



This brochure was published with private funding.

UW-Madison is an internationally acclaimed leader in research that also provides an exceptional classroom experience. The university plays an indispensable role in the state's economy and improves the lives of its citizens in countless ways through its commitment to the Wisconsin Idea.

Points of Pride Causes for Concern



But despite all its successes, obstacles threaten the university's ability to be an engine for economic growth, to provide an affordable education to state residents and to hire and keep the best faculty.

Points of Pride: A resource for Wisconsin, the envy of the nation

A topnotch university

- U.S. News & World Report rated UW-Madison as the seventh-best public university in the nation in 2006.
- Nationally, UW-Madison ranks third among public universities and fourth among all universities for research expenditures.
- The amount of federal research funds generated by UW faculty surpasses almost every other university in the country.
- Washington Monthly named UW-Madison the nation's top research university in 2005.
- Research leads to patents and inventions. In 2005, UW-Madison was awarded 77 patents, making it the fifth most productive U.S. university.

A world-class education for Wisconsin

- About two-thirds of state residents who apply here as freshmen are offered admission and students from every Wisconsin county attend the university.
- Many students enroll at UW-Madison by transferring from other four-year colleges and universities, UW Colleges, and Wisconsin technical colleges. The Connections and Guaranteed Transfer programs (for UW Colleges) and the Transfer Contract (Wisconsin technical colleges) ease the transfer process.
- About one in five new students enter UW-Madison via the transfer path and 78 percent of new transfer students are state residents.
- From the time they enter as new freshmen, UW-Madison students take an average of 4.12 calendar years to earn a bachelor's degree.
- In 2006, UW-Madison continuing education programs served 149,000 lifelong learners through credit, noncredit and advising programs.

Economic growth:

Brainpower is economic power

- UW-Madison's contribution to 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.
- More than 138,000 UW-Madison alumni live in Wisconsin, paying taxes and contributing to their local economies.
- The Wisconsin Alumni Research Foundation has 30 state startup companies that grew from the work of UW-Madison faculty and staff.
- University Research Park supports technology transfer and is home to more than 114 companies, contributes more than \$680 million to the state economy, supports 9,100 jobs and generates \$46 million in state and local tax revenue.
- The work of nearly 100 Wisconsin companies is based on patents stemming from UW-Madison research.
- Money invested in the university from tax revenue reaps huge rewards: more than \$1 billion in federal programs, gifts and grants. In addition to funding jobs for Wisconsin citizens, this leveraged money is spent on goods and services at companies throughout the state.

Causes for Concern: Preeminence, meeting state's needs at risk

Affordability, accessibility at stake

- UW-Madison tuition has almost doubled since 1998. State per capita income increased only 27 percent in the same period.
- Almost one half of students graduating with a bachelor's degree start their professional careers with nearly \$20,300 in educational debt.
- Without an investment to make higher education more affordable, we risk putting the cost of a UW-Madison education out of reach for some of our citizens.
- Only 21 percent of new UW-Madison resident freshmen come from families that are in the low or low-medium income quintiles for Wisconsin. In 1994, that figure was 26 percent.
- In 2000, Kiplinger's magazine ranked UW-Madison as the sixth-best value in American public higher education. Due to shortfalls in need-based aid, we have dropped to 25th place in 2007.

Losing faculty = losing ground

- As other universities cherry-pick our brightest, most productive faculty, we risk statewide economic decline. During the past three years, outside job offers to our faculty have been nearly double what they were in previous years, 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 hired generates 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 universities, the average salary of a UW-Madison full professor ranks 12th.

Need for procedural reform

- The campus is working with the Legislature and the Board of Regents to remedy employment practices and other concerns.

Shrinking state support

- The amount of state general program tax-dollar support for UW-Madison's core mission is less today than in 1998. And that is in real dollars, not adjusted for inflation.
- In 1994, state tax funding and tuition made up 44 percent of the university's budget, compared to 34 percent today.
- Since 1994, tuition has soared from 31 percent to 44.6 percent of the state tax and tuition portion of UW-Madison's budget.

