

Testimony, Senate Budget Committee

Regent Fred Mohs

Tuesday, June 12

Verona High School Performing Arts Center

Senator Jauch and Committee members. My name is Fred Mohs and I am a member of the UW System Board of Regents. Thank you for this opportunity to comment on the Joint Finance action relative to the UW System budget. The three areas I will discuss today where improvements can be made are: (1) further funding of the economic stimulus package, (2) Board of Regent program revenue position creation authority and (3) restoration of several Building Commission recommendations.

Before I speak about improvements, I want to share positive actions by the Joint Finance Committee. Actions we hope the Senate will retain. These include a 53 million dollar GPR increase to the UW System. This is a 1.3 percent increase over last biennium and 2 million dollars shy of the Governor's original recommendations. All but 8.7 million dollars of the GPR increase goes to cost to continue items. Also approved were 233 positions that corresponded to budget initiatives recommended by the Governor and requested by the UW System.

Another plus, (with the strong support of Senator Jauch which is greatly appreciated), is that Joint Finance voted to apportion funds from the dissolution of the Wisconsin Advanced Technology Fund, in the way the Governor recommended. This supports several vital UW System technology projects. These include: Internet 2, Learning Innovations; the Academic Co-Lab (a partnership with the Technical Colleges and UW-Extension to develop on-line learning modules using common standards); and Techstar (which will assist UW-Milwaukee in bringing research to market in southeastern Wisconsin).

In addition, several flexibility items were approved that related to creating positions and hiring university leadership at competitive salaries. The Finance Committee action would allow the Board of Regents to create new GPR positions within UW System base resources (if it absorbs any additional health insurance costs associated with an increase). We need this same ability to create program revenue positions. Currently, the Regents have the authority to spend program revenue resources as they are collected, but cannot spend them on the very professors that provide students the education they are paying for.

Let me turn to several other needed improvements. First is the need for further investment in the Economic Stimulus Package. I, like my Regent colleagues, am very concerned about Wisconsin's future economic outlook. We are facing a serious labor shortage in many "new economy" professions targeted by our Economic stimulus package -- engineering, business, biotechnology and computer and information sciences.

State funding is very tight. You will be making painful decisions in the coming days. Each decision you make is a choice to seize or forego opportunities that will determine Wisconsin's future. Please consider the economic consequences of NOT investing in Wisconsin's workforce on the state's future revenue collections.

Also, as you consider the Economic Stimulus package, please be respectful of the private donors supporting economic development efforts. For example, Abbot Labs is donating funds to enable UW-Parkside to graduate more bioscience students; Kimberly Clark is committing resources for more engineers in the Fox Valley. Many contributors to the UW Foundation and the Wisconsin Alumni Research Foundation are contributing to biotechnology research as part of the Madison Initiative...just to name a few. You have all received a letter signed by about 60 state business leaders in support of the Economic Stimulus package.

Finally, the state building program. Unfortunately, the Joint Finance Committee reduced the 164 million dollars recommend by the Building Commission for maintenance projects for all state agencies by 79 million dollars. If the cut is distributed proportionately among state agencies, the UW System could expect to receive about a 42 million dollar reduction from the Governor's request. In some cases, this is the only funding in the capital budget a campus may be receiving. It makes sense to maintain and extend the life of existing buildings so that we don't have to build more. Restoring these funds would go a long way to help us whittle away at a very large deferred maintenance problem on our campuses.

The Committee approved only the first four years of the requested ten-year BIOSTAR program for UW-Madison and eliminated funding for the new Veterinary Diagnostic laboratory needed for accreditation purposes. These actions can only weaken the position of the university in appealing to private donors who will be asked to contribute over half (more than \$130 million dollars) of the initiative.

Thank you for your attention to suggested improvements to the Joint Finance Committee budget to address the need for more enrollments in high demand fields (increase support for the Economic Stimulus package), extend position creation authority to hire needed instructors, and restore the Governor's Building Commission recommendations.

I'd be happy to answer any questions.

**June 11, 2001 Public Hearing
Cumberland, WI**

Restore Tobacco Control Board funding and set aside a special endowment for a long-term tobacco prevention program.

Tobacco use is the single most preventable cause of death and disease in our society. The Centers for Disease Control recommends that States establish tobacco control programs that are comprehensive, sustainable, and accountable. Comprehensive tobacco control programs produce substantial reductions in tobacco use, which results in a decrease in death and disease related to tobacco use. Since implementing a program such as this in Arizona there has been a significant decrease in the prevalence of cigarette use in Arizona residents and a substantial increase in the proportion of smokers who report that either a health-care provider or a dentist both asked about tobacco use and advised them to quit. This type of intervention substantially increases successful quitting. In California there have been significant declines in lung cancer rates through tobacco prevention efforts. These programs work!

In Burnett County we have established a comprehensive plan to target tobacco use in young people; to promote quitting among current smokers; to eliminate environmental exposure to tobacco smoke; and to eliminate disparities related to tobacco use among pregnant women and Native Americans. We have just begun our work. But the recent budget cuts made to the Wisconsin Tobacco Control Board (WTCB) will cripple our ability to carry out these prevention efforts. The local county coalitions receive their funding through the Control Board.

The Tobacco Control Board funding needs to be restored to give these prevention programs a chance to succeed—so Wisconsin can see the benefits that have come to other states who have implemented these programs and save dollars and lives in the future. How to do this? Sixty-eight percent of the public supports a 41-cent increase in the tobacco tax bringing it to a dollar a pack. Reserving two-cents of whatever tobacco tax increase that passes would restore the \$12 million for the WTCB's program. The higher tax will also decrease tobacco consumption.

In addition, there must be a mechanism for long-term funding for tobacco prevention. Wisconsin voters overwhelmingly support using at least a quarter of the tobacco settlement money for helping people quit smoking and prevent children from starting to smoke. Creating a tobacco control endowment of at least \$313 million would provide earnings to support the Wisconsin Tobacco Control Board prevention programs at \$31 million/year—enough to fund a comprehensive and effective tobacco control and prevention program in Wisconsin for years to come.

Respectfully Submitted:

Ruth Tripp
Siren, WI

References:

Tobacco Use Among Adults—Arizona, 1996 and 1999. CDC MMWR May 25, 2001/50(20):402-406.
Declines in Lung Cancer Rates—California, 1988-97. CDC MMWR December 1, 2000/49(47):1066-9



COUNTY OF MARATHON

WAUSAU, WISCONSIN

HEALTH DEPARTMENT

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WAUSAU, WI 54403-6797

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To: Members of the Senate

From: Judy Omernik, Marathon County Health Department

Date: June 11, 2001

Re: **Restoring funding for the Tobacco Control Board**

We need to (at least) maintain the funding of the WI Tobacco Control Board for the following reasons:

- ✓ Continued funding will sustain a comprehensive and effective state wide program that has been put into place. A special endowment is needed to secure the future of tobacco prevention and thereby controlling related health care costs.
- ✓ The State receives monies from the Master Settlement Agreement with Tobacco Industry. That suit was filed because of the huge financial burden the State bears due to the costs of tobacco related health care costs.
- ✓ Popular opinion supports using settlement money on tobacco prevention and cessation programs.
- ✓ Not investing settlement money in preventing tobacco related health care costs is (in my opinion) unethical.
- ✓ Governor McCallum proposed 33.2 million to continue the work already begun by the WI tobacco Control Board.
- ✓ The CDC recommends a minimum of 31 million per year for an effective, comprehensive tobacco control plan.

Solutions to the budget shortfall:

- ✓ A significant increase in the tobacco excise tax would enable the State to adequately fund the WI Tobacco Control Board and solve the deficit problem.
- ✓ A significant increase in the tobacco excise tax would also help deter new smokers. (For every 10% increase in price, consumption falls by 5%.)
- ✓ The reduction in smokers and persons exposed to second hand smoke will lead to a reduction in health care costs.

Thank you for considering my opinion.

PREPARED TESTIMONY FOR THE
SENATE COMMITTEE ON THE 2001-2003 BUDGET
JUNE 11, 2001
CUMBERLAND, WISCONSIN

The WITC Board, this morning at the Rice Lake campus, conducted a budget hearing and approved the 2001-02 budget for the college.

Here is what is in this budget:

- Increased funding to support our increased enrollment. WITC is winding up the current year with a 4.0% increase in its FTE enrollment. Right now WITC is providing instruction and supporting services to 30,000 citizens in our region. One in nine citizens of our region are now served by WITC.
- Second year funding for two sections of the Computer Information Systems/Network Specialist Program at the Rice Lake and Superior campuses and funding for a one-year Welding Program at the New Richmond campus. All three programs have a 100% placement rate with very high starting salaries.
- Funding for three additional sections of the Associate Degree Nursing Program at New Richmond, Rice Lake, and Superior. We have 106 students currently on waiting lists wanting to get into this program. I don't need to tell you the demand for nurses as our population ages.
- Funding to cover a 78% increase in energy costs to heat our facilities. The cold winter and higher energy costs did not help. Our total energy costs went up 28% in the current budget.
- A 27% increase in health insurance costs. Our employees now pay a higher share of their medical expenses.

What is NOT in this budget is an increase in state aid. In fact we are about to start our 11th year with no increase in state aid to the college. In the same time period our property taxes have increased 112% to make up for the lack of state support.

Our tax levy will increase 9.3% this October. Our land values are continuing to increase at rates that are significantly above the state average. Yet our per capita income in our region is 20% below the state average. The facts are that many of our citizens are land-rich and cash-poor. Many of our older citizens are being taxed out of their homes.

Our college provides immense value to the citizens in our region. Annually we graduate over 1,000 students with most of them staying in Wisconsin. 64% work where they received their education - 13% out of district, but in the state. Seventy-seven percent (77%) of our graduates stay in Wisconsin. In short, they work here, they play here, they pay taxes here, and they vote for you, our legislators.

A five-year follow-up study of our 1994 graduates provided some impressive statistics. The study indicated that our graduates received an average salary increase of 9½% per year for each of the next five years and continued to stay in Wisconsin. No brain drain was evident.

In short, WITC has well served the people and businesses of this region.

I am asking that our legislature and our Governor no longer ignore our Technical College System. I am not asking that you grow the state budget or to commit funds the state does not have. I am asking that you re-prioritize to find funds:

- To support a general aid increase to the system.
- To support the \$2,000,000 E-tech virtual campus initiative.
- To support the capacity-building grant program which is slated for a \$5,000,000 cut.

Thank you for listening to me. I am prepared to answer any questions you might have.

Testimony of Karen R. Knox, President, Southwest Wisconsin Technical College representing the Presidents Association of the Wisconsin Technical College System.

Southwest Wisconsin Technical College serves five counties, 30 school districts, two correctional facilities and many small businesses and a few large businesses in southwest Wisconsin. We serve 1 in 9 residents of our district each year. This past year we had a 10 percent increase in enrollment. For next year, half of our programs are already filled with waiting lists. We are proud of our accomplishments.

Last year, the College suffered a loss in revenue with the implementation of Agricultural Land Use Value Assessment and we are projecting a mere 3 percent increase in equalized value for next year. Unfortunately due to a dramatic drop in equalized value in the mid 80's the college has been at the maximum taxing limit of 1.5 mills for 15 years. Coupled with this dramatic drop and slow ~~recovery~~^{growth} of equalized value is the eroding State support for the Wisconsin Technical College System--dropping from 30+ percent to 22 percent in general aid for operational costs.

