

# UW System Funding Trends 1984 - 2021

*Wisconsin Legislative Council Study Committee*

*The Future of the University of Wisconsin System*

# Mythbusters

*The importance of transparency and accountability in rebuilding trust.*

## CLAIM #1

- ▶ Wisconsin is ranked 43<sup>rd</sup> in the nation for higher education funding.
- ▶ Overall funding to our universities significantly lags investments made elsewhere.

## RESPONSE

- ▶ Intentionally MISLEADING -
  - Wisconsin's TOTAL investments higher ed (universities + technical colleges) ranks in the median, between 22<sup>nd</sup>-26<sup>th</sup>.
- ▶ Catch phrase to garner support for unrealistic upcoming \$840M+ budget ask.
- ▶ Blames taxpayers for fiscal shortcomings that are the result of revenue loss due to declining enrollment - which is not their fault.
- ▶ Lacks accountability for solving demographic challenges.

## CLAIM #2

- ▶ Lifetime net private returns on a UW bachelor's degree are \$900,000 relative to median high school grads in Wisconsin.
- ▶ This makes a 4-year degree the most valuable pathway to future success.

## RESPONSE

- ▶ Intentionally MISLEADING -
  - This claim does not take into account:
    - Major, program of study
      - Ex. This figure is not accurate for teachers, social workers, (most) political science majors...
    - Variations among 13 UW Campuses and private college options
    - Other factors that contribute to success, such as home life, support systems, accessible resources, economic opportunity, luck, etc.
- ▶ The \$900K figure from U.S Census Bureau is for UW-Madison grads. It's only \$100K for UW-Stevens Point.
  - This may be another reason to support a separate governing board for Madison vs. the rest of UW.

## CLAIM #3

- ▶ Most “good” jobs of the future will require a bachelor’s degree or higher.

## RESPONSE

- ▶ CONFLICTING data on this.
  - BLS Career Outlook,  
*“Between 2020-2030, BLS projects that about 60% of new jobs in the economy will be occupations that don’t typically require an associate’s, bachelor’s, or graduate degree.”*
  - Georgetown University - McCourt School of Public Policy,  
*“85% of Good Jobs will go to workers with some form of postsecondary education or training by 2031.”*
    - *“Some form” includes technical college and other types of post-secondary training.*
- ▶ What is a “good” job?
  - Higher Ed assumes they define this, but their declining enrolment shows otherwise.
  - People make career choices based on factors other than just earnings potential.

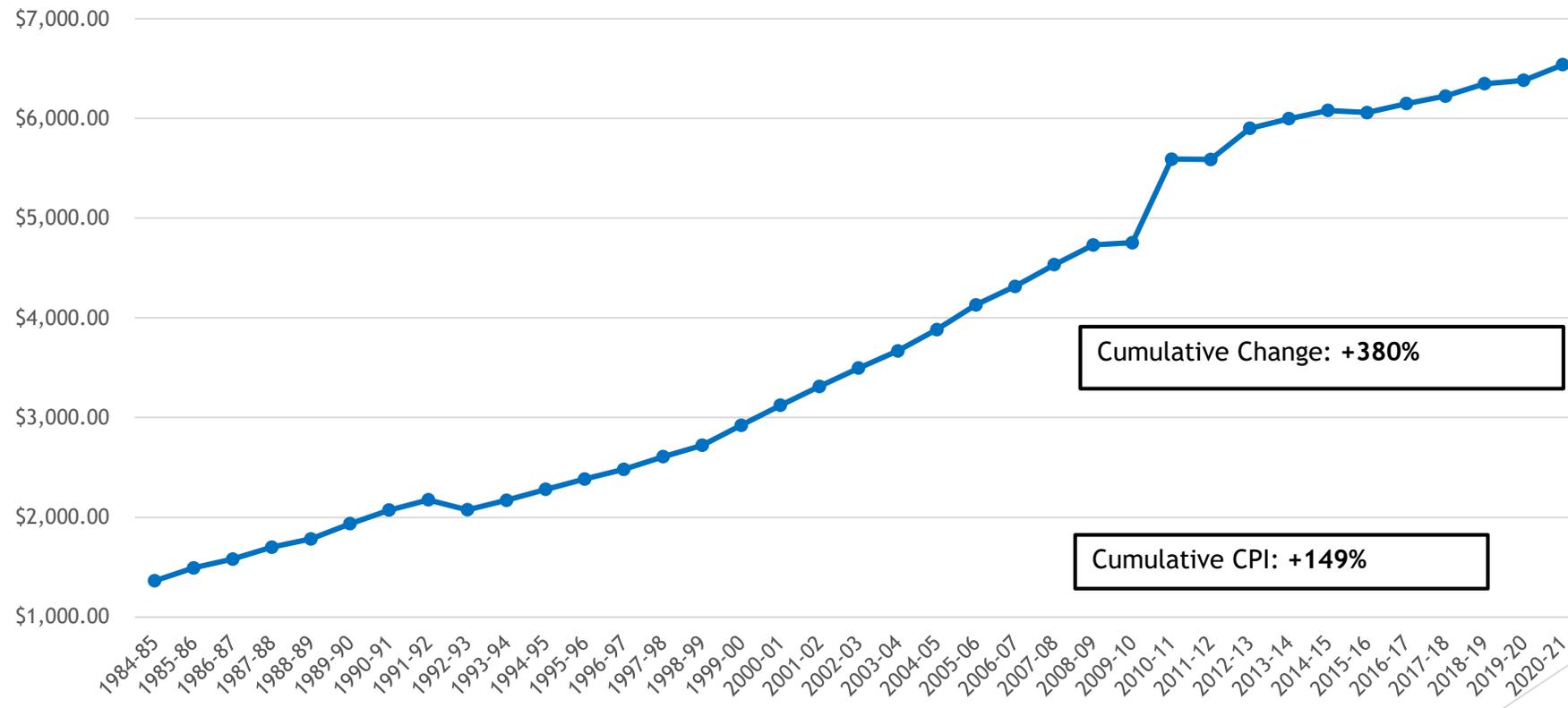
## CLAIM #4

- ▶ Wisconsin GPR contribution to the UW has decreased over time.
- ▶ GPR used to be 41% of total UW revenue, but now it's only 17%.

