



@WiscTechCouncil

# What's the economic value of higher education?

<http://wisconsintechnologycouncil.com/publications/higher-education-report/>

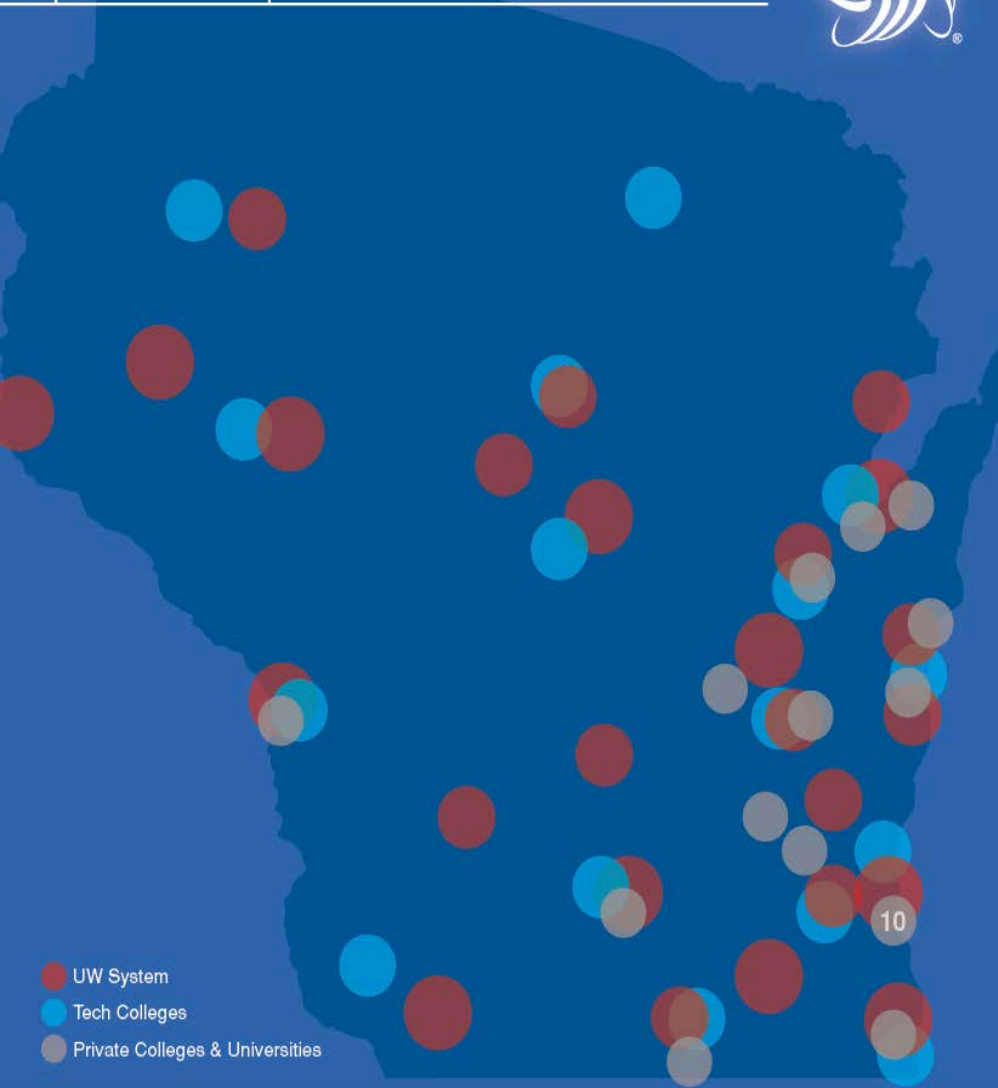
**Ray Cross**

President, University of Wisconsin System

**Tom Still**

President, Wisconsin Technology Council





## GUIDING PRINCIPLES

- Recognize fundamental differences between the UW's doctoral-granting campuses and the system's four-year institutions.
- Recognize the critical importance of talent development and attraction for the future of all sectors in Wisconsin's economy.
- Attract and retain the best faculty and researchers at all of our institutions.
- Keep our universities affordable and accessible for all residents who want to get a college education in Wisconsin.
- Improve the transfer of knowledge and ideas into a prosperous Wisconsin economy.
- Be aware of the competitive world around us.

