

## Member spotlight – Lakeland University



Lakeland University - Green Bay campus

Lakeland University, headquartered in Plymouth, Wis., has offered Wisconsinites flexible learning opportunities since 1862. Designed to support the goals of all students, Lakeland University has since grown to have several other locations, including the William R. Kellett School in Green Bay, which has offered educational opportunities for working adults since 1977.

With its innovative class design, Lakeland University has adapted quickly and safely to the ongoing COVID-19 pandemic with virtual learning and minimal in-person class environments. Thanks to this, there has been almost no hindrance to enrollment. Dean of the Kellett School at Lakeland University, Dr. Joshua Kutney, talks about how “[the pandemic] has impacted people, but it wasn’t tough to move to full virtual learning as we have the set-up available.” In addition, Lakeland Centers have not had a single student case of the coronavirus.

This is due to both the university’s and instructors’ cognizance and responsiveness to students’ needs and the delivery of individualized services to help students stay in school during this time. This includes managing time between work, family and classes, offering courses outside the traditional semester timeline

and access to scholarships and COVID-relief grants that allow undergraduate and graduate students the ability to finish their degrees more quickly, putting them in a better position for job opportunities.

Lakeland University offers both bachelor and master’s level degrees, with some standouts being accounting, business administration, computer science, food safety and quality, criminal justice, master of business administration, master of science in leadership and organizational development and master of arts in counseling. Students are even able to ‘self-design’ their degree to meet their professional goals. Plus, with Lakeland’s ‘Develop U’ program, professionals can take a course without having to enroll into a degree program. Employers also can work with their employees through project-based learning; students can earn credit for innovative, hands-on workplace solutions.

New and specific to Lakeland University is an eSports program with an active team participating in events. The team is coached by former Green Bay Packers player, Ahman Green, and recently signed a five-year sponsorship deal with Legend Larry’s. It supports scholarships for new students and recruitment for summer camps, leagues and tournaments.

“[eSports is] an evolving and important market. It’s impressive; it’s a really impressive industry,” says Dr. Kutney. “[It] requires management, promotion, marketing and all the things that come with it. We see it as an extension of who we are, where we’re going.”

Dr. Kutney says Lakeland University is always looking for the next growth opportunity for its students so it can provide the best and most cohesive learning environment for students of all ages. In the past, Lakeland focused as a way for adults to go back to learning, finish a bachelor’s degree or start a master’s; however, now the school is expanding to offer the same opportunities to students just graduating high school. “With the pandemic, more students are looking to study closer to home, and we can provide that experience,” states Jennifer VandenAvond, director of Lakeland University’s Green Bay Center.

Lakeland University plans to continue virtual learning throughout the spring semester. The university will even offer a course on how industry leaders are reacting to the pandemic and what they are doing to continue forward.

Those interested in learning more about Lakeland’s classes can contact the Green Bay Center at greenbay@lakeland.edu.

### CHAMBER EVENTS AT A GLANCE

#### Virtual Power Networking Breakfast

Tuesday, Jan. 5, 7:30 to 9 a.m.

Free for Chamber members

Round-robin networking opportunity with businesses of various sizes and industries.

#### Trends and Forecasts – The Office

Thursday, Jan. 7, 8:30 a.m.

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#### Current Young Professionals Virtual After Five: Sugar, Spice & Everything Nice

Thursday, Jan. 7, 6 p.m.

Don’t let the winter blues get you down! Join Current for cupcakes, craft beer and conversation with this virtual event.

#### Virtual Workshop: Social Media for Business 2.0 – Get Connected; Maximize LinkedIn

Tuesday, Jan. 12, 8 a.m.

SEE AD IN THIS SPREAD

#### Business After Hours Blitzr (Speed Networking)

Wednesday, Jan. 13, 4:30 p.m.