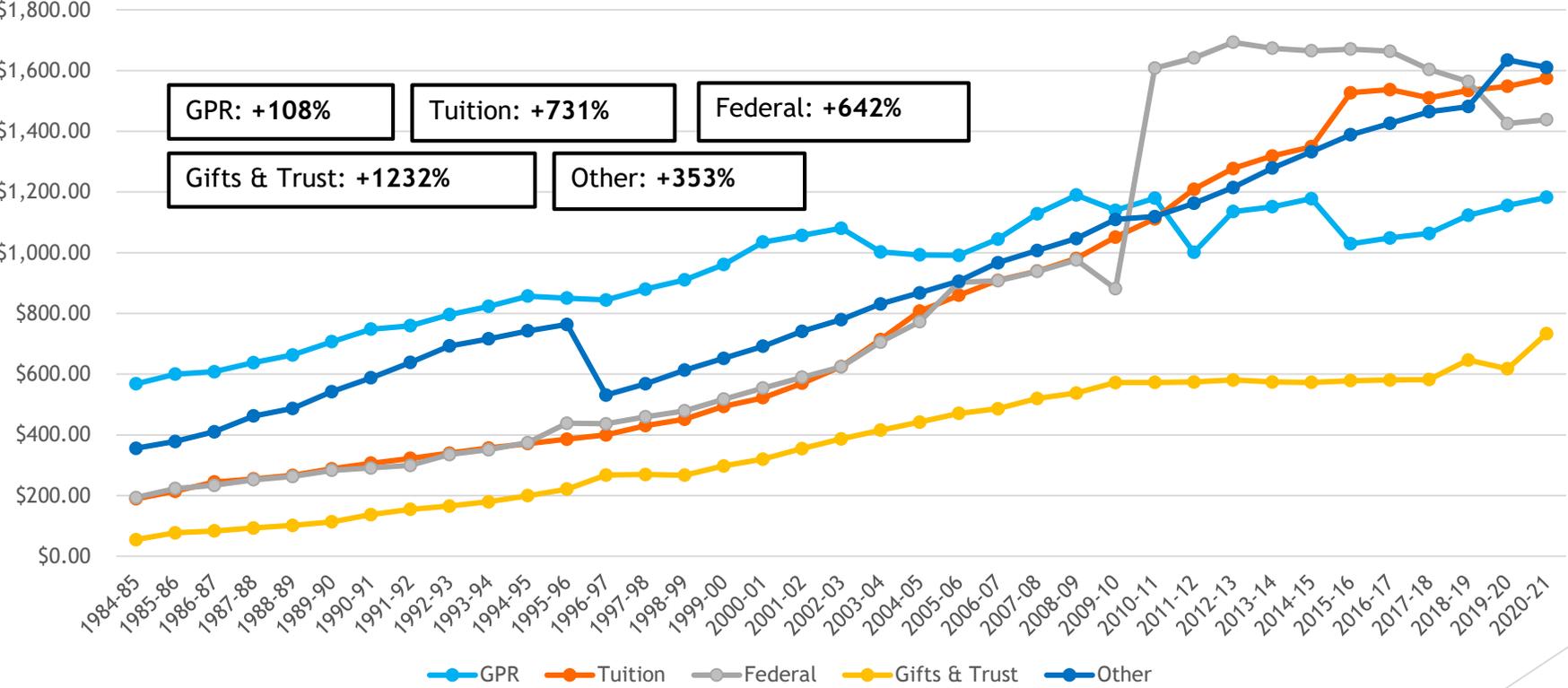
## RESPONSE

- ▶ TOTAL GPR has steadily increased since 1985.
  - Exceptions - GPR sometimes dipped when tuition was increased.
- ▶ The GPR *share* of total UW revenue has decreased because of massive increases in other revenue sources, such as tuition, federal funding, gifts, trusts, etc.

