, 2022*

### OVER 500,000

post-secondary students

*Reporting from the UW System,  
WAICU, and WTCS*

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## EDUCATING YOUR FUTURE TALENT POOL

**WISCONSIN** WAS THE **1<sup>ST</sup>**

U.S. state to establish a technical college system.

NEARLY  
**87,000**

degrees and certificates awarded  
in then 2022-23 academic year

*Lightcast 2024.3 Dataset*

**9 IN 10**

of employers were satisfied or  
very satisfied with technical  
college graduates' education

*Wisconsin Technical College System*

Wisconsin has invested over

**\$5 MILLION**

in fab labs for K-12 STEAM  
education

*WEDC*

**OUR TECHNICAL COLLEGE SYSTEM IS  
HIGHLY INTEGRATED WITH EMPLOYERS,  
WITH 91% OF GRADS STAYING IN WI**

*Wisconsin Technical College System*

## MANUFACTURING EXCELLENCE



Wisconsin's advanced manufacturing workforce possesses skills and expertise that serve all of Wisconsin's key industries—including **biohealth; energy, power, and controls; food and beverage processing; and water technology.**

**#2 IN THE U.S.**

for manufacturing jobs as a  
percent of total workforce

*Lightcast 2024 Q2 Dataset*

**16%**

of all Wisconsin workers  
are employed in manufacturing.

*Lightcast 2023 Q4 Dataset*

## PRIMED FOR STEM SUCCESS



**MADISON IS IN THE TOP 10**

U.S. metro areas for STEM professionals.

*WalletHub*



Wisconsin higher education  
institutions awarded nearly

NEARLY **5,000**

engineering degrees and  
certificates in 2023.

*Lightcast 2024.3 Dataset using  
U.S. NCES IPEDS data*



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## REMOVING BARRIERS TO WORKFORCE PARTICIPATION





Complex challenges keep hundreds of thousands of qualified workers—Wisconsinites who want to join the workforce—on the sidelines and out of our labor pool. That's why WEDC collaborated with the Department of Workforce Development to create and launch the Workforce Innovation Grant (WIG) Program.

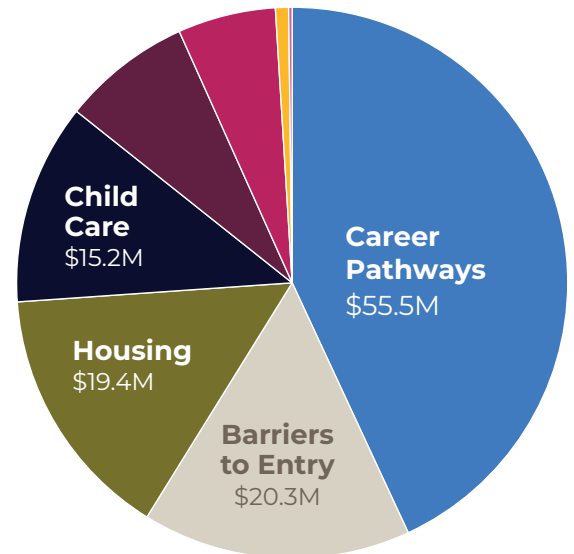
WIG is providing grants totaling up to

# \$128 MILLION

to 27 regional organizations across Wisconsin.

### Workforce Innovation Grants address:

-  **Education**  
\$0.264M
-  **Entrepreneurship**  
\$1M
-  **Transportation**  
\$7.4M
-  **Health Services**  
\$9.8M



## > FOCUSING RESOURCES ON MILITARY VETERANS AND REFUGEES



Collaboration with the Wisconsin Bureau of Refugee Programs to boost job skilling and placement support for refugees arriving in Wisconsin



Collaboration with the Wisconsin Army National Guard to help midsize and large employers attract high-value military candidates

## MADISON IS #5

in the nation for veteran income growth.

WalletHub