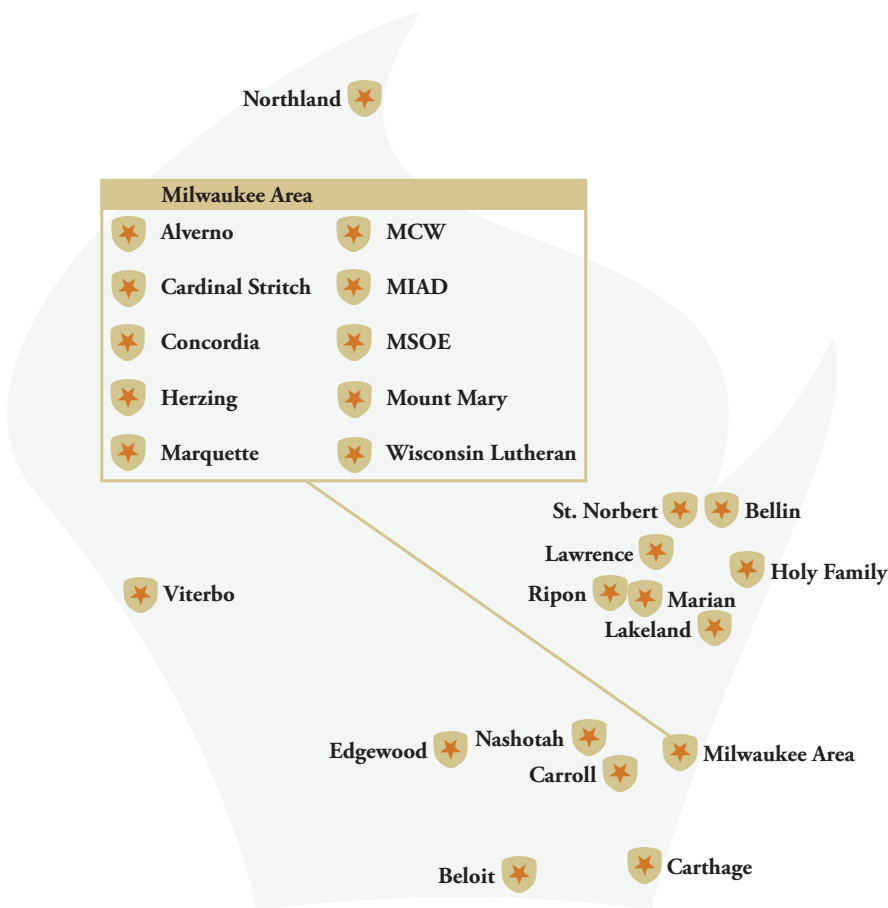


*Private colleges, public purpose*



# 2020 WAICU-pedia

Wisconsin Association of Independent Colleges and Universities (WAICU)



**Our mission:**

*Working together for educational opportunity*

The Wisconsin Association of Independent Colleges and Universities (WAICU) is the official organization of the twenty-four private (or independent), nonprofit institutions of higher learning in Wisconsin and their more than 56,000 students. Over 60 percent of undergraduate students are from Wisconsin. All of WAICU's programs and services support educational opportunity.

**What we do**

We **ADVANCE THE ACCESSIBILITY** and affordability of private, nonprofit colleges in Wisconsin.

We **ORGANIZE COLLABORATIVE PROGRAMS** to save members time and money.

We **ADVOCATE POLICIES** that support student opportunity.

**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, 39.41, 39.435, 39.437(4)(a), 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, and 2019 Governor's Executive Order #37 as the official organization of Wisconsin's 24 nonprofit, private (or independent) colleges and universities.

## A word from the president. . .

Countless industries have faced disruption in recent years. Think of the example of paper mills in the digital age. While the demand for paper has decreased, skyrocketing demands for shipping boxes from online retailers have presented new opportunities to utilize the assets paper mills already had. In much the same way, higher education is seizing opportunities to serve a broader range of students and meet the needs of the modern workforce. One example is that Wisconsin's private colleges were among the first to offer evening and online courses to accommodate nontraditional students who have full-time jobs and families. Another example is the creation of business partnerships and co-ops to achieve a "win-win" for students looking for valuable work experience and local employers eager for talent. In addition, WAICU institutions have for many years participated in the WAICU Collaboration Project; savings are directed to the benefit of students.

