

*Thriving in Coldwater:*  
**Elaborating The Benefits of Higher  
Education in Wisconsin**

Invited Presentation and Discussion with  
University of Wisconsin Board of Regents

Prepared by the  
National Forum on Higher Education for the Public Good  
Center for the Study of Higher and Postsecondary Education  
University of Michigan

August, 2006



truth, integrity, a place of learning, **trust**, objectivity,  
citizenship, **public service**, truth, integrity, a place of learning,  
trust, objectivity, citizenship, public service, truth, integrity, a  
place of learning, trust, objectivity, citizenship, public service,  
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citizenship, integrity, **respect for truth**, a place of learning,  
trust, objectivity, citizenship, public service, truth, integrity, a  
place of learning, trust, objectivity, **participation**, citizenship,  
public service, truth, integrity, a place of learning, trust,  
objectivity, a more perfect union, citizenship, public service,  
truth, integrity, a place of learning, **community**, trust,  
objectivity, citizenship, public service, truth, integrity, a place  
of learning, **future security**, trust, objectivity, citizenship,  
public service, truth, integrity, a place of learning, trust,

# Coldwater, Michigan

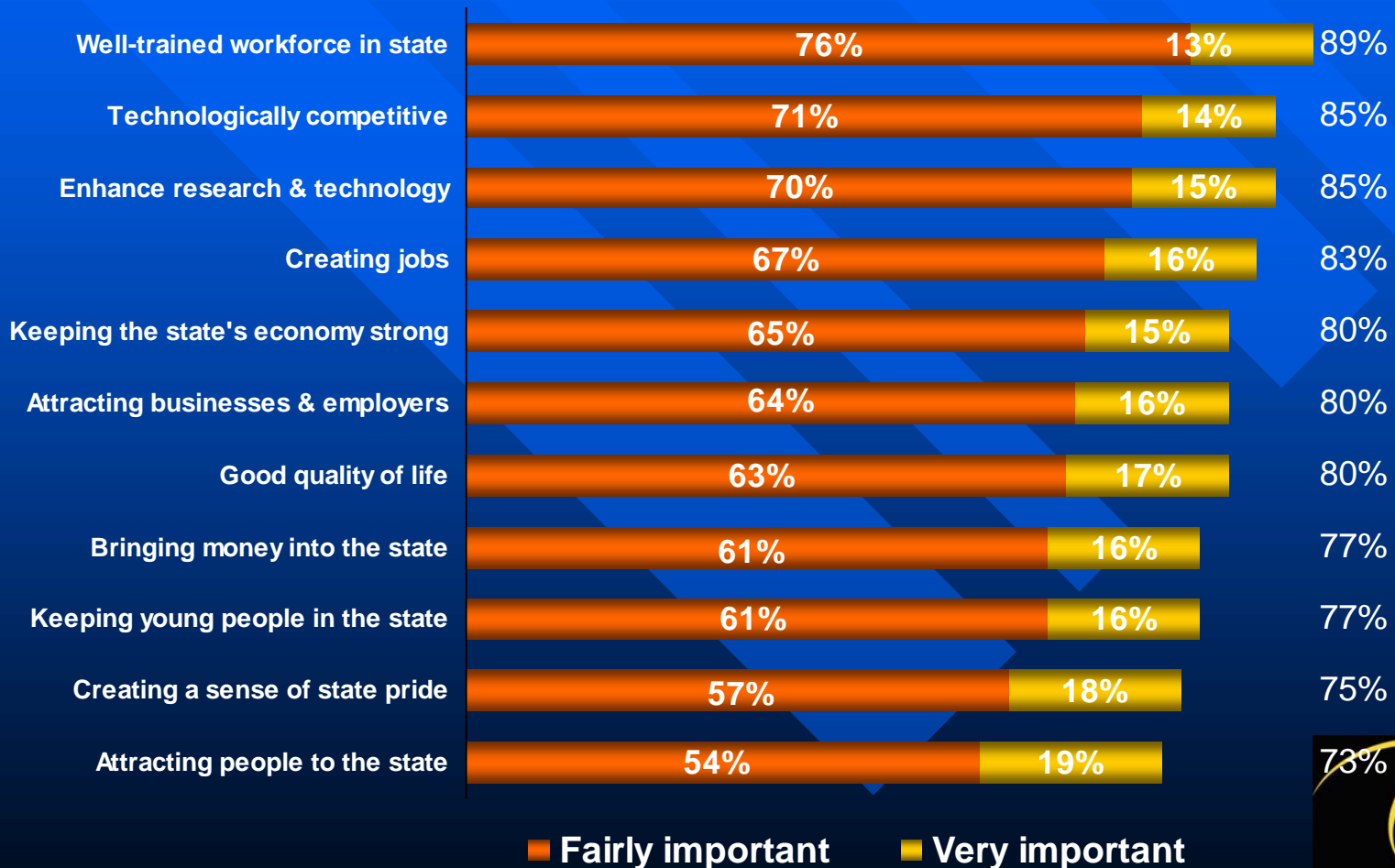


*...to increase awareness, understanding,  
commitment, and action  
relative to the public role of higher  
education in the United States*



