The New Badger Partnership
A new business model that recognizes:

- the state’s remarkable investment in its flagship campus for more than 150 years
- the state’s changing economic position, its current budget pressures and the need for economic growth
- the importance of R&D for existing and new industries
- the university’s responsibility to set priorities and avoid redundancies
A new business model that recognizes:

- the university’s competitive position as a world-class research university
- its potential to help itself and the state as a global talent magnet and job creator
- its need for operating flexibilities if it is to sustain and enhance its value to Wisconsin
UW-Madison budget by source of funds 2009-10

- **Federal programs**: 28%
- **Gifts, grants, segregated funds**: 20%
- **State laboratory fees**: 1%
- **Auxiliary enterprises**: 13%
- **State taxes - general program**: 11%
- **Student tuition revenue**: 15%
- **Operations receipts**: 4%
- **State taxes - specific purpose**: 8%

www.newbadgerpartnership.wisc.edu
Share of budget by source over time

UW-Madison GPR/Fee Budget FY74 - FY11

- Tuition
- State support for mission
- State support for fixed costs (utilities, etc.)

General purpose GPR
Tuition
Specific purpose GPR
UW–Madison cannot remain competitive and help the state if it is run as though it were another state agency.

Increased flexibility will allow UW-Madison to add greater value to the state, enhance institutional revenues and manage our most urgent needs for teaching, research and outreach.
How does the competitiveness of a major research university add value to a state?
UW–Madison total economic impact

- UW–Madison contributes $9.6 billion back to Wisconsin’s economy annually
- UW–Madison creates nearly 97,357 jobs directly and indirectly
- Every $1 of state tax investment in the university generates $21.05 of economic activity in Wisconsin
- In 2009, private philanthropy contributed $228 million to the UW-Madison budget, including $93 million from out-of-state donors

Source: 2010 NorthStar Economic Impact Study of UW–Madison and University of Wisconsin Foundation
This represents an increase from 48 percent of all UW–Madison employees in 2000 to 54 percent in 2009.

## Increase in jobs created with non-state funds:

<table>
<thead>
<tr>
<th>Fund name</th>
<th>Fall 2000</th>
<th>Fall 2009</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auxiliary Funds</td>
<td>2,008</td>
<td>2,464</td>
<td>18%</td>
</tr>
<tr>
<td>Federal grants and aid</td>
<td>2,643</td>
<td>3,393</td>
<td>28%</td>
</tr>
<tr>
<td>Endowments and gifts</td>
<td>2,386</td>
<td>3,274</td>
<td>37%</td>
</tr>
<tr>
<td>Total</td>
<td>7,117</td>
<td>9,132</td>
<td>28%</td>
</tr>
</tbody>
</table>

Source: 2009-10 Data Digest pg 32
How does a competitive research university add value to students and degree holders?
The Madison Initiative for Undergraduates

- New infrastructure for education
- Expansion of critical student services
- Total FTE added 54 faculty, 26 staff, 77 TAs
- 1,260 students with need received a UW-Madison grant averaging $2,600
- 6,057 students received a grant for those with a family income below $80,000
Graduates as taxpayers

- 69% of WI residents remain in WI within 10 years of graduation
  - 51% overall and 11% non-resident students
- College grads earn $21,000 more on average
What does it mean to study with high quality faculty, with talented students from around the world, to have research and internship and study abroad opportunities?
### Critical thinking: 2008 seniors

<table>
<thead>
<tr>
<th></th>
<th>UW-Madison</th>
<th>National(^1)</th>
<th>Peers(^2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thinking critically and analytically</td>
<td>92%</td>
<td>86%*</td>
<td>87%*</td>
</tr>
<tr>
<td>Application of theories or concepts</td>
<td>78%</td>
<td>79%</td>
<td>78%</td>
</tr>
<tr>
<td>Analyzing basic elements of an idea</td>
<td>85%</td>
<td>83%*</td>
<td>84%</td>
</tr>
</tbody>
</table>

* Significant differences from the UW percentage at the 0.05 level.
\(^1\)National public 4-year universities.
### Civic participation: 2008 seniors

<table>
<thead>
<tr>
<th>Activity</th>
<th>UW-Madison</th>
<th>National\textsuperscript{1}</th>
<th>Peers\textsuperscript{2}</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community service or volunteer work</td>
<td>82%</td>
<td>73%*</td>
<td>77%*</td>
</tr>
<tr>
<td>Community-based course project or service learning</td>
<td>14%</td>
<td>18%*</td>
<td>13%</td>
</tr>
<tr>
<td>Voting in local, state or national elections</td>
<td>60%</td>
<td>33%*</td>
<td>38%*</td>
</tr>
</tbody>
</table>

\* Significant differences from the UW percentage at the 0.05 level.
\textsuperscript{1}National public 4-year universities.
\textsuperscript{2}Public universities in the Association of American Universities Data Exchange (AAUDE) NSSE Consortium. Source: 2008 National Survey of Student Engagement.
State universities have become recruiter favorites

Paths to Professions report:
- big student populations = efficient recruiting
- most prepared students with practical skills
- opportunity to form partnerships with faculty and students
- grads have successful track records in corporations

Source: Paths to Professions Report, Sept. 13, 2010
We seek from the state:

- A commitment to continue to fund the state’s share of our current operations
- A new business model that provides greater flexibility to become more efficient and cost-effective, including:
  - Procurement
  - Compensation and hiring
  - Tuition and financial aid
  - Construction and building projects
In return, we commit to providing the citizens of Wisconsin:

- quality, efficiency, access and affordability
- more graduates from Wisconsin
- new revenue for Wisconsin from outside the state
- research that spurs innovation and supports jobs
- accountability and transparency for the flexibility we are afforded
The New Badger Partnership

What it means for the campus community:

- more predictable funding streams
  - avoid layoffs associated with more cuts
  - increase reinvestment opportunities
- improved processes and work conditions
- reward entrepreneurial spirit
- allow for increased transparency
Questions and Concerns

1) is this initiative intended to sever ties with the state of Wisconsin or UW-System?

2) is this initiative intended to free us from accountability and oversight?

3) will this initiative change anything about shared governance at UW-Madison?

4) when you refer to "private" funding, are you referring primarily to corporate support?
Visit the website: www.newbadgerpartnership.wisc.edu

Send feedback and questions: feedback@newbadgerpartnership.wisc.edu