The UW–Madison/Wisconsin Partnership

Rebecca M. Blank
Chancellor
University of Wisconsin–Madison

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Big research universities are key to U.S. economic strength …

But why does it matter to the state of Wisconsin that it is home to one of the top public research institutions in the country?
#1: Access to a world-class education for Wisconsin students

- A degree from a top public university for $10,533 in tuition/fees per year
- At least 3,600 Wisconsin students in every freshman class
- Typical admission rates:
  - In state – about two-thirds admitted
  - Out of state – less than half admitted
Wisconsin Prime
Competing harder for Wisconsin’s top students
20,000 non-resident students are currently earning undergraduate, graduate and professional degrees at UW–Madison.
A growing pool of applicants

Freshman applicants

- Total: 42,627
- Non-resident: 30,158
- Wisconsin: 8,828
Keeping talent in Wisconsin

Non-resident bachelor’s degree recipients with a job in Wisconsin after graduation

One year out: 22%
#3: Discoveries & innovations that save lives and drive the economy

How does the 6th-largest research university in the U.S. benefit Wisconsin?

- Improves lives, businesses and communities
- Partners with industry
- Spurs start-ups
#4: We bring revenue into the state, creating jobs and building tax base

Every year UW–Madison…

- Brings $1.1 billion research dollars into Wisconsin
- Brings $300 million out-of-state tuition dollars into Wisconsin
Statewide impact of research dollars

- $946,601+
- $355,301 – $946,600
- $130,101 – $355,300
- $71,301 – $130,100
- $1 – $71,300
#5: Service to the state: the Wisconsin Idea

- UW Veterinary Care Program
- SMPH rural patient care program
- Northwoods Tour
Re-integration with Coop Extension will strengthen our service to the state and deepen their connections with our research and outreach.
What are we doing to continue to move UW–Madison forward and keep it among the top-ranked public universities?
A six-point strategy to bring in new dollars for investment

- Summer semester
- Programs for professionals
- Market-based tuition
- Alumni support
- Student mix & numbers
- Research dollars
These entrepreneurial efforts have begun to show results ... we have new investment dollars and are using them to compete more effectively with our peers.
1. Building faculty expertise with Cluster Hire Initiative

Clusters support inter-disciplinary work on complex scientific problems

- Restarting in winter 2018 after 15-year hiatus
  - 48 proposals in first round; 6 funded
  - More coming over the next 5 years
2. Seeding new research projects with UW 2020

Virtual dairy farm

Alzheimer’s research
3. Retaining & supporting faculty with competitive pay

Our full professors make 12.7% less than professors at peer institutions

- Putting more money into merit & bonus pay
- We will be helped by next year’s 4% pay increase
- But this will take multiple years to fix
4. Attracting top graduate students with better support

Graduate student stipends are 8.5% below peer median

- Raising stipends this year
- Solving this problem will require multiple years of investment
5. Expanding undergraduate access with Badger Promise

New pathway to a UW–Madison education for first-generation transfer students eligible for UW–Madison admission

- 1 free year of tuition
- 2 free years of tuition if Pell eligible
Expanded student access

- 1,000 new scholarships funded with alumni support in last four years
- Institutional aid has increased from $31 million to $85 million
- 14% of undergraduates attend tuition-free

But more is needed…
Bucky’s Tuition Promise

UW–Madison pledges to cover four years of tuition and segregated fees for any incoming freshman or transfer student from Wisconsin whose family’s annual household adjusted gross income is $56,000 or less, roughly the median family income in Wisconsin.
Bucky’s Tuition Promise

- Begins fall 2018
- Simplifies financial aid and expands our commitment to middle- and lower-income Wisconsin families
- Coverage
  - Freshmen – 8 consecutive semesters (4 years)
  - Transfers – 4 semesters (2 years)
THANK YOU.