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

<table>
<thead>
<tr>
<th>Category</th>
<th>Fairly important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well-trained workforce in state</td>
<td>76%</td>
<td>13%</td>
</tr>
<tr>
<td>Technologically competitive</td>
<td>71%</td>
<td>14%</td>
</tr>
<tr>
<td>Enhance research &amp; technology</td>
<td>70%</td>
<td>15%</td>
</tr>
<tr>
<td>Creating jobs</td>
<td>67%</td>
<td>16%</td>
</tr>
<tr>
<td>Keeping the state's economy strong</td>
<td>65%</td>
<td>15%</td>
</tr>
<tr>
<td>Attracting businesses &amp; employers</td>
<td>64%</td>
<td>16%</td>
</tr>
<tr>
<td>Good quality of life</td>
<td>63%</td>
<td>17%</td>
</tr>
<tr>
<td>Bringing money into the state</td>
<td>61%</td>
<td>16%</td>
</tr>
<tr>
<td>Keeping young people in the state</td>
<td>61%</td>
<td>16%</td>
</tr>
<tr>
<td>Creating a sense of state pride</td>
<td>57%</td>
<td>18%</td>
</tr>
<tr>
<td>Attracting people to the state</td>
<td>54%</td>
<td>19%</td>
</tr>
</tbody>
</table>

(Source: The American Council on Education)
### What Should Students Get Out of College?

What should a student gain from college?

(% saying "absolutely essential"...)

<table>
<thead>
<tr>
<th>Experience</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A sense of maturity and how to manage on their own</td>
<td>71%</td>
</tr>
<tr>
<td>An ability to get along with people different from themselves</td>
<td>68%</td>
</tr>
<tr>
<td>An improved ability to solve problems and think analytically</td>
<td>63%</td>
</tr>
<tr>
<td>Learning hi-tech skills, such as using computers and the Internet</td>
<td>61%</td>
</tr>
<tr>
<td>Specific expertise and knowledge in careers they have chosen</td>
<td>60%</td>
</tr>
<tr>
<td>Top-notch writing and speaking skills</td>
<td>57%</td>
</tr>
<tr>
<td>Responsibilities of citizenship, such as voting and volunteering</td>
<td>44%</td>
</tr>
<tr>
<td>Exposure to great writers and thinkers in subjects like literature and history</td>
<td>32%</td>
</tr>
</tbody>
</table>

Source: The National Center for Public Policy & Higher Education
Benefits of Higher Education

Private and Public Economic Benefits

**EDUCATION AND TRAINING PAY**

**UNEMPLOYMENT RATE IN 2005**

<table>
<thead>
<tr>
<th>8%</th>
<th>7%</th>
<th>6%</th>
<th>5%</th>
<th>4%</th>
<th>3%</th>
<th>2%</th>
<th>1%</th>
<th>0</th>
</tr>
</thead>
</table>

**MEDIAN EARNINGS IN 2004**

<table>
<thead>
<tr>
<th>0</th>
<th>10</th>
<th>20</th>
<th>30</th>
<th>40</th>
<th>50</th>
<th>60</th>
<th>70</th>
<th>80</th>
<th>90</th>
<th>100</th>
</tr>
</thead>
</table>

1.1 PROFESSIONAL DEGREE: $97,443
1.6 DOCTORATE: $77,445
2.1 MASTER'S DEGREE: $60,514
2.6 BACHELOR'S DEGREE: $50,394
3.3 ASSOCIATE DEGREE: $38,597
4.2 SOME COLLEGE, NO DEGREE: $36,381
4.7 HIGH SCHOOL GRADUATE: $31,075
7.6 LESS THAN HIGH SCHOOL: $23,176

*Note: Earnings for year-round full-time workers 25 years and older, unemployment rate for those 25 and over.

