

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.



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

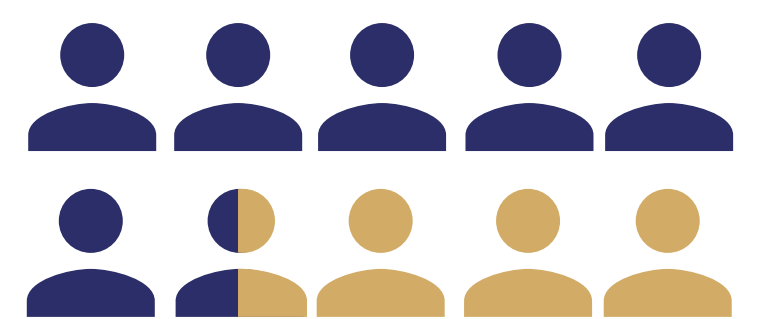
\$4,200

Total Wisconsin Grant recipients

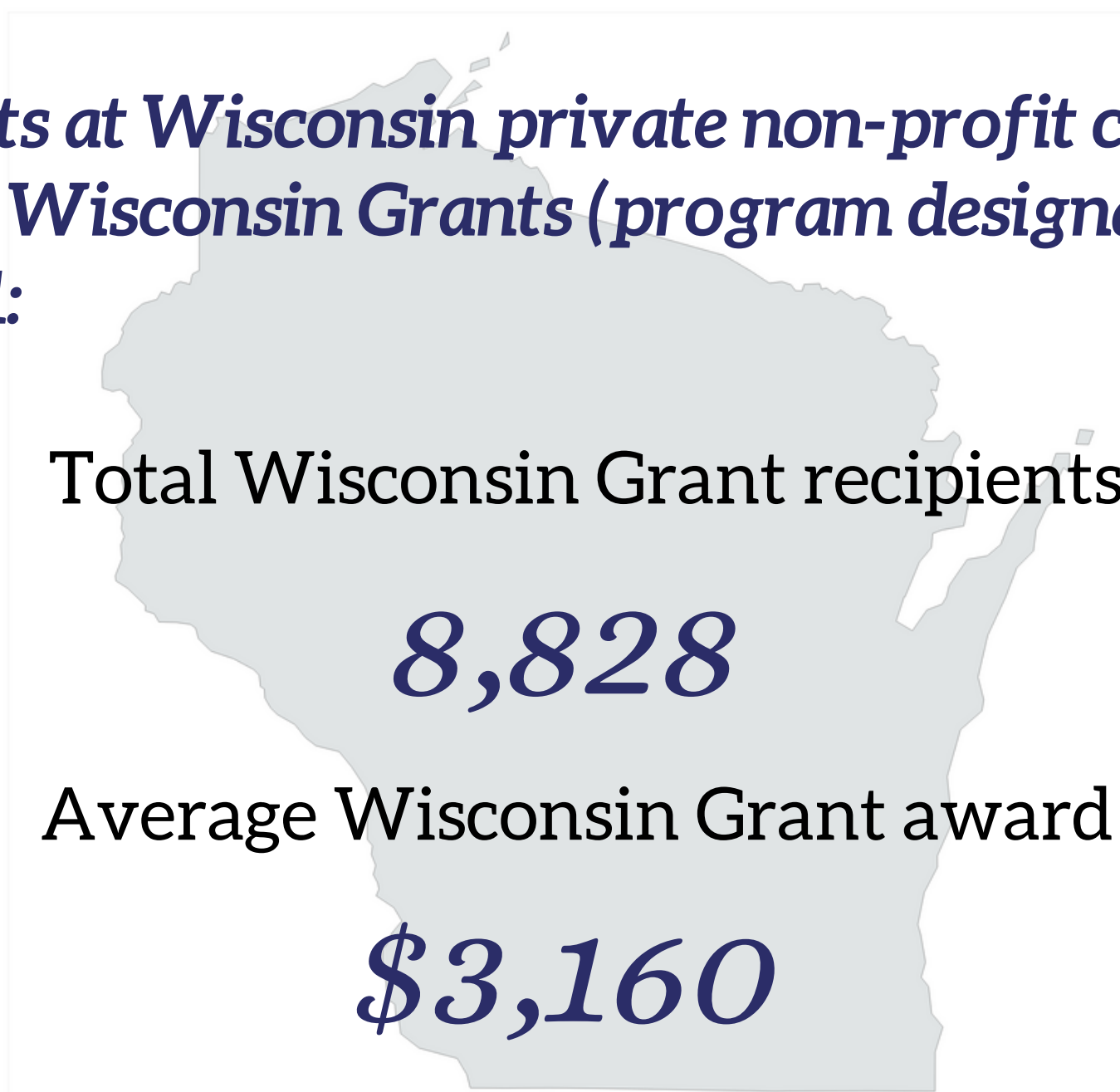
8,828

Average Wisconsin Grant award

\$3,160



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

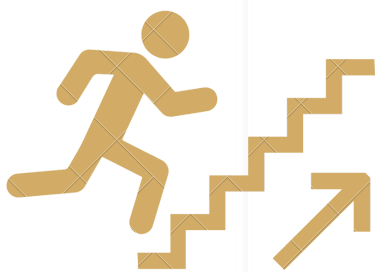


#WIGrants

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

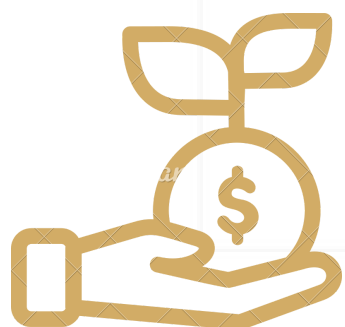
College graduation rates among low-income students in Wisconsin lag behind the graduation rates of higher-income students.

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?