



School of Continuing Education
Marketing

NEWS RELEASE

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UWM Launches Adult Career Center

Milwaukee-- In order to better serve the needs of regional Milwaukee adults and UWM alumni, the University of Wisconsin-Milwaukee School of Continuing Education is creating a new portal for adults seeking to better manage their careers. The Career Transition Center, UWM's newest adult career center will focus on resources, programs, and coaching for adults seeking job and/or career change. The center will be housed in SCE's convenient downtown location on the 6th Floor of the Plankinton Building, above the Grand Avenue Mall.

The new center has been designed to both complement and extend the kind of resources and services currently available in the campus-based Career Development Center (CDC). According to CDC director Tom Bachhuber, "People in today's workforce are changing jobs and careers far more frequently than in the past. These mid-career professionals are looking for ways to match their experience and strengths to new opportunities." One of the special features the center will offer is CareerPath, a software program to help individuals analyze and present their assets and strengths and better manage their professional lives.

The center will meet converging personal and career needs of several demographic groups. "One of these groups is the boomer generation," notes Sammis White, SCE Associate Dean. The American Association of Retired Persons (AARP) reports that 80 percent of current workers aged 40-60 plan to continue working well beyond the traditional retirement age. Moreover, a large percentage of those workers would like to change careers or pursue fulfilling volunteer opportunities. Local workforce predictions indicate that most of the workforce growth projected for Wisconsin for the next 10-15 years will come from workers aged 55 and over. "In the Milwaukee area alone these workers represent about 130,000 college-educated individuals," White points out.

White, who directs SCE's Center for Workforce Development, also sees the new center encouraging degree completion for adults with some college who want to strengthen their workforce competitiveness. A January 2005 UW System report revealed that Wisconsin's percentage of workers with four-year degrees is low, too low for the state to be competitive in the knowledge economy. In response to this report by the Council on Baccalaureate Expansion, the University of Wisconsin-Extension recently launched an aggressive degree completion program. The new center will support this effort by helping link adults who have some college credits to a range of online and hybrid courses available from UW campuses around the state that will allow them to pursue their baccalaureate degrees with relative ease.

The new center will offer limited programs and services beginning in November and be fully operational in spring of 2007. White notes that the center will offer a variety of self-assessments, opportunities for one-on-one coaching, access to online resources, as well as public programs focusing on such issues as career planning, leadership, personal negotiation, and achieving job satisfaction and fulfillment. "I'm excited by the possibilities offered by the new center. While the main focus will be on individual career issues, we also want to support general workforce development, as well as assist individuals looking for creative options in retirement."

To learn more information about the Adult Career Center, please contact Sammis White, Associate Dean of the UWM-School of Continuing Education at 414-227-4203 or sbwhite@uwm.edu.