

## Performance

Graduation rates, total number of graduates, degrees awarded in stem and health fields, time to graduation, credits to degree, retention rates, placement of graduates, and the percentage of residents and nonresidents who reside in this state 10 years after graduation are reported using the UW System Accountability Dashboard. The dashboard is located [here](#).

## Financial

### Financial Reports from Each UW System Institution

The UW System financial reports are prepared annually according to standard accounting principles and posted [online](#).

## Access and Affordability

Low-income students, underrepresented minority students, undergraduate new transfer students, published and net cost for resident students, and UW institutional aid for students with need are reported using the UW System Accountability Dashboard. The dashboard is located [here](#).

### Family Income

Family income information is available for students who completed a Free Application for Federal Student Aid (FAFSA) and were offered financial aid. In fall 2019, 69% of undergraduates enrolled in UW System institutions fit this description. Family income is determined differently for dependent vs. independent students. The majority of undergraduates are dependents. The median family income for undergraduate students was \$75,803 in 2019-20. Incomes also vary by residency status. Non-resident and reciprocity students have higher family incomes among dependent undergraduates. Out-of-state and reciprocity independent undergraduates and graduate students have lower incomes.

**UW System Median Family Income of Financial Aid Recipients by Residency Status and Dependency  
Not Including UW-Madison**

2019-20	Resident	Reciprocity	Non-Resident	All
<b>Undergraduate</b>				
Dependent	\$86,357	\$113,538	\$110,084	\$91,173
Independent	\$19,284	\$14,748	\$17,781	\$18,919
<b>Total</b>	<b>\$70,617</b>	<b>\$105,452</b>	<b>\$92,832</b>	<b>\$75,803</b>
<b>Graduate</b>				
Dependent	*	*	*	*
Independent	\$30,347	\$17,836	\$28,352	\$29,284
<b>Total</b>	<b>\$30,451</b>	<b>\$17,836</b>	<b>\$28,575</b>	<b>\$29,395</b>

\*Median income for dependent graduate students is included in the graduate student total.

### Improvements Made in Transfer of Credit

UW System replaced the Transfer Information System (TIS) Credit Transfer Wizards through a subscription for two transfer technology solutions, the Transfer Evaluation System (TES) is an administrative tool and the public-facing Transferology (TFO). The subscription includes all UWS institutions, the Wisconsin Technical College System districts (WTCS), the Lac Courte Oreilles Ojibwa Community College, and the College of Menomonee Nation. Transferology enables students to search for transfer equivalency matches from in-state and out-of-state institutions, as well as from military and standardized exam programs including Advanced Placement (AP) test, International Baccalaureate (IB) program, College Level Examination Program (CLEP), and the DANTES Subject Standardized Test (DSST).

The Universal Credit Transfer Agreement (UCTA) between the University of Wisconsin System and the Wisconsin Technical College System includes courses that are transferable to all UWs and WTCS districts as a general education or general degree requirement course. The UCTA went into effect July 1, 2014. Specific information about how each course in the UCTA will transfer to a receiving institution and satisfy general requirements is seen through Transferology.

The UCTA, Transferology and more transfer resources are available on the Transfer Wisconsin website. Transfer Wisconsin may be viewed [here](#).

### High School Students

The UW System served nearly 10,600 students in 2019-20 who were still in high school, through UW course offerings and through college credit programming at participating high schools. In 2019-20, high school students attempted over 53,400 UW credits through these courses.

## Undergraduate Education

Access to required courses, improvements in student experience, participation in internships or cooperative work experiences, and closing the equity gap are reported using the UW System Accountability Dashboard. The dashboard is located [here](#).

### Majors Offered

UW System institutions offer 300 undergraduate majors. The UW System's Higher Education Location Program (UW HELP) maintains a breadth of information regarding UW System institutions. UW HELP's [MajorMania](#) is a tool for prospective students, parents, high school guidance counselors, and others, which provides information about the majors offered at UW System Institutions.

### Access to Popular Majors

Enrollments of junior and senior undergraduates indicate that the most popular majors sought by students were in Business, followed by Education, and Health.