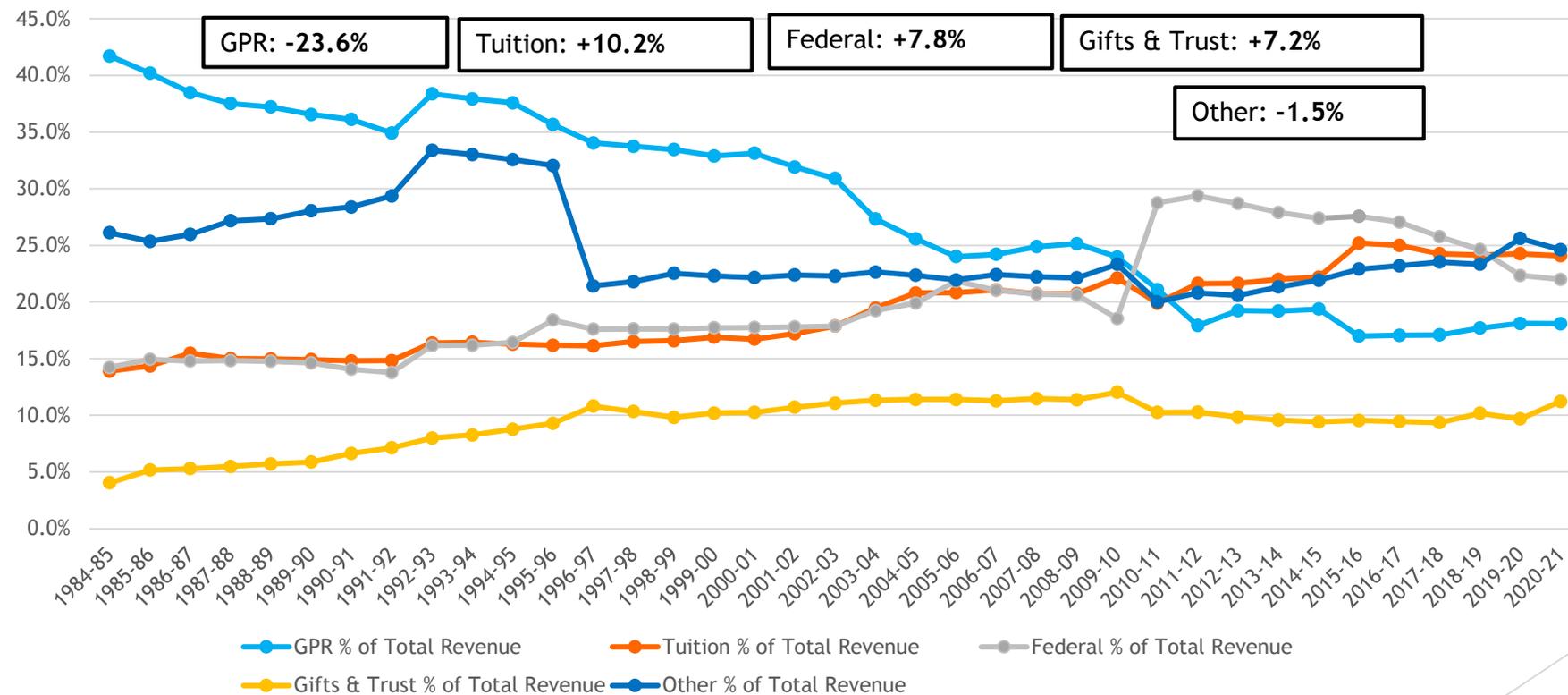
# Total UW System Revenues by Year, 1984-2021 (in Millions USD)



# UW System Revenue by Source, 1984 - 2021 (in Millions USD)



# Share of UW System Revenues by Source (1984 - 2021)



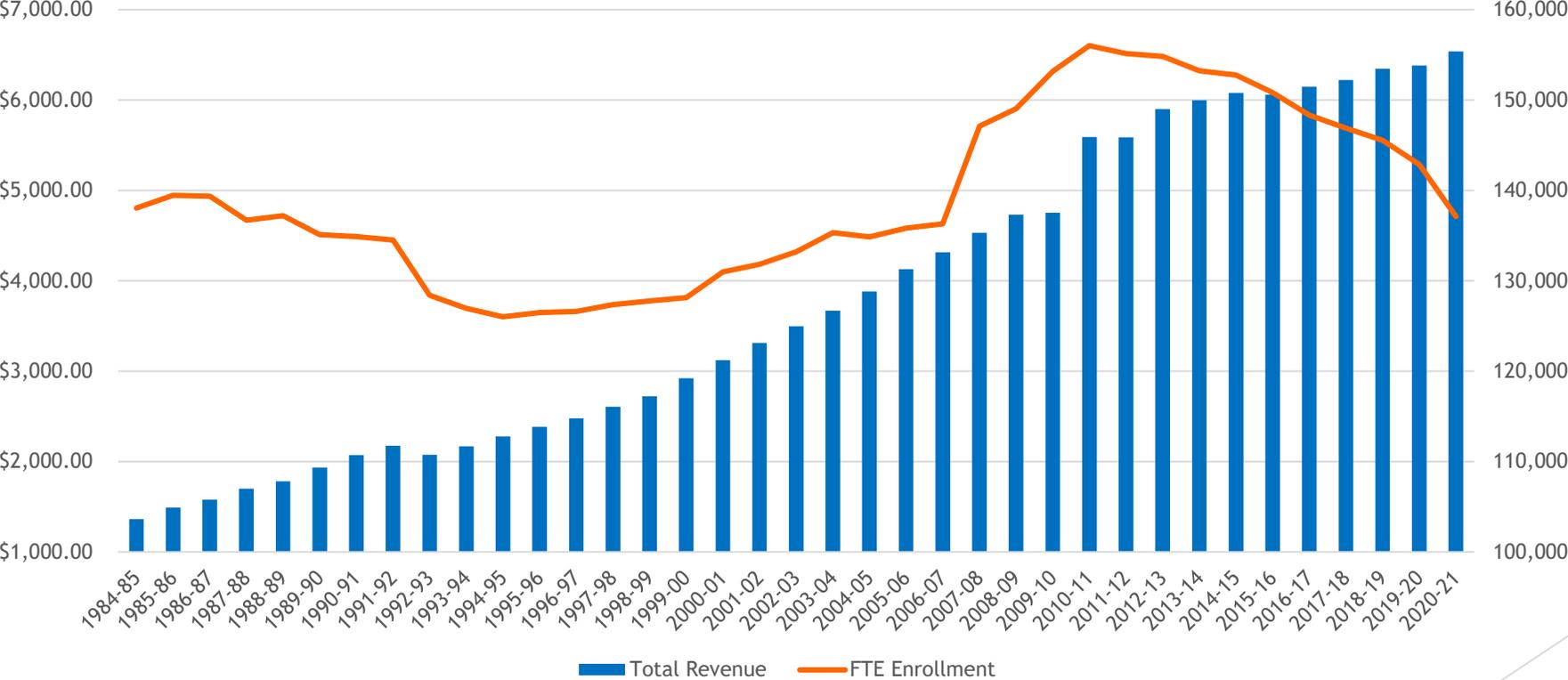
## CLAIM #5

- ▶ GPR per student/FTE has declined over time.
- ▶ Wisconsin taxpayers are not subsidizing students' costs enough.