Colleges and universities are steadfast and resilient, and private, nonprofit institutions, in particular, are by their very existence designed to be responsive to students and employers. Now more than ever, we need to be supportive of these institutions and their mission to prepare our next generation of citizens and of the workforce. With over 65 percent of jobs requiring a postsecondary credential, our economy and civic and cultural life depend on it.



Rolf Wegenke, Ph.D.  
WAICU President

## WAICU cost-saving collaborations

- In 2018, **WAICU saved its members \$22,194,632** through more than 40 collaborative, cost-saving programs.
- The **cumulative savings** from the lifetime of the programs (since WAICU began reporting) now total **\$181,738,882**.
- The WAICU Collaboration Project, in helping to control college costs, is in keeping with WAICU's long-standing mission to expand educational opportunity.

## 60 Forward



- **The challenge:** Wisconsin's population is aging. With a wave of retirements and fewer high school graduates, the state faces an urgent and growing need for talent. To meet that need, many more people must earn a degree or high-quality credential beyond high school.
- **Why it matters:** A higher "attainment rate" — the proportion of those aged 25-64 with an education credential beyond high school — is tied to greater labor force participation and increased earnings. The Lumina Foundation reports that Wisconsin's attainment rate was 50.5 percent in 2017.
- **Where we're going:** In 2017, WAICU, the Wisconsin Technical College System, and the UW System received a grant from the Lumina Foundation to establish a goal of a 60 percent attainment rate for Wisconsin by 2027.

## The way to achieve 60 Forward

In order to achieve Wisconsin's goal of a 60 percent attainment rate by 2027, it is essential to provide opportunities to underrepresented populations. Wisconsin Grants serve as a much-needed leg up to low-income students who may not otherwise be able to pursue higher education.



## Return on investment



The **ROI of a college education is nearly 14 percent**, far exceeding investment benchmarks such as the long-term return on stocks (7 percent) or bonds (3 percent).<sup>1</sup>

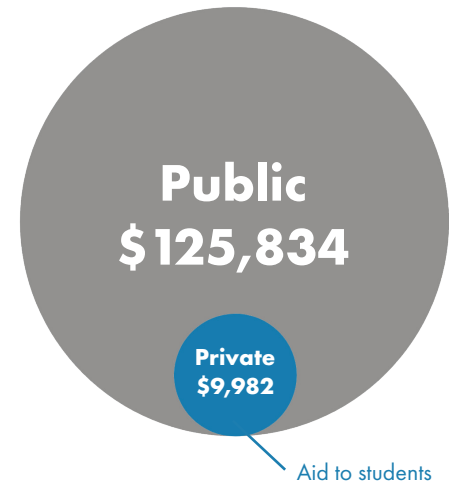
## A bargain for taxpayers

### Return on investment to state taxpayers

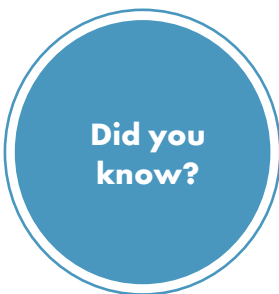
Over four years, the cost to state taxpayers per degree at UW-System institutions is **\$125,834** compared to only **\$9,982** at WAICU-member institutions.<sup>2</sup>

WAICU members do not receive direct taxpayer support; low-income Wisconsin students receive financial aid in the form of the Wisconsin Grant.

### Cost of a degree to state taxpayers



## Affordability



**Ninety-seven percent** of WAICU undergraduate students **receive financial aid**.<sup>3</sup>

The **average financial aid package** at WAICU members is **73 percent grants and scholarships**.<sup>4</sup> These types of aid are gifts that do not need to be paid back.