As you travel the winding roads of southwest Wisconsin or read our 13 weekly newspapers, you find tremendous support for the Technical College. Last week when the Community Relations Advisory Board for the Supermax Correctional Institution was meeting, I again heard "We have a great school up there" (meaning up the Boscobel hill to Fennimore) and as I was leaving through the front guard station, the Sergeant on duty inquired about some courses in our new Police Science program.

We are the school of the people, but unfortunately with diminishing fiscal resources we are beginning to see cuts in service to our outlying communities.

This past year through the capacity-building grants we were able to expand the number of students in our computer information systems programs and to develop a unique collaborative program with UW-Richland offering our Microcomputer Specialist program on their campus utilizing courses from both Colleges. With our large rural area, we need to be doing more not less outreach. Unfortunately, due to budget constraints, this is not the case.

Each year all 16 of the Technical Colleges do a graduate follow-up study in October, six months after Spring graduation. These studies show 95 percent of our students are employed and 88 percent are working in Wisconsin six months after graduation. These graduates are the State's nurses, emergency medical technicians, fire fighters, police officers, auto mechanics, childcare workers, welders, machine tool operators, computer network technicians, bricklayers, electricians and plumbers. The need for these workers has not decreased, it has increased. Manufacturing tells us that the need for replacement workers is critical as a large percentage of their workforce is reaching retirement age. Hospitals and nursing homes and other care facilities are facing a shortage of nurses and other health care workers. Last year after a severe hail storm in our area, some homeowners had to wait more than a year to replace roofing and siding as there were insufficient numbers of carpenters do the needed repairs.

As the pace of life has increased, our constituents are seeking new ways to access learning opportunities. A new initiative of the Technical College System is eTech Colleges of Wisconsin, a cooperative effort to bring programming to students at a time, place and pace of their choice. The proposed budget presently funds this initiative at \$1 million per year. In my rural district, students use this access as a means to supplement the courses they take at the college or in the case of high school students to take advantage of postsecondary opportunities without the need to travel long distances. We appreciate this assistance. However, this is a small portion of our request.

Over the years there has been interest in getting recent high school graduates to enroll in the technical college at an earlier age. The TOP grant was initiated to spawn this interest. The TOP grant has only been around for one year and it has been of great assistance to individuals in my District in attending College. The TOP grant along with scholarships available through our local Foundation is partly responsible for our increase in enrollment over this past year. Southwest Wisconsin has many economically deprived residents, and this investment in their future is greatly appreciated. We ask that the TOP grant be considered carefully in your budget deliberations.

I have talked about Southwest Wisconsin Technical College and our need for support through the State Budget. However, there are three districts that face extreme issues of limited fiscal capacity as they have been affected by land value assessment and dropping state financial support. In addition to

SWTC, those colleges are MATC-Milwaukee, and WWTC in LaCrosse. These colleges face service, program and staff cuts. Each of these colleges has unique service needs that need to be addressed to keep the System strong and working for Wisconsin.

We ask your consideration to look at reallocation of state dollars to support our System. A modest investment in our System will payoff with the development of Wisconsin taxpayers.

Please consider our request for

- 4.1 percent increase in general state aid
- Funding for capacity building grants
- Dollars for TOP grants for students
- eTech College of Wisconsin
- special funding for limited fiscal capacity districts

The legislature- both Republicans and Democrats - has supported the WTCS but we now need you more than ever.

Thank you

Wisconsin Technical College System
Programs with Waiting Lists
Updated May 21, 2001

Program	1-Yr Diploma	2-Yr Diploma	Associate Degree	Number Admitted Fall 2001	Number on Waiting List	Technical College District
Aeronautics-Pilot Training			Y	16 25	59 31	Fox Valley Gateway
Airframe & Powerplant Mechanics		Y		19	19	Fox Valley
AODA Associate			Y	35	33	Fox Valley
Automotive Technology			Y	20	13	Fox Valley
Barber/Cosmetologist	Y			8 28 34	12 36 34	Chippewa Valley Madison Milwaukee
Bricklaying & Masonry	Y			16	13	Southwest
Child Care & Development			Y	45	80	Fox Valley
CIS - Network Specialist			Y	50	21	Fox Valley
				36	10	Lakeshore
				80	147	Madison
				20	121	Western
				20	10	Indianhead
Culinary Arts			Y	30	115	Fox Valley
				20	28	Milwaukee
Dental Assistant	Y			24	26	Fox Valley
				18	18	Milwaukee
Dental Hygienist			Y	6	12	Blackhawk
				18	192	Fox Valley
				33	72	Madison
				16	130	Milwaukee
				24	74	Northeast
				18	65	Waukesha
Diagnostic Medical Sonography			Y	16	59	Chippewa Valley
E-Commerce			Y	56	56	Milwaukee
Educational Interpreter Tech			Y	24	39	Fox Valley
Electrical Power Distribution	Y			32	60	Chippewa Valley
Electricity	Y			24	24	Milwaukee
				40	13	Northeast
Electronics			Y	24	20	Fox Valley
Fire Protection Technician			Y	25	319	Fox Valley
				41	16	Madison
Graphic Design			Y	80	175	Madison
				48	38	Western
Human Services Associate			Y	24	17	Southwest
Interior Design			Y	45	106	Fox Valley
				50	23	Madison
Marketing & Graphics Communication			Y	64	72	Northeast
Mechanical Design Tech			Y	16	44	Fox Valley
Medical Assistant	Y			15	25	Nicolet

Program	1-Yr Diploma	2-Yr Diploma	Associate Degree	Number Admitted Fall 2001	Number on Waiting List	Technical College District
Metal Fabrication/Welding	Y			8	10	Fox Valley
Natural Resources Tech			Y	80	66	Fox Valley
Nursing - Associate Degree			Y	60	91	Blackhawk
				45	610	Fox Valley
				60	27	Gateway
				34	109	Madison
				24	33	Mid-State
				72	100	Milwaukee
				30	92	Nicolet
				32	85	Northcentral
				72	93	Northeast
				40	507	Waukesha
		48	224	Western		
		62	106	Wis Indianhead		
Nursing - LPN	Y			32	34	Fox Valley
				34	52	Milwaukee
				12	27	Nicolet
				44	61	Northeast
Occupational Therapy Asst.			Y	32	48	Fox Valley
Paralegal			Y	8	17	Chippewa Valley
				32	174	Fox Valley
				60	13	Gateway
				40	87	Madison
				52	116	Milwaukee
				12	27	Nicolet
				44	61	Northeast
				16	108	Waukesha
Pharmacy Technician	Y			20	20	Milwaukee
Photography			Y	20	114	Madison
Physical Therapist Assistant			Y	10	11	Blackhawk
				16	35	Milwaukee
				4	12	Waukesha
				20	96	Western
Police Science			Y	80	27	Chippewa Valley
				89	293	Fox Valley
				24	14	Mid-State
				32	33	Northcentral
				50	21	Western
Printing and Publishing			Y	24	26	Fox Valley
Radiography			Y	16	25	Blackhawk
				16	32	Chippewa Valley
				18	42	Madison
				32	140	Milwaukee
				28	38	Western
Surgical Technologist	Y			15	25	Chippewa Valley
				20	32	Madison
				44	28	Northeast
Veterinary Technician			Y	63	63	Madison
Visual Communication			Y	22	70	Madison
Wood Technics	Y			20	14	Chippewa Valley

Program	1-Yr Diploma	2-Yr Diploma	Associate Degree	Number Admitted Fall 2001	Number on Waiting List	Technical College District
				18	9	Western

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and Letters to the Editor

In Support of

Wisconsin Technical Colleges

And Wisconsin Technical College
State Budget Requests

April, 2001

Opinion

La Crosse Tribune

SUNDAY, MARCH 25, 2001

□ OUR VIEW

Consider the needs of technical colleges

Wisconsin Gov. Scott McCallum's two-year budget proposal is so tight that it could create funding problems for Western Wisconsin Technical College.

But the budget is creating problems for all sorts of agencies and programs. Why should WWTC's woes be different?

Here's why: Because job creation and job training are closely linked. In addition, even though the economy is starting to contract, there still are worker shortages in some areas.

For WWTC, budget cutbacks will result in a \$700,000 shortfall. That's how much money the school needs to continue its current programs and expand to meet current needs.

WWTC also is involved in retraining workers who were laid off from Stroh Brewery Co., Altec and LaCrosse Footwear.

Of 448 former Stroh employees, 239 are enrolled at WWTC. Thirty-one of 67 former Altec workers are enrolled, as are 33 of 59 laid off La Crosse Footwear workers.

State officials need to do two things in regard to technical college budgets. First, they need to see what they can do to restore some funding to the technical colleges — at least in the critical local training areas. In the long run, however, they might want to give technical colleges more flexibility in local

LA CROSSE Tribune

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funding. Technical colleges are funded through state money, student fees and through small local property tax levies.

WWTC already is at the limit of how much it might raise through local property taxes. But raising taxes ought to be the last resort — something done only after all other avenues, including fees, are exhausted. A fix might require some out-of-the-box thinking. But we need to do something to ensure the training of more workers — particularly if it is tied to the growth of more high-tech jobs.

3-15-01
RICE LAKE CHRONOTYPE

Editorials

Budget contradictions

Gov. Scott McCallum claims he supports building a high-skill, high-wage work force for Wisconsin, but elements of his proposed budget would seem to contradict those claims.

For decades the Wisconsin Technical College System has led the state's efforts to ensure that the Wisconsin workforce has the training necessary to keep our economy strong. The system, for the most part, has done that job well. Last year 440,000 people in 4,000 customized training programs benefited from the system. Now, just at a time when the governor admits that this job training mission is critical to the continued good economic health of the state, he proposes changes that will hamper the ability of technical colleges across the state to accomplish that mission.

McCallum wants to require district technical college boards to offer or eliminate any program or course at the direction of the state board, which oversees the 16 districts. In addition, his proposal would force the district boards to get state board approval before they could offer any new program or course. A hallmark strength of the system has been the ability by districts to adjust program offerings quickly to meet the ever-changing needs of an area's labor

market. Under the governor's proposal, all those decisions will get mired down in a state bureaucracy and be ultimately made by a state board located hundreds of miles away. Republicans normally preach local control, but this governor, like his predecessor, seems interested in just plain control.

McCallum also ignored the Technical College System's request for modest increases in state aid. Instead, the governor proposes to freeze the level of most aid to the system. Faced with the lack of additional funding and the rising costs of energy, health insurance, equipment, technology and the like, technical colleges are going to have to scale back programs precisely at a time when they are needed most.

—So while he preaches the need for a skilled work force, the governor, at the same time, is undermining our best option for developing that kind of workforce. High praise has been heaped upon him for proposing a budget that keeps state spending increases to a 30-year low, but we hope lawmakers will take a closer look at his plans for the Technical College System and act to at least preserve, if not enhance, a system that has well served the people and businesses of this state.