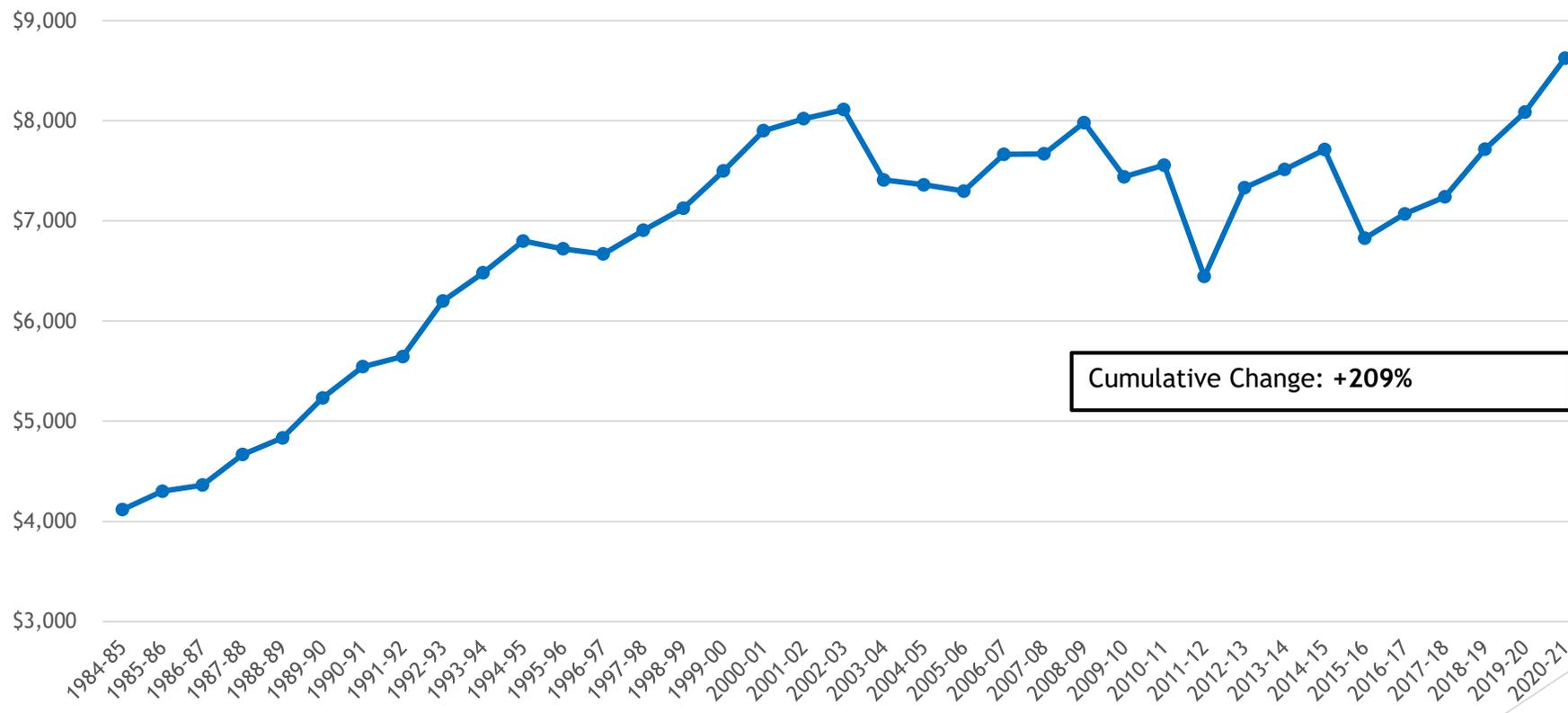
## RESPONSE

- ▶ **FACT:** Total GPR has *increased* over time.
- ▶ **FACT:** *Enrollment* has been *declining* since it peaked in 2011.
- ▶ MORE state GPR dollars are being divided among LESS students.
  - GPR per FTE is nearly 39% **higher** in 2021 than it was at peak enrollment in 2011.
  - Are taxpayers overpaying?