**UW System Undergraduate Enrollments  
by Major Category, Fall 2020  
Not Including UW-Madison**

Major Category	Junior & Senior	
	#	%
Business, Management, Marketing, and Related Support Services	11,025	21.0%
Education	5,565	10.6%
Health Professions and Related Programs	4,461	8.5%
Biological and Biomedical Sciences	3,048	5.8%
Psychology	2,976	5.7%
Visual and Performing Arts	2,935	5.6%
Engineering	2,897	5.5%
Computer and Information Sciences and Support Services	2,458	4.7%
Social Sciences	2,427	4.6%
Communication, Journalism, and Related Programs	2,047	3.9%
Natural Resources and Conservation	1,217	2.3%
Parks, Recreation, Leisure, Fitness, and Kinesiology	1,186	2.3%
Homeland Security, Law Enforcement, Firefighting and Related Protective Services	1,080	2.1%
Public Administration and Social Service Professions	1,077	2.1%
Multi/Interdisciplinary Studies	1,070	2.0%
Agricultural/Animal/Plant/Veterinary Science and Related Fields	980	1.9%
English Language and Literature/Letters	973	1.9%
Physical Sciences	859	1.6%
Engineering/Engineering-Related Technologies/Technicians	747	1.4%
Mathematics and Statistics	740	1.4%
Foreign Languages, Literatures, and Linguistics	689	1.3%
History	589	1.1%

Liberal Arts and Sciences, General Studies and Humanities	475	0.9%
Architecture and Related Services	251	0.5%
Family and Consumer Sciences/Human Sciences	179	0.3%
Philosophy and Religious Studies	158	0.3%
Area, Ethnic, Cultural, Gender, and Group Studies	121	0.2%
Communications Technologies/Technicians and Support Services	80	0.2%
Science Technologies/Technicians	57	0.1%
Legal Professions and Studies	49	0.1%

Categories are those used in the [USDE Classification of Instruction Programs](#).

### Post-Graduation Success

Examinees from UW System institutions performed above the national average on the writing section of the Graduate Record Exam (GRE) and just below the national average on the verbal section. Scores on quantitative section of the GRE, nursing licensure, and all sections of the Medical College Admissions Test (MCAT) were also below national averages. The average pass rate of the CPA examination was below the state of Wisconsin average.

**UW System Post-Baccalaureate Examinations  
Not Including UW-Madison**

Post-Baccalaureate Examination		UW System	National
Professional Licensure or Certification Pass Rates	Nursing	81%	88%
	Certified Public Accountant (CPA)	55%	60%*
Graduate Record Exam (GRE) Scores	Verbal (130-170)	150.2	150.4
	Quantitative (130-170)	149.5	154.1
	Writing (0-6)	3.8	3.6
Medical College Admissions Test (MCAT) Scores <sup>#</sup>	BBLS (118-132)	124.9	125.5
	CPBS (118-132)	124.3	125.2
	PSBB (118-132)	124.8	125.9
	CARS (118-132)	123.9	124.7
	Total Score (472-528)	497.8	501.3

\*Pass rate is for state of Wisconsin graduates only.

<sup>#</sup>Based upon data provided by the Association of American Medical Colleges ("AAMC"). The views expressed herein are those of the authors and do not necessarily reflect the position or policy of the AAMC. Sections of the MCAT are described [here](#).

## Graduate and Professional Education

### Graduate and Professional Degrees Awarded and in Key Areas

During the 2019-20 academic year, the UW System awarded 3,815 degrees at the Master's level, 142 degrees at the Doctorate-Research/Scholarship

(Ph.D.) level, and 190 degrees at the Doctorate-Professional Practice level. Of these 4,147 degrees, 37% (1,528) were in key areas such as Business, Nursing, Engineering, Physical Therapy, and Audiology.

