



College of Engineering Differential Tuition

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Factors Driving Increasing Cost of an Engineering Education

- Revolutionary rate of change in science and technology
 - Today's engineers require increased scientific and technical depth
 - Employers now require increased technical breadth and team skills
 - New applications based on physical sciences to applications based on biological sciences and medicine / health care
- Colleges of Engineering must compete with the private sector for Ph.D. engineers, which drives up salaries

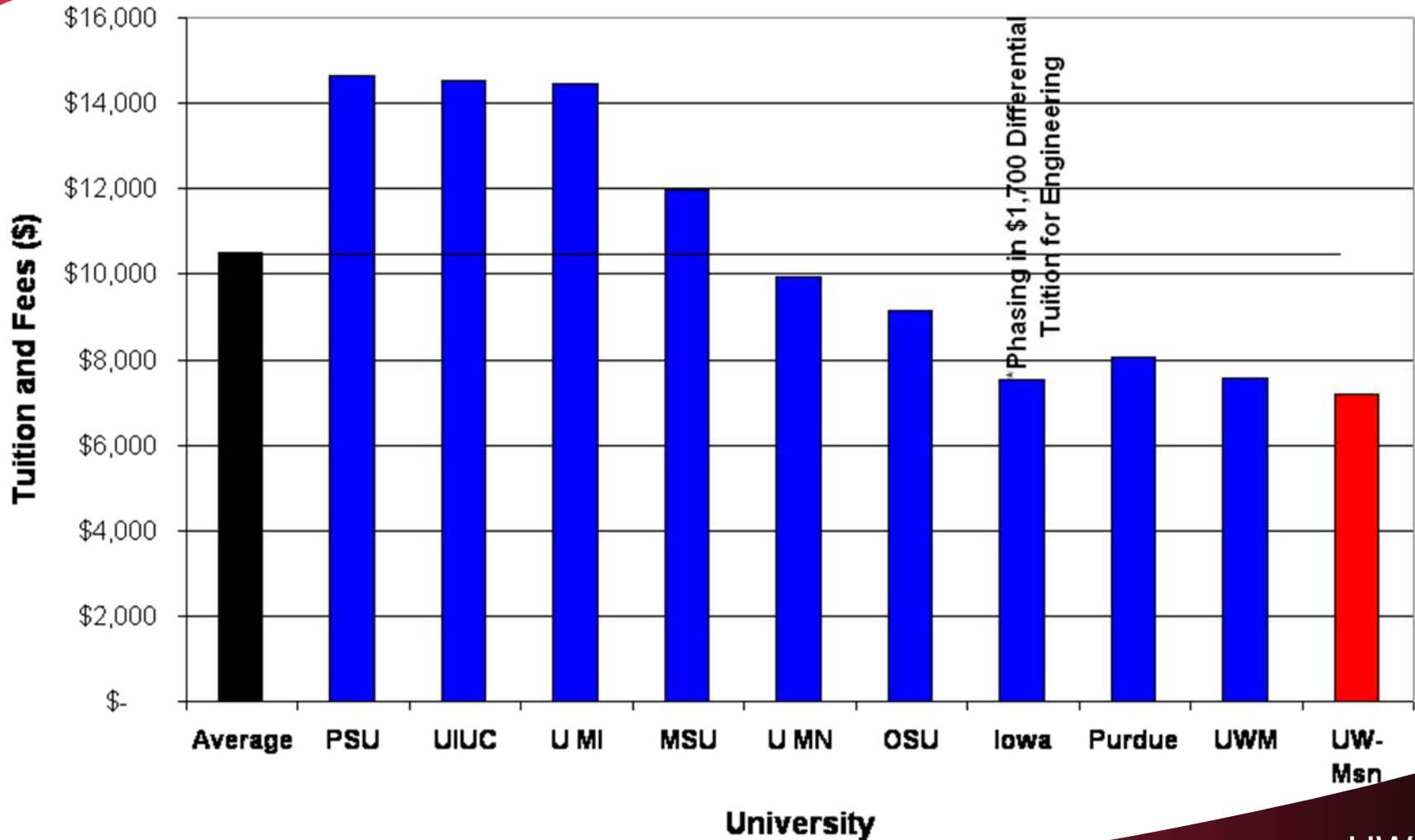


The Challenge is Not UW-Madison's Alone

- Most public colleges of engineering charge differential tuition to cover increased educational cost
 - **All** Big 10 Public Colleges of Engineering *except UW-Madison* have a differential tuition



Big 10 Publics Plus UWM Engineering Tuition and Fees





Differential Tuition Will Reduce Student Cost

- Due to budget constraints at UW-Madison, the average time for a B.S. Engineering degree has increased by ~1.7 semesters (from 10.2 to 11.9)
- Reducing time to graduation with a \$1400 differential tuition will **reduce** the total average tuition cost to students
 - Will also reduce room and board costs / expenses for education at UW-Madison
 - Will increase throughput (i.e., number of students educated)
 - **Total cost** is not the same as **cash flow**