# UW System Total Revenue vs. FTE Enrollment, 1984 - 2021 (in Millions USD)



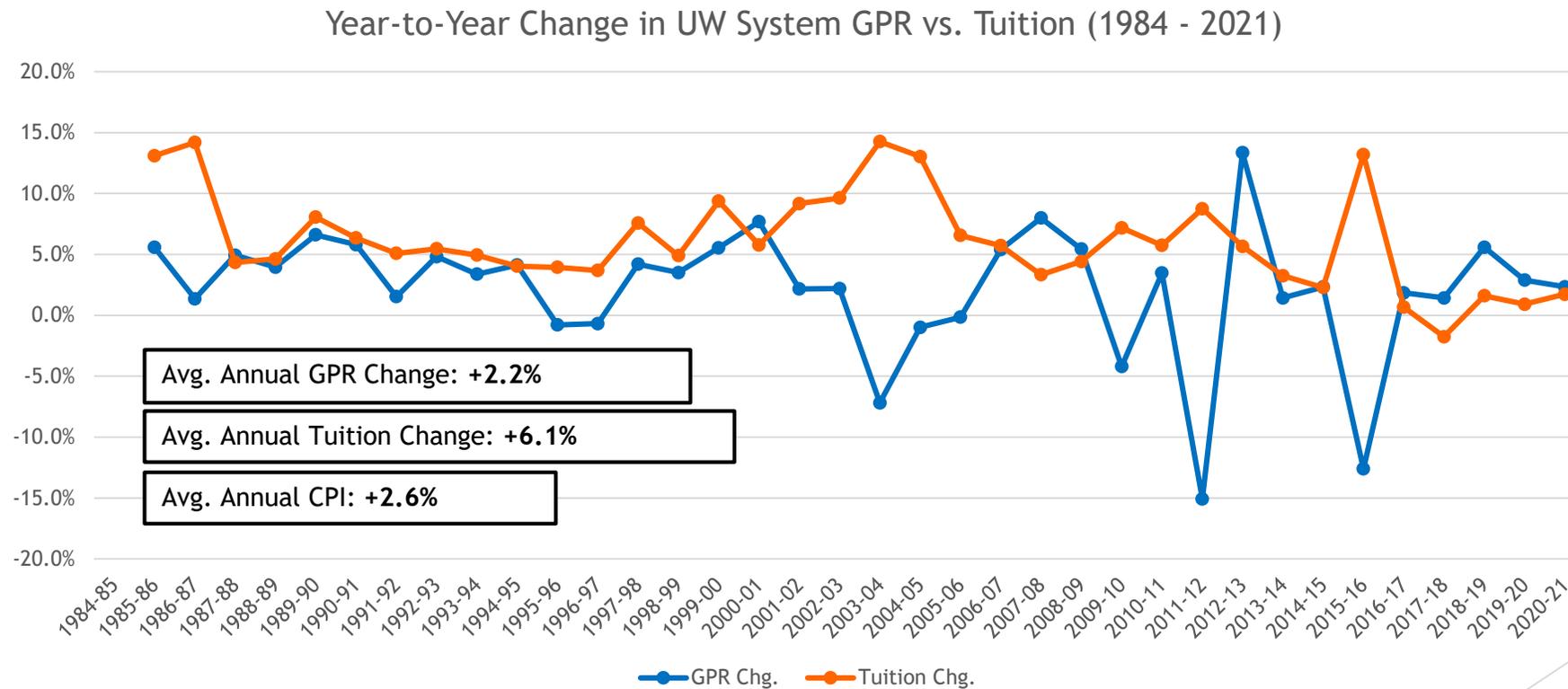
# UW System GPR/FTE Student (1984 - 2021)



