

SUMMARY OF THE MINUTES OF THE SEPTEMBER 4, 2003 MEETING OF THE REVENUE AUTHORITY AND OTHER OPPORTUNITIES WORKING GROUP

The meeting began with Regent Axtell guiding the group through the outline summary developed at the previous meeting. Four topic areas were presented as having the highest importance.

1. The necessity of protecting and enhancing the UW's GPR support.
 - The need for joining with businesses to convince the legislature of the UW's significance to Wisconsin's economic growth.
2. The importance of keeping aid flowing to the UW through gifts, grants, and loans.
 - The importance of continued lobbying for aid and of keeping research activity a high priority in the System.
3. How the UW can increase tuition revenue and yet avoid large across-the-board tuition increases.
 - Differential tuition, per credit and cohort tuition, attracting non-traditional students, and examining how other states are trying to solve their tuition and funding problems.
4. How the UW can maximize current revenues.
 - Evaluating risk management, increasing self sufficiency, and helping each campus in their fundraising efforts.

Regent Axtell then moved the group into a more detailed discussion of fifteen topic areas, in order to refine and improve upon the list of study topics developed at the last meeting. A number of topics were brought up by group members and added to the list.

The group discussed "Engage Wisconsin", an initiative passed by the Board of Regents that emphasizes the economic importance of the University to the legislature and the state of Wisconsin. This item was removed from the list after Regent Gottschalk informed the group that this area and GPR funding would be studied by the *Our Partnership With the State* group. It was decided that the discussion notes on these topics would be forwarded to that group.

After the discussion, a revised list of the topics was developed and Regent Axtell asked the group to prioritize each of the topics. As a group, the following list, in order of importance as currently viewed by the group, was developed and approved unanimously.

Tier One Priorities –

1. Examine Risk Management – A consultant will provide guidance to the group by December on how the UW can save money in this area.
2. Differential Tuition – Examine charging higher tuition for those programs in high cost areas.
3. Attract Non-Traditional Students – Since the market is growing here, we need to make ourselves more attractive and available to this group of consumers.

4. Attract Non-Resident Students – We need to bring non-resident tuition more in-line in order to attract these students since they provide substantial excess tuition revenue, which is used to subsidize Wisconsin residents.

Tier Two Priorities –

1. Accountability Study – Reexamine how the UW can use this study to show that we've met goals set by the legislature.
2. Federal Government Earmarks – We need to look at how and if the UW should increase its lobbying efforts for federal support money for facilities.
3. Private Sector Partnerships – Explore partnerships that benefit both the UW and businesses where costs can be shared and revenues can be gained.

The group recommended that Chancellors for the Comprehensive campuses meet to discuss support services for fundraising.

It was decided that a draft timetable would be brought by Senior Vice President David Olien, in consultation with Regent Axtell, to guide the group's work in the next ten months. This timetable will be reviewed at the October meeting.