



YOUR COMPANY'S FUTURE WORKFORCE AWAITS YOU IN WISCONSIN



11+ MILLION

people live in the
Milwaukee/Chicago megaregion

*U.S. Census Bureau American
Communities Survey, 2024*



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
people live in Wisconsin

U.S. Census Bureau

Net gain of nearly
10,000 RESIDENTS
through domestic migration
in the period 2020-25

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



33%

of working-age adults have a
bachelor's degree or higher.

*U.S. Census Bureau American
Communities Survey, 2024*



94%

of working-age adults have
a **high school diploma
or higher.**

*U.S. Census Bureau American
Communities Survey, 2024*



There are more than
500,000
post-secondary students
in Wisconsin.

Forward Analytics, 2022

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EDUCATING YOUR FUTURE TALENT POOL

Wisconsin has
invested more than
\$5.5 MILLION
in fab labs for K-12
STEAM education.

WEDC



95,000+
degrees and certificates
awarded in 2024

U.S. NCES IPEDS



97%
of employers were satisfied or very
satisfied with technical college
graduates' education

Wisconsin Technical College System

WISCONSIN
WAS THE FIRST
U.S. state to establish a
technical college system.



Our technical college system is
HIGHLY INTEGRATED WITH EMPLOYERS,
with **93%** of grads staying in Wisconsin.

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.**



#1 IN THE U.S.
for manufacturing
employment per capita

Lightcast 2025 Q4 Dataset



15%
of all Wisconsin
workers are employed
in manufacturing.

Lightcast 2025 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 more than

4,500
engineering degrees and
certificates in 2024.

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
\$0.264 million

Entrepreneurship
\$1 million

Transportation
\$7.4 million

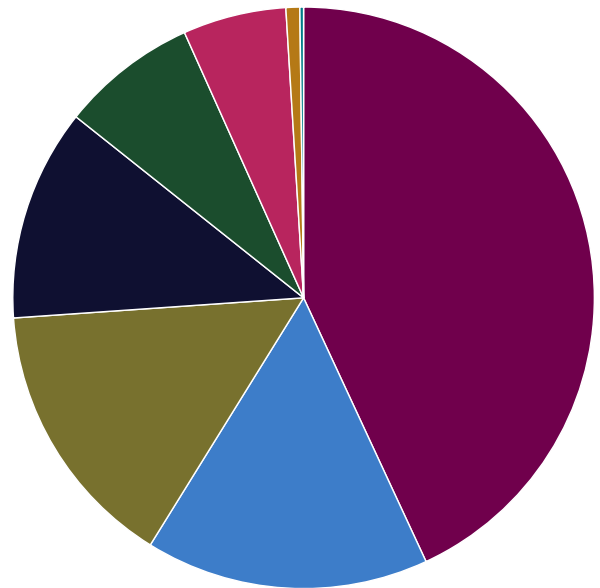
Health Services
\$9.8 million

Child Care
\$15.2 million

Housing
\$19.4 million

Barriers to Entry
\$20.3 million

Career Pathways
\$55.5 million



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 #8

in the nation among the best cities
for veterans to live.

WalletHub, 2025