Free for Chamber members

Join the Greater Green Bay Chamber for a Blitzr. What is a Blitzr, you say? A Blitzr is a speed networking program that automatically matches you up and times your networking sessions. Sound good? Great! We are looking forward to hosting business professionals like yourself in this new and creative way to meet people online. We give you 10 minutes and 10 sessions during the two hour event. Get your elevator pitch ready and let's Blitzr!

#### Current Young Professionals Workshop: Bias is a Four-Letter Word – From Awareness to Action

Thursday, Jan. 19, 7:30 a.m.

Free for Current Young Professionals members; \$60 for others

We all have bias despite its invisibility to the plain eye. The good news is that there are ways to counterbalance and disrupt bias on a personal and social level, procedural and systems level, and eventually on a structural level. A crucial first step in creating diverse and inclusive workplaces start with the elimination of bias from our vocabulary, actions, and decisions.

Learn more about all events at  
[events.greatergbc.org](https://events.greatergbc.org)



## Looking to diversify your board of directors?

The Greater Green Bay Chamber's diversity and inclusion task force of the Greater Green Bay Economic Development Strategic Plan is seeking organizations interested in diversifying their board membership. If you are a part of a local board and involved in the recruitment process, we want to hear from you!

Starting Wednesday, Jan. 13, the board diversity group of the task force will schedule 30-minute phone or video conversations with individuals serving on boards throughout the Greater Green Bay area.

Within these one-on-one conversations, a committee member will work with you to gain an understanding of your board structure and recruitment practices. The intent of these conversations is to gain an understanding of your board and how the board diversity group can support your efforts.

To participate, contact Lauren Cooling, task force coordinator, at [lcooling@gretergbc.org](mailto:lcooling@gretergbc.org).

### New year, new opportunities to bolster your social media know-how

Two more Virtual Workshops: Social Media for Business 2.0 remain. For just \$20 each, members can bolster their social media knowledge for strategic marketing in the new year at these sessions.



Presented by



#### Get Connected; Maximize LinkedIn, Tuesday, Jan. 12, 8 to 9 a.m.

Learn how to build your personal and business pages to increase SEO, maximize reach and expand your network to effectively make new business connections. We'll also dive into LinkedIn analytics and how to use it to strategically reach desired audiences.



#### It "Ads" Up: Social Medi Advertising, Tuesday, Jan. 26, 8 to 9 a.m.

What's the most effective way to get noticed by your target audience on social media? Advertising! Learn a brief overview of social media advertising platforms, types of ads and getting your message in front of your specific audiences.

More details/registration at [events.gretergbc.org](https://events.gretergbc.org)

### ECONOMIC DEVELOPMENT

## TRENDS & FORECASTS

### The Office

Thursday, Jan. 7, 2021 | 8:30 to 10 a.m.



### What is going to happen to The Office?

The Greater Green Bay Chamber's economic development arm is pleased to introduce a quarterly series, Trends and Forecasts. We begin with the question everyone wants answered in the new year, "What is going to happen to The Office?"

### Join us for:

Trends and Forecasts – The Office

Thursday, Jan. 7, 8:30 to 10 a.m. via Zoom

This panel will focus on the trends and forecasts within office utilization, design, planning and real estate.

Learn how office usage and environment designs and plans are changing as businesses shift, particularly as a result of COVID-19, in upsizing and downsizing.

Register at [events.gretergbc.org](https://events.gretergbc.org)

### HAVE YOU HEARD ABOUT OUR YOUTH APPRENTICESHIP PROGRAM?



For the past 5 years, our Youth Apprenticeship program has partnered with students, employers and our school district partners to build a strong, future workforce! If you'd like to learn how you can build your talent pipeline by providing a work-based learning opportunity for area juniors and seniors, please reach out to Youth Apprenticeship Manager Lindsey Petasek to learn how to get involved!

### WHAT ARE THE BENEFITS FOR EMPLOYERS?

- ✓ Grow your future talent pipeline
- ✓ Ability to hire pre-screened, qualified candidates who receive ongoing support from the program
- ✓ Chance to provide an interested and eager-to-learn young person with an opportunity
- ✓ Increased visibility in your industry and community

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