(Sent to all WMC Members)

INSIGHT

Volume 23, Number 3

January 30, 2001

What's on Page Two

- Arts Day 2001
- Workers' Compensation Symposium Scheduled
- What Have We Done For You Lately: WMC Bills Top Assembly Priorities
- "Baby" UI Update

HOLD THE DATE!!!

If you are an environmental professional, business owner, or manager interested in an overview of the critical environmental issues affecting Wisconsin business, then you should attend the **WMC Environmental Policy and Awards Conference**. This year's program is scheduled for Wednesday, May 16, 2001, at the Country Inn Hotel in Pewaukee, WI. Brochures and a web posting will be available in late March.

Also at the conference . . . will be the presentation of the 11th annual **Business Friend of the Environment Awards**. Each year, WMC and the Wisconsin Environmental Working Group (WEWG) recognize companies for exceptional environmental efforts. Nominations are currently being accepted, and can be obtained through the WMC website at www.wmc.org/programs/bfoe.htm, or by contacting Sheila Signer at 608/258-3400 or ssigner@wmc.org. Hurry! The deadline to submit a nomination is March 9th!



Wisconsin's Skilled Labor Shortage

James S. Haney, President

The recent rash of job layoff announcements in Wisconsin is continuing evidence that our economy is slowing down. At the same time, few economists predict a recession in 2001, echoing state officials who forecast a slowing of growth, but growth none-the-less. And that means that notwithstanding a current up-tick in unemployment, Wisconsin's skilled labor shortage remains a very real problem.

A new Wisconsin Technical College System (WTCS) publication suggests that the Technical Colleges are not only aware of the problem, but have a comprehensive strategy to increase the current skills of Wisconsin's workforce, expand the pool of skilled workers in Wisconsin, and increase access with leading-edge instructional technology and techniques. We applaud their initiative and will work with them to implement it.

Skilled labor shortages are a function of demographics — fewer people entering the workforce, more people retiring from the workforce — and the changing nature of work. Most of the new jobs in Wisconsin do not require a baccalaureate degree, according to the U.S. Department of Labor, but they do require some form of post-secondary education. And the WTCS has some interesting statistics about the value of technical education:

- Each year more than 4,400 employers contract with Wisconsin technical colleges to provide work-related training to more than 128,000 individuals.
- One of every nine adults in Wisconsin enrolls in at least one class each year at a Wisconsin technical college.
- More than 95% of all WTCS graduates are employed within six months of graduation and nine out of ten of those employed continue to live and work in Wisconsin, helping build strong communities and contributing to our economic growth.
- In the five years after graduation, WTCS graduates report wage increases averaging more than 10% each year — outpacing the annual rate of inflation.

"Skilled labor shortages are a function of demographics ... and the changing nature of work."

UW System President Katharine Lyall and State Superintendent of Public Instruction, John Benson have launched another initiative called the PK-16 Leadership Council. WMC has been invited to participate on this Council, whose mission will be to create a seamless education system by addressing critical state educational issues through collaborative programs. The Council's goal will be to promote access, student achievement, standards, accountability and lifelong learning — all of which will contribute to the quality of the Wisconsin workforce.

We are glad to see the K-12 educational system, WTCS, private colleges and universities, and the University of Wisconsin System working collaboratively to make sure that all of our students have better employment opportunities in the future. A seamless system that allows students to gain both the knowledge and practical skills to be successful in the world of work is what education in Wisconsin should be about.



Tech school support will pay dividends

What kind of workers does Wisconsin need to sustain economic growth? Hint: The answer isn't as simple as more computer technicians or other "new economy" workers. To prosper in the 21st century, Wisconsin also needs more welders, machinists, tool and die workers, plumbers, auto and diesel technicians and others who work in the "traditional economy" — an economy that isn't going to fade away, no matter how computer-dependent our society becomes.

Who will train those skilled workers? Certainly, employers and trade unions will continue to play a valuable role, but Wisconsin technical colleges such as Madison Area Technical College will be asked to do more of the heavy lifting.

As Wisconsin legislators debate how best to spend state tax dollars to build tomorrow's economy, they should consider spending more on the state's technical college system. It may be the quickest and most efficient way to ease Wisconsin's worker shortage — as well as a way to steer more young people into good-paying jobs.

During last year's Wisconsin Economic Summit in Milwaukee, the impor-

Workers are needed for new and traditional jobs.

tance of educating and retaining workers was emphasized at every turn. Much of that discussion revolved around the role of the University of Wisconsin System, but the importance of state's technical college system also was stressed.

It's now time to match needs with resources. The two-year budget plan for the Wisconsin Technical College System, which includes MATC and 15 other districts, calls for \$36.4 million in new spending. Spending of state tax dollars would increase by 4.1 percent in each year. The money would be used mainly to hone the skills of existing workers through continuing education, expand the pool of skilled workers and increase access to technical and career education through new instructional technology.

Questions should and will be asked about specific programs and school-to-school priorities. However, the Legislature must recognize now that dollars spent on improving technical education is an investment in Wisconsin's economy — old, current and new.

(Also ran in Beaver Dam and other papers.)

COLLEGE EDUCATION

State can't succeed without skilled workers

Putting a cap on state funding of the Wisconsin Technical College System, as proposed by Gov. Scott McCallum, is shooting ourselves in the foot ("MATC president says McCallum budget threatens school's programs," March 6).

The need for skilled labor and trained workers is fact. Many of the state's largest employers will lose more than 50% of their workforce to retirement in the next five years. Many business and trade publication studies agree, and a shortage of skilled workers is the largest barrier to economic growth in Wisconsin.

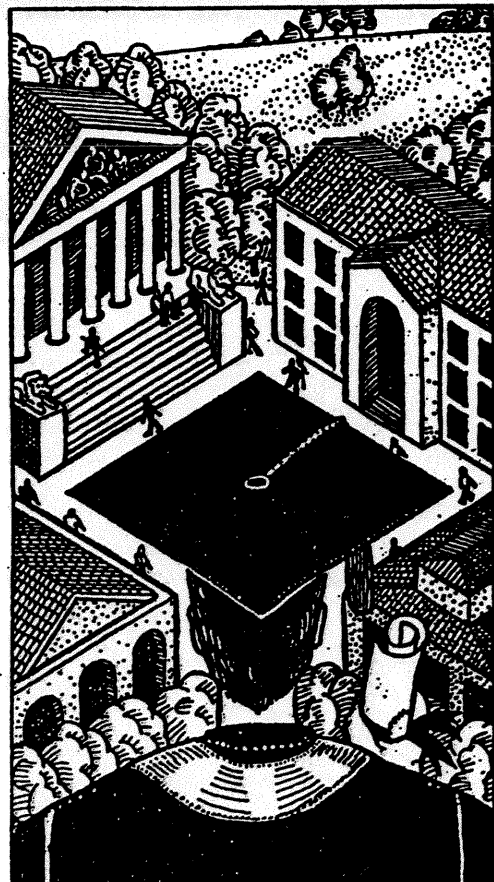
It seems to me our state motto of "Forward," without backing it with education and training, is meaningless. Importing more workers doesn't solve our needs for skilled health care workers, machinists, welders, computer operators, dental technicians, auto techs or construction trades people.

The Department of Workforce Development, a state agency, and the U.S. Department of Labor are telling us that most new jobs being created require less than a four-year degree. Seventy percent of these jobs require the kind of education provided by our state's 16 technical colleges.

I hope the governor rethinks reducing the state's contribution and support for the Wisconsin Technical College System. The current funding has been reduced from 35% to 20% while he looks at purchasing a vacant prison at Stanley built by speculators for the tune of \$75 million.

We can continue our prison expansion and ignore the alternative of education and training and compete with low-income states and Third World countries. By the way, these workers pay their fair share of taxes.

Bob Haase
Greendale



EDITORIAL SECTION

"Let the people have the truth and the freedom to discuss it and all will go well"
- William T. Evjue, founding editor and publisher

The Capital Times ■ Monday, Jan. 8, 2001

Views of The Capital Times

Fully fund MATC budget

Madison is duly proud to be the home of the University of Wisconsin, a world-class higher education facility that nurtures the intellect and the economy of this city and the entire state of Wisconsin. But the UW is not the only Madison-based institution that could be so described.

Madison Area Technical College has drawn international recognition as an innovative post-secondary education and training school, yet its contribution to the community is only beginning to be fully recognized.

According to a new study by William Strang, professor emeritus of business at UW, and Dennis Winters, of Relevant Economic Analysis Limited, the economic contribution to the regional economy attributable to MATC's presence is roughly \$500 million a year.

That figure is deceptive, however, in that it does not begin to account for the tremendous contribution that MATC's technical training programs have made to the growth and development of individuals and businesses in the 12 counties and more than 300 communities it serves.



Simone

That contribution can be expected to grow exponentially in the years to come, as the need for technical training increases. No matter what direction the economy of south-central Wisconsin takes over the next few years, technical training in computer programming and analysis, occupational therapy and health care services — areas of specialty for MATC — is going to be vital to the creation and retention of businesses and to the provision of necessary public and private services.

Yet some at the state government level would squeeze MATC's budget, and that of other technical colleges around the state, as a "cost-saving measure." In many senses, the squeeze has been on for a long time: Twenty years ago, the state provided 36 percent of funding for technical schools; it now provides less than 22 percent.

Under the able leadership of MATC President Beverly Simone over the past 12 years the school has kept ahead of the curve. But the task is growing tougher as MATC faces new demands to help reverse Wisconsin's worsening shortage of skilled workers. As the economy of Wisconsin reshapes, it will be MATC — as much as UW — that provides the work force of the future.

Too often, however, technical school funding has taken a back seat to support for the UW System's high-tech and biotechnology programs, which are seen as economic development boosters. While Simone and other technical school leaders hail those high-profile initiatives, they wisely remind Wisconsin officials that even in a new economy, skilled workers still will be needed.

"Sure, we need those great ideas people. But if we don't have the workers to participate in industries that make up the bulk of our economy now, then we've got a serious problem . . . and it's only going to get worse," Simone says.



Chvala

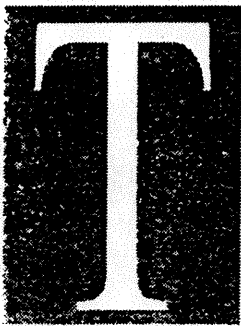
Forward-looking state legislators, notably Senate Majority Leader Chuck Chvala, D-Madison, recognize the need for increased aid to technical schools.

But they are going to need to push hard in a time of tightening budgets to fill the modest request of MATC and other state technical colleges for a two-year, \$36.4 million increase in state funding. With that hike, technical schools would be able to provide programs to increase the skill levels of Wisconsin workers, expand the pool of skilled workers and expand access to cutting-edge technology training.

Wisconsin's new Legislature and governor should recognize that providing MATC and other technical colleges with adequate funding to meet the needs of students, businesses and communities is an essential step in guaranteeing that Wisconsin's economy will continue to thrive.

Our view

Let's keep campuses going strong



The adage goes that if something is worth doing, it's worth doing well.

With that in mind, it's only logical state officials approve a request for more funds for the Wisconsin

Technical College System, of which central Wisconsin's Mid-State Technical College is a member.

WTCS seeks \$36.4 million in additional funds in the 2001-03 biennial budget. Under its proposal, state funding administered to the WTCS Board would increase from \$141.8 million in 2000-01 to \$155.1 million in 2001-92 and \$164.9 million in 2002-03.

