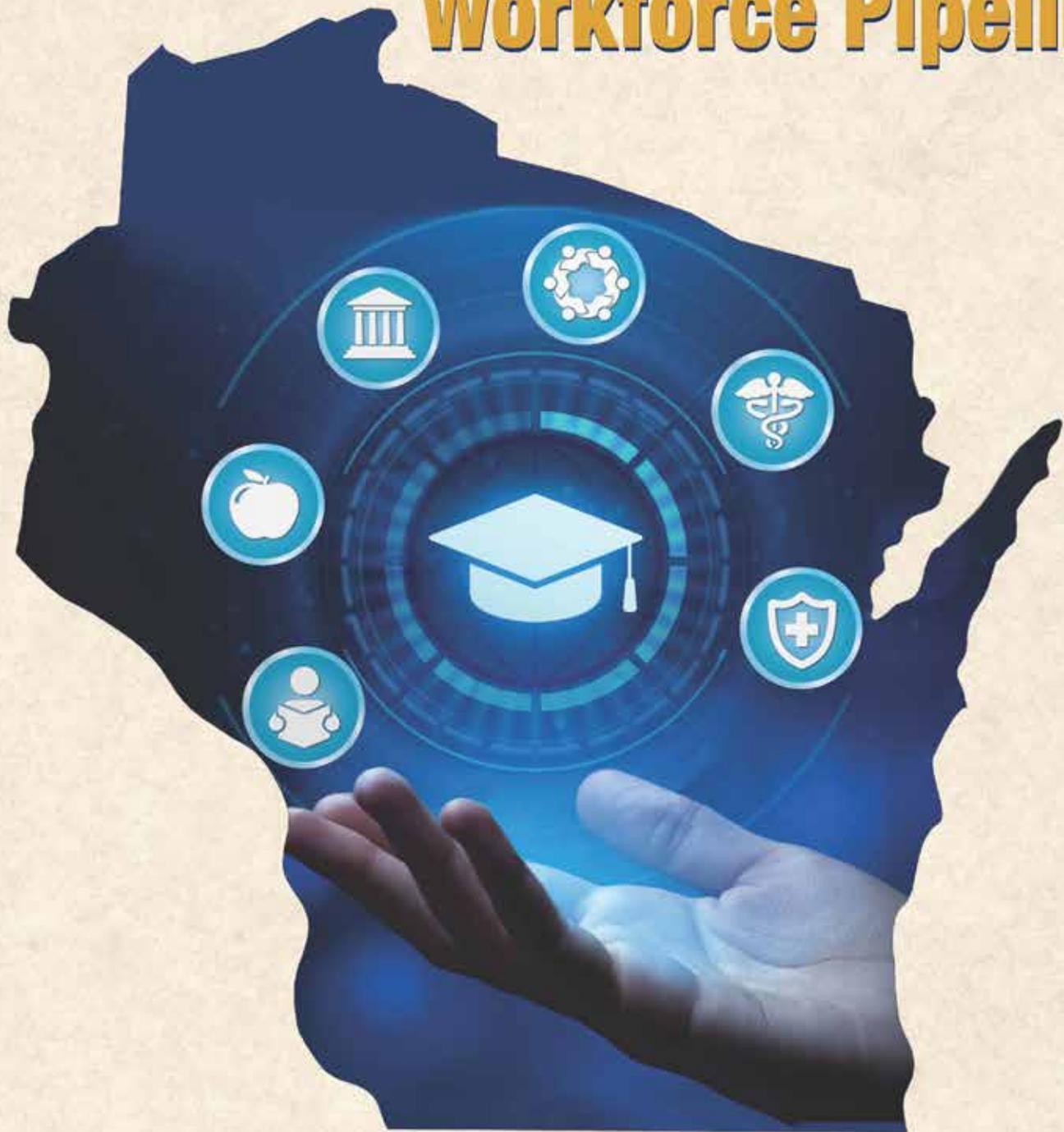


Building Wisconsin's Workforce Pipeline



WAICUPEDIA 2023

A Word From the President

Building Wisconsin's Workforce Pipeline

The independent colleges and universities of Wisconsin are vital to the success of the State of Wisconsin.

Collectively, we produce 24 percent of bachelor's degrees in the state, 34 percent of advanced degrees, and provide more than \$7 billion in economic impact each year. Our graduates are valuable members of the workforce and help propel our state forward.

