A Strong UW-Madison Means a Strong Wisconsin: Wisconsin School of Business Dean’s Advisory Board Supports the New Badger Partnership

We believe a healthy, strong University of Wisconsin-Madison leads to a stronger state of Wisconsin. As such, the Dean’s Advisory Board of the Wisconsin School of Business expresses its unanimous support for the New Badger Partnership and the establishment of a public authority for UW-Madison. We believe that this new model is necessary for the University of Wisconsin-Madison as a whole and the School of Business specifically to succeed and thrive, thereby contributing to the good of the state.

Top-tier universities like UW-Madison have entered an unprecedented era of change and international competition. We compete for the best and brightest students, faculty, staff, and research opportunities. The people of Wisconsin rightly feel pride in UW-Madison, with its rich history and strong reputation. The history will survive, but the reputation could be lost far too easily without the tools and flexibility to adapt and compete in the global marketplace. Any reputational loss to UW-Madison necessarily impairs every member of the UW-System, just as any reputational advancement for UW-Madison also enhances each piece of the System.

As the state addresses significant financial challenges, the UW-Madison faces its own financial hurdles, including a proposed $125 million budget cut in the next two years. In response to continued reductions of state funding for UW-Madison, Chancellor Biddy Martin has advanced the New Badger Partnership. We applaud Chancellor Martin for her bold vision and the courage to promote this necessary change.

Importantly, the University of Wisconsin-Madison is committed to maintaining and enhancing both access and affordability of UW-Madison for Wisconsin citizens. Public authority will make these commitments feasible to fulfill.

We urge the legislature and governor to put into law public authority for UW-Madison.

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Friday, April 29, 2011
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