



La Crosse Area Development Corporation

712 Main Street
La Crosse, WI 54601

August 12, 2008

Dr. Kevin Reilly
President, UW System
1720 Van Hise Hall
1220 Linden Drive
Madison, WI 53706

Dear President Reilly:

I'm writing on behalf of the La Crosse Area Development Corporation to offer my enthusiastic endorsement of the institutional Decision Item Narrative (DIN) submitted to you by the University of Wisconsin La Crosse. This budget requests calls for additional state funding to support financial aid.

Last fall, the Board of Regents demonstrated its support of a creative solution to funding shortfalls by approving UW-L's Growth, Quality and Access plan and the plan's commensurate undergraduate differential tuition. Your action acknowledged what many in this state have known for a long time: As tax dollars appropriated for higher education continue their downward spiral, public campuses must rely more heavily on tuition to maintain the quality of the academic experience they provide to students.

To minimize the impact of UW-L's new differential tuition, the university seeks additional financial aid for its neediest families. Without this aid it might be difficult for many low-income families to benefit from the advantages higher education provides.

The lack of adequate financial aid is a poor reason to turn away students.

Thanks for considering my thoughts, and for all you do to support UW-L. Your good work benefits all of us.

Sincerely,

James P. Hill, Executive Director
La Crosse Area Development Corporation