



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

U.S. Census Bureau
American Communities Survey, 2023

Since 2017, Wisconsin has had a

NET INFLOW

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

Forward Analytics, 2022



6.0 MILLION

total Wisconsin population

U.S. Census Bureau

**#2 IN THE
MIDWEST**

for net domestic migration,
adding 6,332 new domestic residents
in 2024

U.S. Census Bureau

MADISON

is among the top 25 growth
cities in the U.S.

U-Haul Growth Cities List, 2024



A WELL-EDUCATED, HIGHLY SKILLED WORKFORCE



34%

with bachelor's degree
or higher

U.S. Census American
Communities Survey, 2023



93%

with high school
diploma or higher

U.S. Census American Communities Survey,
2023

**MORE THAN
500,000**

post-secondary students

Reporting from the UW System,
WAICU, and WTCS

YOUR COMPANY'S FUTURE WORKFORCE AWAITS YOU IN WISCONSIN

EDUCATING YOUR FUTURE TALENT POOL

WISCONSIN WAS THE **1ST**

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

MORE THAN
95,000

degrees and certificates awarded
in 2023

U.S. NCES IPEDS

97%

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



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.**

MANUFACTURING EXCELLENCE

#2 IN THE U.S.

for manufacturing jobs as a
percent of total workforce

Lightcast 2024 Q4 Dataset

16%

of all Wisconsin workers
are employed in manufacturing.

Lightcast 2024 Q4 Dataset

PRIMED FOR STEM SUCCESS



MADISON IS IN THE **TOP 10**

U.S. metro areas for STEM professionals.

WalletHub, 2025



Wisconsin higher education
institutions awarded nearly

NEARLY 5,000

engineering degrees and
certificates in 2023.

U.S. NCES IPEDS



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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



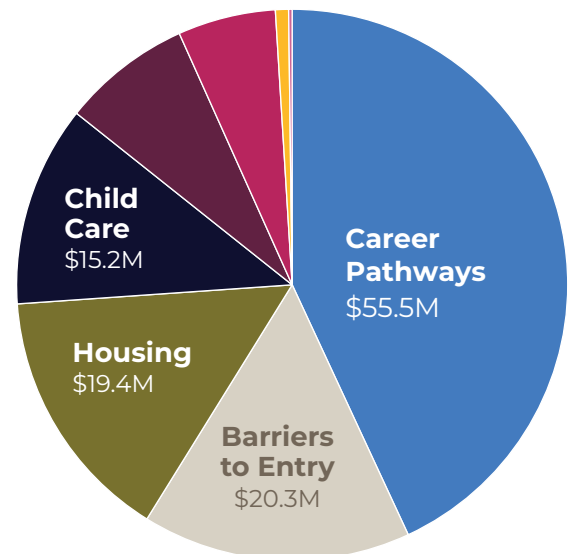
Transportation

\$7.4M



Health Services

\$9.8M



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

> FOCUSING RESOURCES ON MILITARY VETERANS AND REFUGEES

MADISON IS #8

in the nation among best cities for veterans to live.

WalletHub, 2025