In the critical area of healthcare, for example, graduates of Wisconsin's independent institutions make up more than 40 percent of all health-related bachelor's degrees in Wisconsin—and we provide more than half of the state's nursing graduates.

Our independent colleges and universities also provide substantial benefits to students and families. Graduates who earn a bachelor's degree are prepared for a lifetime of work— not just the first job. They are prepared for the many job and career changes they will make over their lifetimes. With the critical thinking skills they acquire, they are prepared for jobs that we cannot yet imagine.

Further they will, on average, earn more than \$1 million more over their lifetimes than those who end their education at high school. These earnings provide a personal benefit to the graduates and their families, but also benefit the state through higher tax revenues.

An investment in students who attend independent colleges, through the Wisconsin Grant, benefits everyone. Students achieve an education they might not otherwise afford, and society receives additional income tax revenue and the services that these graduates provide in the public and private sectors.

And the more than 52,000 students attending WAICU institutions are 42 percent more likely to graduate in four years than their public university peers, meaning they can enter the workforce more quickly.

This publication is chock-full of great statistics that show the value of our graduates and our WAICU institutions. Our institutions and the graduates we produce are indeed a vital resource to the State of Wisconsin. Please read on to see for yourself.



Eric W. Fulcomer

Eric Fulcomer, PhD
WAICU President

We
advocate policies that support
student opportunities.

We
advance accessibility and
affordability of private, nonprofits
in Wisconsin.

We
organize collaborative programs
to save members time and
money.

WAICU in State Law...

WAICU is recognized in state statutes (§§ 15.185(5)(c), 15.377, 15.67, 15.675(1)(c), 16.979, 36.31(2m)(a)3, 39.285, 39.30, 39.395, 39.41, 39.435, 39.437(4)(a), 39.49, 115.297, 118.19(1c)(a), 118.55, 440.52(11)(d)) and 2011 Governor's Executive Order #37, 2012 Governor's Executive Order #59, 2013 Governor's Executive Order #97, 2015 Governor's Executive Order #147, 2018 Governor's Executive Order #270, 2019 Governor's Executive Order #37, and 2021 Governor's Executive Order #151 as the official organization of Wisconsin's 23 private, nonprofit colleges and universities.

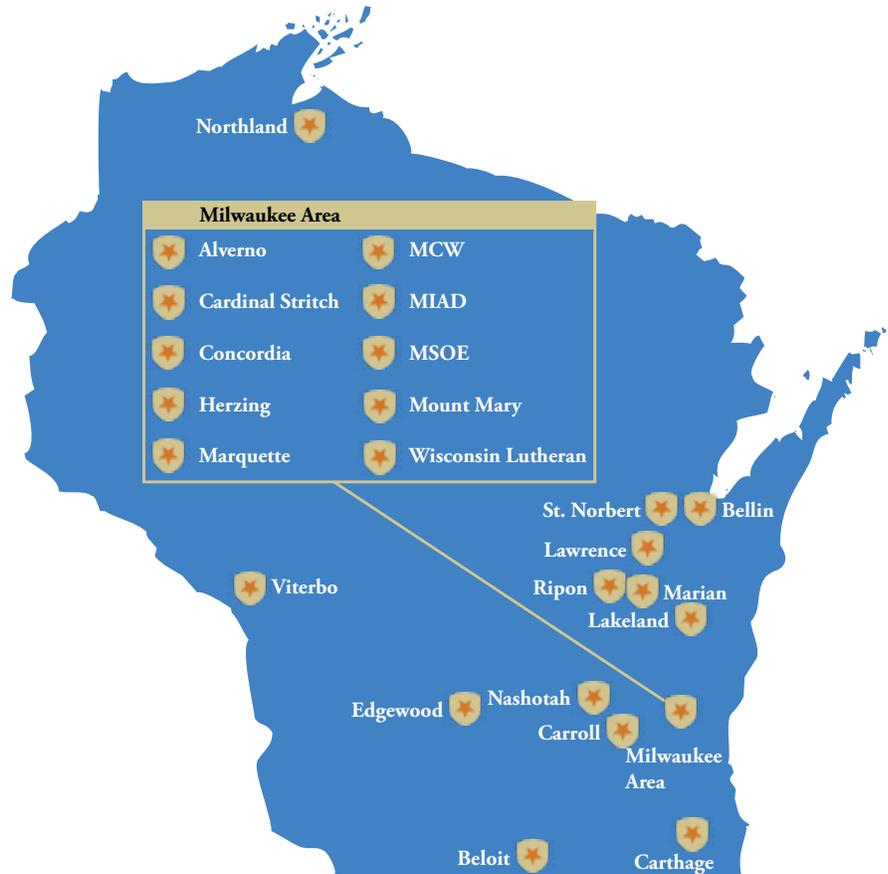
Cover image: Shutterstock,
additional icons: E. Madden