*Source: Bureau of the Census; Bureau of Labor Statistics

# Higher Education Benefits Model

<table>
<thead>
<tr>
<th>ECONOMIC</th>
<th>PUBLIC</th>
<th>PRIVATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Increased Tax Revenues</td>
<td>• Higher Salaries and Benefits</td>
<td></td>
</tr>
<tr>
<td>• Greater Productivity</td>
<td>• Employment</td>
<td></td>
</tr>
<tr>
<td>• Increased Consumption</td>
<td>• Higher Savings Levels</td>
<td></td>
</tr>
<tr>
<td>• Increased Workforce Flexibility</td>
<td>• Improved Working Conditions</td>
<td></td>
</tr>
<tr>
<td>• Decreased Reliance on Government Financial Support</td>
<td>• Personal / Professional Mobility</td>
<td></td>
</tr>
<tr>
<td>• Reduced Crime Rates</td>
<td>• Improved Health / Life Expectancy</td>
<td></td>
</tr>
<tr>
<td>• Increased Charitable Giving / Community Service</td>
<td>• Improved Quality of Life for Offspring</td>
<td></td>
</tr>
<tr>
<td>• Increased Quality of Civic Life</td>
<td>• Better Consumer Decision Making</td>
<td></td>
</tr>
<tr>
<td>• Social Cohesion / Appreciation of Diversity</td>
<td>• Increased Personal Status</td>
<td></td>
</tr>
<tr>
<td>• Improved Ability to Adapt to and Use Technology</td>
<td>• More Hobbies / Leisure Activities</td>
<td></td>
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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\textsuperscript{st}
- Investments in higher education as share of GDP (2.7%)
  US ranks 1\textsuperscript{st}
- Percent of HS Graduates Prepared for Tertiary Education
  US ranks 4\textsuperscript{th}

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: 12th
- Current Degree Attainment (32.9%): 12th
- Advanced Graduate Level Degrees Awarded: 14th
- US is 1st in terms of degrees granted in Social Sciences, Business, and Law….but in Engineering 28th
- Percent prepared for all postsecondary education 6th

State by State Comparisons:
Wisconsin in the Region and Nation

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

Wisconsin Educational Attainment

Percent Bachelors or Above
- 9.97% - 11.72%
- 11.73% - 15.57%
- 15.58% - 20.27%
- 20.28% - 27.01%
- 27.02% - 40.64%

Legend:
- Light Yellow: 9.97% - 11.72%
- Light Orange: 11.73% - 15.57%
- Orange: 15.58% - 20.27%
- Dark Orange: 20.28% - 27.01%
- Red: 27.02% - 40.64%

Map showing the distribution of educational attainment across Wisconsin counties.
UW Institutions Across the State by Level of Attainment

Percent Bachelors or Above
- 9.97% - 11.72%
- 11.73% - 15.57%
- 15.58% - 20.27%
- 20.28% - 27.01%
- 27.02% - 40.64%

Map of Wisconsin showing the percentage of population with Bachelors or Above degree across the state.
Community Matters...

Milwaukee County

Winnebago County

Map showing different percentage ranges colored in various shades of yellow and orange, with a scale indicating miles on the bottom.
The New Economy is Global, Regional and Local

New Economy Index Scores -
National Average and Selected States

<table>
<thead>
<tr>
<th>State</th>
<th>Index Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nation</td>
<td>60.3</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>90</td>
</tr>
<tr>
<td>Minnesota</td>
<td>68.7</td>
</tr>
<tr>
<td>Illinois</td>
<td>64.7</td>
</tr>
<tr>
<td>Michigan</td>
<td>60</td>
</tr>
<tr>
<td>Missouri</td>
<td>58.9</td>
</tr>
<tr>
<td>Ohio</td>
<td>56.5</td>
</tr>
<tr>
<td>Indiana</td>
<td>52.8</td>
</tr>
<tr>
<td>Iowa</td>
<td>52.2</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>52</td>
</tr>
</tbody>
</table>

Index Score Range: 40 - 100
What is Being Done?

- State policy initiatives
- Community based strategies
- National efforts
ACE Solutions Campaign
The Benefits of Higher Education are:

Private, Economic, Social \textit{and} Public
Higher Education Benefits Model

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

**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

**PUBLIC**
- Higher Salaries and Benefits
- Employment
- Higher Savings Levels
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**PRIVATE**
- Improved Health / Life Expectancy
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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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