# Why Do Higher Education Institutions Matter?

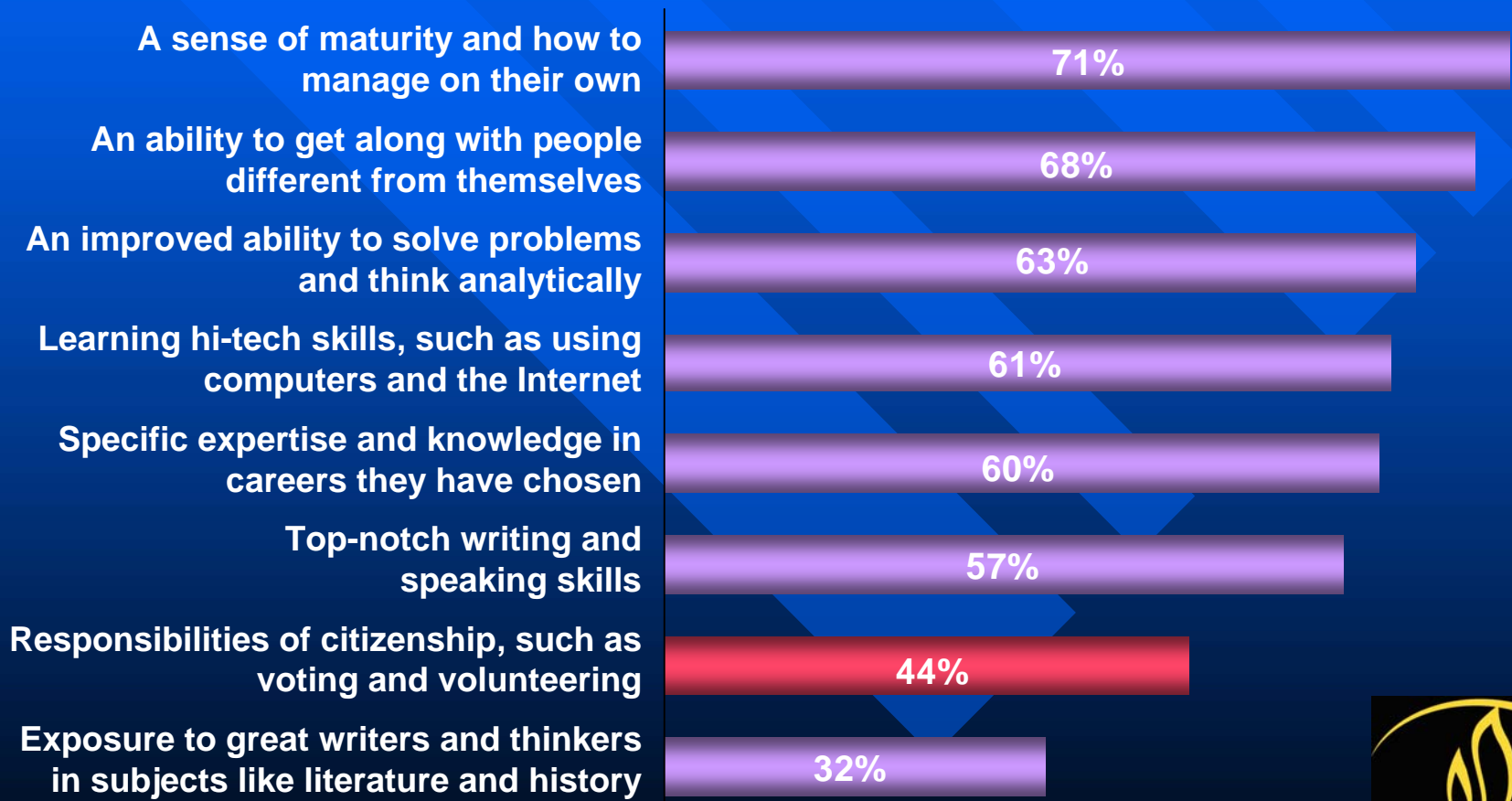
*Please tell me how important good public colleges and universities are to each of the following:*



# What Should Students Get Out of College?

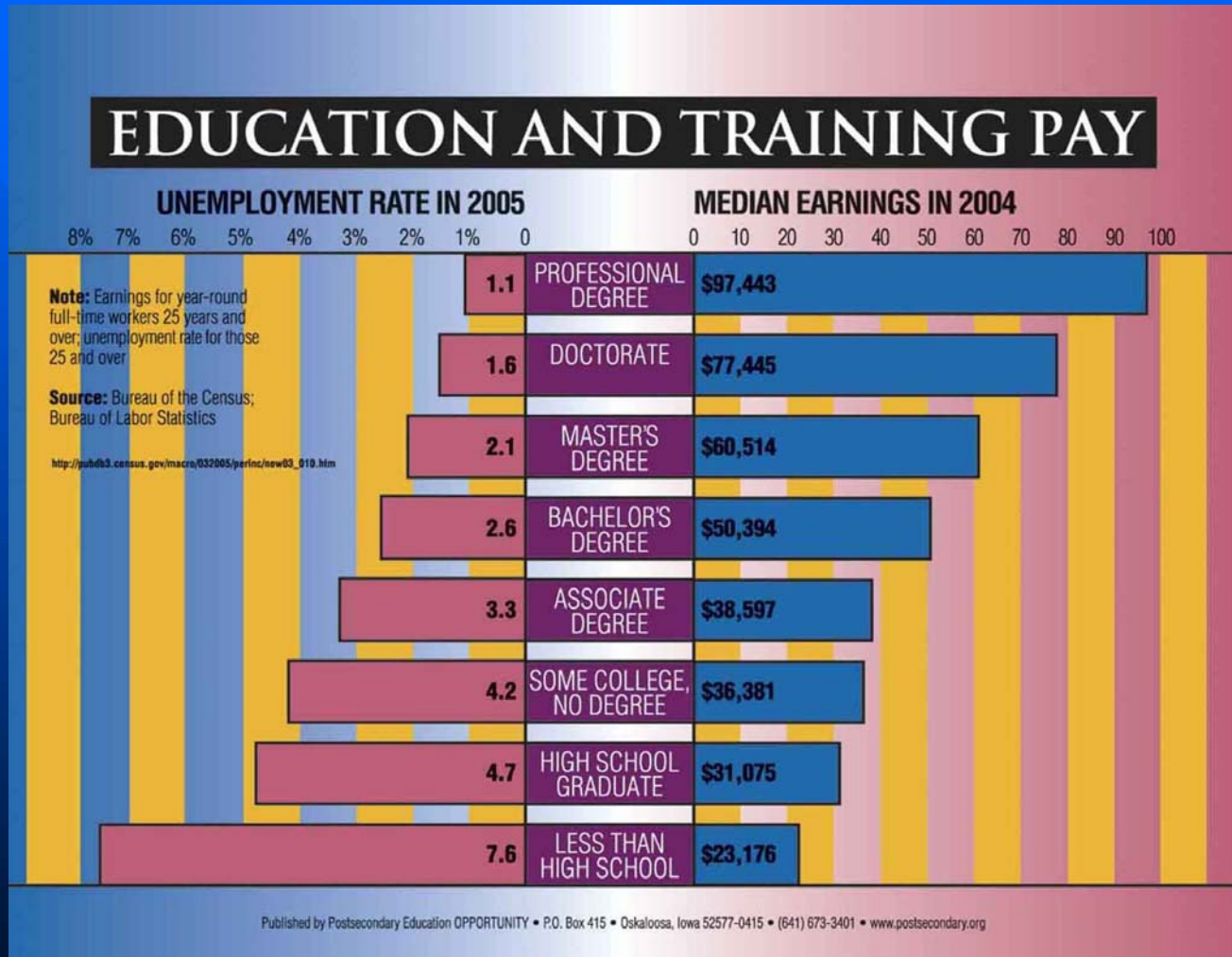
What should a student gain from college?

(% saying "absolutely essential" ...)