The Economic Impact of Private, Nonprofit Higher Education in Wisconsin

WAICU's national partner, the National Association of Independent Colleges and Universities (NAICU), released the report, *Private, Nonprofit Higher Education, Shaping Lives and Anchoring Communities 2021*.

According to the report's findings, nationwide, private, nonprofit colleges generated **\$591.5 billion** in economic impact in 2018-2019 and supported **3.4 million jobs**. Private, nonprofit colleges and universities fuel the workforce pipeline and are economic anchors in their communities.

Using the NAICU report methodology, WAICU has calculated the economic impact of Wisconsin's private, nonprofit institutions. See statistics below.



WAICU consists of 23 private, nonprofit colleges and universities, serving more than 52,000 students.

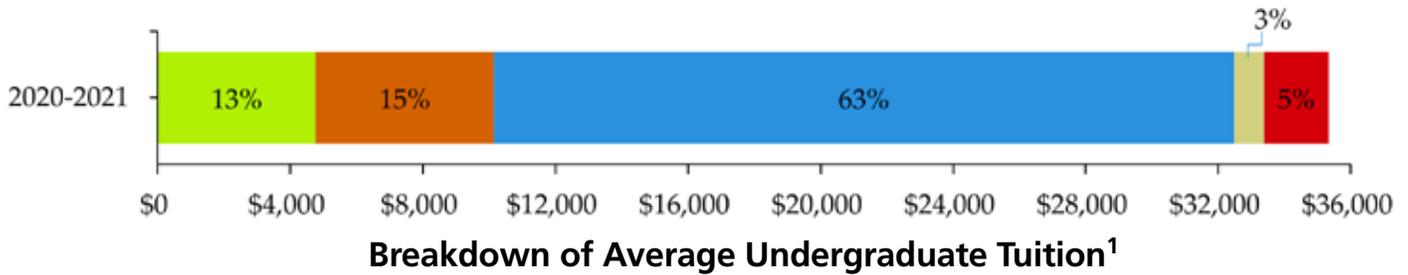
Supporting Wisconsin's Economic Vitality¹

- **\$7.1 billion** economic impact
- **More than 13,400 annual graduates**
- **62,825 jobs** supported and sustained
- **\$1.32 billion** generated in local, state, and federal taxes
- **19,038 people** directly employed in private, nonprofit higher education

1. WAICU calculation based on data from IPEDS Surveys; 2018-2019 and NAICU's report, *Private, Nonprofit Higher Education: Shaping Lives and Anchoring Communities 2021*; and total graduate data is from IPEDS Completions survey, 2020-2021.

Making Education Accessible Through A Public and Private Partnership

Investments in tuition, especially for low- and low-middle income students, is an investment in the state’s workforce. Unfortunately, the public investment has not kept pace. Given the state’s critical workforce shortages, it is more important than ever to invest in economically disadvantaged students seeking to earn a degree and contribute to Wisconsin’s workforce.



Average Out-of-Pocket Tuition at Member Schools

Out-of-Pocket

For the *last five years* at WAICU-member schools, the average out-of-pocket tuition has been less than **\$5,500**.

Here's the math:

Average tuition and fees:	\$35,317
Average first-year student financial aid package:	- \$30,549
Average out-of-pocket tuition:	\$4,767

Loans

Student loans may be issued by the federal government, the largest provider, or private lenders.

Institutional Grants

Institutional aid includes both merit-based and need-based scholarships and grants from funds privately raised by the college or university. WAICU members have “skin in the game,” as institutional aid has increased every year since at least the year 2000. Unlike loans, grants and scholarships do not need to be paid back.

State Grants

At the state level, the most notable financial aid program is the Wisconsin Grant Program. See page five for more information.