**Ninety-one percent of undergraduates receive grant/scholarship aid** (including institutional aid) at WAICU members compared to 46 percent at public four-year institutions in Wisconsin.<sup>5</sup>

## Privately-raised investment in students

In part because of decreases in state and federal aid, private, nonprofit colleges have worked hard to increase grant aid to students. For every **\$1 in state grants**, students at WAICU members receive **\$20 in institutional grants**.<sup>6</sup>



Sources: [1] Federal Reserve Bank of New York, 2019 [2] HEAB, Legislative Fiscal Bureau, and IPEDS; 2017-18 [3] Full-time, degree-seeking undergraduates, WAICU Institutional Survey, 2017-18 [4] Ibid. [5] IPEDS 2017-18 [6] WAICU Institutional Survey, 2017-18

## What is the tuition breakdown for WAICU-member institutions?<sup>1</sup>

### Out-of-pocket

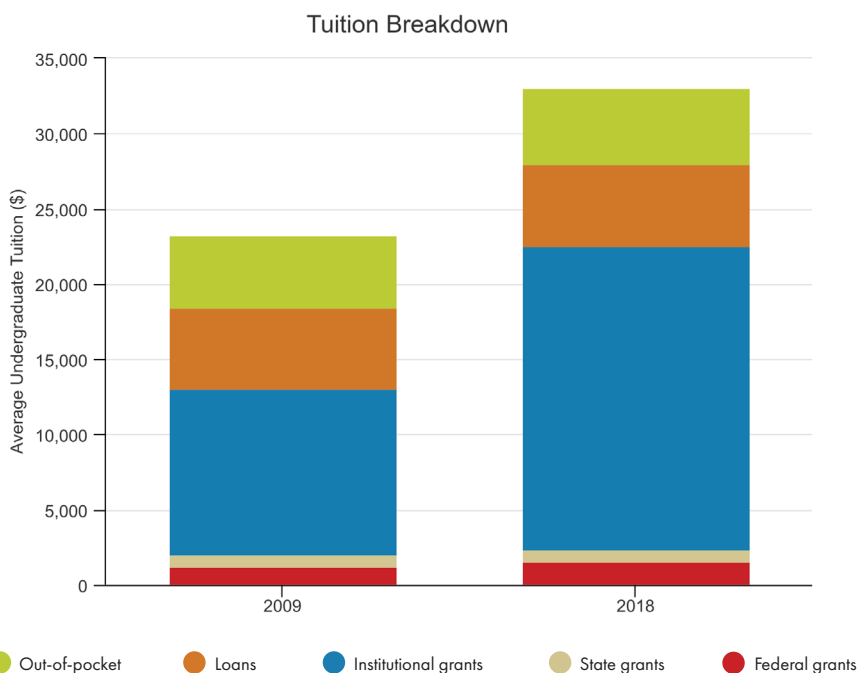
For the eleventh year in a row at WAICU members, the **average out-of-pocket tuition** has been **at or under \$5,500**. Here's the math:

Average tuition and fees (sticker price) \$33,034

Average freshman financial aid package - \$28,010

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Average out-of-pocket tuition \$5,024



### 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” - institutional aid has increased every year since at least the year 2000. Unlike loans, grants and scholarships do not need to be paid back.

The **average institutional aid award is \$20,274 per year** for first-time, full-time undergraduates at WAICU members. This institutional aid represents the significant difference in the advertised tuition “sticker price” and the amount the average student actually pays.

### State grants

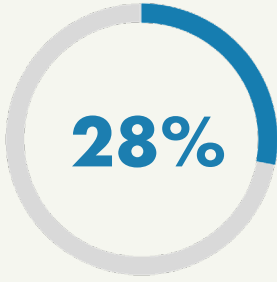
At the state level, the most notable aid program is the Wisconsin Grants program. Visit [Wisconsin-Grants.org](http://Wisconsin-Grants.org) for details on this critical support for students with financial need.