# Benefits of Higher Education

## Private and Public Economic Benefits





# Higher Education Benefits Model

## PUBLIC

## PRIVATE

### ECONOMIC

- Increased Tax Revenues
- Greater Productivity
- Increased Consumption
- Increased Workforce Flexibility
- Decreased Reliance on Government Financial Support

- Higher Salaries and Benefits
- Employment
- Higher Savings Levels
- Improved Working Conditions
- Personal / Professional Mobility

### SOCIAL

- Reduced Crime Rates
- Increased Charitable Giving / Community Service
- Increased Quality of Civic Life
- Social Cohesion / Appreciation of Diversity
- Improved Ability to Adapt to and Use Technology

- Improved Health / Life Expectancy
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- Increased Personal Status
- More Hobbies / Leisure Activities

Source: Institute for Higher Education Policy (1998). *Reaping the Benefits: Defining the Public and Private Value of Going to College*. Available online at <http://www.ihep.org/Pubs/PDF/Reap.pdf>

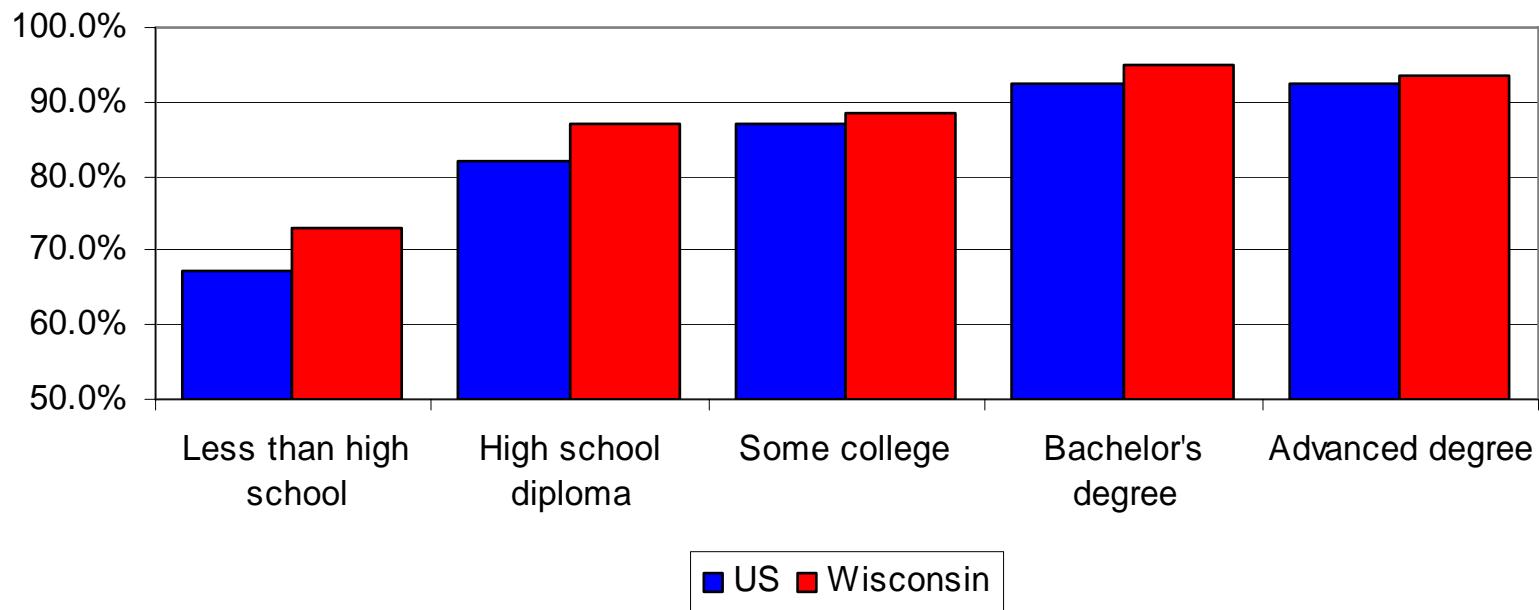




# *Benefits of Higher Education*

## Personal Health

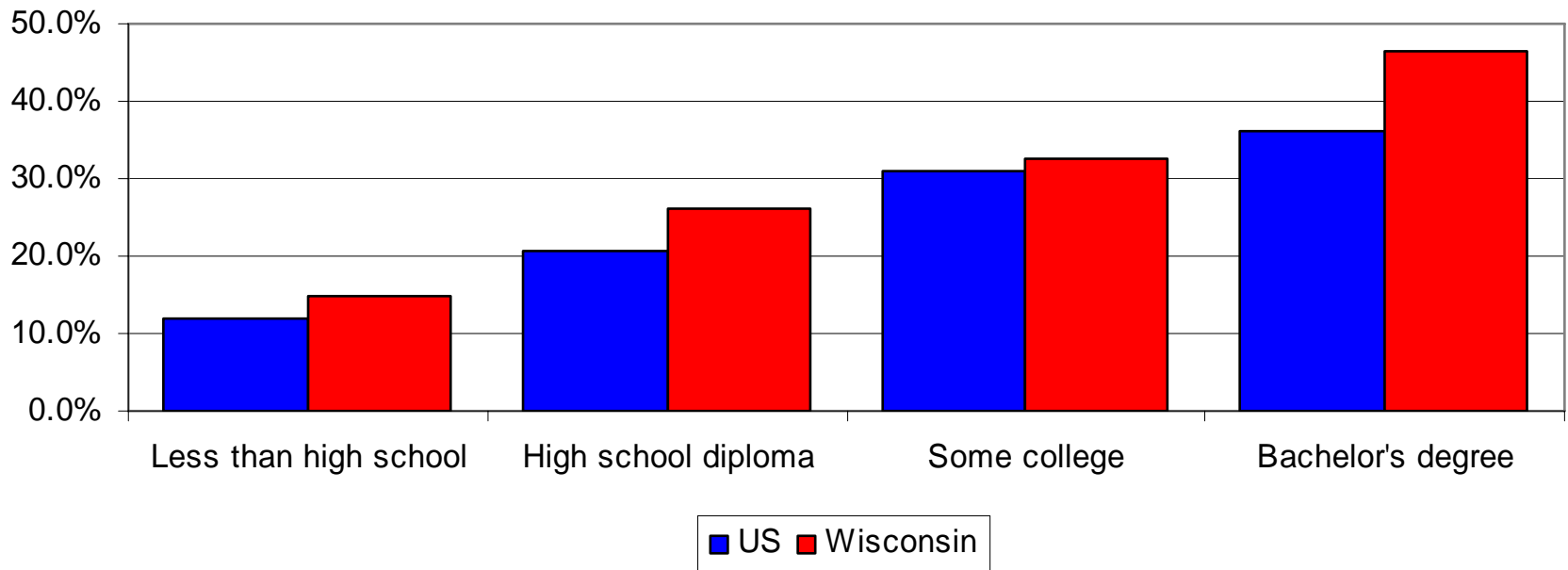
**Percent population 25 & older who described their health as good, very good or excellent in March 2004 - Wisconsin compared to nation**