TOPIC: Technical college funding

Big-ticket items include \$6.25 million for expansion of the system's "Virtual Campus" concept, which provides for online learning; \$4 million for pretechnical college programs

for middle school students; \$3.4 million for technical and occupational program grants for full-time students; \$2.6 million to increase technical college course offerings for high-demand programs; and \$1.75 million to work with employers and community groups to redesign curriculum and instruction methods to better meet training needs for working adults.

Also sought is \$14.8 million in general aids spread out to all 16 districts, of which Mid-State's share is \$185,000. MSTC officials say if this request fails to pass, the district would have to increase property taxes by about 2.3 cents per \$1,000 equalized valuation to simply maintain existing services.

The driving reason for all the requests, according to MSTC President Brian Oehler, is a charge from Gov. Tommy Thompson for our state's technical colleges to meet challenges posed by the current shortage of skilled labor. That duty comes at a time when state funding to MSTC's budget has shriveled from 35 percent to 20 percent.

We live in the state where work force participation tops 70 percent — the highest level in the nation. But, all these workers need training to ensure our businesses can compete on the national and global scenes. Enrollment statistics, which show one in nine adults statewide will take at least one course at a WTCS campus this year, suggest our businesses and workers are doing their best to remain competitive by keeping up with training.

Our technical colleges were already stretching their resources before this added goal. In Stevens Point, MSTC offers classes to approximately 380 full-time equivalent students (15 credits) in the aging, 13-classroom campus on Michigan Avenue. Districtwide, MSTC averages about three part-time students for every one full-time student — and all on a modest budget, which totaled \$28 million in 1999-2000 for the three-county, four-campus district.

However, budgets, like anything else, can only be stretched so far before they break. Wisconsin's technical colleges — including Mid-State — are at that breaking point.

Dollar for dollar, Wisconsin's technical colleges provide a good bang for the buck. Peek at your property tax bill. Note your share to support vocational schools is one of the smallest figures on the tab.

Our state carries a proud progressive history, where providing top-notch — but affordable — educational opportunities is the cornerstone of the ideals we hold so dear. After all, an educated work force is a more productive, better-paid and more valuable work force. Why should our students and workers have to "make do" with what exists while dreaming of better opportunities?

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Opinion

Opinion: 791-E

La Crosse Tribune

Wednesday, September 27, 2001

□ OUR VIEW

Labor shortage needs a cooperative effort

Wisconsin, like the rest of the nation, has a growing labor shortage.

In many skilled job areas, there are fewer workers entering the labor market than are leaving through retirement.

It's a demographic issue. As the baby boom generation begins to retire, the generations that follow are not nearly as large. Unless something is done to increase the number of new skilled workers, Wisconsin's economy will be hurt by the labor shortage.

The Wisconsin Technical College System, of which Western Wisconsin Technical College is a part, has a three-pronged action plan. Technical colleges plan to:

- Increase the current skills of Wisconsin's work force.
- Expand the pool of skilled workers in Wisconsin.
- Increase access to education through distance learning and other measures.

It is encouraging that technical colleges are working so closely together with each other and with K-12 public education. But to really achieve a more seamless job training and education system, the University of Wisconsin System campuses need to be involved in a larger way.

Already, the UW System and technical colleges have agreed on six new majors that would allow more flexibility in transferring credits from tech schools to univer-

LA CROSSE
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sity campuses.

That's a good start. Now, the system needs to create those new majors on campuses around the state — including La Crosse.

We have a good proving ground for collaborative job training here in the new Health Science Center, which represents a consortium of all three higher education and two health care institutions in La Crosse. Already, WWTC and Viterbo University work together on some programs. People with two-year degrees in some programs from WWTC can later go on to Viterbo to get bachelor's degrees in their field.

Those are the kinds of approaches that we need more of.

JASON J. SOCHA

Power over tech colleges should stay at district level

In a response to a recent article on Gov. Scott McCallum's plan to take governing authority away from technical college district boards, I would like to give a student's perspective.

First, it seems to me that what McCallum really wants to do is build on his predecessor's tradition of channeling power toward the governor's office. The Wisconsin Technical College System State Board is entirely appointed by the governor. Placing these broad controls in the hands of the state board would give McCallum a lot of power.

On the other hand, WTCS district boards are appointed by county executives in their respective regions, placing control where it belongs — where the property tax payers live and work. Those appointees who serve on the boards and govern the colleges also live and work in the district.

McCallum speaks of increased accountability. How will a transfer from local governance to state governance ac-

McCallum speaks of increased accountability. How will a transfer from local governance to state governance accomplish that?

complish that?

Second, I believe that Gov. McCallum is missing the boat when he pushes a plan that he thinks would promote "consistency" and "efficiency" among the WTCS colleges. The whole point of having 16 different districts throughout the state is to recognize that each of these regions has different educational and economic needs. Our technical colleges need to be able to respond individually to regional needs. Consolidating control over all of the colleges will dreadfully reduce regional ability to respond quickly, thereby reducing efficiency, not increasing it.

As an MATC student leader, it's very important to me that I have access to authorities that call the shots. I'll fight to keep that authority at home.

Jason J. Socha is president of the MATC Student Senate in Madison.

COMMENT

Tech schools deserve more state support

The state of Wisconsin is facing severe labor shortages in skilled labor markets. The state's labor force, its human capital, is an aging group.

In fact, many of Wisconsin's largest employers will lose 50 percent or more of their work force to retirement in the next five years.

Academic, business, and trade publication studies are uniform in agreeing that the skilled labor shortage is the principal obstacle to economic growth in Wisconsin.

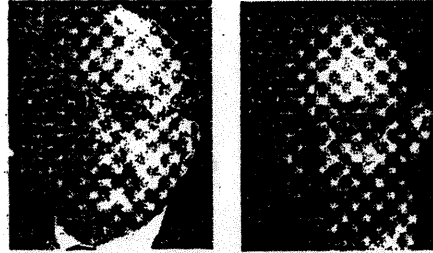
We cannot expect to increase the size or level of labor force participation to solve this problem. Education and training of the existing labor force is the key to solving Wisconsin's shortage of skilled and technical workers.

While job growth projections indicate an increased demand for workers with four-year and post-graduate degrees, both the U.S. Department of Labor and the Wisconsin Department of Development (DWD) have documented that most new jobs will require less than a four-year degree.

Seventy percent of all new jobs, according to the DWD, will require post-secondary training — exactly the kind of education and training that Milwaukee Area Technical College (MATC) provides.

MATC can help solve the growing labor shortage problem. MATC is the flagship technical college in a system that is organized to provide apprenticeship and skilled worker training.

Advisory Committees composed of chief executive officers and human resources officers connect our degree granting programs to the industries we serve. They ensure that our curriculum and technologies are state-of-the-art and that our students



ON EDUCATION

JOHN BIRKHOLOZ AND MICHAEL ROSEN

graduate with industry-specific skills.

MATC's record of success in training and placement is unparalleled. We have 4.5 jobs for every graduate, depending on the occupational area. Ninety percent of our graduates live and work in Wisconsin.

MATC cannot provide the quality or quantity of training that our students, workers and industries need and deserve without increased financial support from the state.

Unfortunately, the current budget proposal includes no increase in state aids for technical colleges.

Unfortunately, state support has been declining. The state's contribution to the Wisconsin Technical College System (WTCS) has declined from 35 percent to 20 percent.

The decline in state support has been made up by a combination of increased taxes, cuts in programs, and increases in tu-

ition and fees. The state's failure to invest in the WTCS is undermining one of Wisconsin's key strategic assets — universally accessible, technical education and training.

The state needs to invest in Wisconsin's work force. Investing in human capital is the key to a competitive advantage in a highly competitive global economy and the answer to industry's skilled labor shortage.

An investment in the WTCS will more than pay for itself in increased productivity and economic growth. That skilled labor will also pay taxes, as will the businesses that hire these workers, as companies expand.

The state needs to increase its investment in the WTCS by increasing the state aid appropriation by 4.1 percent, or a total of more than \$5 million for each year of the biennial budget.

An economic impact study indicates that if the state does not make this investment, 13 of the 16 WTCS districts will be forced to cut sections and programs, curbing the implementation of new technologies and high technology programs, and increasing tuition and fees. Unfortunately, the current budget proposal includes no increase in state aids.

The state of Wisconsin is faced with a critical decision. We can invest in the WTCS, the institution established by the state to provide a skilled work force, or we will continue to experience labor shortages that will restrict economic growth and contribute to the rapid erosion of the WTCS.

John Birkholz is president of Milwaukee Area Technical College, and Michael Rosen is chairman of the MATC economic development department and the president of the American Federation of Teachers Local 212.

Greater
MADISON
Chamber of Commerce



March 22, 2001

Senator Brian Burke, Co-Chair
Joint Finance Committee
PO Box 7882
Madison, WI 53707-7882

Representative John Gard, Co-Chair
Joint Finance Committee
PO Box 8952
Madison, WI 53708-8952

Dear Senator Burke and Representative Gard:


On behalf of the Greater Madison Chamber of Commerce, we are writing to express our strong support for increased funding for the Wisconsin Technical College System (WTCS). Our local college, Madison Area Technical College (MATC), is a key resource upon which our business members know they can rely for quality, cost-effective training and education.


We believe that strong technical colleges are important contributors to Wisconsin's most valuable asset: a trained, competent workforce that is the backbone of the state's economy. Wisconsin's 16 technical colleges have a long, successful history of increasing the supply of available workers and providing training and education so that existing workers can improve their skills and enhance company productivity.

It is clear that decisions about the 2001-2003 biennial budget will be difficult because of competing demands for limited resources. However, the potential of slowing economic growth makes the State's financial commitment to technical colleges even more important. The technical colleges stimulate economic vitality. Employees trained by technical colleges meet business needs. Workers who benefit from technical college training become taxpayers who contribute to state revenues. In fact, 95 percent of technical college graduates are employed within six months of graduation. Of these, 9 out of 10 continue to live and work in Wisconsin.

We hope you will agree that technical college funding is an important statewide priority. Your efforts to provide leadership in ensuring that technical colleges receive adequate support will be appreciated by our members and by businesses throughout Wisconsin.

Sincerely,


Rick Searer, Chair


Robert Brennan, President

OUR VIEW

MSTC benefits workers, community

Mid-State Technical College has a lot to offer students, local businesses and the community as a whole. Each year, about 16,000 people attend at least one class at the main campus located on 32nd Street North or its campuses in Marshfield, Stevens Point and Adams.

While some of these attendees take advantage of personal enrichment courses, many more follow a training course designed to enhance their work skills.

Just last year, the college instituted nine key program changes. For example, MSTC's child-care program offered a one-year technical diploma. But college officials found some programs, like Head Start, were requiring an associate's degree. The college changed its program to provide an associate degree. It also offers the course in five quarters, instead of the standard semesters with a summer break. This allows students in this field to work the program faster and receive the degree necessary to stay competitive in the industry.

Small and large businesses in the central Wisconsin area benefit when their employees earn the training they need to do their jobs better or to learn the skills necessary to take on a new job. In today's tight labor market, it can be difficult to find employees period, let alone properly trained workers.