**UW System Graduate and Professional Degrees Conferred  
Not Including UW-Madison**

Degree Level	Area	2019-20
<b>Master's</b>	Business	896
	Engineering	148
	Nursing	280
	Other	2,491
	<b>Total</b>	<b>3,815</b>
<b>Doctorate-Research/Scholarship</b>	Business	4
	Engineering	21
	Nursing	10
	Other	107
	<b>Total</b>	<b>142</b>
<b>Doctorate-Professional Practice</b>	Audiology	5
	Nursing	96
	Physical Therapy	68
	Other	21
	<b>Total</b>	<b>190</b>

### Graduate Participation in Internships or Cooperative Work Experiences

Graduate students commonly participate in internships and cooperative work experiences as a component of their UW graduate program. These may be in the form of direct or indirect observation of professionals in the workplace, or through working in a cooperative group to problem solve and present group projects.

### Incentives Provided for Remaining in the State after Graduation

Currently, financial incentives such as student loan-forgiveness programs, tax credits, or home ownership assistance to students who remain in the state after graduation are not available to UW graduates. However, there are non-financial reasons for graduates to remain in Wisconsin such as graduate and advanced degree opportunities, and the overall quality of life.

UW System institutions are engaged in developing a stronger workforce, creating stronger businesses, and building stronger communities for our graduates to live, work, and play. Tens of thousands of UW graduates enter the workforce each year, ready to put their talent and entrepreneurial spirit to work as the business and community leaders of tomorrow.

## Faculty

**Faculty teaching loads and success or failure in recruiting and retaining scholars and teachers** are reported using the UW System Accountability Dashboard. The dashboard is located [here](#).

The UW System institutions recruit nationally and internationally for quality faculty and staff. The competitive academic job market, along with a challenging economic environment, adds additional pressure to recruitment and retention efforts. The high cost of turnover is reflected in costs not solely related to recruitment expenses. Turnover also involves lost productivity and additional administrative costs. In addition, the loss of grant funding and the negative impacts on reputation and morale can be significant.

## Economic Development

### Revenue Brought into the State

Revenue brought into the state through federal, state, and private sources totaled \$508.3 million in fiscal year 2020. This extramural funding contributes to the development of new knowledge, improves the learning experience of students, and creates jobs. Extramural funding comes from outside the institution and includes funding for research as well as instruction and other activities. It may come from federal, state and local governments, business, private foundations, or individuals.

**UW System Extramural Funding by Source  
Not Including UW-Madison**

### Extramural Projects in Progress or Completed and Government Contracts

	FY18	FY19	FY20
	\$M	\$M	\$M
<b>Federal</b>	\$350.1	\$310.1	\$418.3
<b>State (WI)</b>	\$10.9	\$9.9	\$11.6
<b>Private/Other</b>	\$112.4	\$115.1	\$78.4
<b>Total</b>	\$473.4	\$435.2	\$508.3

Academic research and development at UW System institutions is a significant source of economic activity for Wisconsin. The number of new projects, projects in progress, and projects completed in fiscal year 2020

totaled 2,699. The increase, compared to the prior year, is largely related to emergency grants received in response to the COVID-19 epidemic.

**UW System Extramural Projects  
Not Including UW-Madison**

	FY18		FY19		FY20	
	#	\$M	#	\$M	#	\$M
New	2,058	\$254.9	1,851	\$263.6	1,877	\$364.0
On-Going	597	\$126.9	362	\$103.3	492	\$104.7
Ended	542	\$91.6	325	\$68.2	330	\$39.5
<b>Total</b>	<b>3,197</b>	<b>\$473.4</b>	<b>2,538</b>	<b>\$435.2</b>	<b>2,699</b>	<b>\$508.3</b>

Includes extramural funding in the form of gifts, grants, and contracts.

### Patents and Licenses for System Inventions

UW System institutions commercialize research discoveries in part through affiliated technology foundations. The Wisconsin Alumni Research Foundation (WARF) serves UW-Madison. The [UWM Research Foundation](#) serves UW-Milwaukee. The [WiSys Technology Foundation](#) serves the 11 UW comprehensive institutions.

- Through WiSys and the UWM Research Foundation, in fiscal year 2020, UW System institutions generated 17 U.S. patents and executed 12 new licenses for technologies. In addition, these institutions generated 121 disclosures of inventions or other intellectual property.

### New Businesses Created or Spun Off

In addition to patents and licenses, WiSys and the UWM Research Foundation provide valuable support to faculty and staff seeking to commercialize a discovery by creating a new business.