# *Benefits of Higher Education*

## **Volunteerism**

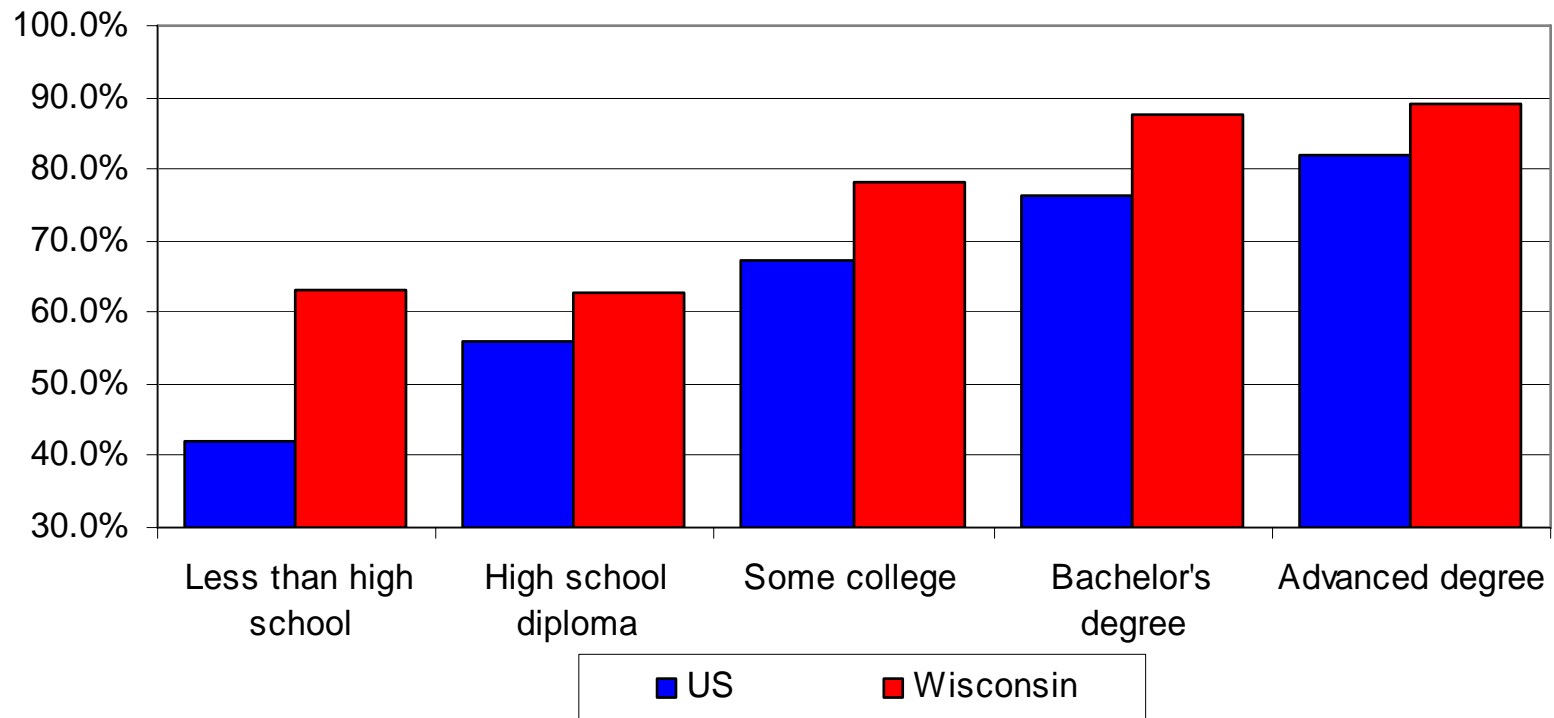
**Percent population 25 & older in the labor force who reported ever volunteering for or through an organization in September 2004 - Wisconsin compared to nation**