# MAJOR RECOMMENDATIONS

1. Policymakers should compare peers to peers
2. Speed time to graduation
3. Monitor how tenure may continue to evolve
4. Support collaborative university-business interactions
5. Investigate “Mission Investing”
6. OCR-type ‘portals’ on each four-year campus
7. Appoint a blue-ribbon commission for deeper dive

# Expenditures per Degree Granted

2012-13\*

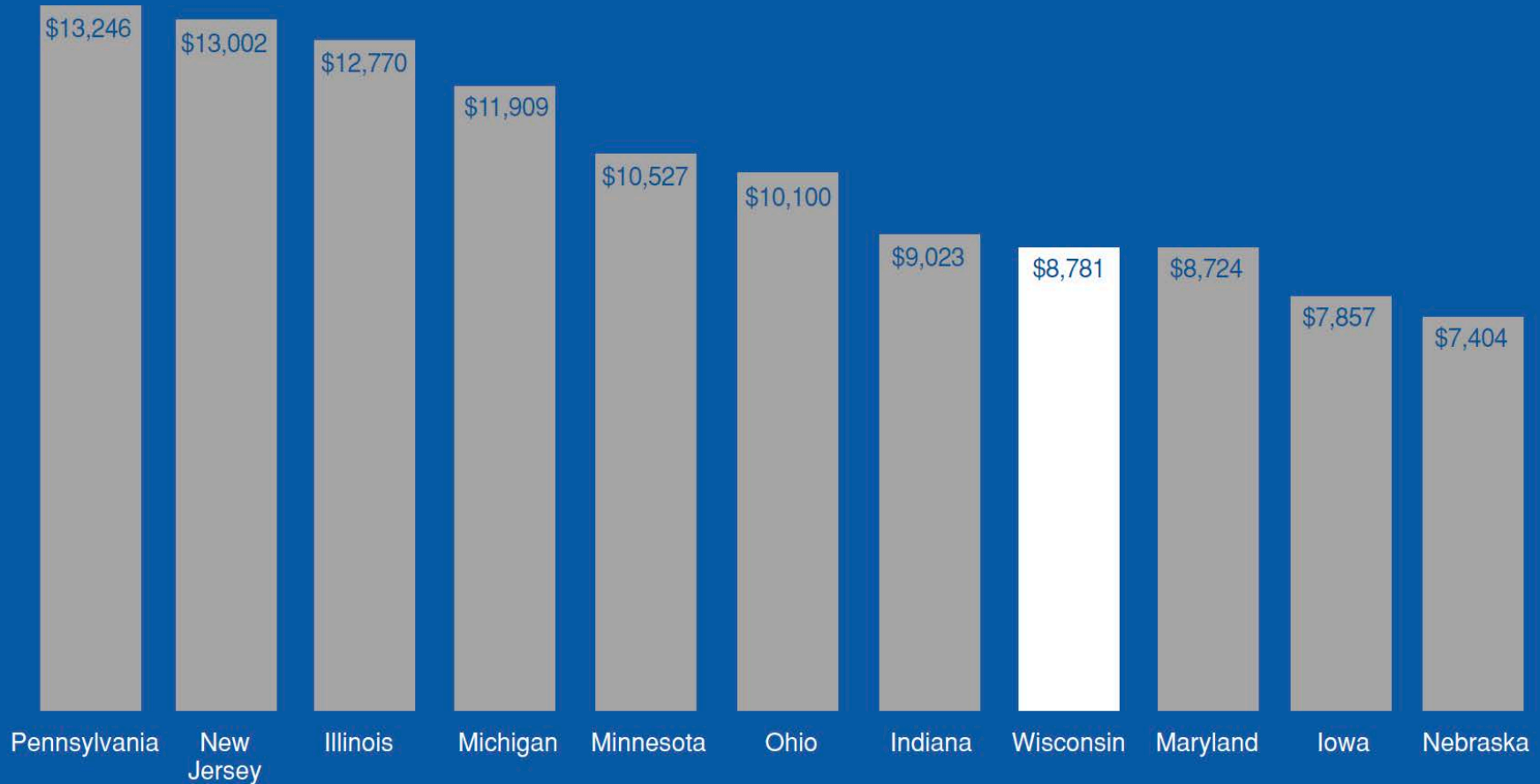
STATE	NUMBER OF PUBLIC FOUR-YEAR INSTITUTIONS	NUMBER OF DEGREES GRANTED	AVERAGE EXPENDITURE PER DEGREE*
Illinois	12	49,926	\$89,660
Iowa	3	16,221	86,117
Michigan	12	60,463	80,799
Indiana	11	40,828	80,107
Minnesota	11	28,752	78,613
Ohio	12	58,711	76,279
<b>U.S. Total</b>	<b>481</b>	<b>1,460,532</b>	<b>75,111</b>
Wisconsin	13	34,604	65,785

\*Includes instructional, academic support, student services, and institutional support expenditures. Institutions where associate's degrees were more than 10% of all degrees granted were excluded.