- Since its inception in 2005-06, WiSys has facilitated 19 startup companies by UW faculty members from discoveries at UW comprehensive institutions.
- The UWM Research Foundation facilitated 19 startups from fiscal year 2010 (FY10) through FY20 based on UWM technology. An additional two startup companies make use of technology licensed from the UWM Research Foundation. UW-Milwaukee faculty members also created additional businesses that do not involve technology licensed through the foundation.

The UW System Administration's Institute for Business & Entrepreneurship dedicates consultation time to pre-venture entrepreneurs. Specific training is conducted online, in person, and via phone to serve

business clients throughout the state. This structure allows for efficient and accessible delivery of information. Direct work with pre-venture clients primarily occurs with Wisconsin's Small Business Development Center Network (SBDC) and the Center for Technology Commercialization (CTC).

SBDC offices serve the entire state through 11 four-year campuses, the Southwest regional outreach area, and one office based at the Waukesha County Center for Growth. Additionally, the [Business AnswerLine](#) provides live consultants during business hours and 24/7 online service.

### Secondary Businesses Affiliated with the UW System Supporting Sponsored Research

The UW System supports Wisconsin businesses through the products and services it purchases in connection with sponsored research. The number of vendors affiliated with the UW System totals 468, not including vendor purchases made through electronic banking cards, and generates \$3.5 million in revenue to those businesses. Similarly, 176 Wisconsin businesses are supported by the UW System totaling \$700 thousand in revenue. Purchases made through electronic banking account for another \$3.1 million in spending. Reductions in vendor and purchase totals reflect a reduction in conferences and related in-person events in response to the COVID-19 epidemic.

**UW System Vendors and Purchases  
Not Including UW-Madison**

	Total		Wisconsin	
	Vendors	\$	Vendors	\$
2016	1,311	\$4.3 M	804	\$1.6 M
2017	1,016	\$5.0M	580	\$1.3M
2018	751	\$6.0M	362	\$1.4M
2019	690	\$6.7M	490	\$1.4M
2020	468	\$3.5M	176	\$0.7M

Does not include \$3.1. million in FY20 purchasing card transactions.

### Support Provided to Existing Industries Throughout the State

Joint industry-university research partnerships are one way UW System institutions support Wisconsin businesses.

The UW System Administration's [Institute for Business & Entrepreneurship](#) helps entrepreneurs, businesses, and economic development professionals across the state achieve their goals by offering technical

assistance and leveraging data. The division follows a collaborative model, working with local organizations, other institutions, and partnering across all program units to best serve clients.

The five program units within the division are:

- The [Wisconsin Small Business Development Center \(SBDC\) Network](#), which provides support for small business startup, growth, and management through local consulting and education in a nationally accredited network.
- The [Center for Technology Commercialization](#) provides funding and business assistance for technology entrepreneurs and researchers to bring innovative technologies to market.
- The [Food Finance Institute](#) is a collaborative network of food entrepreneurs, finance expertise, and investment resources focused on catalyzing profitability, scalability, and funding in Wisconsin's food sector.
- The [Center for Business Intelligence](#) is a collection of business, market, and competitor intelligence to help business owners and economic development organizations improve decision-making and detect business opportunities.
- The [Business Dynamics Research Consortium](#) builds and delivers economic and business activity data resources to stimulate research and inform local economic development strategy.

### **Job Growth from Support to Existing Industries and New Businesses**

In 2018, Wisconsin businesses supported through UW System Administration's Institute for Business & Entrepreneurship programs saw great success: 751 new jobs were created, 256 new businesses were started, 155 existing jobs were retained, and Wisconsin businesses attained nearly \$100 million in capital investment.

### **Jobs Created in Campus Areas and Statewide**

The [2018 UW System Economic Impact Study](#) shows that the economic activity of UW System campuses, organizations, and activities create and/or support nearly 167,000 jobs annually. Jobs generated by the economic activity of the UW System come from the direct effect of spending (92,055 jobs), indirect effect of the direct spending (28,696 jobs), and induced effect of indirect economic activity (46,115 jobs).