# *Benefits of Higher Education*

## **Voting Behavior**

**Percent population 25 & older who voted in the 2000 election -  
Wisconsin compared to nation**

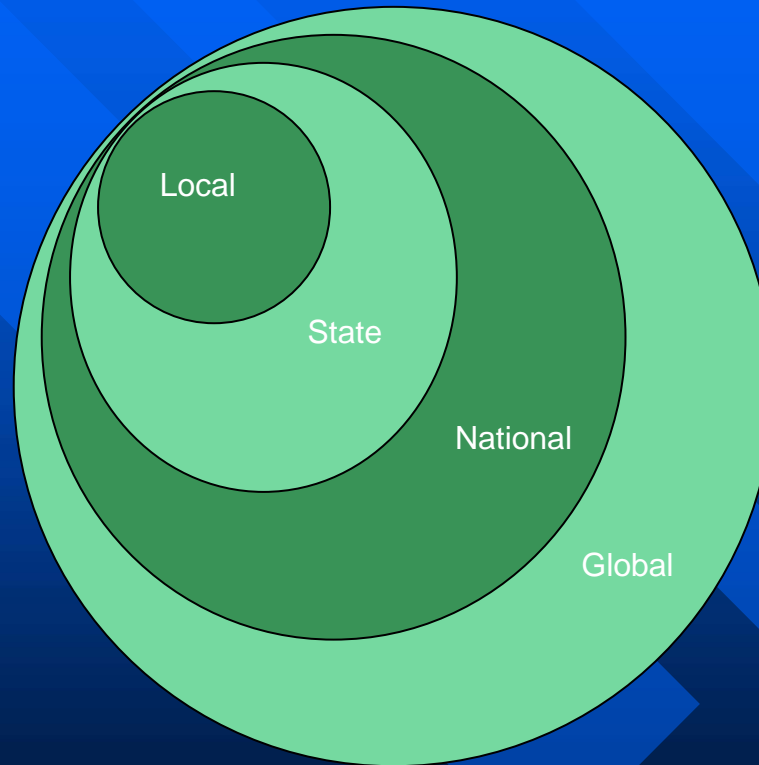


# Additional Social Benefits

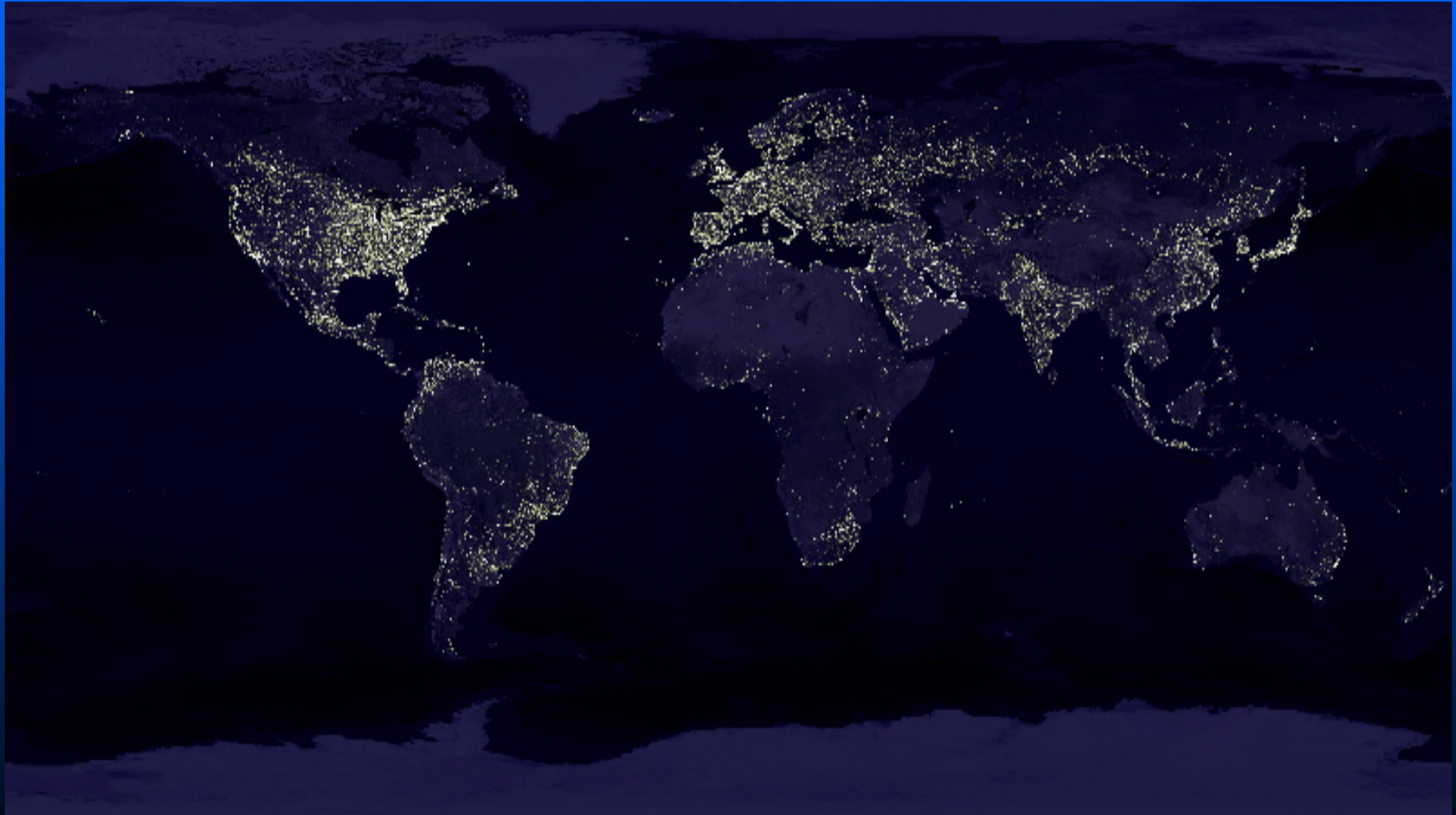
- More education, less smoking
- More education, more book sales
- More education, less likely to be incarcerated
- More education, greater intercultural competence
- More education in one generation, more in the next
- More educated residents, more attractive communities, magnets for diversity, entrepreneurs, less crime, more support for the arts, more tourism



# Understanding Individual and Benefits in an Ecological Framework



# Global Comparisons: Comparing International Investments and Educational Outcomes



# Global Comparisons: Comparing International Investments and Educational Outcomes

- Working age U.S citizens 25-64 (28.9% have degrees)  
US ranks 1<sup>st</sup>
- Investments in higher education as share of GDP (2.7%)  
US ranks 1<sup>st</sup>
- Percent of HS Graduates Prepared for Tertiary Education  
US ranks 4<sup>th</sup>





# Global Comparisons: Comparing International Investments and Educational Outcomes

Looking More Closely at Investments in Higher Education

- Of the 2.7% GDP investment, only 0.9% is public: 12<sup>th</sup>
- Current Degree Attainment (32.9%): 12<sup>th</sup>
- Advanced Graduate Level Degrees Awarded: 14<sup>th</sup>
- US is 1<sup>st</sup> in terms of degrees granted in Social Sciences, Business, and Law....but in Engineering 28<sup>th</sup>
- Percent prepared for all postsecondary education 6<sup>th</sup>



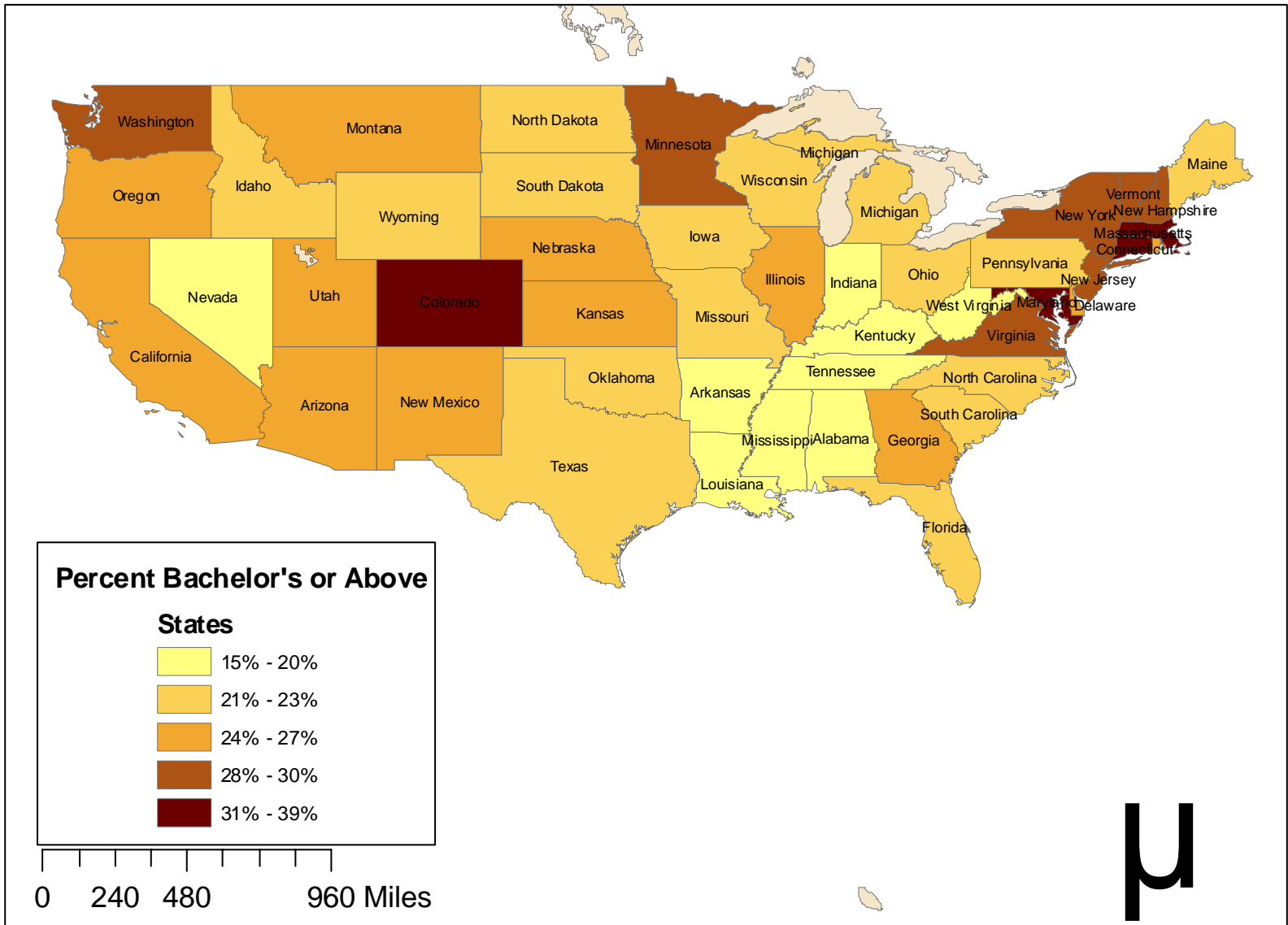
# State by State Comparisons:

