



The UW–Madison/Wisconsin Partnership

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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





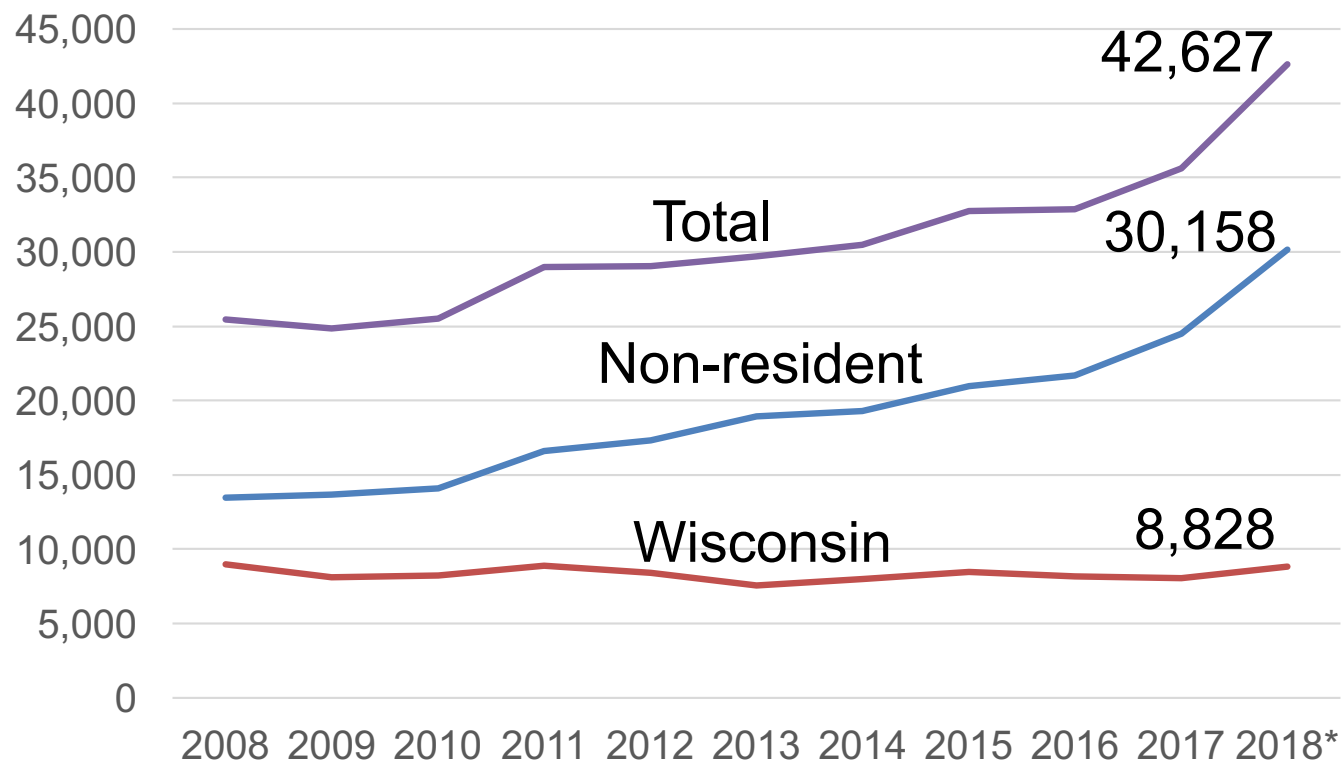
#2: Out-of-state talent recruitment

20,000 non-resident students are currently earning undergraduate, graduate and professional degrees at UW–Madison.