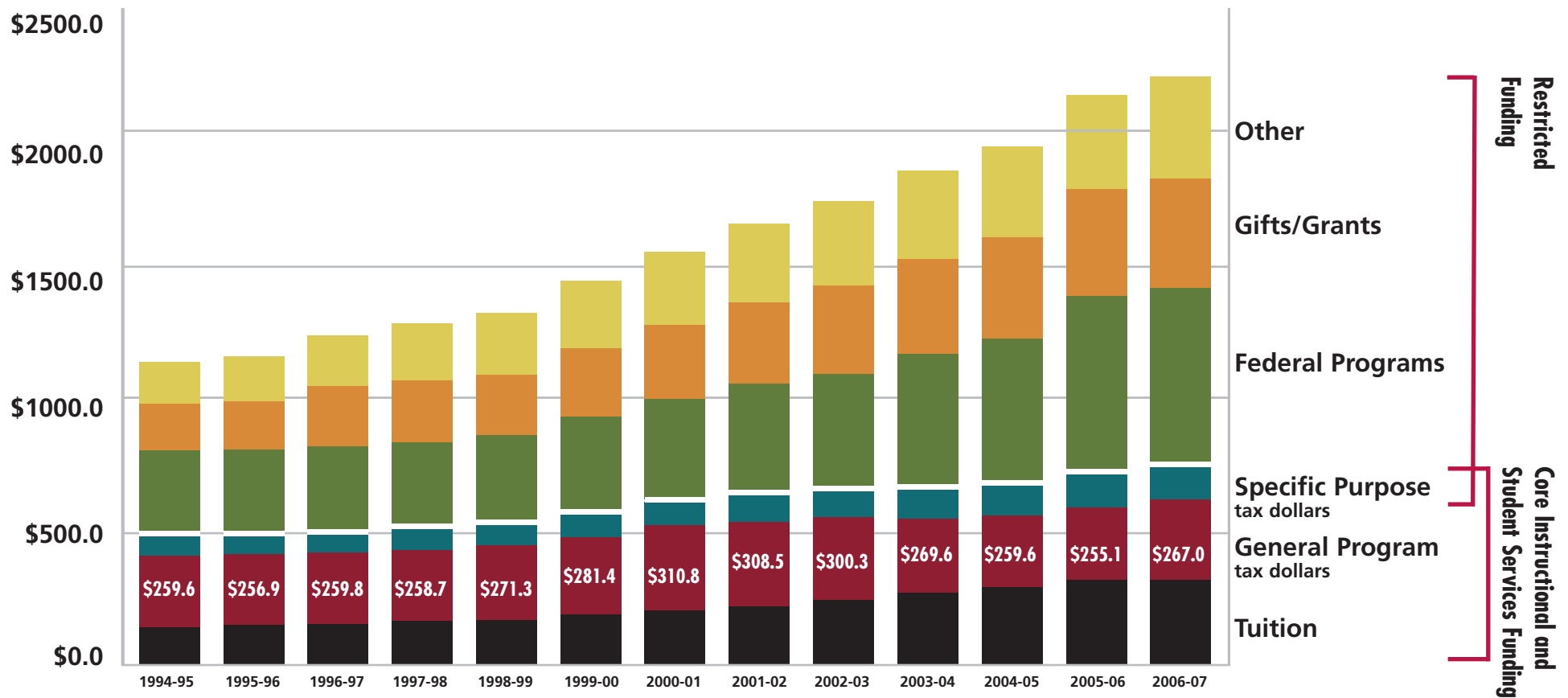
Gifts can't replace state support

- Gifts are earmarked by donors for specific projects and are unavailable for general use in defraying budget costs. Only three-tenths of 1 percent of private giving is unrestricted.

Citizen financial health is stagnant

- The state's per capita income is \$24,761, below the national average of \$25,035. Minnesota's per capita income is \$27,248; in 1969, Wisconsin and Minnesota were even.
- Currently, 25 percent of Wisconsin citizens hold a bachelor's degree; in Minnesota that figure is 30.7. The national average is 27.2.
- Citizens with a bachelor's degree earn \$1 million more in a lifetime than those with a high school diploma; those with a doctorate or professional degree earn twice that amount.

