

University of Wisconsin-La Crosse: A Growth and Access Agenda



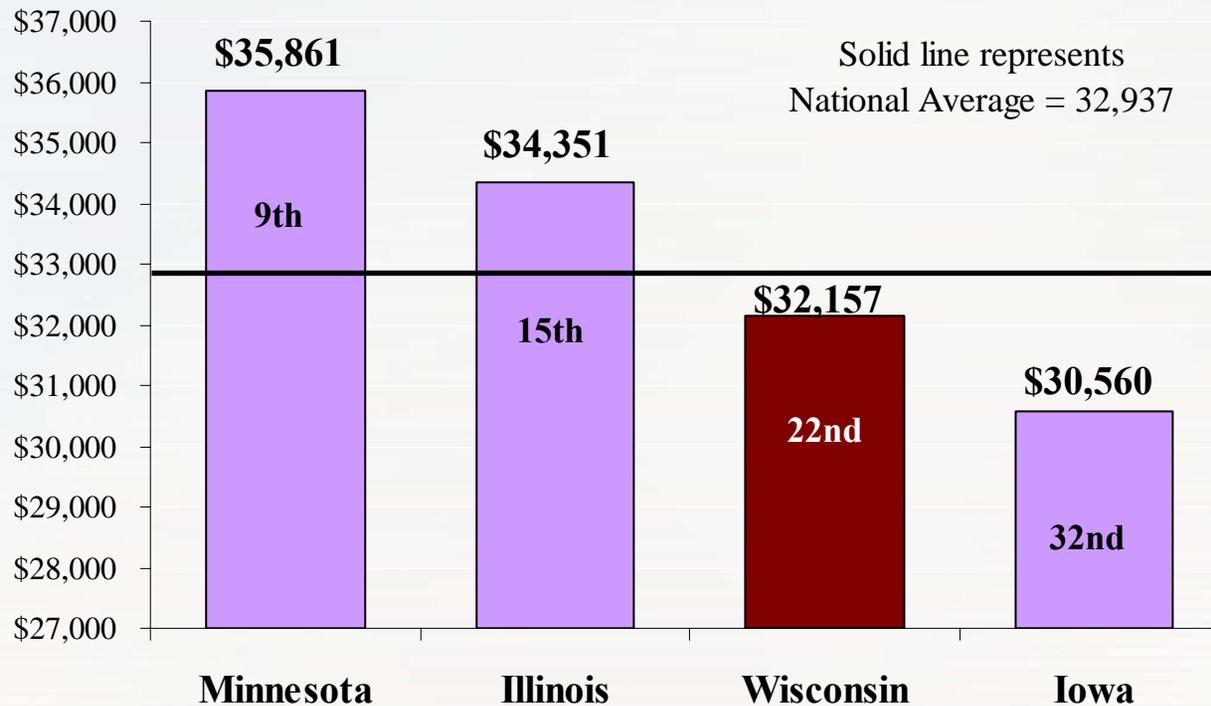
Board of Regents Meeting
March 2006

Chancellor Doug Hastad



Changing Wisconsin Economy

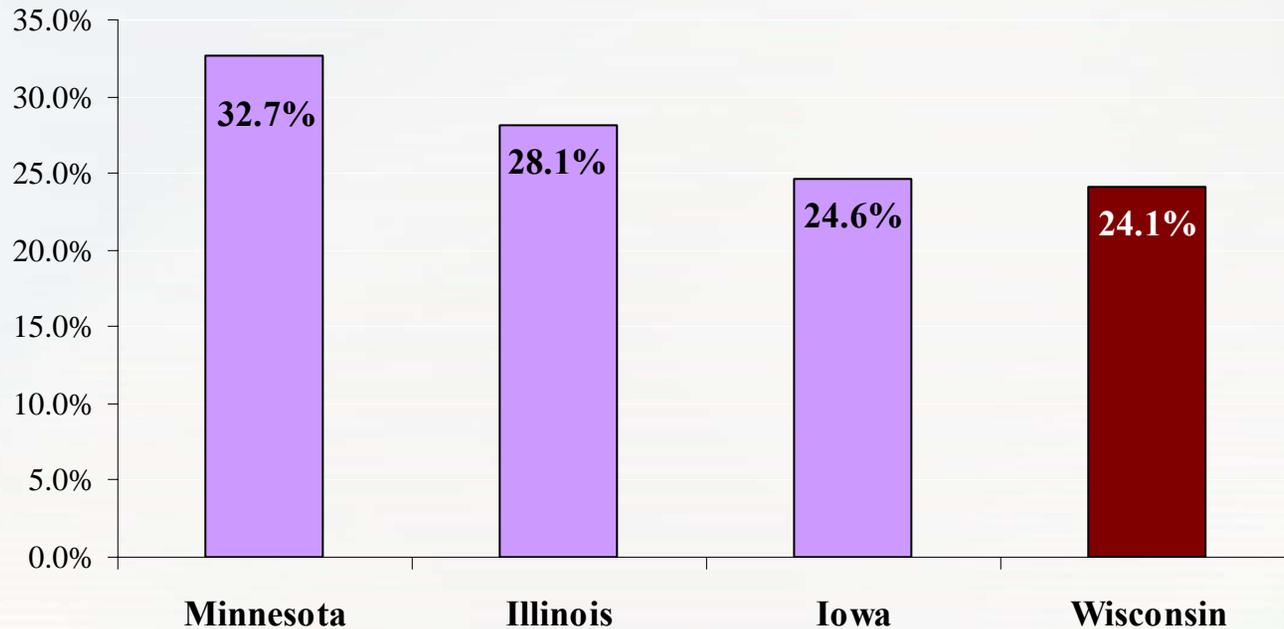
2004 Per Capita Income



Changing Wisconsin Economy

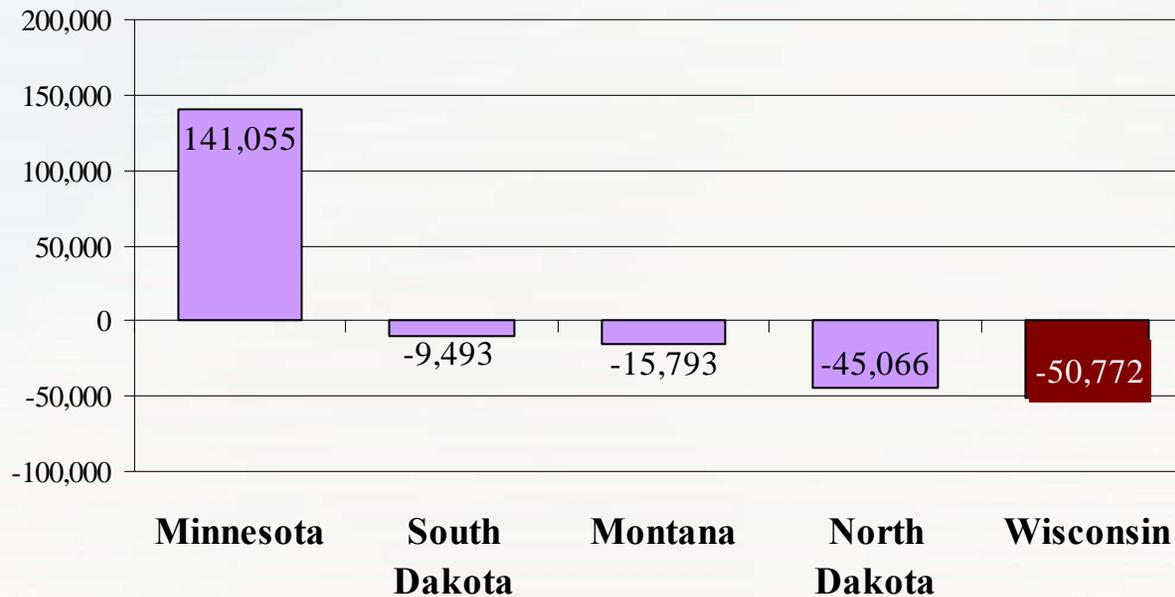
Educational Attainment

**% of Population \geq 25 Years of Age with a Baccalaureate Degree
(2004)**



Changing Wisconsin Economy

**Net Migration of College Graduates
a.k.a. "The Brain Gain/Drain"
1989-1999**



Unfortunate Realities of Public Higher Education in WI

- **Remains in steep competition with other public sectors for scarce state financial resources.**
- **Rising costs in health care and corrections and sustained efforts to maintain support for K-12 education leave higher education as the largest discretionary item.**

What is the impact?

State-wide:

- **Recent biennial budget actions have set a different course for student funding in higher education.**
- **This current direction will cause an even greater erosion of educational attainment opportunities.**
- **The economic consequences will be severe and long-lasting.**

Unfortunately, the downward spiral for public higher education and the resultant impact on educational attainment already have begun.

What is the impact?

System-wide:

Students once benefiting from quality, access, and success--- the hallmarks of Wisconsin public higher education---are now the victims of economic downturn in the state's budget.

What is the impact?