A growing pool of applicants

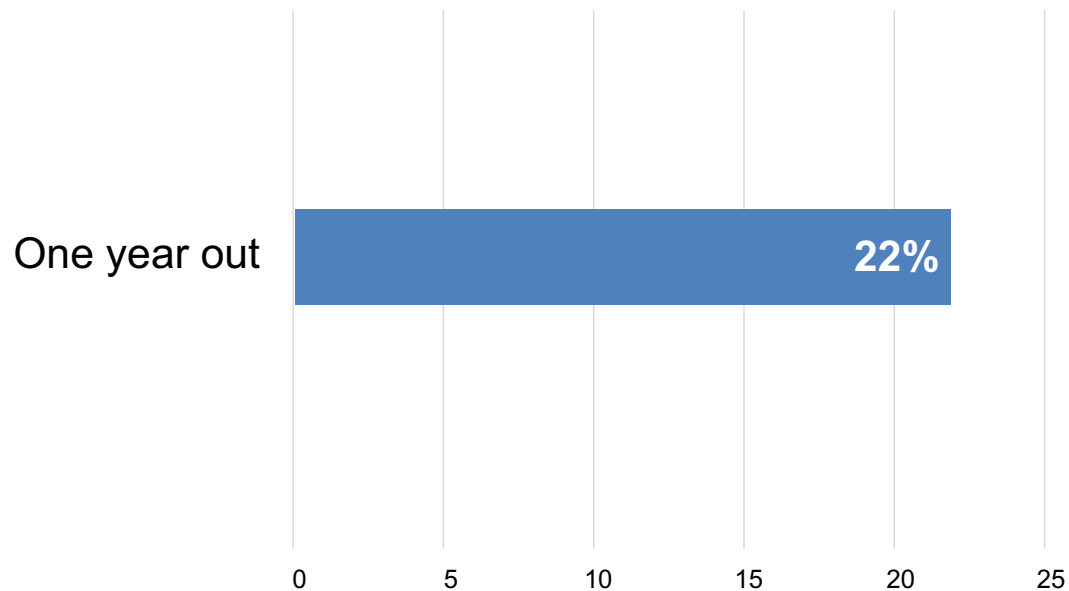
Freshman applicants





Keeping talent in Wisconsin

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





#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



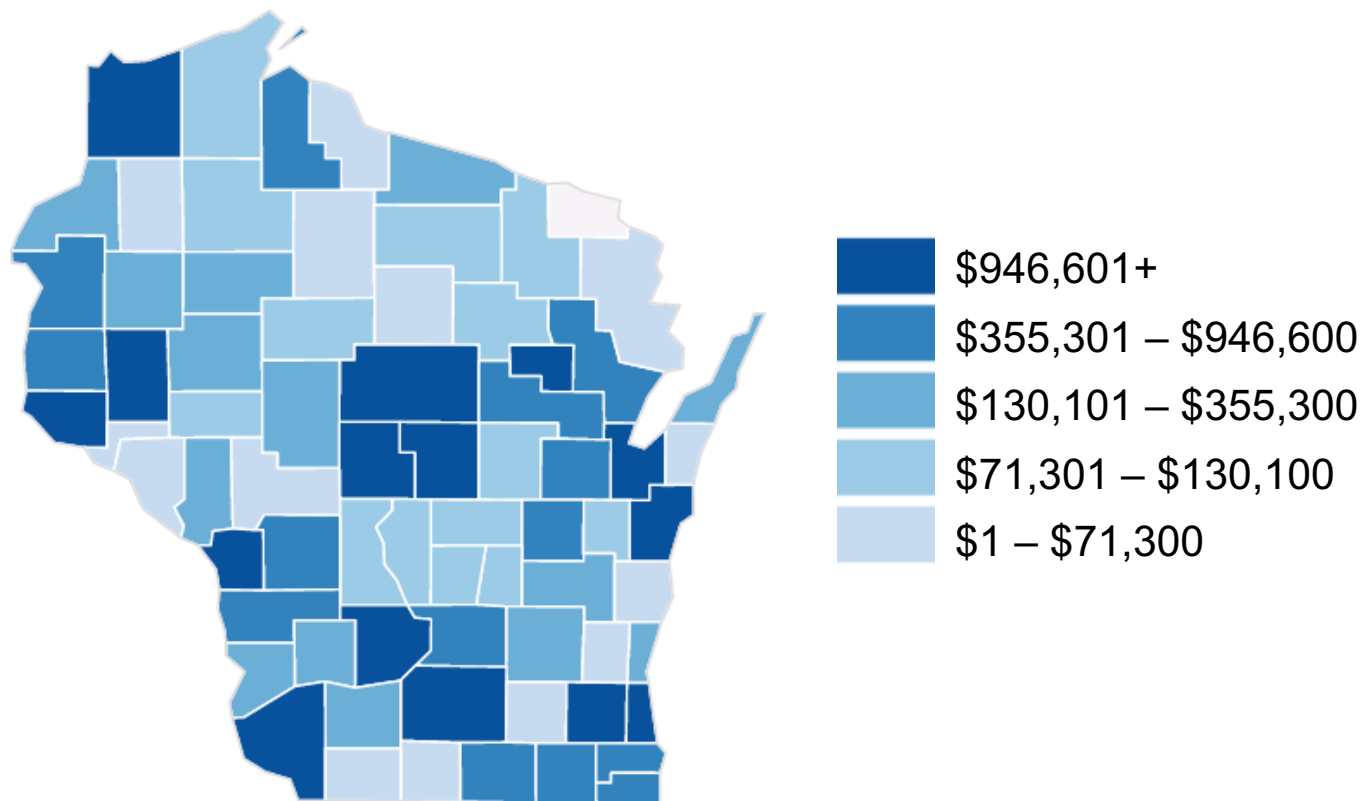
#4: We bring revenue into the state, creating jobs and building tax base

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





#5: Service to the state: the Wisconsin Idea

Photo: Nik Hawkins



UW
Veterinary
Care
Program



Northwoods
Tour

SMPH rural patient
care program





**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

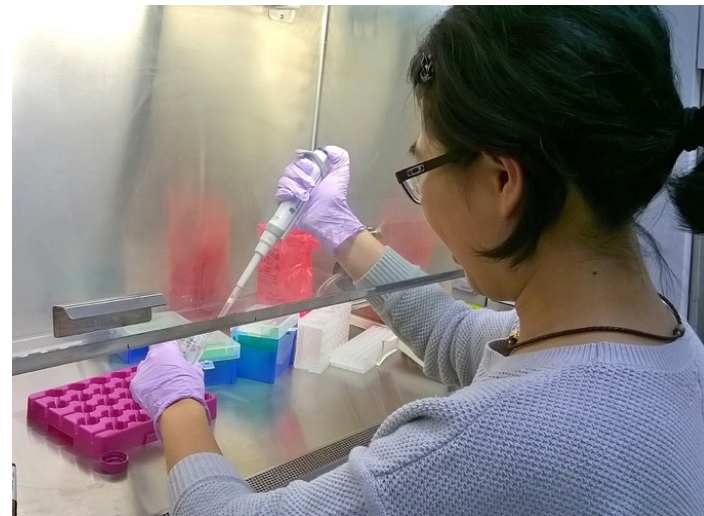


2. Seeding new research projects with UW 2020



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.