### Federal grants

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

Source: [1] Tuition breakdown for first-time, full-time, degree-seeking undergraduates. IPEDS, 2017-18 and WAICU Institutional Surveys

## Private colleges are making a difference to expand educational opportunity



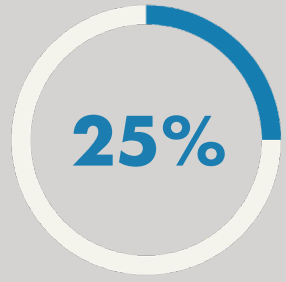
WAICU

Twenty-eight percent of all WAICU students are first-generation students.<sup>1</sup>

**FIRST GENERATION**



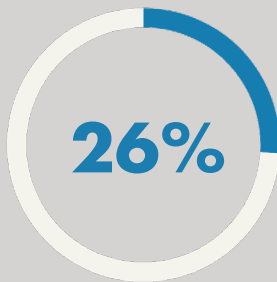
WAICU



Public

Thirty-two percent of WAICU undergraduates are eligible for federal Pell Grants, compared to 25 percent at four-year public institutions in Wisconsin.<sup>2</sup>

**LOW INCOME**



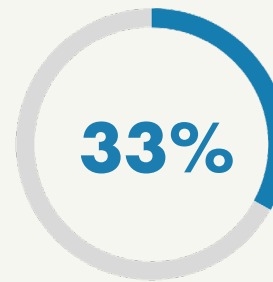
WAICU



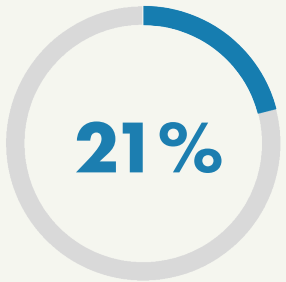
Public

WAICU has a larger percentage of minorities in its undergraduate student body (26 percent) than four-year public institutions in the state (18 percent).<sup>3</sup>

**MINORITIES**



WAICU



Public

Students over the age of 25 make up 33 percent of all students in WAICU, compared to 21 percent at Wisconsin's public four-year universities.<sup>4</sup>

**NON-TRADITIONAL**

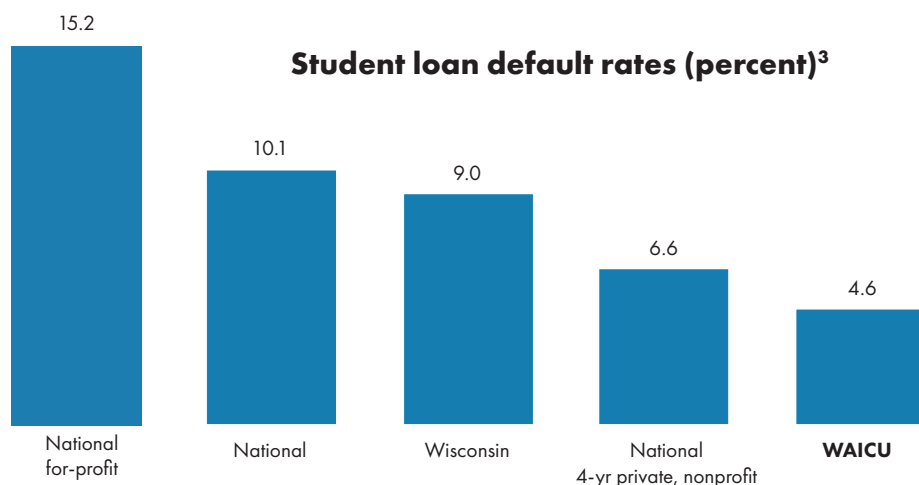
## Advantages for students

At WAICU colleges and universities, the **average class size is 16 students**.<sup>1</sup> WAICU academic advisors work closely with students to keep them on track to graduate on time.

**Students' chances of graduating in four years are 63 percent higher** at WAICU members than at public four-year institutions in Wisconsin.<sup>2</sup> This reduces the cost of college and enables students to start earning sooner.