Data source: Integrated Postsecondary Education Data System, National Center for Education Statistics, U.S. Department of Education.

# Average Resident Undergraduate Tuition and Fees at Public Four-Year Institutions in Selected States

2014-15



U.S. Average (Weighted) \$9,139

Source: The College Board; Legislative Fiscal Bureau

# Average Resident Undergraduate Tuition and Fees and Median Household Income for Big Ten States

2013-14

STATE	RESIDENT UNDERGRADUATE TUITION AND FEES (\$)	MEDIAN HOUSEHOLD INCOME (\$)	TUITION AND FEES AS % OF MEDIAN HOUSEHOLD INCOME
<b>Michigan</b>	11,600	48,801	23.8
<b>Pennsylvania</b>	12,802	53,952	23.7
<b>Illinois</b>	12,580	57,196	22.0
<b>Ohio</b>	9,942	46,398	21.4
<b>New Jersey</b>	12,723	61,782	20.6
<b>Indiana</b>	8,926	50,553	17.7
<b>Minnesota</b>	10,464	60,907	17.2
<b>Wisconsin</b>	8,741	55,258	15.8
<b>Iowa</b>	7,837	54,855	14.3
<b>Nebraska</b>	7,315	53,774	13.6
<b>Maryland</b>	8,480	65,262	13.0
<b>U.S. Average*</b>	\$8,598	\$51,939	16.6%

Source: The College Board and the U.S. Census Bureau.