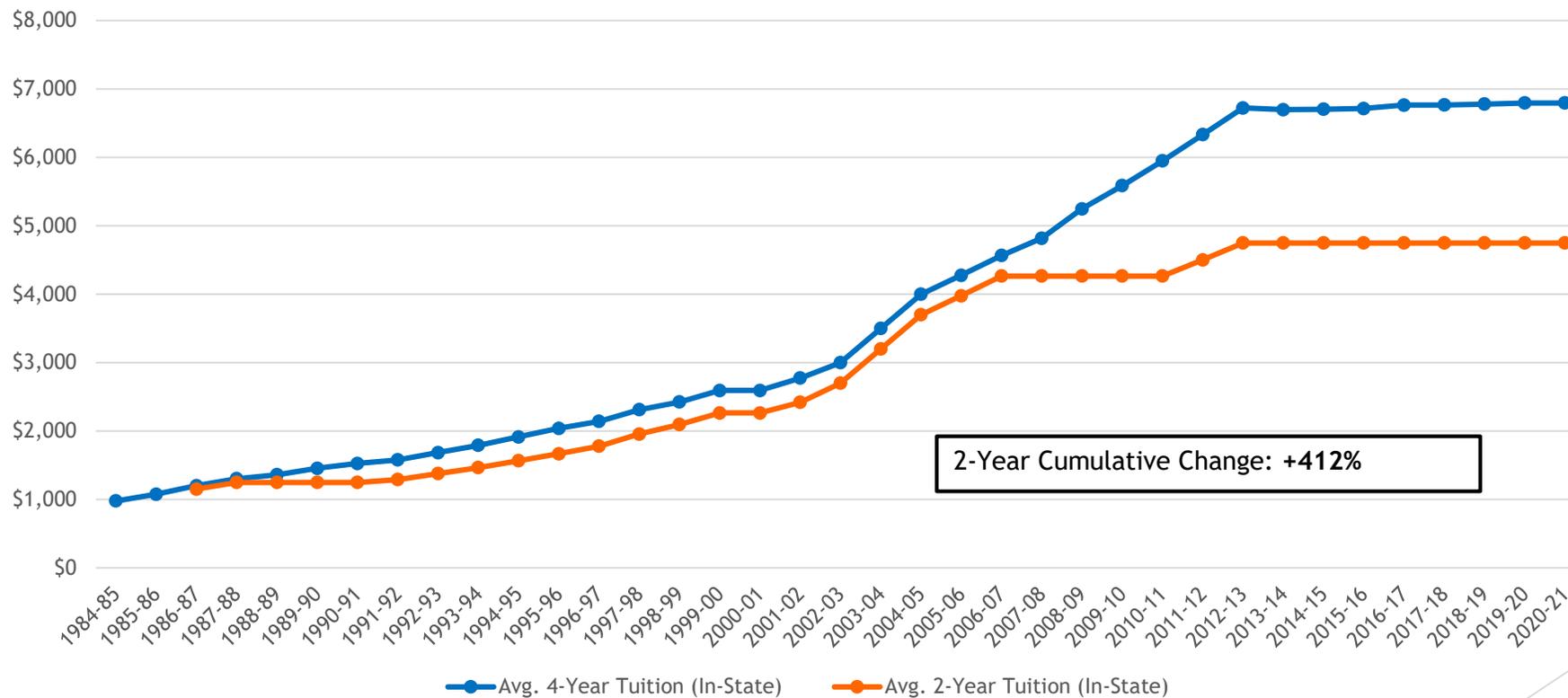
## LEGISLATIVE FISCAL BUREAU - HISTORICAL UW REVENUE DATA

Year	GPR	Tuition	Federal	Gifts & Trust	Other	Total Revenue	FTE Enrollment	GPR/FTE Student	GPR % of Total Revenue	Tuition % of Total Revenue	Federal % of Total Revenue	Gifts & Trust % of Total Revenue	Other % of Total Revenue	CPI	GPR Chg.	Tuition Chg.
1984-85	\$568.30	\$189.40	\$193.80	\$55.10	\$355.8	\$1,362.40	138,044	\$4,117	41.7%	13.9%	14.2%	4.0%	26.1%	4.3%		
1985-86	\$600	\$214.20	\$223	\$77.20	\$378.5	\$1,492.90	139,471	\$4,302	40.2%	14.3%	14.9%	5.2%	25.4%	3.6%	5.6%	13.1%
1986-87	\$608.10	\$244.60	\$233.80	\$83.70	\$410.3	\$1,580.50	139,372	\$4,363	38.5%	15.5%	14.8%	5.3%	26.0%	1.9%	1.4%	14.2%
1987-88	\$638.10	\$255.20	\$252.20	\$93.20	\$462.1	\$1,700.80	136,722	\$4,667	37.5%	15.0%	14.8%	5.5%	27.2%	3.7%	4.9%	4.3%
1988-89	\$663.30	\$267	\$263.20	\$101.80	\$487.3	\$1,782.60	137,220	\$4,834	37.2%	15.0%	14.8%	5.7%	27.3%	4.1%	3.9%	4.6%
1989-90	\$707.10	\$288.50	\$283	\$113.50	\$542.5	\$1,934.60	135,117	\$5,233	36.6%	14.9%	14.6%	5.9%	28.0%	4.8%	6.6%	8.1%
1990-91	\$748.10	\$306.80	\$291.40	\$137.60	\$588.1	\$2,072.00	134,909	\$5,545	36.1%	14.8%	14.1%	6.6%	28.4%	5.4%	5.8%	6.3%
1991-92	\$759.50	\$322.40	\$299.60	\$154.90	\$638.7	\$2,175.10	134,512	\$5,646	34.9%	14.8%	13.8%	7.1%	29.4%	4.2%	1.5%	5.1%
1992-93	\$796.1	\$340	\$335.2	\$165.7	\$692.7	\$2,075	128,412	\$6,200	38.4%	16.4%	16.2%	8.0%	33.4%	3.0%	4.8%	5.5%
1993-94	\$823	\$356.8	\$351.2	\$179.4	\$716.5	\$2,170.3	126,961	\$6,482	37.9%	16.4%	16.2%	8.3%	33.0%	3.0%	3.4%	4.9%
1994-95	\$857	\$371.2	\$374.8	\$199.8	\$742.7	\$2,280.6	126,025	\$6,800	37.6%	16.3%	16.4%	8.8%	32.6%	2.6%	4.1%	4.0%
1995-96	\$850.2	\$385.8	\$438.6	\$221.4	\$763.9	\$2,384.1	126,480	\$6,722	35.7%	16.2%	18.4%	9.3%	32.0%	2.8%	-0.8%	3.9%
1996-97	\$844.4	\$400.0	\$436.5	\$267.9	\$531.3	\$2,480.1	126,605	\$6,670	34.0%	16.1%	17.6%	10.8%	21.4%	2.9%	-0.7%	3.7%
1997-98	\$879.80	\$430.30	\$459.30	\$269.40	\$568.2	\$2,607	127,374	\$6,907	33.7%	16.5%	17.6%	10.3%	21.8%	2.3%	4.2%	7.6%
1998-99	\$910.60	\$451.40	\$479.10	\$267.30	\$613.4	\$2,721.80	127,768	\$7,127	33.5%	16.6%	17.6%	9.8%	22.5%	1.6%	3.5%	4.9%
1999-00	\$961.10	\$493.70	\$517.70	\$297.90	\$651.9	\$2,922.30	128,156	\$7,499	32.9%	16.9%	17.7%	10.2%	22.3%	2.2%	5.5%	9.4%
2000-01	\$1,034.90	\$522.20	\$554.30	\$320.40	\$691.9	\$3,123.70	130,986	\$7,901	33.1%	16.7%	17.7%	10.3%	22.2%	3.4%	7.7%	5.8%
2001-02	\$1,057.30	\$570.10	\$589.60	\$354.90	\$741.4	\$3,313.30	131,837	\$8,020	31.9%	17.2%	17.8%	10.7%	22.4%	2.8%	2.2%	9.2%
2002-03	\$1,080.50	\$625	\$624.70	\$387	\$779.4	\$3,496.70	133,211	\$8,111	30.9%	17.9%	17.9%	11.1%	22.3%	1.6%	2.2%	9.6%
2003-04	\$1,002.8	\$714.1	\$705.6	\$415.4	\$831	\$3,669	135,343	\$7,409	27.3%	19.5%	19.2%	11.3%	22.6%	2.3%	-7.2%	14.3%
