



The Higher Education Regional Alliance (HERA) is a collaborative of 18 southeastern Wisconsin public and private, two- and four-year colleges and universities and a network of partner organizations. We are dedicated to closing achievement gaps and educating students today to become an innovative and nimble workforce that meets the needs of the region's industries tomorrow. This challenge is too large for any one university or college to solve alone, so we are working together. We know that education impacts more than individual lives; it can change the trajectory of our entire region.



Goal 1

STUDENTS College Completion

Wisconsin needs the help of every higher-education institution to bridge equity gaps and increase student credential and degree completion rates, enhance employee readiness for work, expand the region's talent pool, and ensure success in an increasingly competitive, 21st Century business market.



HERA represents more than **150,000 students** across southeastern Wisconsin who are key to driving our economy.

Goal 2

INSTITUTIONAL PROGRAMS Aligning, Evolving, Innovating

Our educational programs must align and evolve to better meet the needs of a rapidly changing economy, one driven by innovation and in which current supply and demand for talent are mismatched.



HERA represents more than **6,000 faculty** who ensure our students receive the training they need today to fill the jobs of tomorrow.

Goal 3

EMPLOYERS Expanding Talent Bridges

HERA is a unified voice and efficient solution to connect businesses with talent and promote the value of living and working in southeastern Wisconsin.



As many as **90%** of graduating college and university students stay in the state to work.*
* Rates vary across southeastern Wisconsin

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