These jobs represent about 1 in 20 of the total number of employed workers in Wisconsin.

Scientific research at UW campuses is a key ingredient to job growth. Academic research and development represents a \$1.1 billion dollar industry in Wisconsin, one that has created over 38,000 jobs across the state, according to the Wisconsin Technology Council. Technology parks and innovation centers foster new businesses and job growth.

### **Economic Indicators for Campus and Other Areas**

The University of Wisconsin System is a powerful economic engine with a \$24 billion impact on Wisconsin's economy each year and providing a 23-fold return on Wisconsin's investment in the university, according to the [2018 UW System Economic Impact Study](#) conducted by NorthStar Analytics. The UW System's \$24 billion economic impact in 2016-17 represents 7.7% of the total economic activity in the state.

The overwhelming beneficiary of UW System's economic impact is the state's private sector, receiving 75% – or \$18 billion – of the economic benefit annually. Spending associated with campus operations, UW Hospitals and Clinics, startups, students and visitors, and affiliated organizations benefit a wide range of private sector businesses.

Additionally, the UW System Board of Regents Research, Economic Development, and Innovation (REDI) Committee reflects the UW's increasingly important role in this area and aligns with changes in UW System staffing. The Associate Vice President for Economic Development provides leadership for the economic development portfolio, with 50% of the position funded by the Wisconsin Economic Development Corporation (WEDC), reflecting a strong university-state partnership that addresses the needs of established industries, fledgling start-ups, and growing communities all over Wisconsin.

UW System institutions contribute to the Wisconsin economy by educating students to be valuable members of Wisconsin's workforce, by supporting business development through linking academic programs and research to entrepreneurship, and by engaging and building stronger communities. One way the economic impact can be measured is by the overall spending generated in the Wisconsin economy.



The economic impact is measured as direct spending by faculty, staff, students, visitors, and university operations. It is also measured as the indirect or induced spending which results from direct spending cycling through the regional and state economy. An important part of the impact, however, is the measurable effect of the institutions' alumni who live and work in the service area. Finally, it is important to note the return on investment for the taxpayers who support the institution and the students who attend.

### Economic Development Programs

The Incentive Grant Program (see last section) includes economic development programs that have been undertaken. One of three goals of the Incentive Grant Program is to advance activities of economic development programs as defined in s. 36.11 (29r) (a).

## Collaboration

### Partnerships and Collaborative Relationships with UW System Administration and UW System Institutions

The UW System engages in a wide variety of partnerships, both formal and informal, with businesses, not-for-profit organizations, governmental agencies, and other partners. These partnerships combine UW and non-UW resources to support programs or initiatives that benefit Wisconsin communities, the Midwest region, and beyond. The UW System collects data on several different types of partnerships that benefit businesses, communities, and educational and service organizations.

- In 2019-20, 17,807 UW partnerships were reported. UW System students, faculty, and staff further contribute to partnerships not covered by the categories below.

#### UW System Partnerships Not Including UW-Madison

Type of Partnership	Description	2019-20
Business development	Businesses or organizations receiving development assistance	4,808
Co-op or internship	Businesses or organizations hosting UW co-op or internship students	5,266
Service learning, community-based research, or volunteering	Organizations at which UW students or staff volunteered or partnered with for classroom learning or research	2,619

Cultural or arts-related	Organizations partnering to offer cultural or arts events	638
Student teachers	Schools hosting UW student teachers or practicum participants	2,179
Clinical, legal, or social work placements	Businesses or organizations hosting UW students in clinical, legal, or social work	2,297

Regional development partnerships are one way UW System institutions work with other sectors to align educational opportunities with regional economic needs.

- The Northeast Wisconsin Educational Resource Alliance (NEW ERA), begun in 2000, includes UW-Green Bay, UW-Oshkosh, four area technical colleges, and the College of the Menominee Nation. NEW ERA collaborates with manufacturing and information technology partners to provide educational resources that prepare graduates for the regional workforce.
- The Higher Education Regional Alliance (HERA), launched in 2018, includes UW-Milwaukee, UW-Parkside, UW-Whitewater, three area technical colleges, and 12 private higher education institutions in seven counties of southeastern Wisconsin. HERA seeks to reduce skill and talent gaps in the regional workforce and to identify new educational programs to meet the needs of the community.