2004-05	\$992.90	\$807.10	\$772.70	\$442.30	\$867.80	\$3,882.80	134,885	\$7,361	25.6%	20.8%	19.9%	11.4%	22.3%	2.7%	-1.0%	13.0%
2005-06	\$991.40	\$860	\$902.40	\$470.50	\$906.10	\$4,130.30	135,841	\$7,298	24.0%	20.8%	21.8%	11.4%	21.9%	3.4%	-0.2%	6.6%
2006-07	\$1,044.90	\$909.20	\$907.50	\$486.40	\$967.30	\$4,315.40	136,319	\$7,665	24.2%	21.1%	21.0%	11.3%	22.4%	3.2%	5.4%	5.7%
2007-08	\$1,128.40	\$939.50	\$938.50	\$519.80	\$1,007.30	\$4,533.50	147,110	\$7,670	24.9%	20.7%	20.7%	11.5%	22.2%	2.9%	8.0%	3.3%
2008-09	\$1,189.80	\$981	\$976.20	\$537.90	\$1,046.90	\$4,731.70	149,069	\$7,982	25.1%	20.7%	20.6%	11.4%	22.1%	3.8%	5.4%	4.4%
2009-10	\$1,139.80	\$1,051.40	\$881.40	\$572	\$1,109.40	\$4,754.30	153,191	\$7,440	24.0%	22.1%	18.5%	12.0%	23.3%	-0.4%	-4.2%	7.2%
2010-11	\$1,179.30	\$1,111.70	\$1,607.90	\$573.10	\$1,119.10	\$5,591.10	156,039	\$7,558	21.1%	19.9%	28.8%	10.3%	20.0%	1.6%	3.5%	5.7%
2011-12	\$1,001.50	\$1,209.00	\$1,641.70	\$574.40	\$1,162.60	\$5,589.20	155,162	\$6,445	17.9%	21.6%	29.4%	10.3%	20.8%	3.2%	-15.1%	8.8%
2012-13	\$1,135.20	\$1,277.40	\$1,693.40	\$580.80	\$1,214.50	\$5,901.40	154,843	\$7,331	19.2%	21.6%	28.7%	9.8%	20.6%	2.1%	13.3%	5.7%
2013-14	\$1,151.40	\$1,318.90	\$1,673.50	\$574.30	\$1,279.00	\$5,997.10	153,252	\$7,513	19.2%	22.0%	27.9%	9.6%	21.3%	1.5%	1.4%	3.2%
2014-15	\$1,178.20	\$1,349.00	\$1,665	\$572.80	\$1,332.90	\$6,079.90	152,773	\$7,712	19.4%	22.2%	27.4%	9.4%	21.9%	1.6%	2.3%	2.3%
2015-16	\$1,029.70	\$1,526.90	\$1,670.70	\$578.50	\$1,388.40	\$6,059.50	150,833	\$6,827	17.0%	25.2%	27.6%	9.5%	22.9%	0.1%	-12.6%	13.2%
2016-17	\$1,048.70	\$1,537.10	\$1,663.80	\$581	\$1,426.0	\$6,149	148,327	\$7,070	17.1%	25.0%	27.1%	9.4%	23.2%	1.3%	1.8%	0.7%
2017-18	\$1,063.60	\$1,510	\$1,603.50	\$582.40	\$1,464.30	\$6,223.80	146,909	\$7,240	17.1%	24.3%	25.8%	9.4%	23.5%	2.1%	1.4%	-1.8%
2018-19	\$1,123.10	\$1,534.10	\$1,563.70	\$646.40	\$1,481.20	\$6,348.50	145,554	\$7,716	17.7%	24.2%	24.6%	10.2%	23.3%	2.4%	5.6%	1.6%
2019-20	\$1,155.50	\$1,548	\$1,425.50	\$617.90	\$1,634.80	\$6,381.70	142,906	\$8,086	18.1%	24.3%	22.3%	9.7%	25.6%	1.8%	2.9%	0.9%
2020-21	\$1,182.50	\$1,574.8	\$1,438.10	\$733.70	\$1,610.20	\$6,539.30	137,123	\$8,624	18.1%	24.1%	22.0%	11.2%	24.6%	1.2%	2.3%	1.7%
<b>2021-22</b>	<b>108%</b>	<b>731%</b>	<b>642%</b>	<b>1232%</b>	<b>353%</b>	<b>380%</b>	<b>-1%</b>	<b>109%</b>	<b>-23.6%</b>	<b>10.20%</b>	<b>7.8%</b>	<b>7.2%</b>	<b>-1.5%</b>	<b>2.62%</b>	<b>2.20%</b>	<b>6.13%</b>
													Cumulative CPI 149.0%			

# Year-to-Year Change in UW System GPR vs. Tuition (1984 - 2021)



# Average Resident Undergraduate Tuition (1984 - 2021)



## CLAIM #6

- ▶ GPR per student/FTE must increase to account for higher instructional costs driven by wages.

