



The UW-Platteville Richland campus – continuing a century-long Richland County tradition

A long and rich local history

Opened in 1968 as a branch campus of the then Wisconsin State University at Platteville, what is now the UW-Platteville Richland campus is the heir to a higher-education legacy in Richland County that dates to 1903. Located within the city limits of Richland Center, adjacent to Richland Center High School, the campus of brick buildings with copper tops has long drawn students from nearby communities, and from around the globe as well.



Together in partnership

The campus and its buildings are owned by Richland County, and operated under lease by the University of Wisconsin Board of Regents. The County pays for Capital investments, and provides a maintenance grant for the campus each year (currently \$80,000). All furnishings, equipment and routine maintenance are paid for by the University.



Richland's long history has led to a strong Richland County Campus

Foundation, whose generosity has not only spearheaded major building renovations in partnership with the County (Melvill Hall in 1998, and Science Hall in 2001), but provides funding for over \$100,000 in scholarships every academic year. In 1985, the Foundation also built and established the Campus View Residence Facility, with capacity for 144 students.



Serving and attracting students from near and far

In our many years as a local entry point for the entire UW System, the Richland campus has served as a launchpad for thousands of students, providing core and elective liberal-arts courses, and arts and athletic programs that enrich the entire community. Our student experience emphasizes a personal connection, and close attention from our faculty, who are dedicated to their teaching, and committed to our students' success. For over 35 years, the campus has also drawn international students from every continent, who enrich the area with their cultures. This year we are hosting students from Albania, China, Russia, South Korea, and Vietnam.

A multi-million dollar annual economic impact

UW-Platteville Richland not only enhances the region as a cultural hub and education center, but also provides a significant direct economic impact in Richland County. In economic impact studies (the newest due to be released in the coming weeks) performed by faculty experts, the campus generates many millions of dollars of economic activity to the area each year, totaling in excess of **\$200 million** over the life of the campus.

A challenging period – 2016-2018

The structural changes that the regional model imposed on the Richland campus 2016 to 2018 did limit the ability of local campus leaders to effectively market our campus. But the more recent reestablishing ties to UW-Platteville returns us to where we were when the campus was founded in 1967. The integration with UW-Platteville brings new opportunities, new resources, and a new commitment to the campus' future, serving the changing and growing needs of Richland County and the region. This year's pandemic has severely reduced traffic on campus, curtailing nearly all the activity that is normally generated – freezing some revitalization efforts in place, and continuing the

enrollment challenges the campus has been facing. But as the classrooms and other facilities reopen and activity resumes, enrollment growth, spearheaded by the campus full integration with UW-Platteville, is on the horizon.

As a branch campus of UW-Platteville

Along with our sister branch campus UW-Platteville Baraboo Sauk County, joining with UW-Platteville has immediately brought new programs and direct connections to one of the UW System's longest histories of excellence in STEM (Science, Technology, Engineering and Mathematics) fields, along with agriculture, business, education, and the liberal arts. Our students, and the faculty and staff who work with them, can draw on the expertise, resources, and experience of the full University to enrich and deepen their education and development. All while continuing the campus' longstanding mission to be a gateway to further study at any UW System, or other institution around the country – or the world.



We have new degree programs in Food and Agriculture, Business Administration, and Pre-Engineering – the first additions to our degree offerings in decades. Major investments in classroom technology have been installed and planned so that even more education can be accomplished remotely. There is a new sound system in the Coppertop Theater, and new furnishings and other décor were purchased for the Roadrunner Café, our campus' center of action and activity. including youth programming. and continuing education courses. The UW-Platteville has made a significant commitment of resources and staff to maintain and revitalize our Continuing Education and Youth Programming, which will allow for more summer programs for kids, and community programs for everyone.

These are exceptionally challenging times – but these investments show the University's deep commitment to the Richland campus, and our ongoing operation in partnership with Richland County. We appreciate the County's commitment to that partnership, and that future, too.

