For all of its successes, even in light of state budget difficulties, UW-Madison faces trends that jeopardize its ability to continue as an engine for economic growth, to provide an affordable education for state residents and to compete among its peers for the best faculty.

UW-Madison has achieved leadership in research, maintained excellence in the classroom, advanced the Wisconsin Idea and played an indispensable role in state economic development.

Points of Pride

Causes for Concern

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Points of Pride

A topnotch university
- Nationally, UW-Madison ranks second among public universities and third among all universities for research expenditures.
- The amount of federal research funds generated by UW faculty surpasses almost every other university in the country.

A world-class education right here in Wisconsin
- About 24,000 Wisconsin residents, representing every county in the state, attend UW-Madison.
- Almost two-thirds of the state residents who apply here are offered admission.
- Students entering in fall 1998 took an average of only 4.17 years to earn a degree.
- Enrollments in credit-outreach courses have increased nearly sevenfold in the past decade.
- Through the Morgridge Center for Public Service, we have advanced the Wisconsin Idea by promoting civic engagement, service learning and community-based research.

Economic growth: Brainpower is economic power
- Almost 133,000 UW-Madison alumni live in Wisconsin, paying taxes and contributing to their local economy.
- UW-Madison’s impact on the Wisconsin economy is $4.7 billion, more than 10 times the state’s annual investment.
- The university is responsible for creating almost 75,000 jobs in the state. Its presence generates nearly $347 million in state and local tax revenue.
- The Southern Growth Policies Board named UW-Madison as one of the top 12 research universities in the nation for fostering state and regional economic development.
- During the past five years, 17 startup companies originated from UW-Madison faculty and staff.
- University Research Park supports technology transfer and is home to more than 100 companies, supporting more than 4,000 jobs with an annual payroll of $240 million. Average annual salary for Research Park employees is $60,000, or more than twice the state’s average.

Causes for Concern

Affordability, accessibility at stake
- UW-Madison tuition rose by more than one-third in the last two years.
- The average debt at graduation for students with loans rose 38 percent between 1994-2004.
- Without an increase in need-based financial aid, we risk putting the cost of a UW-Madison education out of reach for some of our citizens.
- Barriers to higher education limit the number of college graduates in the workforce and hold down needed gains in Wisconsin per-capita income.

Losing faculty = losing ground
- As other universities cherry-pick our brightest, most productive faculty, we risk statewide economic decline. During the past year alone, outside job offers to our faculty nearly doubled, and our ability to selectively retain those faculty with counter offers has steadily declined.
- Investing in faculty pays dividends and preserves scarce resources. Each new assistant professor we hire will generate an average of $13 million in external funding through the course of his or her career, or almost four times what UW-Madison will pay in salary and benefits.
- Among our national peer group of 12 campuses, the average salary of a UW-Madison professor ranks 11th.

Our base of state support has eroded
- The amount of state general tax dollar support for UW-Madison’s core mission is the same today as it was in 1994-95. And that’s in real dollars, not adjusted for inflation.

State tax dollars and tuition are the primary sources for instruction. Wisconsin is 27th nationally in appropriations of state tax funds for higher-education operating expenses.
- In 1994, state tax funding and tuition made up 44 percent of the university’s budget, compared to 36 percent today.
- Since 1994, tuition has soared from 31 percent to 45 percent of the state tax and tuition portion of UW-Madison’s budget.

Gifts can’t replace state support
- The vast majority of gift support is earmarked by donors for needed projects and is unavailable for general use in defraying budget costs. Only one-tenth of 1 percent of private giving is unrestricted.

Citizen financial health is stagnant
- The state’s per-capita income is $30,898, below the national average of $31,632 and about $3,500 less than Minnesota’s. In 1969, Wisconsin and Minnesota were even.
- To meet the U.S. per-capita income average, Wisconsin needs 150,000 more college graduates in its workforce.
- Citizens with a bachelor of science degree earn almost $1 million more in a lifetime than those with a high school diploma, and those with a doctorate or professional degree earn twice that amount.
- Currently, 25 percent of Wisconsin citizens hold a bachelor’s degree.