MSTC's programs are designed specifically to increase the current skills of the work force, expand the pool of skilled workers and increase access to technical and career education through the use of instructional technology and techniques, according to information provided by the college.

Officials at the college say 94-98 percent of MSTC students are placed in jobs within six months of graduation. Surveys show 87 percent of MSTC graduates stay within the MSTC district, and another 11 percent stay in the state.

The people who attend MSTC are the people who already live and work here. MSTC provides the means for them to improve their skills to benefit themselves and their employers.

The community benefits by having skilled workers who live here and go to school here. It benefits from the services MSTC provides to these workers.

But it all comes at a cost. To continue to provide services to combat the state's labor shortage needs, Wisconsin Technical College System, of which MSTC is a member, seeks a 4.1 percent increase in state funding — \$36.4 million over two years.

College officials have said they are committed to providing these services. If the state doesn't increase its funding, local property taxes will increase to cover the amount not provided by the state.

While it's up to state lawmakers to decide how much the colleges receive in state funding, it's up to citizens to let them know what they think. If MSTC is doing a good job for people in central Wisconsin through its work-force development, people here need to let their lawmakers know they want that to continue.

Technical-college education just as important as liberal arts degree

By JOHN TORINUS

*Appeared in the Sunday Milwaukee
Journal-Sentinel, March 12, 2001*

Before adding to the brain drain by leaving Wisconsin for Washington, D.C., former Gov. Tommy G. Thompson said the state has it upside down on going to college.

While a new high of 22% of last year's high school graduates directly entered the state's two-year technical colleges, more than half headed to four-year colleges, with half of that half destined to drop out before graduating.

"It should be inverted," said Thompson, a longtime proponent of combining skill and work-based learning with general or liberal arts learning.

Better for career purposes to test college wings and get some skills under one's belt at a tech college than to flounder and waste time in a less-focused fling at a four-year institution.

The economic downturn and the headline-grabbing layoffs aside, Wisconsin still faces a long-term labor scarcity of 60,000 workers a year, cumulative.

Thompson believed the graduation success ratio would rise if more students started with two years at a tech college and finished with two years at a four-year campus - 2+2.

Even better for many students is 2+2+2. That means starting a two-year youth apprenticeship as juniors and seniors in high school. At each juncture, credits would transfer seamlessly.

The hard truth in the labor market of today is that applicants need skills and general knowledge. Put another way, they need technical and liberal arts education.

Unfortunately, many parents don't get that undeniable point. The same goes for many high school guidance counselors, who often carry a pronounced bias toward four-year colleges.

The reality is that a skilled two-year grad will earn a lot more than a four-year dropout and often more than a four-year grad. Tool and die machinists can earn \$50,000 to \$100,000. History baccalaureates have a hard time finding a job.

A two-year technology youth apprenticeship graduate can earn \$35,000 to \$45,000 right out of high school. That's a lot more than a four-year English major can pull down.

So, how do we change the perception that the majority of students should go to a four-year college? Some of the ideas moving forward are:

(continues.....)

- The Wisconsin Technical College System needs to do a much better job of marketing its advantages. It needs the kind of advertising budgets that four-year schools spend.
- Agreements need to be expanded for easy credit transfer between high schools, tech colleges and four-year colleges. Hallelujah, the UW System and Tech College System have 350 such agreements in place. Some have taken five years to negotiate.
- Because senior years in high school often are unfocused, allow them to get a head start at two- or four-year colleges. Possibly offer scholarships for such advanced placement.
- Expand far past the 880 businesses now offering work slots for youth apprenticeships. Greatly expand college internships to add a work-based learning experience.

Once young people get on the job, they figure out a lot of career questions in a hurry.

Since youth apprenticeships started in West Bend eight years ago, for instance, not one of the students has dropped out of high school.

At the Lac Courte Oreilles High School near Hayward, where only two of 23 seniors graduated last year, the new apprentice programs in IT and resort management have half the class headed for degrees.

"It shows the students the way" to a career, a teacher there said.

These kinds of initiatives, which were endorsed mightily at the recent Wisconsin Economic Summit, are pivotal in the face of a skilled labor scarcity.

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La Crosse Tribune

Opinion

Opinion: 791-8232

Tuesday, February 13, 2001

□ OUR VIEW

Education is a key to getting out of poverty

The president of Wisconsin's largest business lobby group has made an appeal for more skilled workers in the state — and more training of them.

Interestingly, enough, this appeal comes at the same time that attention is being paid to the many former welfare recipients in Wisconsin and throughout the nation — and how they are working in low-paying jobs with no benefits.

It's time to marry these two issues.

Consider the comments made by James S. Haney, president of Wisconsin Manufacturers & Commerce, the Madison-based business lobby group.

"Skilled labor shortages are a function of demographics," Haney said, "fewer people entering the work force, more people retiring from the work force — and the changing nature of work. Most of the new jobs in Wisconsin do not require a baccalaureate degree, according to the U.S. Department of Labor, but they do require some form of post-secondary education."

Prior to the introduction of W2, Wisconsin Works, the work-based welfare reform program introduced by former Gov. Tommy Thompson, the state encouraged welfare recipients to attend technical school and even some four-year college programs in order to get job training.

Thompson and the other architects of W2 did not want the state to continue such efforts, however. They believed that the most critical

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factor was getting people off cash assistance and into the work force.

That's been done. Most welfare recipients are in the work force. They're still in poverty, however. And even though they might still qualify for Medical Assistance, child care and other benefits, they won't be able to advance without job training or education. Now that we have a new administration in Madison, it is time to review the question of allowing some government assistance to attend a technical college or other extended higher education program.

Education is the key to a better life. And it is the next logical step for welfare reform.

Frozen by budget, MATC ponders class cuts

By Julie Snelder

Milwaukee Area Technical College will be forced to cut class sections if the state Legislature passes a budget bill that provides no increase in general state aid to Wisconsin technical colleges, MATC officials say.

The class section cuts would result in longer waiting lists for students interested in enrolling in associate degree programs such as nursing, dental hygiene and e-commerce classes, officials said.

"I was shocked to see there was no increase for technical colleges in the state budget bill," said John Birkholz, president of MATC. "All we've heard for the last several years is that there is a labor shortage out there and that the technical colleges are the ones that can solve this problem."

DISTRESSED DISTRICTS

The technical college system had asked that general state aid be increased by 4.1 percent in each year of the biennium. Wisconsin technical colleges received a 2.1 percent annual increase in the current biennium.

MATC and two other technical college districts are seeking an additional grant for "distressed" technical college districts, or those with equalized property value growth that is less than the statewide average.

The grants would boost Milwaukee and other districts that have hit the state cap on mill rates, or the rates districts can charge to raise revenue through property taxes.

Despite the colleges' requests, Gov. Scott

McCallum's proposed state budget for 2001-2003 provides no increase in general state aids above the 2000-2001 level. With the state facing a half-billion-dollar structural deficit, McCallum said his budget bill for 2001-2003 features the "lowest increase in spending in 30 years."

The technical colleges are the latest among education-related entities to add their voices to the chorus of complaints against McCallum's budget plan.

"If we don't get the money, we will not be able to continue to serve the community as we have in the past," Birkholz said in an interview this week.

Since 1995, MATC has eliminated 1,300 class sections. Should the budget pass as proposed, MATC will consider reducing "by another couple hundred" the total number of class sections offered to its student population of 65,000, Birkholz said. The reductions would be applied "across the board."

Such reductions will mean longer lists of students waiting to enroll in courses required to complete their degree programs.

"What we will end up doing is cutting the class times that are most important to our nontraditional students," or those attending night classes to accommodate their daytime work schedules, said Michael Rosen, chair of the economics department at MATC. Rosen also is president of Local 212 of the American Federation of Teachers, which represents faculty at MATC.

Increasing class size is not an option for MATC, which already has the highest average

class size of the 16 technical college districts, Birkholz said.

"As we decrease class sections, we cannot stuff more students into classrooms or laboratories," Birkholz said. "So the other option is to have longer waiting lists."

The proposed freeze in general state aid to technical college districts comes as policymakers have suggested that the state's technical colleges need to have a greater role in helping business and industry solve the labor shortage.

CANT DO IT

MATC has been receiving less in general state aid over the last several years. In 2000-2001, it received \$27.9 million in general aid, compared with \$28.8 million in 1999-2000 and \$30.2 million in 1998-1999.

"My answer to those who say they want us to solve the labor shortage is that based on these numbers, I can't do it," Birkholz said. "If you want to invest in a labor force, this (technical college system) is a place to do it."

Presidents of other technical colleges in southeastern Wisconsin echoed similar concerns over the governor's proposed budget bill.

"We asked for a 4.1 percent increase in our state aid as a reflection of our annual operational cost increases," said John Shanahan, president of Moraine Park Technical College in Fond du Lac.

At Moraine Park, personnel costs have increased about 4.3 percent annually and likely will increase that much in the coming year, he said.

"State aid is a small part of our operations budget — about 20 percent," Shanahan said. "But when you get zero increase on 20 percent of your budget, it does make a difference ... So what can we do? Either cut operational expenses or increase property taxes. But I can tell you, our board members are very sensitive to increases in property taxes."

Waukesha County Technical College president Richard Anderson expressed a similar view. The college was relying on at least a small increase in state support, which would go toward rising operational costs associated with WCTC's \$26 million building expansion approved by district residents in April 1999.

At the time of the referendum, the WCTC board said it would not raise local property taxes beyond a certain point to fund the district's increasing operating costs associated with the new buildings, Anderson said.

Now faced with decreased state support, the district board has two difficult choices: to raise property taxes beyond the promised limit or to cut services, Anderson said. Although the board hasn't yet discussed those options, Anderson doesn't believe the board would be interested in raising taxes beyond the promised limit.

Also included in McCallum's budget bill are proposed changes that would give the state technical college board more authority over local districts' budgets and programming decisions. For instance, the board would approve the local districts' budgets and could require districts to add or drop certain programs.

Appeared in
The Sheboygan
Press, 3/11/01

Governor's power grabs over education should be cut from budget

After waiting 14 years to become governor, it might not be surprising that Scott McCallum may have let his new position go to his head.

When he was suddenly thrust into the governor's mansion by Tommy Thompson's decision to become U.S. secretary of Health and Human Services, McCallum had only a short time to finish up the state budget he proposed last month.

Three of the education proposals in McCallum's budget appear to be unwise attempts at "power grabs." He's proposing transfer of the assessment and evaluation of kindergarten-12th grade education from the Department of Public Instruction to the Department of Administration, whose head is part of his cabinet. The DPI superintendent is elected separately by the people of the state.

The transfer would involve taking \$11.8 million in funding and 15 staff positions from the DPI and putting them in the DOA.

The governor also is proposing that the DPI head be required to issue temporary two-year teaching licenses to people without bachelor's degrees provided they have five years' experience in a particular field.

Moreover, McCallum wants to give the Wisconsin Technical College System board he appoints the authority to review the budgets of technical colleges and to be able to force the colleges to add or cut degree programs. This would take away a good deal of the control by the local technical college boards and their presidents.