## RESPONSE

- ▶ Measure of “*GPR per student/FTE*” is not a relevant argument for increased GPR - UW builds budget by **program category**, not by student.
- ▶ “**Instructional**” costs have only risen 69% since 2002, while costs for “Student Services” and “Instructional Support” have risen by 105% and 120% respectively.
- ▶ Are we investing in quality instruction or too many “extras”?
  - ▶ *What percentage of ACTUAL per-student COST is Instruction vs. Add-ons?*

7	Year	Instruction	Research	Public Service	Academic Support	Hospitals	Farm Ops.	Student Services	Financial Aid	Auxiliary	Physical Plant	Inst'l Support	Debt Service	Total Exp.	Avg. 4-Year Tuition (In-State)	Avg. 2-Year Tuition (In-State)	
8	1984-85														\$980		
9	1985-86														\$1,077		
10	1986-87														\$1,202	\$1,153	
11	1987-88														\$1,305	\$1,251	
12	1988-89														\$1,363	\$1,251	
13	1989-90														\$1,457	\$1,251	
14	1990-91														\$1,528	\$1,251	
15	1991-92														\$1,580	\$1,293	
16	1992-93														\$1,686	\$1,380	
17	1993-94														\$1,792	\$1,467	
18	1994-95														\$1,916	\$1,568	
19	1995-96														\$2,041	\$1,670	
20	1996-97														\$2,143	\$1,779	
21	1997-98														\$2,312	\$1,956	
22	1998-99														\$2,426	\$2,097	
23	1999-00														\$2,594	\$2,264	
24	2000-01														\$2,594	\$2,264	
25	2001-02														\$2,776	\$2,422	
26	2002-03	\$924.60	\$691.50	\$250.20	\$313.10	\$44.90	\$11.20	\$295.90	\$269.90	\$252.70	\$182.70	\$169.70	\$90.60	\$3,496.70	\$3,000	\$2,700	
27	2003-04														\$3,500	\$3,200	
28	2004-05	\$1,009.10	\$795.40	\$262.50	\$325.80	\$45.10	\$11.40	\$322.80	\$354.80	\$274.90	\$203.80	\$177.40	\$99.80	\$3,882.80	\$4,000	\$3,700	
29	2005-06														\$4,277	\$3,977	
30	2006-07	\$1,098.90	\$941.90	\$289.20	\$337.60	\$36.10	\$11.90	\$353.10	\$368.70	\$312.80	\$262.50	\$183.20	\$119.50	\$4,315.40	\$4,568	\$4,268	
31	2007-08														\$4,819	\$4,268	
32	2008-09	\$1,200.90	\$998	\$308.70	\$359.40	\$36	\$12.90	\$398.40	\$415.60	\$346.70	\$309.80	\$207.70	\$137.60	\$4,731.70	\$5,248	\$4,268	
33	2009-10														\$5,589	\$4,268	
34	2010-11	\$1,260.50	\$1,032	\$321.20	\$381.60	\$36	\$13.30	\$435.40	\$1,074.90	\$364.50	\$314	\$202.30	\$155.40	\$5,591.10	\$5,950	\$4,268	
35	2011-12														\$6,333	\$4,503	
36	2012-13	\$1,281.10	\$1,035	\$310.50	\$404.70	\$36	\$14.70	\$480.50	\$1,173	\$404	\$334.40	\$223	\$204.70	\$5,901.40	\$6,723	\$4,750	
37	2013-14														\$6,698	\$4,750	
38	2014-15	\$1,348.40	#####	\$278	\$439.10	\$36	\$15.10	\$498.40	\$1,161.90	\$426.70	\$340.90	\$243.60	\$245.10	\$6,097.90	\$6,704	\$4,750	
39	2015-16														\$6,715	\$4,750	
40	2016-17	\$1,397.70	#####	\$304.90	\$425.90	\$36	\$17.20	\$538.30	\$1,180.80	\$448.10	\$346.80	\$302.70	\$215.80	\$6,256.60	\$6,766	\$4,750	
41	2017-18														\$6,767	\$4,750	
42	2018-19	\$1,425.60	#####	\$309.60	\$455.90	\$36	\$19.40	\$550.70	\$1,080.90	\$481	\$351.40	\$314.70	\$218.60	\$6,348.50	\$6,780	\$4,750	
43	2019-20														\$6,797	\$4,750	
44	2020-21	\$1,559.80	#####	\$287.20	\$438.90	\$55	\$19.10	\$605.40	\$994	\$471.50	\$367.80	\$373.10	\$219	\$6,539.30	\$6,797	\$4,750	
45		69%	66%	15%	40%	22%	71%	105%	268%	87%	101%	120%	142%	87%	303%	244%	
46		**** % Increases from 2002-03 through 2020-21 only. *****=														** 1984-2021 **	
47																	
48																	



# Recommendations

- ▶ Declining enrollment is real. Consider not alienating a significant number of potential customers due to their viewpoints.
- ▶ Partner more effectively with tech colleges and private businesses to offer programming that fits a need, not a want.
- ▶ It is not the responsibility of Wisconsin taxpayers to compensate for tuition revenue loss so that UW can continue to increase spending on educating less students. They are more concerned about paying for their groceries than about UW's funding rank.
- ▶ Instead of asking hard-working people to pay more for someone else's education, find more ways to efficiently use current resources. Offering every major on every campus at the expense of taxpayers is not efficient.
- ▶ Commit to improving trust between UW, Legislature, and all stakeholders with more transparency and accountability.
- ▶ Recognize the shared commitment of stakeholders to the future of the UW System, and how they all contribute. Neither the UW System nor the Legislature knows best. What do consumers want? What do businesses need? How is value created for the investor/taxpayer?