

# Would you be an **ADVOCATE FOR STUDENT AID?**

**Strong financial aid programs are critical to the future of our students, our economy, and our state.**

Student views of college affordability affect their enrollment. Strategic federal and state investment in need-based grants helps low- and low-middle-income students realize their college dream at the institution that best fits their needs.



Sign up here

If you are a supporter of student opportunity and believe in the importance of state and federal grants, **WAICU's 2022 Advocates In 2022** campaign is for YOU!

**Undergraduate students at Wisconsin private non-profit colleges and universities rely on Pell Grants and Wisconsin Grants (program designated to Wisconsin residents). For 2020-21:**

Total Pell recipients

**17,169**

Average Pell award

**\$4,200**

Total Wisconsin Grant recipients

**8,828**

Average Wisconsin Grant award

**\$3,160**



**63%** WG recipients have Expected Family Contribution (EFC) less than 4,000

#WIGrants

4

# REASONS TO SUPPORT STUDENT AID

#DoublePell

While Pell and Wisconsin Grants have helped millions of students pursue their college dream, the purchasing power of those need-based grants have not kept up with the increase in student need. Due to the impact of COVID-19, low-income students will need significant additional support to succeed in college.



## Make college possible to the neediest students

The most economically disadvantaged Wisconsin high school students are **35 percentage points less likely** to attend a baccalaureate college (4-year) than those who are not economically disadvantaged.



## Close the college attainment gap

College graduation rates among low-income students in Wisconsin lag behind the graduation rates of higher-income students.

To help Wisconsin reach a postsecondary education attainment rate of **60 percent by 2027**, more work remains with addressing the achievement gap that has persisted because of income inequality.



## Develop a strong state workforce

Wisconsinites with a bachelor's degree and higher are **25 percent more likely** to participate in the labor force than those with less education. Strategic investment in higher education through Pell and Wisconsin Grants is long-term, sustainable workforce development.



## Reduce debt pressure

Even small investments can make a big impact if given to the right cause. Wisconsin Grants awarded to Wisconsin students attending a private college in 2020-21 saved a total of **over \$215 million** in principal and loan interest.

The Wisconsin Association of Independent Colleges and Universities (WAICU) invites you to become one of our 2,022 advocates in a collective advocacy effort to support student opportunities.

### Once you sign up, you will:

- Receive news and updates on what is happening at the federal and state levels that affect student financial aid.
- Read stories of our Wisconsin Achievers and how financial aid, especially Wisconsin Grants, is making a positive impact.
- Get action alerts during critical times in the process to speak up and contact your state or federal elected officials.



## WHAT TO EXPECT, NOW THAT I AM AN ADVOCATE?