Not surprisingly, state Superintendent of Public

Instruction John Benson is crying foul over the proposals for K-12 education. The transfer of education assessment and evaluation, in particular, is reminiscent of Thompson's attempt in 1995 to create a cabinet education department and relegate the superintendent's office to a figurehead agency. The state Supreme Court in a unanimous decision rightfully rejected this end-run of the state Constitution. But Benson was forced to spend much of his time fighting the governor's proposal in court.

He'll retire from the post this spring, but is promising a lawsuit as a private individual if McCallum's power grab remains in the budget.

His suit would be entirely appropriate because the constitution vests authority over education in the DPI, and educators figure to be far superior to DOA bureaucrats in evaluating and assessing education. Let's hope the matter isn't returned to the courts once again.

Similarly, technical college officials are outraged by the proposed power transfer for their institutions. They've prided themselves on quickly adjusting their programs to the needs of businesses, industries and the public sector in their regions. The fact that a very high percentage of their graduates typically find work in their fields of study is testament to the success of local control of the technical colleges.

The state Legislature should resist these power grabs by McCallum, and leave education decisions in the hands of the people who are most proficient at making them.

Press editorials express the views of the newspaper's editorial board. Readers are encouraged to comment on editorials through letters to the editor.

OUR VIEW

Mid-State helps train state's workers

The Wisconsin Technical College System, including Mid-State Technical College, seeks more than \$36 million over the next two years to meet the challenges of the state's labor shortage.

Mid-State is one of 16 technical colleges in the Wisconsin system. WTCS has developed three strategies to help combat what ails Wisconsin business where labor is concerned. Specifically, the strategies are:

1. Increase the current skills of the state's work force.
2. Expand the pool of skilled workers.
3. Increase access to technical and career education through the use of leading-edge instructional technology and techniques.

It costs money to develop new programs, upgrade technology and hire staff. In the last year, MSTC has made nine key program changes. For example, its nursing program offers students an 8:1 student to teacher ratio. It's costly, but it's worth it when trained nurses exit the program.

MSTC is not unlike the other technical colleges in the state system — hence the reason for the requested 4.1 percent increase in general aids from the state to cover the costs associated with training the work force.

But unlike the University of Wisconsin System and other colleges and universities that have complained of "brain drain" — graduates leaving Wisconsin once they've earned a degree — MSTC and WTCS place at least 95 percent of their graduates in jobs within six months. Nine out of 10 stay in Wisconsin. For Mid-State, 87 percent stay within the MSTC district, and another 11 percent stay within the state. That means 98 percent of the students who graduate from MSTC stay close to home, keeping the skills they learned for businesses here.

MSTC and WTCS provide Wisconsin the opportunity to increase the aptitude and numbers of its skilled work force. Legislators who decide how much to give back to them in state aids should take a look at what these technical colleges provide for the communities they serve. A 4.1 percent investment is not out of line to continue providing these valuable workers for Wisconsin businesses.

MATC president says McCallum budget threatens school's programs

By TOM HELD
of the Journal Sentinel staff

from the City Edition

Hundreds of class sections and possibly entire programs offered at the Milwaukee Area Technical College will be eliminated unless the state provides more money for the school, the MATC president said Monday.

President John Birkholz said the amount of funding for technical colleges in Gov. Scott McCallum's budget proposal is inadequate to maintain the existing offerings at the school and would prevent MATC and other colleges from expanding in important areas, including health care and new technologies.

In Milwaukee, MATC has about 65,000 students per year.

McCallum's budget for the 2001-2003 biennium provides a zero increase in base funding for the Wisconsin Technical College System, Birkholz said. The state's 16 technical colleges had asked for 4.1% increases in each year to boost the amount shared by the schools to about \$14 million.

The lack of additional state funding will hurt MATC because it already has reached a state-imposed limit on raising money through local property taxes.

Birkholz and Michael Rosen, the president of the union representing MATC teachers and staff, said they consider the budget proposal both troubling and puzzling. At a time when a shortage of skilled labor threatens economic expansion in the state, the technical college system should be funded and utilized to solve that problem, Rosen said.

"If adequately funded, we can train the work force for the expanding economy," he said.

The Senate Education Committee will hold a public hearing on the technical system budget on March 16. The location has not been determined.

Appeared in the Milwaukee Journal Sentinel on March 6, 2001.

(Published after MATC meetings with Editorial boards.)

Wisconsin State Journal 1/2/01

Technical college tries to fill worker void

With many skilled-trade jobs available, MATC is trying to attract more students.

By Elizabeth Brikey
Higher education

Wisconsin technical colleges are key to reversing the state's critical shortage of skilled labor — if they can attract the students, the president of Madison Area Technical College says.

"We are hearing constantly from employers looking for workers in what would be called the traditional trades," said Beverly Simone, who has led MATC for 12 years.

"Welding, machine tool, printing, electronics, diesel mechanics, auto mechanics . . . these are the areas that we as a society rely on, but we simply don't have enough workers in those fields," she said.

In October, Wisconsin reported a 2.6 percent unemployment rate. The state's lack of skilled labor is

expected to worsen in coming years as the number of retirees grows and the number of young people declines.

Simone said she agrees with state and University of Wisconsin System leaders who want to attract more high-tech and biotechnology businesses to Wisconsin.

But the lack of skilled workers is a separate concern, she said.

"Sure, we need those great ideas people. But if we don't have the workers to participate in industries that make up the bulk of our econ-

omy now, then we've got a serious problem . . . and it's only going to get worse," Simone said.

She said MATC programs in the traditional trades aren't filling.

"The jobs are there. The salaries are there . . . The people who want to do those jobs aren't there," she said.

Salaries in the traditional trades

Please see MATC, Page A7

◆ MATC joins with manufacturers to increase worker pool/A7

MATC

Continued from Page A1

usually start in the low \$20,000s but, with experience, climb up to \$40,000 and \$50,000, said MATC spokesman Janet Kelly.

Simone said she thinks the traditional trades are stigmatized as unimportant. That perception keeps high school and middle school students from considering careers as plumbers or electricians.

"This is a dilemma for Wisconsin — that if we don't value the people doing the plumbing or doing the auto repairs, we won't have anyone who wants to go into those fields," she said.

MATC, which serves about 50,000 full- and part-time students in south-central Wisconsin, is geared toward teaching specific job skills.

Kelly said the technical trades also are hurt by an outdated image.

"Traditionally it's been thought these jobs are manually oriented. But advancements in technology means that in a lot of cases, you need to use your head more than your hands," she said. "So much is done with computers now. There is an intellectual challenge with these jobs, too."

Kelly said MATC is about to launch an advertising campaign in local media, outdoor billboards and banners, and at Madison movie theaters.

The college also regularly offers a "Career Snapshots" series, which are free, interactive seminars about particular careers. Health care will be featured on Feb. 13, and industrial careers will be featured on April 24.

MATC's annual open house, on March 11, will feature more than 100 career programs.

Kelly said an upcoming in-service day for MATC faculty and staff will focus on the college's technology and industrial programs.

Program aims to expand worker pool

In an attempt to address skilled labor shortage in Wisconsin, Madison Area Technical College has teamed up, eight Madison-area manufacturing companies to expand the pool of qualified candidates for manufacturing careers.

The Manufacturing Advancement Pre-employment Skill program, or MAPS, is designed to develop the abilities of potential employees and help businesses improve retention productivity and profitability.

The five-week program introduces potential employees to basic skills they will need the job — such as communications, problem-solving, teamwork, mathematics and principles of business.

The companies involved in the consortium are Clack Corp., Evco Plastics, Madis Kipp Corp., Oscar Mayer, Pcon Corp., Research Products Corp., Stoughton Trailers and Webcrafters.

Five people graduated in November from the first program which requires evening class four nights a week.

"We're very anxious to get these graduates because they've shown stick-to-itiveness and they've learned about us," said Judy Peirick vice president of human resources for Webcrafters.

Informational sessions are planned for future program. For information, contact M coordinator Todd Stebbins 246-6976 or stebbins@madi-son.tec.wi.us.

— Elizabeth Brikey

Half a billion dollars into regional economy

That's MATC's annual contribution, a study says.

By Elizabeth Brixey
Higher education reporter

Madison Area Technical College contributes almost \$500 million a year to the regional economy directly through payroll and vendor payments and indirectly through student and employee spending, according to a new study.

The study, released last week by MATC leaders, also concluded:

- ◆ MATC students account for almost \$400 million in local spending.

- ◆ MATC's payroll is more than \$60 million, including wages, salaries and benefits.

- ◆ MATC direct supply purchases in the college's district

is more than \$12 million. The district includes all or part of 12 counties in south-central Wisconsin.

- ◆ The college's employees pay more than \$13 million in state and federal taxes. They spend more than 90 percent of their disposable incomes in the district and contribute almost \$72 million to their local communities.

The study was conducted in the spring by principal investigator Dennis Winters of Relevant Economic Analysis Ltd. in Madison and project consultant William Strang, emeritus business professor at UW-Madison.

Data were gathered from MATC budget and finance records and a random survey of 439 students and employees.

The study is an update of a similar one conducted in 1982.

That found MATC's economic impact was about \$170 million.

The new study says MATC's monetary impact is "felt across the economic spectrum, including primarily private businesses, services from households, charities and state and local government."

Those economic contributions include:

- ◆ \$464 million to private businesses.

- ◆ \$2.57 million to households.

- ◆ \$7.25 million to charities.

- ◆ \$18.5 million in local government revenues.

- ◆ \$2.42 million in employee state income taxes.

This spring, a second part of the study will look at the value in dollars of an MATC education to individuals and the local economy.

Tech school grads tend to stay in state

While much of the discussion in Wisconsin recently has focused on the "brain drain," the loss of four-year college graduates to other states, the reality is far different for Wisconsin Technical College graduates.

"We retain nearly 90 percent of our graduates in the state," said Edward Chin, director of the Technical College System.

"We trace them six months after graduation and after five years. Most stay in the state and in their districts."

Chin said technical college students are often employed while in school and stay with their employer after completing a program or degree. Partly because of that, he noted, "Our average graduates are nearly 30."

And while much has been made of Technical College stu-

dents transferring to a University of Wisconsin System campus to upgrade their degrees, Chin said, "It is not widely known that, annually, more UW students transfer to Technical Colleges than vice versa."

But at the other end of the spectrum, according to a recent study, only 19.2 percent of Wisconsin high school graduates enroll immediately in a technical college, short of the system's goal of attracting 25 percent of such graduates.

But by three years after graduation, Chin said, the percentage of high school graduates who have taken some technical college instruction increases to one-third.

Programs aimed at enrolling more high school graduates right after graduation include the

Youth Options Program, through which juniors and seniors can take technical college courses, and youth apprenticeships, more structured programs than the Youth Options Program, Chin said.

Many high school guidance counselors are doing a good job of steering students to Technical Colleges, he said. But often, they're not trained in career counseling and focus more on personal and family issues, he added.

"We're trying to address that, and Blackhawk Technical College (at Janesville) offers a summer internship program for high school counselors to learn more about job counseling."

— Roger A. Gribble

March 21, 2001 La Crosse Tribune

Doyle blasts McCallum's tech school funding

By JOEL HANNAHS of the Tribune staff

Jim Nagle graduated high school in 1965. But on Tuesday, he was seated at a computer at Western Wisconsin Technical College, preparing for a new way of life.

