

## Increase Need-based Aid and Improve Access

<b>Initiative</b>	Increase need based aid and improve access
<b>Campus Priority</b>	Undergraduate Education
<b>Sponsor</b>	Joanne Berg, Vice Provost for Enrollment Management; Susan Fischer, Director of Financial Aid
<b>Project Lead</b>	Joanne Berg
<b>Key Players</b>	Staff from Division of Enrollment Management (Offices of Admissions, Financial Aid, Registrar), WAA, VCA, University Communications, UW Foundation, University Relations, Schools/colleges
<b>Aims</b> (What do we want to accomplish?)	Make it possible for all academically eligible students to attend UW-Madison regardless of economic background
<b>Indicators of Success</b> (How will we know we have made progress?)	Student body is more economically diverse Number of PELL-eligible students increases Outreach to middle/high schools increases, especially guidance counselors Graduating undergraduate student debt load remains below the national average
<b>Existing Efforts</b> (Are there related projects already under way?)	Madison Initiative for Undergraduates Great People Scholarship Campaign Common Scholarship Application Financial Aid and Admissions collaborating on new recruitment strategy(ies) and messaging, including Wisconsin Promise Scholars program
<b>Key Strategies or Actions</b>	Collaborative, cross-campus approach Accessing relevant programs outside of the campus (e.g., Wisconsin Covenant, pre-college programs such as WEOP, KnowHow2Go)
<b>Timeline</b> (Key dates)	MIU launched fall 2009 Common Scholarship Application launched fall 2009 Wisconsin Promise Scholars program launched fall 2009 Great People Initiative launched fall 2008
<b>Next Steps</b>	Continue collaborative efforts both on and off campus to increase need-based funds as well as message to prospective students that UW-Madison is a viable possibility