Maintaining Quality is Paramount

- UW-Madison must provide students a competitive 21st Century engineering education
- Wisconsin and the nation face a shortage of engineers
- Employers recognize our quality
 - The College of Engineering hosted a record number of companies recruiting engineers last year

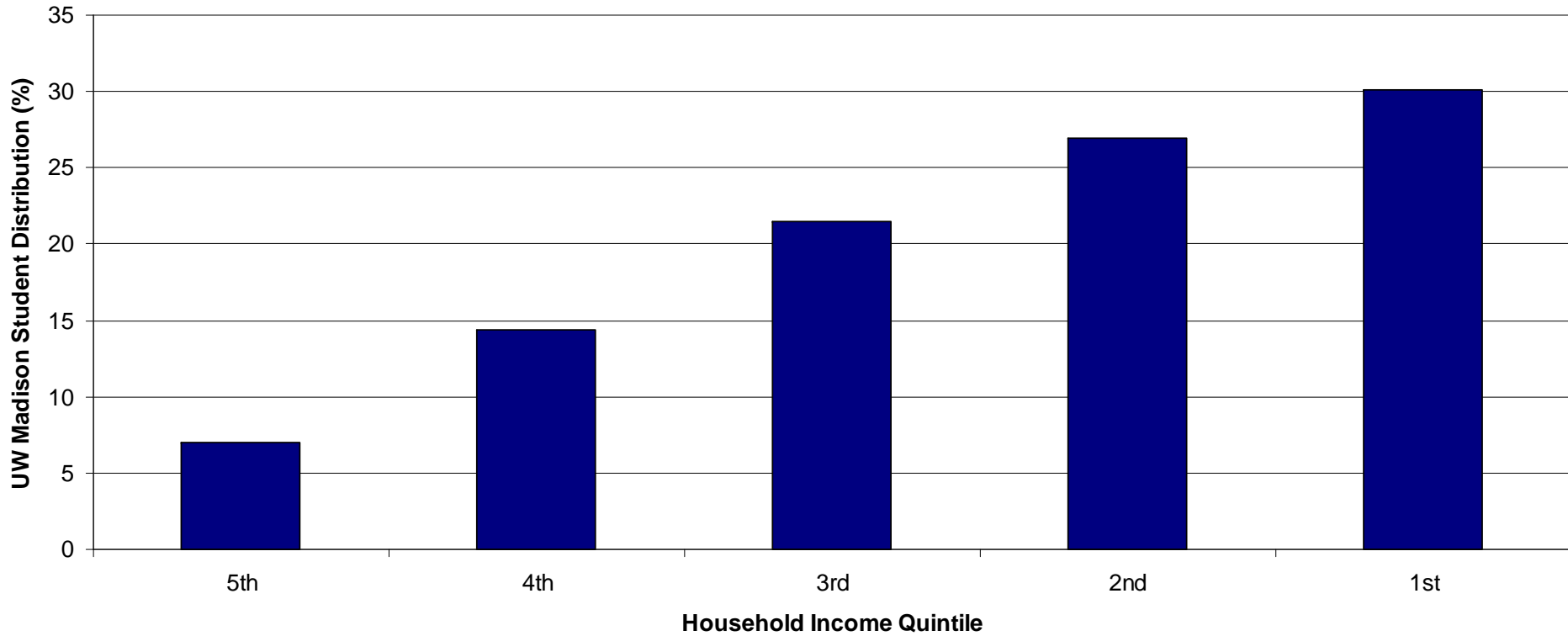


Need-Based Financial Aid

- Some students will need financial assistance
- *The College of Engineering is committed that a differential tuition will not disenfranchise any student who wants to major in engineering*
- The College, with the help of industry and alumni, has raised funds for need-based scholarships for students in lower household income quintiles



F 2005 Student Income Demographics





Student Engagement

- Students have been engaged in differential tuition discussions since September 2006 and this engagement will continue
- The Polygon Student Council approved two motions in AY 2007
 - Approved the concept of a Differential Tuition for Engineering
 - Approved \$700 per semester (\$1400 per year) phased in over three years [at \$300, \$500, \$700 per semester in years one, two, and three]
 - Will apply after students enroll in an engineering discipline
- Polygon revisited the issue in AY 2008 and maintained its AY 2007 position



Student Comments

Craig MacKenzie, Former President of Polygon

Theresa Rollman, Polygon Representative

Alex Rexrode, Polygon Representative



Summary

- The cost of engineering education is driven by rapid technological change and competition with the private sector
- A differential tuition for UW-Madison will
 - reduce average time to degree and student cost of an engineering education
 - increase access to UW-Madison College of Engineering
- Differential tuition is needed to continue to provide high quality engineering education and educate globally competitive students
- Students will continue to be actively engaged in guiding the differential tuition investment