## Wisconsin in the Region and Nation

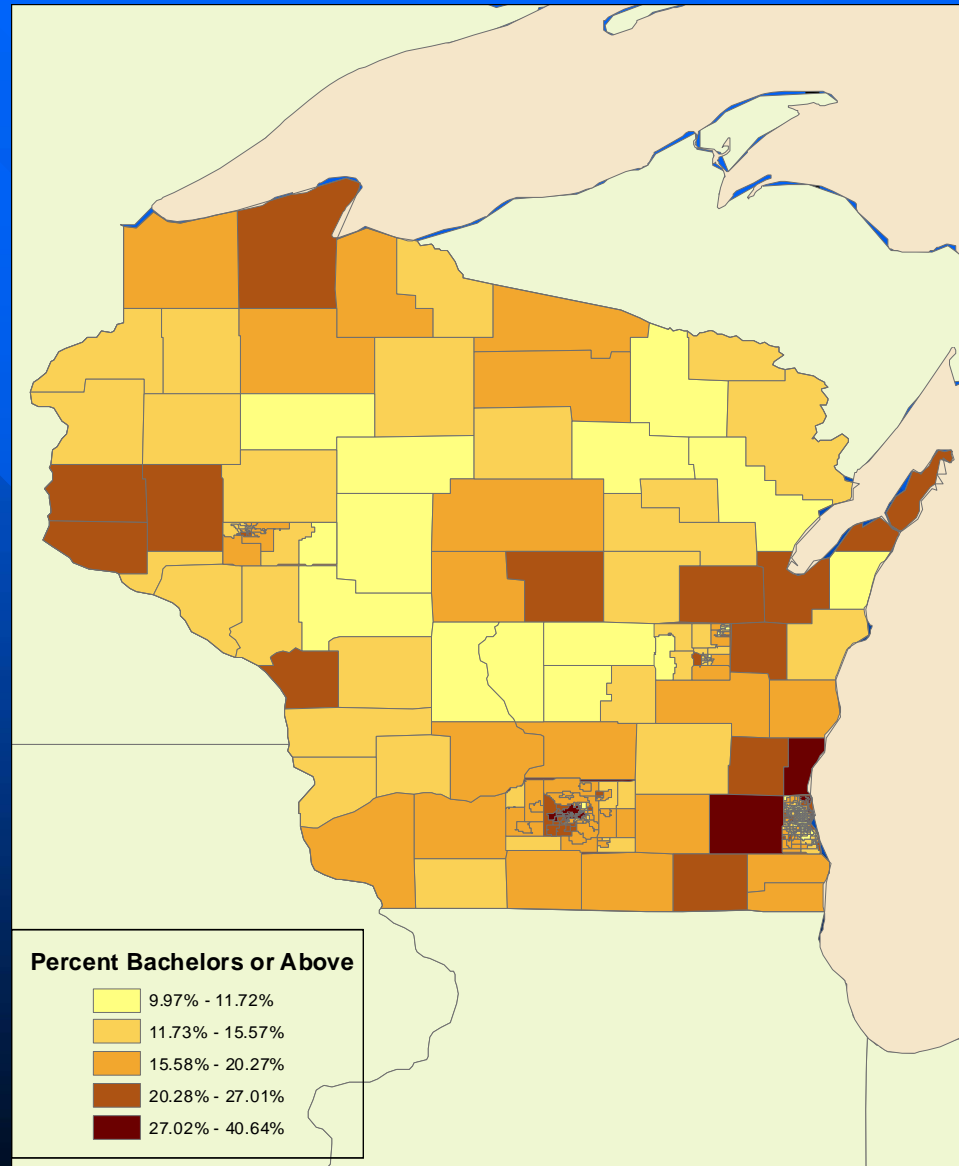
- WI is 18<sup>th</sup> in US Population (5.4 million); IL ranks 5<sup>th</sup> (12.4 million)
- WI is 18<sup>th</sup> in median household income (\$43,791); MN ranks 11<sup>th</sup> (\$47,111)
- WI is 15<sup>th</sup> in terms of state and local investment in higher education per capita; tops in the Region
- WI is 30<sup>th</sup> in percent of adults above 25 with Bachelors or above; MN ranks 12<sup>th</sup>