After 33 years of employment at the G. Heileman Brewery, he was one of many cast adrift during the 1998 and 1999 layoffs. After weighing his options, he went back to school.

"There's a lot of trepidation," he said.

That was then. Talk to him now, and there is confidence that his college courses have him on the path to a solid living. Two other former Heileman workers chose the same route and the same class - Gary Groth, a 23-year brewery worker, and Shelly Corcoran, an eight-year employee.

The problem is others from similar backgrounds are not in the class but would like to be, a Democratic candidate for governor said Tuesday.

Hundreds of students remain on waiting lists for various courses of study at technical colleges throughout the state, said Wisconsin Attorney General Jim Doyle. With the WWTC computer class as a backdrop, he held a news conference to push for more technical college funding that he said would ease the waiting lists.

"I believe the technical colleges always get caught in the middle of fairly high-powered lobbying," Doyle said.

He criticized Gov. Scott McCallum for budget proposals that he said do not show enough foresight. McCallum's budget maintains spending levels for technical colleges, rather than the 4 percent increase that had been requested.

In a visit to La Crosse in January, McCallum said his budget was constrained by tighter state revenue projections for the next year from the bipartisan Legislative Fiscal Bureau.

Doyle, continuing to blend his roles as the state's top law enforcement officer and the first person to declare his candidacy for governor in the 2002 election, called technical college funding an investment in people that, by providing future access to good jobs, has the potential to eventually lift the state's economy, trim welfare rolls, strengthen families and lower crime rates.

The four-term Attorney General could face stiff competition for the state's top political job. Other Democrats thought to be mulling a run are U.S. Rep Ron Kind of La Crosse; U.S. Rep. Tom Barrett of Milwaukee; and state Sen. Gary George, also of Milwaukee.

WWTC President Lee Rasch said that, if granted, the 4 percent spending increase would have bolstered the budgets of technical colleges by about \$5 million.

WWTC has a waiting list of 57 students for the Computer Information Systems/Network Specialist program. They can expect a median salary of more than \$30,000 after graduation, according to the college. Other major waiting lists are 227 for nursing, 76 for physical therapy, 44 for dental hygienist and 27 for police science technology.

A five-year follow-up study of 1993-1994 graduates showed that of those who responded, 98 percent are employed, and 70 percent still working in the area. They have a median salary of more than \$27,000.

WWTC budget deficit

Western Wisconsin Technical College is projecting a budget deficit for the 2001-02 school year of nearly \$1.7 million.

According to information released by the college, costs of health insurance is the largest single cause, expected to rise by 26 percent, an additional \$900,000. Energy costs will rise by 23 percent, an additional \$121,000.

Besides those new costs, the college deficit projections include a scheduled decrease in an initial Capacity Building Grant of \$489,000 last year, which will drop yearly for the next two years to 60 and then 40 percent.

The information also includes \$389,500 that would have been slated for the college if WWTC would have received a requested 4 percent increase in state funding. The governor's proposed budget does not increase funding to technical colleges, according to the information from WWTC.

McCallum wants state to control tech schools

StaffNews services

The state's technical college presidents are angry over proposed changes that could force them to add or cut degree programs.

The changes, outlined in Gov. Scott McCallum's budget, also would give the Wisconsin Technical College System board authority to review the colleges' budgets before issuing program grants.

Paul Gabriel, executive director of the Wisconsin Technical College District Boards Association, said the proposal could take away local control over what courses will be offered.

"What's perplexing to us is the state board itself did not seek this," Gabriel said.

Gabriel's group represents all the local technical college boards in Wisconsin, which he said have been oper-

ating for years under a governance model that is the best in the country. And the governor's proposal to give the state board authority to mandate courses could undermine the ability to respond to local situations.

For example, he said, the Fox Valley Technical College in Appleton is able to respond quickly to layoffs by offering retraining courses in industry, while Western Wisconsin Technical College in La Crosse is able to provide a very successful medical program. And Gabriel fears that McCallum's proposal will undermine such efforts.

He said the state board will now be obligated to review local budgets from top to bottom before disbursing state grants, further eroding local control.

See SCHOOLS, Page 5A

Schools

Continued from 1A

Madison Area Technical College President Beverly Simone was unavailable this morning, but several system presidents reacted strongly to the proposals.

"The more erosion we have of local decision-making, the weaker the technical college system will become," said John Birkholz, Milwaukee Area Technical College president.

McCallum's proposals would affect the state's 16 technical colleges and their 453,700 students.

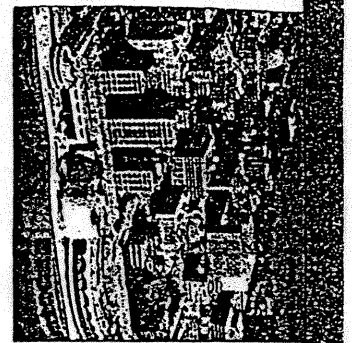
"All state decisions are heavily political, whether we like it or not," said Richard Anderson, president of Waukesha County Technical College in the village of Pewaukee. "My board would become nothing more than a rubber stamp."

The governor thinks the changes would make the colleges more accountable to taxpayers and make the technical college system more consistent and efficient, McCallum spokeswoman Lisa Hull said.

The Legislature must approve the budget before it can become law.

Currently, the state board approves new programs but cannot require or cut them.

The board will discuss McCallum's proposed changes at its March 28 meeting. The board did not request the changes and has not taken a position on them yet, said Dan Clancy, assistant director of the Wisconsin Technical College System.



March 7, 2001



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University of Wisconsin System Joint Finance Committee Summary

UW System Budget Item: Tuition Revenue Expenditure Authority

JFC Action: Maintain Current Law

United Council Recommendation: Support JFC Action

Discussion:

Proposals for expanded or full Tuition Revenue Expenditure Authority, also known as Tuition Flexibility, have arisen in three consecutive biennia. These proposals have been repeatedly rejected by the state legislature.

The state legislature has charged the UW System Board of Regents with ensuring that students may participate in higher education. Current law allows for the Regents to exercise flexibility in a number of different areas. This current situation, combined with other policy-making procedures granted to the Regents, allows them to fulfill this mission.

Allowing full Tuition Flexibility would be a fundamental shift in who takes responsibility for public higher education in the state of Wisconsin. Passage of any language stronger than current law would be the equivalent of the state saying that it no longer can manage the UW System by deciding what programs should and should not be funded and how much money the citizens of this state should pay.

Students have traditionally fought against the expansion of Tuition Flexibility. They have cited the UW System Board of Regents irresponsibility when given limited amounts of flexibility in the past. For example, during the 1997-1999 Biennium, the legislators allowed the Regents 4% tuition flexibility in the first year of the biennium and 7% in the second year of the biennium. The Regents used that flexibility to fund the faculty pay plans on the backs of students, and thus, tuition increased over 13%.

There is also concern about allowing a non-elected body to decide what are the state's needs. The Regents largely consider the UW System and its needs separate from the needs of the working families of Wisconsin. Legislators must be more in tune with their constituents, and are therefore forced to take a more holistic approach to deciding what is in the best interest of the state. Thus, leaving the power to set tuition levels in the hands of the legislature allows the state to balance the various needs of its citizens.

Inter-Departmental Mailing Address: United Council, Room B-11 South, State Capitol

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University of Wisconsin System Joint Finance Committee Summary

UW System Budget Item: Position Authority

JFC Action:

Allow Position Flexibility for GPR funded positions;
Maintain Current Law for Program Revenue funded positions.

United Council Recommendation:

Support JFC Action for Program Revenue positions;
Maintain Current Law for GPR funded positions.

Discussion:

Current law provides the University of Wisconsin System with the authority to expend tuition and fee revenues as they are generated without limit and without prior approval by the Governor and the Legislature. The provision of allowing the UW System Board of Regents to increase positions either funded by GPR dollars or through program revenue has the potential to result in tuition increases for students.

The UW System has failed to explore all possible solutions to declining vacancy rates for GPR positions. According to the Legislative Fiscal Bureau, the UW System has refused to request additional GPR positions through the Joint Committee on Finance as permitted under s. 13.10 of the statutes. Students would like to see the UW System exhaust all avenues of possibility before allowing further flexibility with GPR or program revenue funded positions.

Vacancies have varied in the UW System from 3.2% to less than 0.1% over the past six years. During that time, FTE enrollment has increased by approximately 5,800 students while the number of authorized GPR positions has fallen by nearly 300. UW System staff indicate that they have reached the limit of their ability to reallocate positions without the sacrifice of service for existing students.

In order for serviced based pricing to be attractive to the business community to which it is targeted, it will be necessary for UW institutions to use the best professors within these programs. When coupled with program revenue position authority, the result could be less-qualified, limited term employees and graduate assistants in the classroom, teaching courses, while tenured professors, who also serve as academic advisors, will be off campus. This results in reduced educational quality for students on campus.

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Higher Educational Aids Board Joint Finance Committee Summary

Higher Education Budget Item: Wisconsin Higher Education Grant

JFC Action: No increases for the WHEG

United Council Recommendation: Restore GPR Support for WHEG

Option One: WHEG for UW System Students
\$567,000 in 2001-02
\$1,151,000 in 2002-03

Option Two: WHEG for UW System Students
\$189,000 in 2001-02
\$379,900 in 2002-03

Discussion:

The WHEG is Wisconsin's largest need-based grant program. It ensured that 22,422 students had access to higher education in Wisconsin; 16,669 in the UW System last year alone.

Funding for financial aid for higher education in the state is in severe jeopardy. The Governor's proposed biennial budget, which includes no increases for any Higher Educational Aids Board program, will detract from the ability of our state to ensure access for Wisconsin's economically disadvantaged sons and daughters.

When coupled with inevitable tuition increases of hundreds of dollars, the number of low-income students attending colleges and universities will decrease. A recent American Council on Education study has found that for every \$100 increase in tuition, there is a 2.2% decrease in enrollment for students from families with a total combined income of \$30,000.



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University of Wisconsin System Joint Finance Committee Summary

UW System Budget Item: Advanced Opportunity Program

JFC Action: No Increases to Program.

United Council Recommendation: Amend JFC Budget to include:

Option One: Full Funding for AOP
\$4,182,700 GPR for biennium

Option Two: Funding of Modified Request
\$899,000 GPR for the biennium

Discussion:

The Advanced Opportunity Program was created in 1973-74 to encourage and improve the recruitment and retention rates for graduate and professional students of color and economically disadvantaged students seeking professional degrees. Preference is granted to Wisconsin residents. During the 1999-2000 academic year, 518 graduate students received AOP grants, with an average award of \$8,090.

On a system-wide level, an average of 62 students of color per year in a ten-year time span have enrolled in graduate and/or professional programs. In addition, Latino students receiving their Ph D. increased from 14 in 1989-90 to 17 in 1998-99. African American students receiving their Ph D. have decreased from 12 in 1989-90 to 7 in 1998-99.

The UW System initially requested \$4,182,700 in GPR funds for the AOP grant. This request would have brought the appropriation in line with the past 10 years of tuition increases for graduate students. This request would also supplement the projected tuition increases for the 2001-2003 biennium. The UW System's modified request of \$899,000, found in their Economic Stimulus Package, would help to offset some of the projected tuition increases for graduate and professional students of color during the next two academic years.