Federal Grants

Federal aid includes need-based Pell Grants as well as other programs, such as Supplemental Education Opportunity Grants, Department of Veterans Affairs grants, and the federal portion of the College Work-Study Program.

¹ Tuition breakdown for first-time, full-time, degree-seeking undergraduates. IPEDS Student Financial Aid Survey and Student Charge Survey, 2020-2021.

Wisconsin Grants: An Investment in Our State's Workforce

Wisconsin Grants are the primary state-funded, need-based financial aid program for Wisconsin residents attending college in Wisconsin. Wisconsin Grants have received bipartisan support.

Wisconsin currently faces employment shortages in nearly every occupation including engineers, physicians, nurses, and teachers. For Wisconsin to be competitive, we must focus on increasing the educational attainment of the state's population. Nearly 75 percent of new jobs require a bachelor's degree.

But only 40 percent of the workforce have a four-year degree.¹

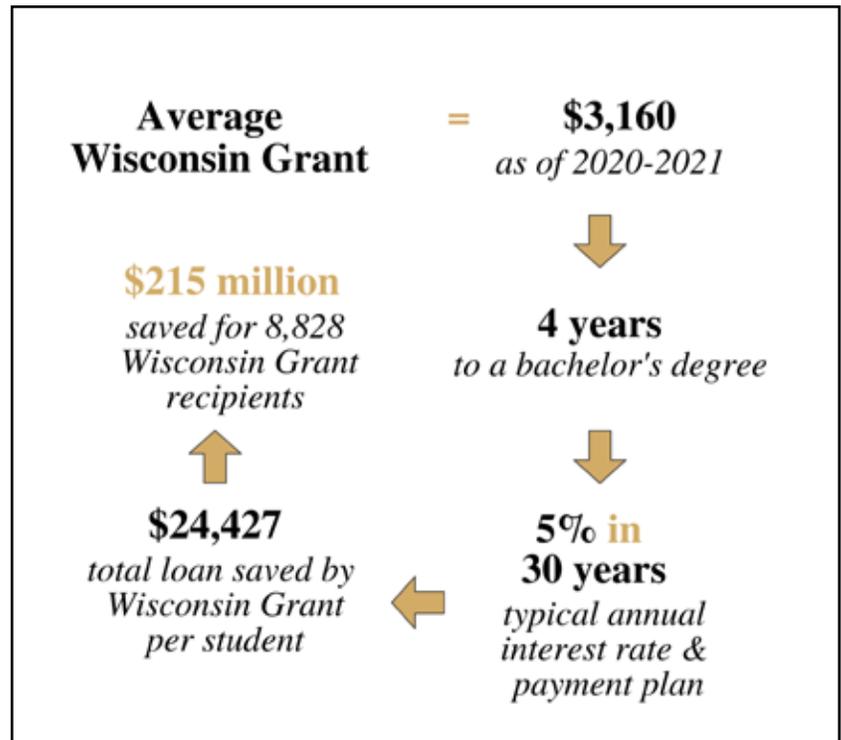
The Free Application for Federal Student Aid Simplification Act changed the current eligibility aid formula for federal Pell Grants from the Expected Family Contribution formula to a new aid formula known as the Student Aid Index. Many states, including Wisconsin, use this eligibility metric to determine eligibility for state need-based student aid, such as Wisconsin Grants.

WAICU and its member colleges and universities are seeking to modify the current Wisconsin Grant formula to modernize the statutory language and to better serve students. WAICU also is seeking a \$25.5 million increase to our sector's current \$57 million Wisconsin Grants biennial appropriation.

Even with the proposed increase, total state spending on Wisconsin Grants awarded to students at Wisconsin's independent colleges is less than 2 percent of all funding for higher education.²

Wisconsin Grants Save Students Millions in Interest

Wisconsin Grants awarded to Wisconsin students attending a Wisconsin private, nonprofit institution saved a total of more than \$215 million in principal and loan interest for our 8,828 Wisconsin Grant recipients.³



Average Wisconsin Grant for Private, Nonprofit Students

Investing in Wisconsin Grants reduces the need for student loans.

1. Georgetown Center on Education and the Workforce, "America's Divided Recovery," 2016. 2. WAICU estimation based on data from HEAB and LFB. 3. WAICU estimation based on data from HEAB's *Student Aid Expenditures For 2020-2021* report.