# Degree Attainment by State, Census 2000



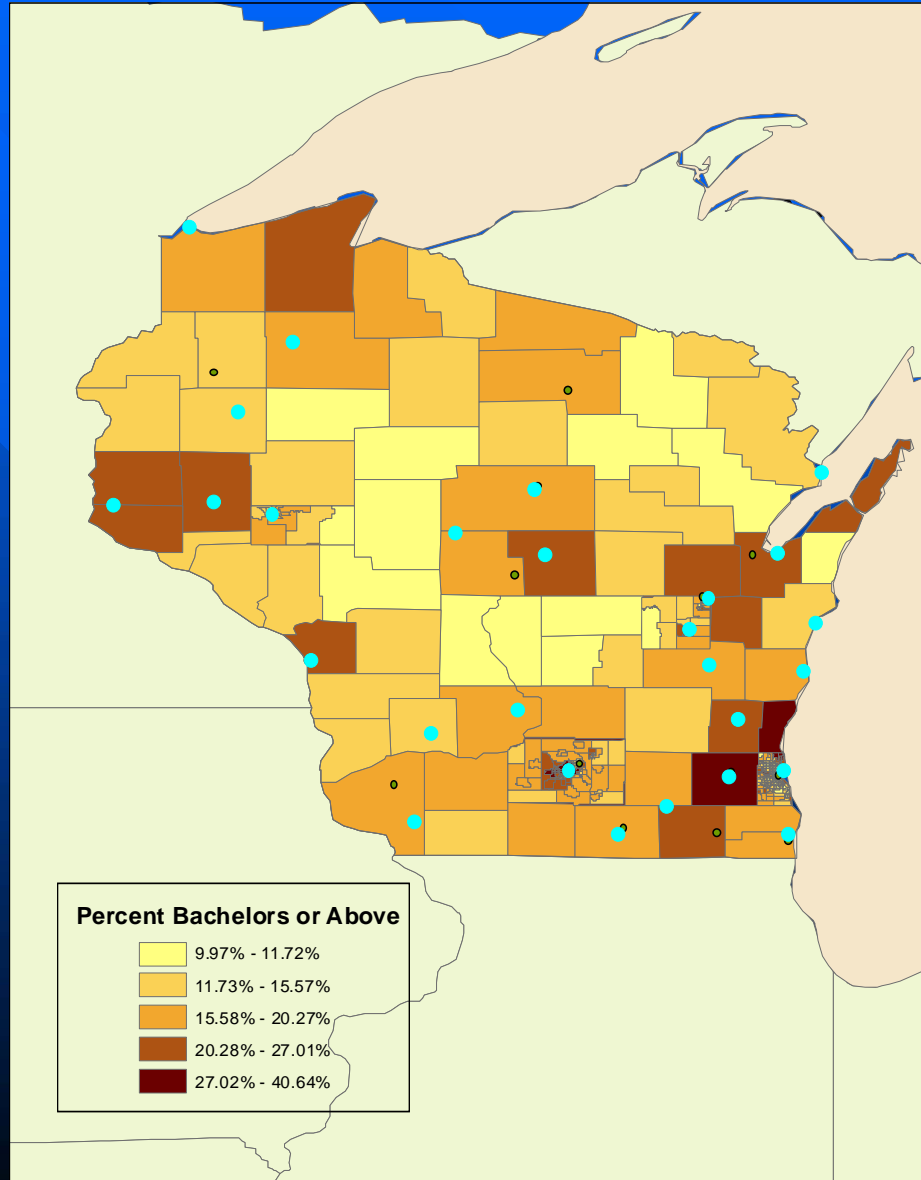
# Wisconsin Educational Attainment



0 25 50 100 Miles

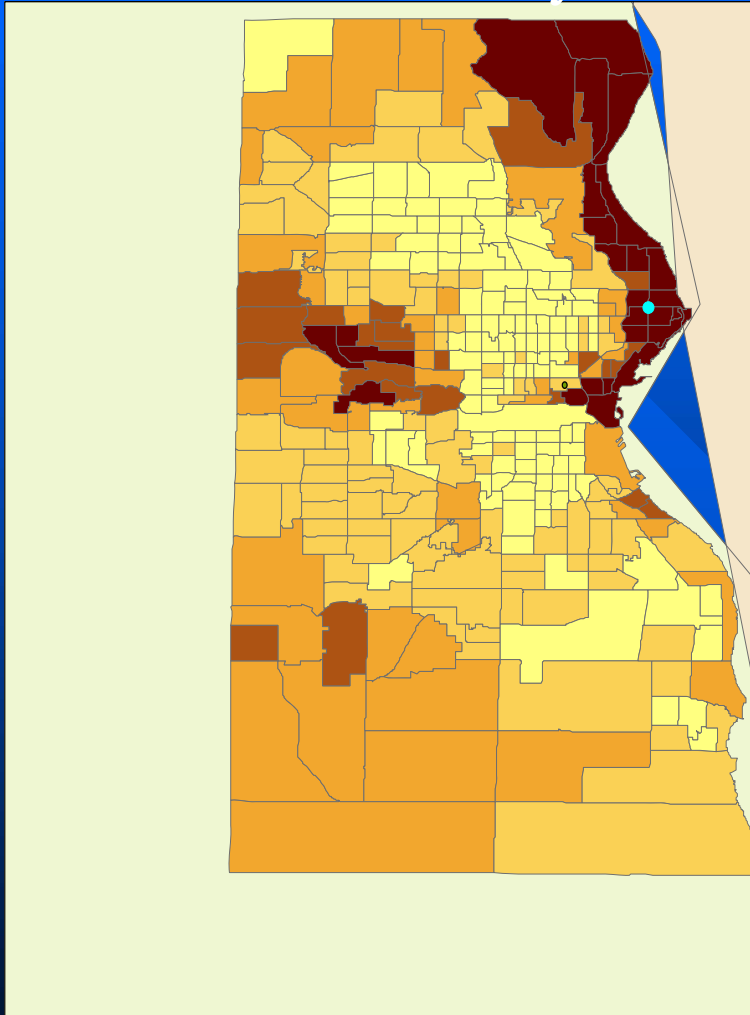


# UW Institutions Across the State by Level of Attainment



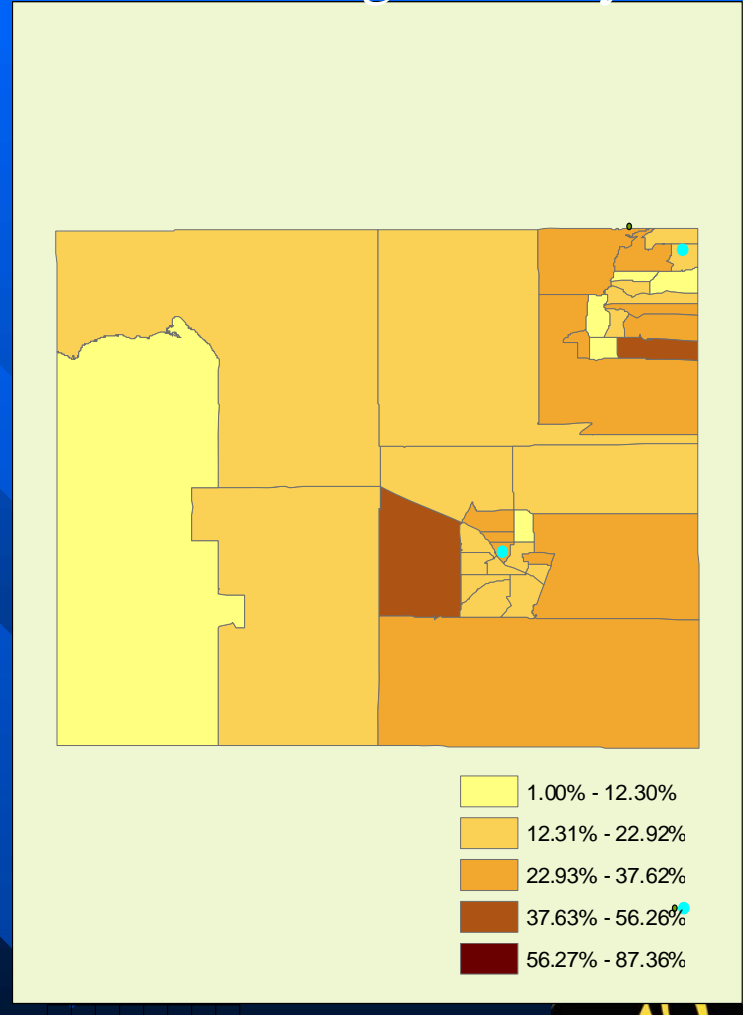
# Community Matters...