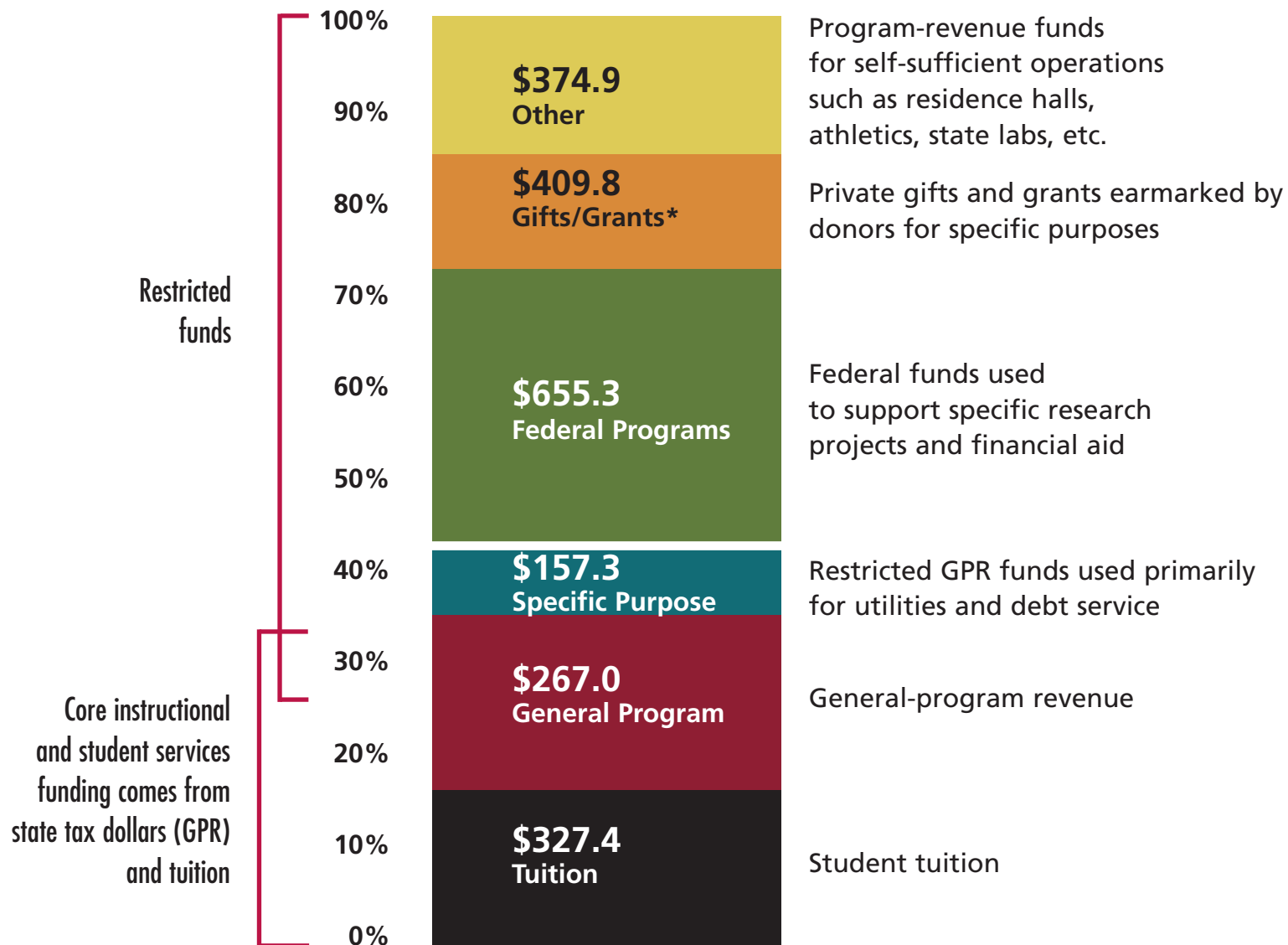
Operating Budget by Source of Funds (in millions; actual dollars not adjusted for inflation)



UW-Madison received less general-program tax support in 2006-07 than it did in 1998-99, a significant steady reduction of funds when adjusted for inflation.



2006-07 Operating Budget by Source of Funds (in millions)



* Only 3/10 of 1 percent of all gifts are unrestricted



THE UNIVERSITY
of
WISCONSIN
MADISON