A Bargain for Taxpayers

Students' chances of graduating in four years are **42 percent greater** at WAICU-member colleges and universities than at four-year public institutions in Wisconsin.¹

With an **average class size of 16 students**, students can count on personalized attention that keeps them on track.²

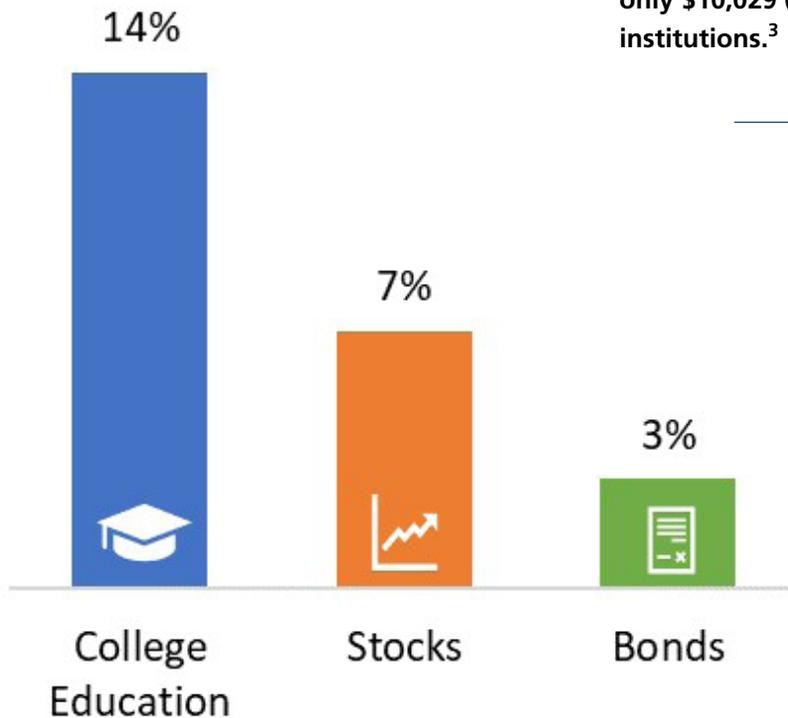
Graduating on time lowers the cost of college, with graduates entering the workforce, earning sooner, and supporting Wisconsin's economic infrastructure.



Cost of a Degree to State Taxpayers

Over four years, the cost to state taxpayers per degree at public four-year institutions is \$126,594, compared to only \$10,029 (student aid) at WAICU-member institutions.³

Return on Investment



Comparison of College Degrees with Other Investments

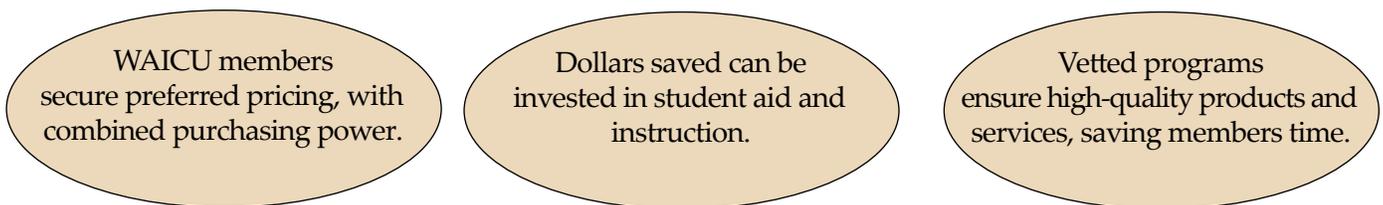
College degrees typically have higher rates of return in the long run of 14 percent, far exceeding other investment benchmarks, such as stocks and bonds.⁴

1. IPEDS, Graduation survey (2013-2014 cohort), 2021-2022. 2. WAICU Institutional Survey, 2021-2022. 3. WAICU calculation based on four-year trend data from LFB, HEAB, IPEDS. 4. Federal Reserve Bank of New York, 2019.

WAICU Cost-Saving Collaborations

In 2021, WAICU saved its members **\$19,168,981** through more than **45 collaborative, cost-saving programs**.

- The cumulative savings from the lifetime of the programs (since WAICU began reporting) now total **\$250,784,747**.
- WAICU collaborative services help to control college costs and are in keeping with WAICU's long-standing efforts to keep college affordable.