At UW-L:

\$4.5 Million – UW-L cuts in instruction, student services, and other operations for 2001-03 and 2003-05.

\$1.8 Million – UW-L cuts from the Governor's budget and actions by the Joint Finance Committee and the legislature for 2005-07.

\$6.3 Million – Base reduction in state appropriations (equivalent to 70 full-time faculty and staff).

“Think big to find ways to improve access through creative tuition and financial aids programs.”

President Kevin Reilly, December 2005

“Strategies must seek to expand access to diverse populations, provide market-driven solutions, and build the foundation for long-term commitment between the two Systems (WTCS and UW System) to increase access...”

Regent Charles Pruitt

Regent Brent Smith

A Creative Solution



It's Really Quite Simple

A. Increase enrollment at UW-L.

- more students from low income families**
- more resident students**
- more out-of-state students**

It's Really Quite Simple

(continued):

B. Provide financial aid to attract more students from the lower two family income quintiles.

C. In doing so, maintain or enhance current retention and graduation rates.

**Increased Access + Degree Completion =
Brain Gain**

Caveat: The above needs must be accomplished with less reliance on taxpayer dollars.

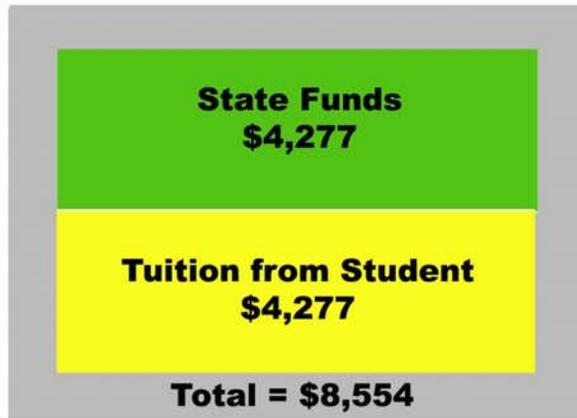
UW-L's Idea



Allow UW-L to design a self-funded tuition program to:

- Capitalize on its reputation for high quality programs and market position.
- Fuel the economic engine of the state through a “brain gain” strategy.
- Plan and manage growth of resident and non-resident enrollments.
- Increase access and financial aid for students in the two lower economic quintiles.
- Generate revenue to support additional campus growth.

FORMULA FOR SUCCESS



**2005-06
Cost to Educate
One Undergrad Student
\$8,554**



**Proposed Non-Resident
Undergrad
Tuition
\$12,000**



**1.25 New
Non-Resident
Undergrad
Funds
One New Resident**

Outcomes of this 8-year pilot program would include:

- **Increased access, particularly to those students in the lower two economic quintiles, by enrolling more resident and non-resident students and providing self-funded financial aid for those most in need.**
- **Increased number of baccalaureate and advanced degrees awarded.**
- **Continued increase in the number of diverse students within the campus community.**

Outcomes of this 8-year pilot program (continued):

- **Enhanced levels of academic excellence.**
- **Steady state and/or improved retention and graduation rates.**
- **Planned and managed growth in niche curricula in the academic program array.**

Why UW-L? Why Now?

- Increased capacity due to New Academic Building scheduled for construction in '09.



Why UW-L? Why Now?

- Continued increase in applications.
- Precipitous decrease in non-resident enrollments.
- Popular and tightly knit program array.
- Need to attract students from low income families.
- Response to think “out-of-the-box” challenge.
- Consistent with other “leading edge” institutions in other states.
- Broadly accepted by La Crosse/Onalaska communities.

Wisconsin's Past Practice of Funding Public Higher Education

- **It grows painfully obvious that Wisconsin is unlikely to reinvest taxpayer dollars into higher education.**
- **UW-L wants to maintain its records of graduation and retention in educating students.**

UW-La Crosse “Your Distinct Choice”



**The View From
The Bluff Is Global**



State Budget Appropriations: UW-L “Good Stewardship of Assets”

Applications: Fall 2005 and 2006

as of January 1, 2006

	Fall 2005 YTD	Fall 2006 YTD
Inquiries	12,681	16,082 (+26.8%)
Applications	5,766	6,008 (+4.2%)