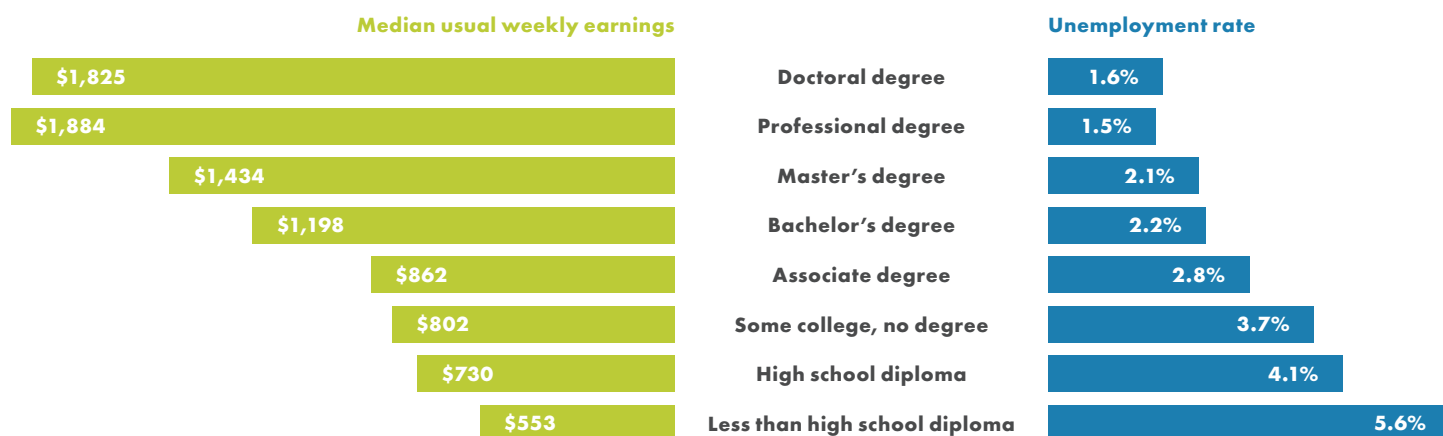
## Manageable debt



Students who graduate are less likely to default on their loans. Students who attend WAICU institutions are considerably less likely to default on their student loans than other students from Wisconsin and nationwide.

## The payback

College graduates on average earn more money and are less likely to be unemployed than those without a degree.<sup>4</sup> This puts them in a stronger position to pay back student loans they may have and contribute to the health of the economy.



Sources: [1] WAICU Institutional Survey, 2018-19 [2] IPEDS, 2018 [3] U.S. Department of Education, 2016 [4] U.S. Bureau of Labor Statistics, 2018

## From college to career

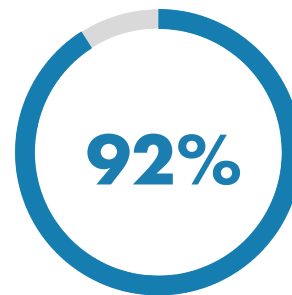
### Career services

The career services offices at WAICU-member institutions provide a wide array of services to students as they begin their professional careers.

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

### Innovative approaches to career readiness

- Adult and accelerated learning programs
- Veteran and servicemember support, including: credit for military training; the Yellow Ribbon Program; and dedicated points of contact for support services for veterans, military servicemembers, and their families.
- Credit for life experiences
- Continuing professional education in fields such as dentistry, education, law, medicine, physical therapy, and social work.
- Cooperative learning models that incorporate professional work experience and academic learning
- Dual credit & Advanced Placement (AP) credit



An estimated **92 percent of graduates from private, nonprofit colleges are employed or in graduate school** within six months of graduation.<sup>1</sup>

### WorkForce Fair:

#### Jobs, Internships, and Graduate Schools

More than **900 students and alumni/ae and 185 employers and graduate schools** participate in the annual WorkForce Fair, organized by the Career Services Directors at WAICU members. The event—now in its 29th year—is held in February at the Wisconsin State Fair Park Exposition Center and draws a wide variety of top employers. The fair is open to students and alumni/ae in all majors.