Academic degree program collaborations are formal arrangements among institutions to provide access to a degree program at multiple locations and to provide courses offered by different institutions. Staff members at partner institutions collaborate on the development, implementation, administration, and/or delivery of the program. Academic degree program collaborations allow faculty to share knowledge between institutions, conserve state resources by reducing duplication of degree programs, and provide students with wider access to programs.

UW System institutions have increasingly collaborated on offering academic degree programs. Since 1995-96, 16 collaborative degree programs have been implemented and all UW institutions participate in at least one collaborative degree program.

**UW System  
Collaborative Degree Programs  
Not Including UW-Madison\***

Major Name	Major Level**	Institution***	Year Begun
Nursing-Collaborative	B	MSN, MIL, EAU, GBY, OSH, STP	1995-96
Business Administration - Collaborative	M	EAU, LAC, OSH, PKS	2005-06
Audiology-Collaborative	Y	MSN, STP	2005-06
Sustainable Management-Collaborative	B	PKS, RVF, SUP	2009-10
Health & Wellness Management-Collaborative	B	LAC, RVF, STP, SUP	2011-12
Japanese Studies-Collaborative	B	OSH, WTW	2011-12
Health Information Mngt & Tech-Collaborative	B	GBY, LAC, PKS, STP	2012-13
Sustainable Management-Collaborative	M	GBY, OSH, PKS, STO, SUP	2012-13
Data Science-Collaborative	M	EAU, GBY, LAC, OSH, STP, SUP	2015-16
Health & Wellness Management-Collaborative	M	GBY, PKS, RVF, STP, SUP	2016-17
Applied Computing-Collaborative	B	MIL, OSH, PLT, RVF, STP	2017-18
Healthcare Administration -Collaborative	M	LAC, PKS, PLT, STO, STP	2018-19
Applied Biotechnology-Collaborative	M	GBY, MSN, OSH, PKS, PLT, STP, WTW	2019-20
Infor Technology Management-Collaborative	M	LAC, OSH, PKS, STP, SUP	2019-20
Associate Arts & Science-Collaborative	A	EAU, MIL, OSH, PKS, RVF, STP, WTW	2020-21
Cybersecurity-Collaborative	M	GBY, LAC, OSH, PKS, PLT, RVF, STP, SUP	2020-21

\*Academic degree program collaborations between UW-Madison and other UW 4-Year institutions are included.

\*\*Major level: A-Associate, B-Bachelor's, M-Master's, Y-Clinical/Professional Practice Doctorate.

\*\*\* EAU=Eau Claire, GBY=Green Bay, LAC=La Crosse, MSN=Madison, MIL=Milwaukee, OSH=Oshkosh, PKS=Parkside, PLT=Platteville, RVF=River Falls, STO=Stout, STP=Stevens Point, SUP=Superior, WTW=Whitewater.

UW System institutions also collaborate on common information systems which promote efficiencies and synergies. These include a Human Resource System (HRS), a Shared Financial System (SFS), a digital learning environment (Canvas), and common Student Information System (SIS) software. All UW System institutions provide course transfer information to Transferology, the replacement for the Transfer

Information System (TIS; see Improvements Made in Transfer of Credit) and admissions, student, financial aid, and curricular data to the Central Data Request (CDR) database. These central sources of information serve as a resource for a wide range of constituencies across the State. In addition, UW System collaborations include a single library automation system that provides support for systemwide access and delivery of library materials.

## Incentive Grants

### Program Goals, Results, and Budget

[UW Incentive Grants](#), for projects implemented during the 2013-15 biennium, provided \$22.5 million of UW System funds to support economic and workforce development projects, and projects that improve the affordability of education at UW institutions. Additionally, these awards could be used to advance economic development programs, as defined in s. 36.11 (29r) (a), that have been undertaken.

All UW institutions were invited to submit grant proposals for projects or programs that advanced one or more of the three eligible program activities. These activities include economic development programs, development of an educated and skilled workforce, and programs to improve affordability of post-secondary education.