Incoming Freshmen at UW-L

Fall 2004 ACT Composite Scores

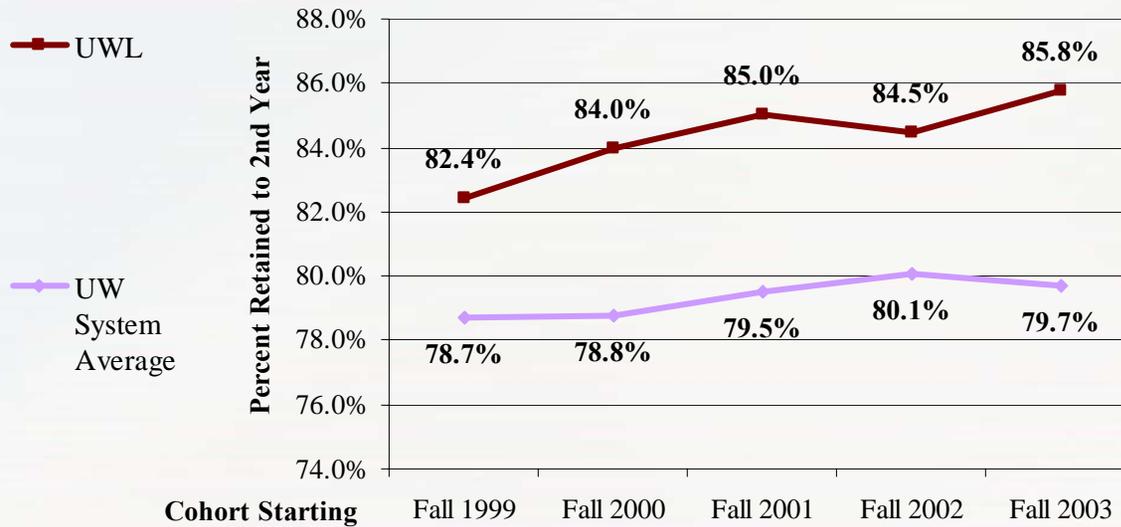
- | | |
|--------------------------|------|
| • All UW System freshmen | 23.2 |
| • UW-L | 24.9 |

Fall 2004 High School Class Rank

- | | |
|--------------|-------|
| • UW-Madison | 92.8% |
| • UW-L | 85.9% |

Retention Rates

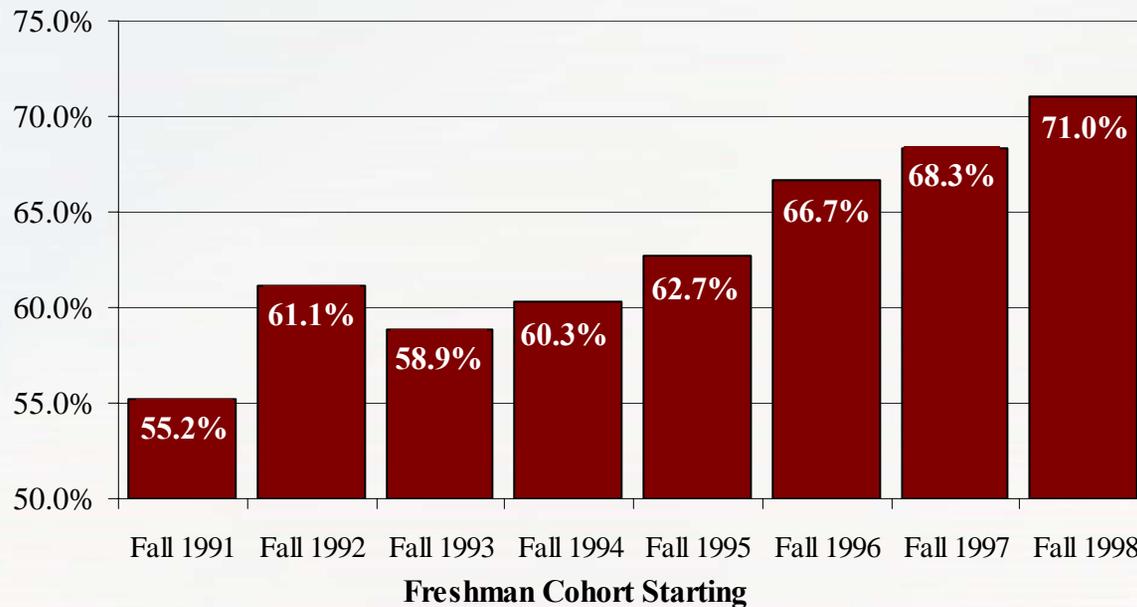
1st-to-2nd Year Retention Rates



For the past five years, UW-L has had the highest second-year retention rate of all UW System comprehensives.