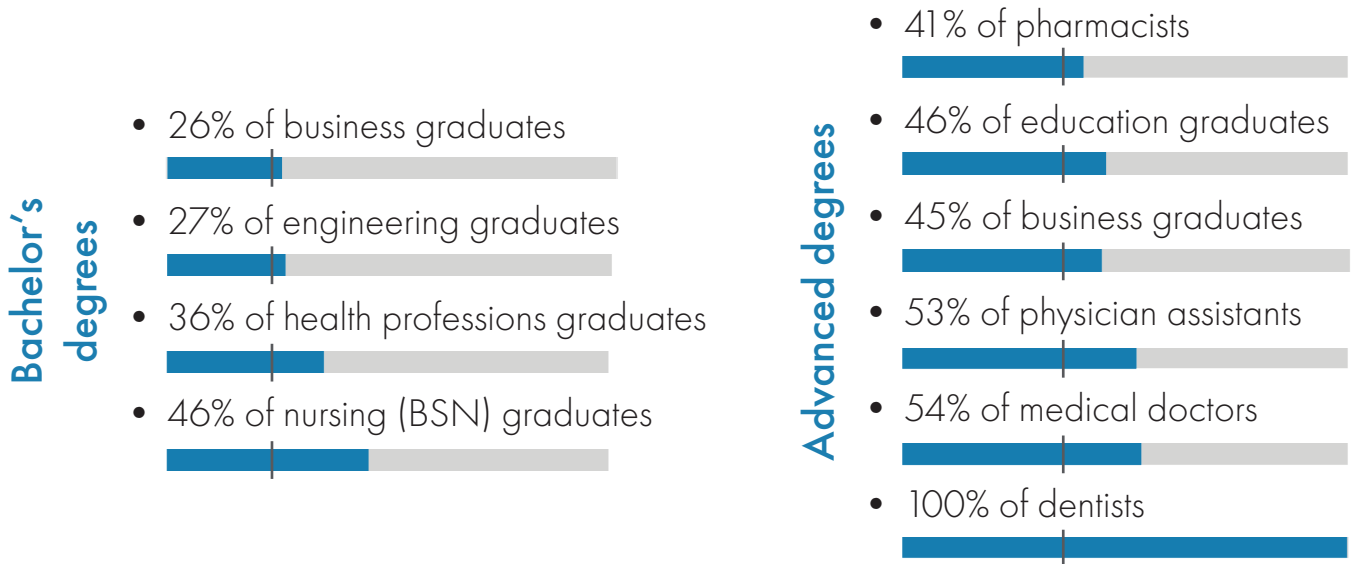
Source: [1] NACE First Destination Survey, 2018





## High-demand occupations

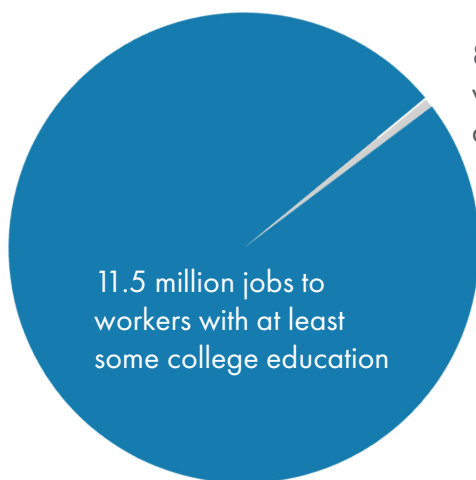
WAICU members produce **23 percent of all bachelor's degrees** and **35 percent of all advanced degrees** in the state.<sup>1</sup> They also produce disproportionately high numbers of graduates in critical occupations.



## Good jobs for graduates

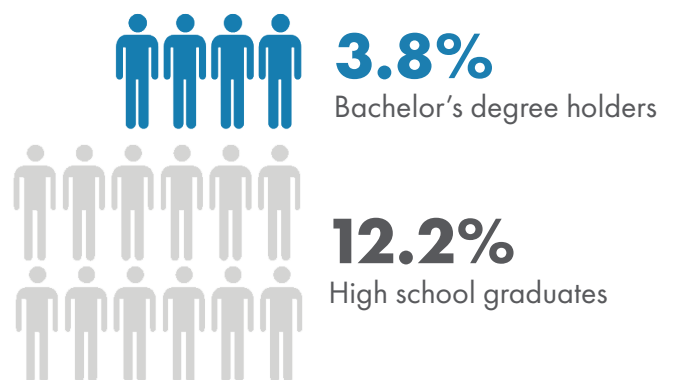
### Job recovery after the recent recession<sup>2</sup>

11.6 million jobs



### Unemployment rate among millennials<sup>3</sup>

(people ages 25 to 32)