## Milwaukee County

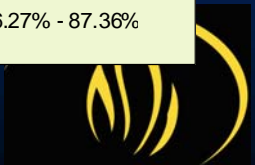
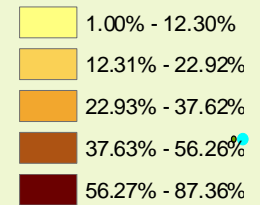


0 1.5 3 6 Miles

## Winnebago County

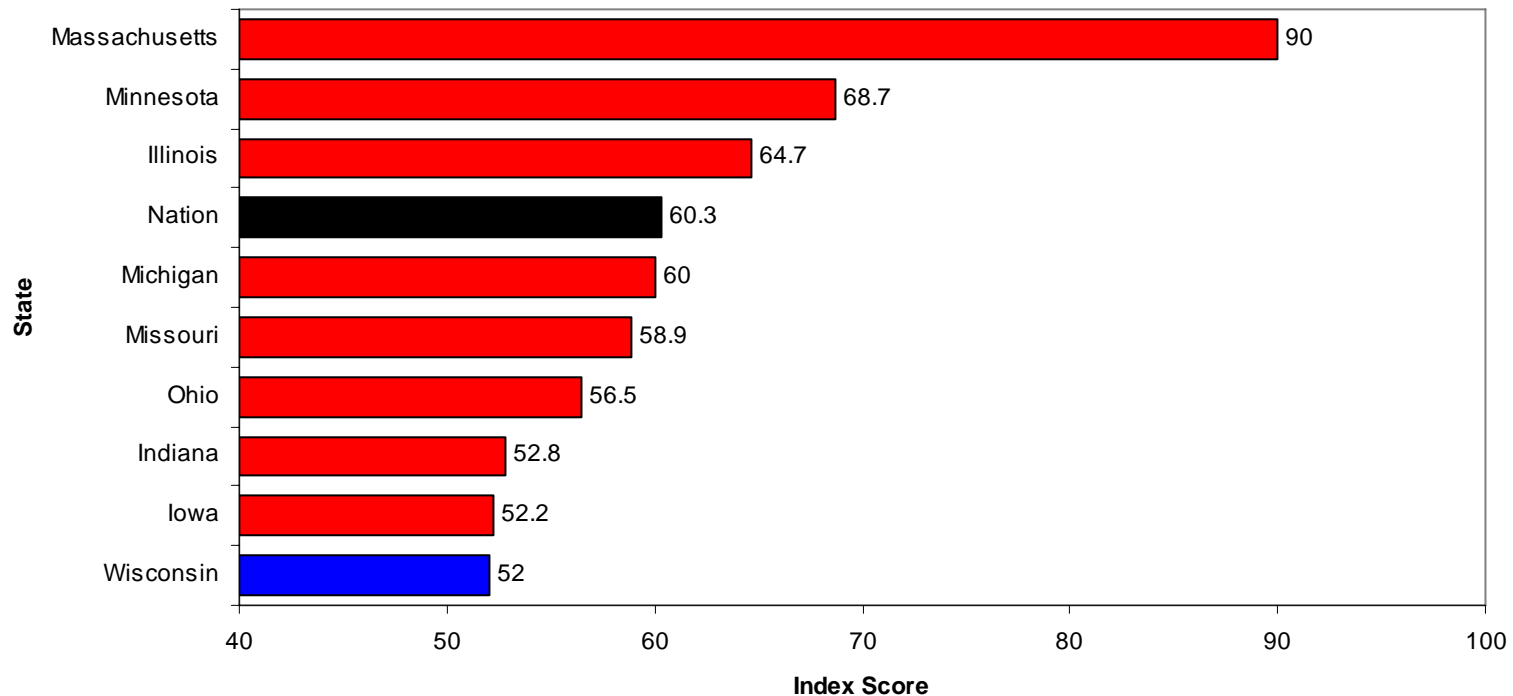


0 2.5 5 10 Miles



# The New Economy is Global, Regional and Local

**New Economy Index Scores -  
National Average and Selected States**





# What is Being Done?

- State policy initiatives
- Community based strategies
- National efforts



# ACE Solutions Campaign

The Benefits of Higher Education are:

Private, Economic, Social *and* Public



# Higher Education Benefits Model

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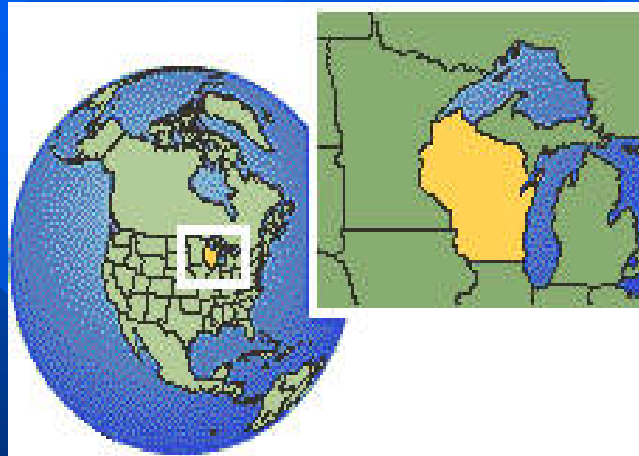
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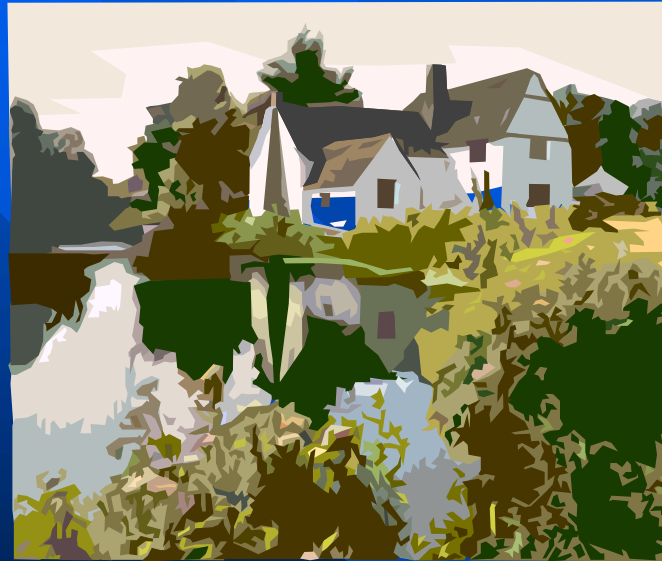


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place of learning, trust, objectivity, **participation**, citizenship,  
public service, truth, integrity, a place of learning, trust,  
objectivity, a more perfect union, citizenship, public service,  
truth, integrity, a place of learning, **community**, trust,  
objectivity, citizenship, public service, truth, integrity, a place  
of learning, **future security**, trust, objectivity, citizenship,  
public service, truth, integrity, a place of learning, trust,

# The New Economy is Global, Regional and Local



# The New Tourism is Simultaneously Physical and International





# Smart is the New Water



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