Graduation Rate

UW-L Graduation Rate
(for students who started at UW-L and graduated from
any UWS school)

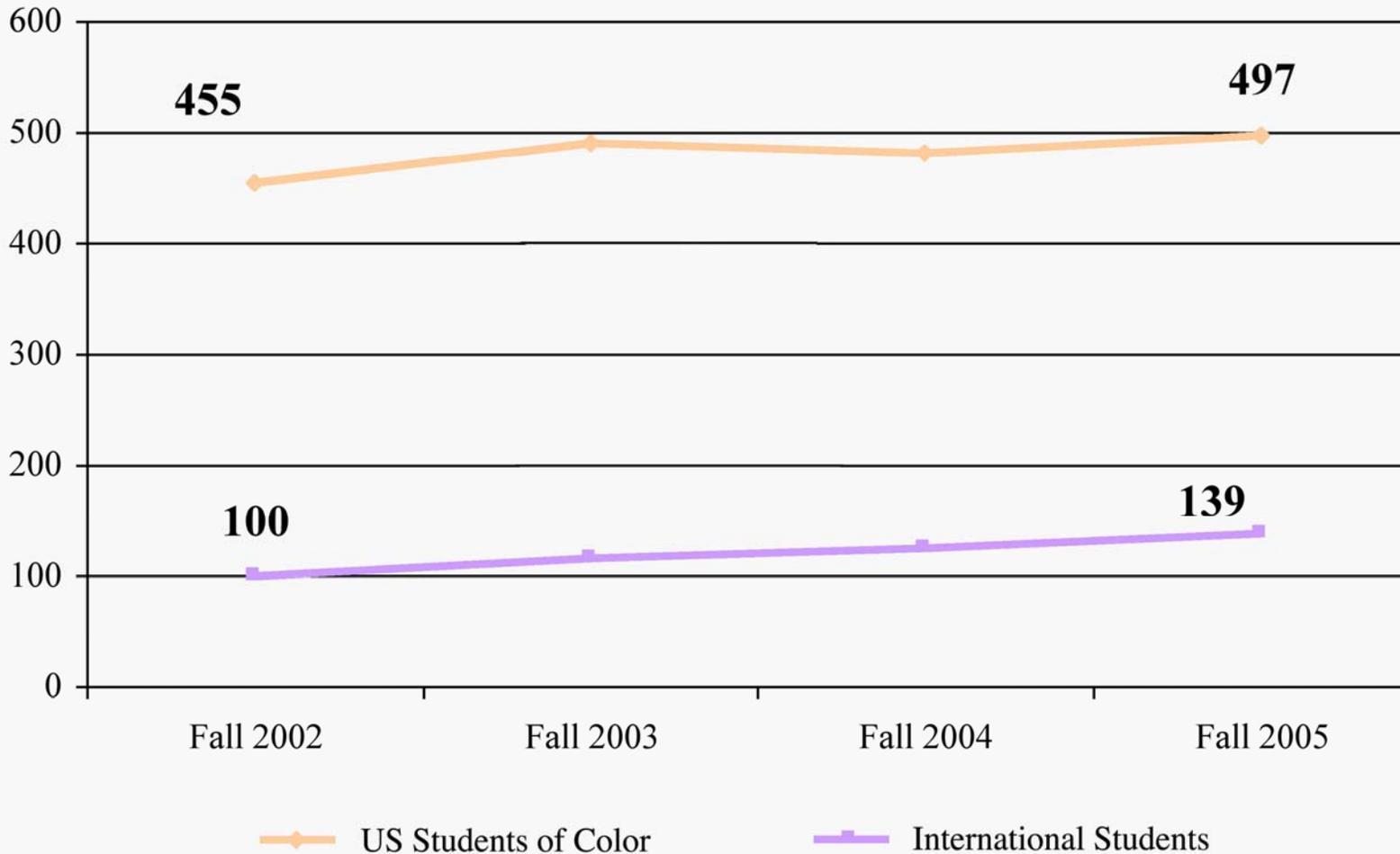


UW-L has the highest graduation rate of all UW System comprehensives
and is second only to UW-Madison.

Diversity

- From 2002-2005, UW-L has increased its students of color enrollment from 465 to 481 (all-time high of 492 in 2004).
 - International student enrollment has increased from 79 in 2002 to 124 in 2005 (57% increase).
- ❖ UW-L is committed to creating and nurturing an environment that reflects the diversity of the world.

UW-L is committed to creating and nurturing an environment that reflects the diversity of the world



Degrees Conferred at UW-L

- From 2001-2004, UW-L conferred 8,392 academic degrees. This 4-year total surpassed all other UW comprehensives.
- From 2001-2004, UW-L conferred 811 more degrees than the 2nd-largest (FTE enrolled) and best-funded comprehensive; \$7.9 million more in state appropriations + academic student fees.