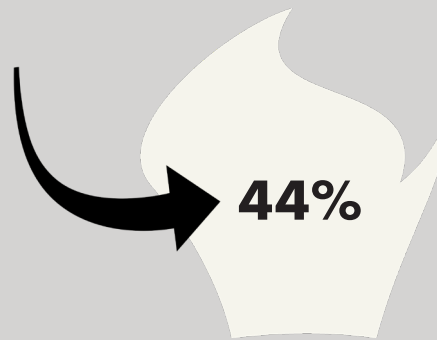
Sources: [1] IPEDS, 2017-18 [2] Georgetown Center on Education and the Workforce, "America's Divided Recovery," 2016 [3] Pew Research Center, "The Rising Cost of Not Going to College," 2014, data tabulated from 2013 March Current Population Survey (CPS)

## A wide variety of entry points to WAICU colleges and universities



There are a wide range of entry points to private, nonprofit colleges and universities. WAICU members offer flexible options for adults in the workforce to complete their degrees including accelerated degree programs, online programs, transfer services, veteran support, and more.

Students from all corners of the globe attend WAICU institutions, and many remain in Wisconsin and contribute to our state's "brain gain." **WAICU members enroll 44 percent of their first-time undergraduate students from out of state.** In contrast, public universities in Wisconsin enroll 24 percent of their first-time undergraduates from out of state.<sup>1</sup>



Nationally, **41 percent of students earning an associate degree pursue a bachelor's degree** within six years.<sup>2</sup>



A recent report from the Wisconsin Technical College System (WTCS) showed that nearly 20 percent of students transferring credits from WTCS transferred them to a WAICU member. Over the last five academic years, nearly 10,000 students have transferred from WTCS to WAICU. All 16 technical colleges have program-specific articulation agreements with WAICU members, which streamline the transfer process.

Sources: [1] IPEDS, 2018 [2] National Student Loan Clearinghouse, Certificate/Associate Pathways Snapshot Report, 2016

## Wisconsin Grants: an investment in Wisconsin's future



The Wisconsin Tuition Grant, now known as Wisconsin Grants, was enacted in 1965 to help qualified Wisconsin citizens to succeed. Wisconsin Grants are the primary state-funded, **need-based financial aid program for Wisconsin students** attending institutions of higher education in Wisconsin. Wisconsin Grants funding has received **bipartisan support**.

### The Wisconsin Grant Program:

- Targets Wisconsin families with financial need
- Requires that students are academically qualified
- Helps close affordability and attainment gaps
- Enables students to attend their best-fit college
- Holds down student debt
- Incentivizes students to stay in state and builds Wisconsin's future workforce

**63,567 students** from across the state receive a Wisconsin Grant.<sup>1</sup> They attend all kinds of institutions:

Four-year | Private | Public | Two-year

**Learn more at [www.Wisconsin-Grants.org](http://www.Wisconsin-Grants.org)**

### Combating disparity in opportunity

Nationally, 77 percent of adults from families in the top income quartile earned at least a bachelor's degree by the time they turned 24. But only nine percent of people from the lowest income quartile did the same.<sup>2</sup>

### Need-based student aid pays for itself

It is estimated that any increases in financial aid targeted at students below the 45th percentile of parental income will be self-financing in terms of future tax revenue.<sup>3</sup>

Sources: [1] Higher Educational Aids Board (HEAB), 2017-18 [2] University of Pennsylvania's Alliance for Higher Education and Democracy and the Pell Institute for the Study of Opportunity and Higher Education, Indicators of Higher Education Equity in the United States, 2015 [3] Federal Reserve Bank of Minneapolis' Opportunity & Inclusive Growth Institute, "Optimal Need-Based Financial Aid," 2018



Alverno College  
Milwaukee, WI  
[www.alverno.edu](http://www.alverno.edu)



Concordia University  
Mequon, WI  
[www.cuw.edu](http://www.cuw.edu)



Marian University  
Fond du Lac, WI  
[www.marianuniversity.edu](http://www.marianuniversity.edu)



Nashotah House  
Nashotah, WI  
[www.nashotah.edu](http://www.nashotah.edu)



Bellin College  
Green Bay, WI  
[www.bellincollege.edu](http://www.bellincollege.edu)



Edgewood College  
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[www.mtmary.edu](http://www.mtmary.edu)



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[www.wlc.edu](http://www.wlc.edu)

[www.waicu.org](http://www.waicu.org) | [www.WisconsinsPrivateColleges.org](http://www.WisconsinsPrivateColleges.org)



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