WAICU Investments in Students

- **95 percent** of WAICU undergraduates receive financial aid.¹
- **91 percent** of undergraduates receive grant/scholarships at WAICU-member colleges and universities.²
- For every **\$1** in state grants, WAICU students receive **\$23** in institutional aid.³
- The average financial aid package at WAICU-member schools is **77 percent** grants and scholarships, aid that does not have to be paid back.⁴

1. Full-time, degree-seeking undergraduates, WAICU Institutional Survey, 2021-2022. 2. IPEDS Student Financial Survey, 2020-2021. 3. WAICU Institutional Survey, 2021-2022. 4. IBID.

Expanding Educational Opportunity



Non-Traditional



Thirty-one percent of WAICU-member students are over the age of 25, compared to **19 percent** at Wisconsin's public four-year universities.¹

People of Color



Thirty percent of WAICU students are students of color, compared to **19 percent** at four-year public institutions in the state.²

First Generation



Twenty-eight percent of all WAICU undergraduate students are first-generation students.³

Low-Income



Twenty-nine percent of WAICU undergraduates qualify for federal Pell Grants, compared to **22 percent** at four-year public institutions in Wisconsin.⁴

1. IPEDS, Fall Enrollment Survey, 2020-2021. 2. IPEDS, 12-Month Enrollment Survey, 2020-2021. 3. WAICU Institutional Survey, 2021-2022. 4. IPEDS, Student Financial Aid Survey, 2020-2021.

Partnering for Postsecondary Success

Wisconsin Veterans Grant for Private, Nonprofit Students

The Wisconsin Veterans Grant for Private, Nonprofit Students is a State of Wisconsin veterans benefit enacted in 2020. Awards are available to qualified veterans, as well as certain spouses and children of qualified veterans, for use at a Wisconsin private, nonprofit higher educational institution.

The Wisconsin Veterans Grant for Private, Nonprofit Students is a collaboration between:

- Wisconsin Higher Educational Aids Board
- Wisconsin Department of Veterans Affairs
- WAICU-member institutions

The Wisconsin Veterans Grant for Private, Nonprofit Students includes the following:

- A maximum grant per semester/session—including summer—for the qualifying veteran, spouse or dependent, with a per semester/session matching grant from the participating college or university.
- Grants apply toward bachelor's and graduate degree programs at Wisconsin's participating private, nonprofit colleges and universities.
- Qualifying veterans, spouses, and dependents may receive up to a total of \$12,000 annually in grants depending on other educational benefits for which veterans and their dependents may qualify.
- Those eligible may receive a maximum of eight semesters of grant funding or 128 credits, whichever is greater, less any GI bill benefits already received at public institutions.

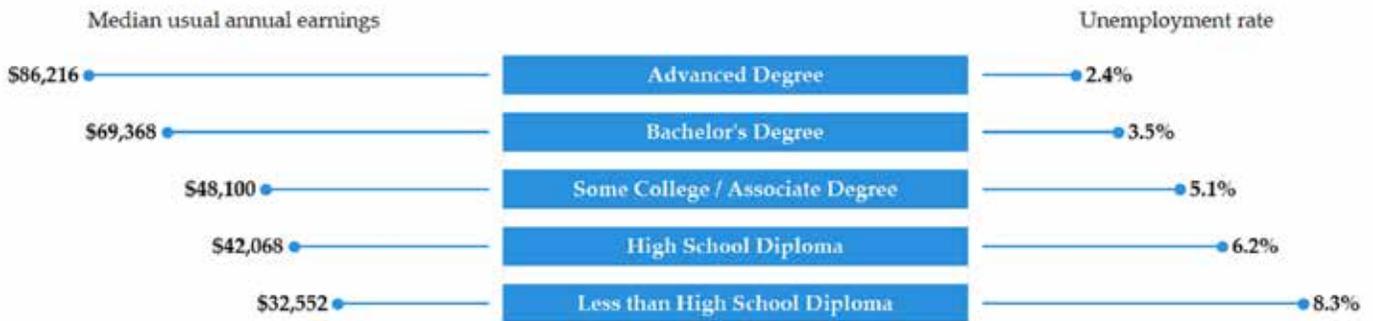


College Opportunities in High School

WAICU members offer a variety of opportunities for students to gain college credits while in high school at a significant discount. Opportunities include:

- Early College Credit program: Courses taken on a campus for both high school and/or college credit
- Programs aimed at providing underrepresented students with a college experience
- Concurrent Enrollment: College level courses taken at the high school for both high school and/or college credit
- Advanced Placement (AP) Credit

Producing High-Earning Graduates

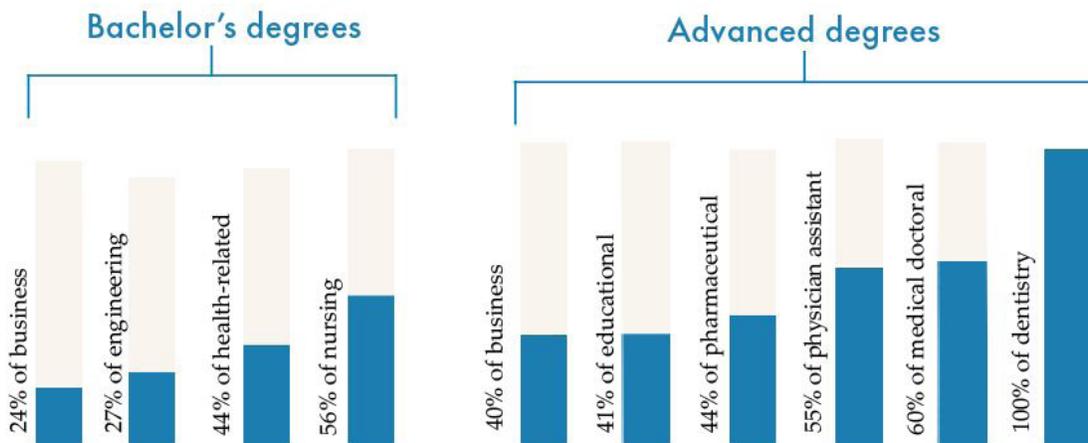


Earnings and Unemployment Rates by Educational Attainment¹

College graduates on average earn more money and are less likely to be unemployed than those without a degree. This puts them in a stronger position to pay back student loans they may have and to contribute to the health of the economy.

Adults with a bachelor's degree earn an average of \$2.8 million during their careers, \$1.2 million more than the median wage of workers with a high school diploma.²

Filling High-Demand Occupations



WAICU members produce more than 13,400 graduates annually, making up 24 percent of all bachelor's degrees and 34 percent of all advanced degrees in the state, with no direct operating support from taxpayers.³

1. Bureau of Labor Statistics, 2021. 2. Georgetown Center on Education and the Workforce, "The College Payoff," 2021. 3. IPEDS, Completions Survey, 2020-2021.

Supporting Students From College to Careers



"This internship has significantly impacted my life. Prior to this opportunity, I lacked confidence in the workplace – socially, professionally, etc. Now, I am much more confident in my ability to communicate effectively with others and complete tasks in an efficient manner. In the professional realm, I learned the importance of office etiquette, professional dialogue, and the importance of creating a portfolio."

-- Former program intern

WAICU Advancement Diversity and Nonprofit Internship programs provide valuable career experience.

Photo credit: Corey Wilson

Career Services for Students

The career service offices at WAICU-member institutions provide a wide array of professional career services:

- Career exploration and counseling
- Résumé assistance and critique
- Mock interviews
- Internship placement support
- Networking and educational events
- Mentorship
- Professional resources for alums



An estimated 92 percent of 2021 graduates from private, nonprofit colleges are employed or in graduate school within six months of graduation.¹



Over the past five years, more than 3,500 WAICU students and alums have attended the WorkForce Fair. The 31st annual **WorkForce Fair: Jobs, Internships, and Graduate Schools** took place February 21, 2023, at the Wisconsin State Fair Park, where approximately 150 top employers connected with WAICU students and alums.

1. NACE's First Destination Survey, 2022.



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Milwaukee, WI
www.alverno.edu



Concordia University
Mequon, WI
www.cuw.edu



Marquette University
Milwaukee, WI
www.marquette.edu



Northland College
Ashland, WI
www.northland.edu



Bellin College
Green Bay, WI
www.bellincollege.edu



Edgewood College
Madison, WI
www.edgewood.edu



Medical College of Wisconsin
Milwaukee, WI
www.mcw.edu



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De Pere, WI
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Cardinal Stritch University
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