# 4th in research expenditures

\$2.17B

Johns Hopkins University

\$1.38B

U. Michigan-Ann Arbor

\$1.19B

U. Washington-Seattle

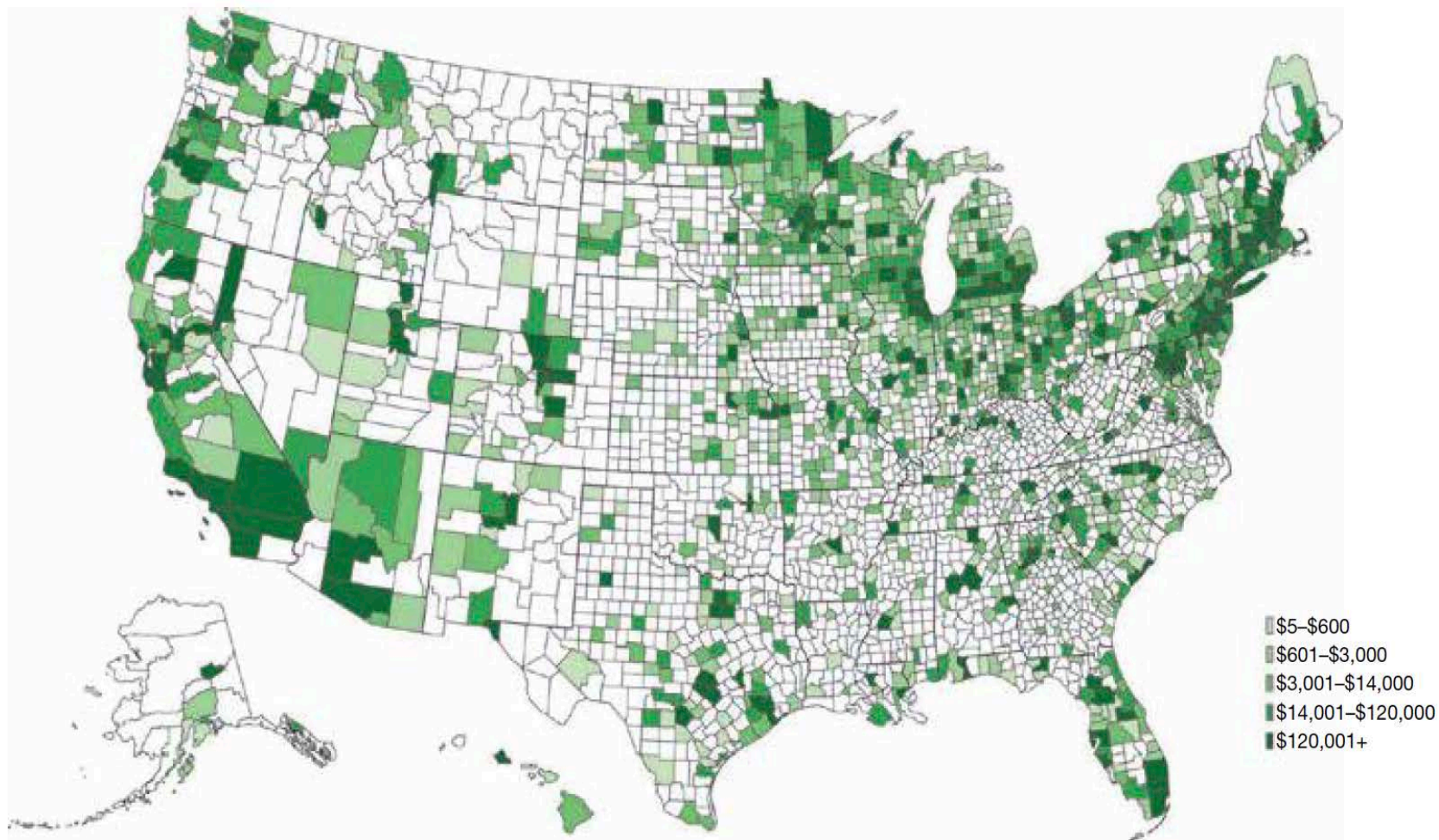
\$1.12B

UW-Madison

\$1.08B

UC-San Diego

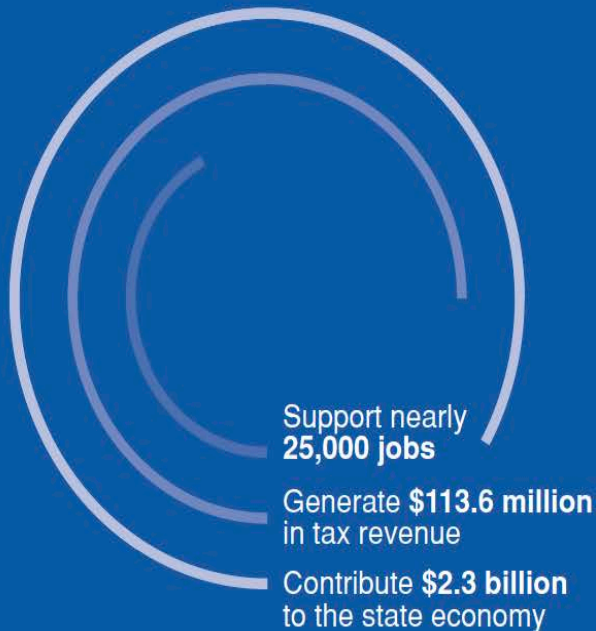
Source: 2014 figures/National Science Foundation and Northstar Economics



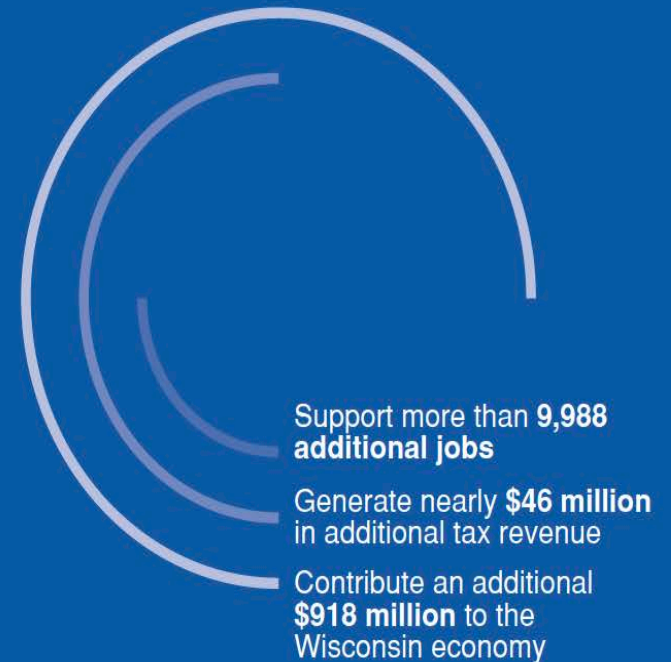
*This map shows the geographic distribution of vendor and sub-award spending by nine members of the Committee on Institutional Cooperation, which works predominantly with Big Ten Conference universities, including the UW-Madison. “One of the things that makes Wisconsin attractive to researchers elsewhere is its infrastructure of research-oriented firms in the private sector,” said Jason Owen-Smith, executive director of the Institute for Research on Innovation & Science at the University of Michigan.*



## More than 311 UW-related startup companies



## Entities affiliated with the UW-Madison:



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