In order for the UW System to effectively recruit and retain students of color in their graduate and professional programs, it must eradicate economic barriers that close the door of opportunity for many students of color. This will ensure that students are prepared to enter the global economy and continue the UW's success in a world-wide market.

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University of Wisconsin System Joint Finance Committee Summary

UW System Budget Item: Lawton Undergraduate Minority Retention Grant

JFC Action:

No Increases to Program.

United Council Recommendation:

Amend JFC Budget to include:

- Option One: Full Funding for Lawton Grant Program
\$5,539,700 GPR for biennium
- Option Two: Funding of Modified Request
\$550,400 GPR for biennium

Discussion:

The Lawton Undergraduate Minority Retention Grant provides up to \$2,500 per year for sophomores, juniors, and seniors. During the 1998-1999 academic year, 1,822 students received the grant with an average award of \$1,308. Total funding for LUMRG in 1998-99 was \$2,406,900.

The LUMRG was created in 1986. The 1985-87 Biennial Budget initially provided \$1.5 million in GPR funds for the grant program. This crucial program provides financial assistance specifically to African American, Hispanic/Latino American, American Indian, and statutorily defined Southeast Asian American students. In the 1999-2000 academic year, approximately 4,770 undergraduate students of color had unmet financial need for a total of \$14,723,735 in unmet funds.

The UW System initially requested \$5,539,700 to double the current funding for LUMRG. This request would have increased the average award per student to \$2,434 by the year 2003. It also would have increased the number of sophomore recipients by 235. Perhaps the most unique element of the initial request was the proposal to use the grant as a recruitment tool and open up an additional 534 spots specifically for freshman students.

The modified request for the LUMRG comes in the UW System's Economic Stimulus Package. The request of \$550,400, would help to fight tuition increases over the biennium to ensure that undergraduate students of color have access to the University of Wisconsin System. In order for the UW System to effectively recruit and retain students of color in their undergraduate programs, it must eradicate economic barriers that close the door of opportunity for many students of color. This will ensure that students are prepared to enter the global economy and continue the UW's success in a world-wide market.

University of Wisconsin System
 1999-2000 Lawton Undergraduate Minority Retention Grant Receipts
 By Race and Institution (4 Year Universities)

	Madison	Milwaukee	Eau Claire	Green Bay	La Crosse	Oshkosh	Parkside	Platteville	River Falls	Stevens Point	Stout	Superior
African American	92	340	26	11	30	20	89	14	5	15	23	3
American Indian	14	31	11	16	13	7	3	0	0	40	11	14
Asian Americ.	49	117	67	28	40	23	8	10	25	29	34	0
Hispanic	75	127	24	11	28	23	54	5	5	29	14	4
unknown	0	1	0	1	0	0	3	0	0	2	1	1
Campus Total	230	616	128	67	111	73	157	29	35	115	83	22

University of Wisconsin System
 1999-2000 Lawton Undergraduate Minority Retention Grant Receipts
 By Institution (2 Year Colleges)

	Barron	Fond Du Lac	Fox Valley	Manitowoc	Marathon	Marinette	Marshfield	Richland	Rock	Sheboygan	Washingto	Waukesha
0	1	4	3	5	8	1	3	0	7	4	2	10

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**The Senate Committee
on
2001-03 Biennial Budget Bill**

TESTIMONY
on
2001 Senate Bill 55

By

Mr. David Dies, Vice President for Public Policy
Wisconsin Association of Independent
Colleges and Universities

June 12, 2001

Good morning. Senator Jauch and members of the committee, thank you for the opportunity to be here today. My name is David Dies, and I am the vice president for public policy at the Wisconsin Association of Independent Colleges and Universities, or WAICU. WAICU represents the 21 independent or private colleges and universities in Wisconsin and their 50,000 students.

The 2001-03 biennial budget has been described as one of the most difficult state budgets in recent history. One issue WAICU is hoping this committee and the Legislature will carefully consider as the budget moves forward is that of student financial aid. Right now, financial aid funding for students who attend the UW, private colleges and universities, and the technical schools, is level-funded in the budget. At a time when tuition increases are expected to average at least five percent, we cannot afford to leave some students behind by pricing them out of the higher education marketplace.

WAICU strongly supports efforts to link the increase in certain means-tested financial aid programs to the increase in UW tuition, including the Wisconsin Higher Education Grant (WHEG) programs for UW and technical school students and the Wisconsin Tuition Grant (WTG) program for low-income students attending one of Wisconsin's private colleges or universities.

ALVERNO COLLEGE *Milwaukee* BELOIT COLLEGE *Beloit* CARDINAL STRITCH UNIVERSITY *Milwaukee* CARROLL COLLEGE *Waukesha*
CARTHAGE COLLEGE *Kenosha* CONCORDIA UNIVERSITY *Mequon* EDGEWOOD COLLEGE *Madison* LAKELAND
COLLEGE *Sheboygan* LAWRENCE UNIVERSITY *Appleton* MARIAN COLLEGE *Fond du Lac* MARQUETTE UNIVERSITY *Milwaukee*
MILWAUKEE INSTITUTE OF ART & DESIGN *Milwaukee* MILWAUKEE SCHOOL OF ENGINEERING *Milwaukee* MOUNT MARY
COLLEGE *Milwaukee* MOUNT SENARIO COLLEGE *Ladysmith* NORTHLAND COLLEGE *Ashland* RIPON COLLEGE *Ripon* ST. NORBERT
COLLEGE *De Pere* SILVER LAKE COLLEGE *Manitowoc* VITERBO UNIVERSITY *La Crosse* WISCONSIN LUTHERAN COLLEGE *Milwaukee*

This proposal was offered as a motion in Joint Finance by Senators Burke, Plache, and Wirch, but it failed on an 8-8 vote. Separate legislation of similar intent has been proposed in both houses and is making its way through the process. Last Wednesday, the Senate Universities Committee held a hearing on SB 79 and unanimously recommended the bill for passage. A similar bill, AB 194, is being sponsored by Representative Spencer Black. You may also recall that this provision was included in the budget adopted by the Legislature in the last session, only to have it vetoed by the Governor.

WAICU has for 40 years taken the position that a student is a student and that Wisconsin students should have the same opportunity for assistance regardless of whether they attend the UW, a technical college, or a WAICU-member college or university. It is all about WISCONSIN STUDENTS ATTENDING WISCONSIN COLLEGES AND UNIVERSITIES.

However, my primary focus today will be on the Wisconsin Tuition Grant, the program I know best.

WTG is seriously underfunded. Every year, there are roughly 20,000 applicants for WTG, but there are funds sufficient for only about 10,000 grants. This means as many as 10,000 Wisconsin young people are turned away. In 1981, the maximum grant was \$2,000. Today, 20 years later, it is set at \$2300. Clearly, WTG has not kept up with inflation, let alone the cost of tuition.

WAICU believes that the responsibility for postsecondary education is one of those proverbial three-legged stools: (1) students and their families should work and save, (2) the government should do its part, and (3) the colleges and universities should do their part. In fact, for every dollar one of our students receives from the state through the WTG, the private colleges and universities themselves provide an **ADDITIONAL EIGHT DOLLARS IN FINANCIAL AID FROM PRIVATE SOURCES** – i.e., an 8 to 1 ratio of private over public “match.”

And financial aid does make a difference. The American Council on Education has found that financial aid is the single greatest contributing factor for enrollment in and graduation from college – demonstrating a much greater impact than subsidies to institutions. Enrollment and graduation is important when you consider that Wisconsin ranks thirty-first among the 50 states in the percentage of its population with a college degree. In the case of Wisconsin’s private colleges and universities, the average family income of our students is below that of students in the UW system. Clearly, these are places of opportunity because of private and public financial aid.

Thank you again for the opportunity to be here today. I would be happy to answer any questions.

WISCONSIN EDUCATION ASSOCIATION COUNCIL

Affiliated with the National Education Association

*Every kid
deserves a
Great School!*

**Testimony for the Senate 2001-03 Biennial Budget Committee
June 12, 2001
WEAC President-Elect Stan Johnson
Stoughton**

Thank you, Chairperson Jauch and members of the Senate 2001-03 Biennial Budget Committee for this opportunity to speak today. My name is Stan Johnson. I am the President-Elect of the Wisconsin Education Association Council (WEAC). In Wisconsin, we've achieved great success in building great schools. By virtually every measure, Wisconsin schools rank among the finest in the nation. Students learn here. They graduate here. They go on to get jobs here, keeping our state's employment rate among the highest in the nation and attracting new employers to our communities. Building great schools requires consistent effort and hard work, and we face greater challenges today than ever before. That is why educators across the state are dedicated to working with our elected officials, parents, administrators and communities to create the kind of education that is best for all of Wisconsin's children.

Governor McCallum's Budget

We are on record opposing many provisions in Governor McCallum's version of the budget because they put our great public schools at risk. Governor McCallum's budget did little to place students in classrooms that work, showed no commitment to develop quality staff through collectively bargained approaches, and promoted education schemes that would not benefit everyone in the community.

Governor McCallum's budget ratcheted down even harder on revenue caps, made dramatic cuts in the SAGE K-3 class size reduction program, grabbed authority away from the DPI, expanded the scope of the voucher and charter school laws, froze assistance to our WTCS system and included several direct assaults on the bargaining rights of education employees.

Terry Craney, President
Michael A. Butera, Executive Director



Joint Finance Committee Action

However, the Joint Committee on Finance made some courageous decisions that will contribute to great schools in Wisconsin, and left some questions unresolved. **Those significant improvements to the budget include:**

- The Committee's unanimous vote to fully restore state funding to the SAGE class-size reduction program and to make it permanent. This was a huge victory for the children of Wisconsin. SAGE helps teachers teach and children learn. It not only helps schools become great schools; it benefits everyone in the community. We recognize, however, that this is an initial victory, and we urge the Legislature to keep its contract with SAGE children, teachers, parents and citizens in keeping this commitment intact as the budget is finalized.
- The Committee's unanimous vote to reject the governor's proposed Board on Education Evaluation and Accountability. This was a positive move to respect the state constitution's vesting of sole authority over public instruction with the Office of State Superintendent.
- The removal of many anti-public education items, including provisions that allowed people with no college degrees to teach; allowed entities other than school districts to operate charter schools; and made issues including choice of health care providers, the school calendar, and the layoff or re-assignment of staff prohibited subjects of bargaining.

The Joint Committee on Finance heard the education community's testimony at public hearings throughout the state. Educators, administrators, parents and school board members made the case for removing these harmful ideas from the budget, and we urge the entire Legislature to ensure that these items stay out of the budget.

Work remaining to be done on this budget includes:

- Providing additional flexibility under revenue controls

The budget was improved by restoration of inflationary adjustments and summer school funding, but revenue cap flexibility is still desperately needed.

- Providing a fair level of reimbursement for special education costs
- Allowing full funding of 4-year-old kindergarten programs
- Providing adequate support to our great Wisconsin Technical College System through general aid and capacity grants

The Wisconsin Education Association Council believes that every kid deserves a great school and that every citizen deserves a great technical college system. We look forward to working with the Senate Budget Committee and other members of the Legislature to achieve those goals. Thank you again for this opportunity to speak today.