



UW System Messaging Framework: 2019-2020- Sourced

Overview

The University of Wisconsin System changes lives, enriches communities and advances knowledge.

Wisconsinites earn **higher wages** with an **accessible and affordable** UW System education. We are a key supplier for Wisconsin's **talent pipeline**. A UW education can be the solution as employers seek highly skilled employees and the state faces other demographic challenges.

UW System campuses help build vibrant communities and provide a tremendous **return on investment**. Our graduates, faculty and staff are more likely to participate in civic life and require fewer public resources.

UW System faculty create innovative companies through **groundbreaking research** that leads to internationally recognized scientific discoveries and **improves the human condition**.

(<https://www.wisconsin.edu/economic-development/download/Econ-Impact-web.pdf>) & (<https://cew.georgetown.edu/cew-reports/the-college-payoff/>)

All In Wisconsin

#AllinWI

From teaching and learning to research to economic development, it all happens in the classrooms, laboratories, and communities of the University of Wisconsin System.

Represent "In" graphically as: Inspiring, Innovative, Instructive, Inquisitive, Industrious, Influential, Interesting, International, Intriguing, Investment, Incredible, Insightful, Integrity, Ingenious. The University of Wisconsin.

UW System 2019-2021 State Budget Request

Growing Wisconsin's Talent Pipeline

- \$82.5 million to achieve performance and accountability goals tied to student access and success as well as workforce contributions.
- \$25 million increase for capacity of high-demand programs in science, engineering, health care, and technology.

Reinvesting for Return

- Modernize facilities by reinvesting \$1.7 billion for campus capital projects to retain and attract talent in high-demand fields.

Promoting Access and Affordability

- The UW System is committed to reducing costs and increasing efficiencies, undertaking a landmark restructuring effort to link two-year campuses with four-year campuses. The regional approach will provide more opportunities at two-year campuses and streamlines access for transfer students, while keeping community educational, cultural, and economic anchors throughout Wisconsin.

Themes

Wisconsin's Talent Pipeline

#UWTalentPipeline

Wisconsin businesses and civic organizations count on the UW System to produce and build better careers and communities.

- College graduates earn \$1 million more over their lifetimes, on average, compared with those with a high school degree. (<https://cew.georgetown.edu/cew-reports/the-college-payoff/>)
- Each year, the UW System grants more than 36,000 degrees. UW institutions are increasing their capacity in high-demand programs such as healthcare, computer science, and engineering to create new opportunities for students in well-paying fields. (<https://www.wisconsin.edu/accountability/progress-and-completion/>)
- The education investment our state makes stays in Wisconsin: 81% of UW System alumni live and work in the Badger State five years after graduation. (<https://www.wisconsin.edu/accountability/economic-development/>)

Wisconsin depends upon the UW System to produce highly skilled critical thinkers who can function in the rapidly changing 21st-century economy. Our graduates also contribute to their communities by launching businesses, building the tax base, and engaging in civic pursuits. (<https://www.wisconsin.edu/economic-development/download/Econ-Impact-web.pdf>)

Reinvest for Return: Investing in the UW System is investing in Wisconsin

#UW23xROI

Every state dollar invested in the UW System provides a return on investment 23 times over.

- As an economic engine, the UW System has a \$24-billion impact on Wisconsin's economy annually. (<https://www.wisconsin.edu/economic-development/download/Econ-Impact-web.pdf>)
- The UW System generates and supports 167,000 jobs in Wisconsin and is the states largest skilled talent provider.
- The UW System is accountable for Wisconsin's investment in post-secondary education; it was one of the first state university systems to issue a public accountability report when it began doing so in 1993. UW System accountability measures took their current form as an interactive dashboard in 2015. (www.wisconsin.edu/accountability)

With groundbreaking research, entrepreneurial know-how, and boundless creative energy, the UW System provides extraordinary value for our students, communities, and businesses.

Access and Affordability

#UWAccountable2U

A UW System education is an extraordinary value that is accessible and affordable.

- Nearly 175,000 students are enrolled at UW System institutions. (<https://www.wisconsin.edu/accountability/access/>)
- One of every three Wisconsin high school graduates enrolls in a UW System institution immediately after graduation. (<https://www.wisconsin.edu/accountability/access/>)
- The UW System is high in quality, while ranking as more affordable than most Midwestern peers. (<https://www.wisconsin.edu/budget-planning/download/2016-17--UW-System-Tuition-Peers.pdf>)
- In-state tuition has been frozen since 2012.