



MADISON REGION
ECONOMIC PARTNERSHIP

ADVANCED MANUFACTURING

ADVANCED MANUFACTURING THRIVES IN THE MADISON REGION



The Madison Region claims historic strength in advanced manufacturing and production, with continued industry leadership powered by innovation in emerging processes, a skilled workforce, top-notch higher education and research institutions, and a wealth of businesses in manufacturing.

LEARN MORE

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The Madison Region consists of Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock, and Sauk counties.



MADISON REGION
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OUR COMPETITIVE EDGE DRIVES MANUFACTURING GROWTH

With a wide and diverse portfolio of vital manufacturers, the Madison Region boasts particular strengths in food products machinery, tractors and trailers, household refrigerators and freezers, appliances, metal manufacturing, and plastics. Leading national companies such as Cardinal Glass, John Deere, Teel Plastics, Sub-Zero, Spectrum Brands, and Trek have facilities in the region, demonstrating the area's competitive edge in high-end production.

The advanced manufacturing sector is a cornerstone of regional employment, with all manufacturing sub-sectors comprising 12.8% of total regional nonfarm employment—second only to healthcare and social services. In 2015, over 1,400 manufacturing establishments employed more than 68,000 workers in the Madison Region. A key component to the region's manufacturing capability is our accessible location, reliable infrastructure, and integrated supply chain.

68,000+ 
EMPLOYED


ESTABLISHMENTS **1,400+**

The Madison Region's strength in manufacturing is buoyed by industry leadership across Wisconsin, which consistently ranks among the nation's top states for manufacturing jobs per capita. Our global manufacturing performance is bolstered by organizations such as the Wisconsin Manufacturing Extension Partnership, which helps small to midsize manufacturers grow through programs such as Exportech™, a proven method to develop or expand a manufacturing-based export program.

Recognizing the importance of manufacturing to the state's economy and the role that continuous innovation plays in the industry, Wisconsin provides the Manufacturing and Agriculture Tax Credit, which virtually eliminates tax on income from manufacturing activity in the state.

FEDERAL DESIGNATION TO BOLSTER AGRICULTURE, FOOD & BEVERAGE MANUFACTURING

In July 2015, MadREP was selected as an Investing in Manufacturing Communities Partnership (IMCP) designee for its application in Agriculture, Food and Beverage manufacturing. As an IMCP designee, MadREP and its partners will receive coordinated support to navigate federal resources totaling \$1 billion, positioning the region to attract significant federal dollars and advance the manufacturing industry.

STRENGTH IN NUMBERS: MANUFACTURING COUNCILS

The region is home to Manufacturing Councils, which are comprised of local manufacturers that regularly assemble in pre-competitive environments to identify workforce solutions to industry challenges. The councils offer opportunities for companies to develop cooperative plans, share best practices, address skills gaps, and create an organized voice with support from education, and workforce & economic partners, including MadREP and the Workforce Development Board of South Central Wisconsin (WDBSCW). The WDBSCW and its council partners continue to collaborate on initiatives to address critical industry skill needs, such as talent pipeline development and training for incumbent workers to ensure businesses in our region remain competitive on a global scale.



COMMITTED TO TRAINING SKILLED WORKERS

The Madison Region’s high-end manufacturing workforce is comprised of both young adults and experienced professionals, a testament to the region’s ability to attract quality talent and develop and retain skilled workers. In 2014-2015, higher education institutions in and adjacent to the Madison Region conferred 4,953 degrees and certificates applicable to advanced manufacturing positions.



MADISON COLLEGE INGENUITY CENTER FOR ADVANCED MANUFACTURING

The new Ingenuity Center at Madison College features state-of-the-art facilities and tools to train students in the field of Advanced Manufacturing. The center boasts prototype and material testing machines, along with classrooms, faculty spaces, and high bay workspace for manufacturing labs.

BLACKHAWK TECHNICAL COLLEGE ADVANCED MANUFACTURING TRAINING CENTER (JANESVILLE)

Blackhawk Technical College’s new advanced manufacturing facilities provide training in machining, electricity and hydraulics, with supporting disciplines in blueprint reading, welding, rigging, refrigeration fundamentals, and drives and linkages.

UNIVERSITY OF WISCONSIN SYSTEM

Wisconsin’s three UW System engineering schools are in or immediately adjacent to the Madison Region—UW-Madison, UW-Milwaukee, and UW-Platteville. Independently and collectively, all three universities have nationally recognized mechanical, electrical, material science, nanotechnology, industrial, chemical, industrial engineering technology, and sales engineering programs.

2014-2015 DEGREES CONFERRED: ADVANCED MANUFACTURING

Institution	Certificate	Associate	Bachelor	Master	Doctor	Total
UW-Madison			1098	554	211	1,863
UW-Milwaukee			404	111	38	553
UW-Platteville			379	41		420
UW-Whitewater			111			111
Beloit College			14			14
Blackhawk Technical College	102	45				129
Edgewood College			17			17
Herzing University – Madison		18	57			73
Madison College	502	177				586
Marquette University			272	59	12	343
Milwaukee School of Engineering			304	31		335
Moraine Park Technical College	347	83				378
Southwest Wisconsin Technical	106	61				131
Total	1,057	384	2,656	796	261	4,953

Source: National Center for Education Statistics. Note: Includes programs and award levels that are offered as a distance education program. Degree programs in advanced manufacturing include computer and information sciences and support services; construction trades; engineering; engineering technology and engineering-related fields; mathematics and statistics; mechanic and repair technologies/technicians; and precision production.