



2019 SENATE BILL 481

October 4, 2019 - Introduced by Senators FEYEN, LARSON, BERNIER, DARLING, OLSEN and RINGHAND, cosponsored by Representatives NYGREN, BILLINGS, ANDERSON, BOWEN, EDMING, HEBL, MILROY, MURPHY, MURSAU, OHNSTAD, PETRYK, POPE, RAMTHUN, SINICKI, SKOWRONSKI, SUBECK, C. TAYLOR, FELZKOWSKI, ROHRKASTE, BORN, ZIMMERMAN, LOUDENBECK and KATSMA. Referred to Committee on Universities, Technical Colleges, Children and Families.

- 1 **AN ACT** *to create* 20.235 (1) (fr), 20.235 (1) (fs) and 39.412 of the statutes;
2 **relating to:** establishing a career advancement scholarship program and
3 making an appropriation.

Analysis by the Legislative Reference Bureau

This bill requires the Higher Educational Aids Board to establish a career advancement scholarship program for individuals who are at least 25 years old, do not have a postsecondary credential, and are not enrolled, but intend to enroll, in an eligible institution. The bill defines “eligible institution” as a technical college, a University of Wisconsin System institution, an in-state tribal college, or a private nonprofit institution of higher education that is headquartered in this state. To be eligible for the program, an individual must have been a state resident for at least one year before enrolling at an eligible institution. Also, an individual must complete the federal Free Application for Federal Student Aid and be considered an independent student for purposes of federal financial aid. In addition, the individual must have an expected family contribution (EFC) that does not exceed the maximum specified by the U.S. Department of Education for eligibility under the federal Pell Grant Program. For federal financial aid, including Pell grants, an individual’s EFC is calculated under formulas specified under federal law for determining how much an individual and his or her family is expected to contribute to educational costs.

The amount of a scholarship awarded under the program to an individual for an academic year must equal the lesser of the following: 1) 50 percent of the total tuition and fees that an eligible institution charges the individual for the academic

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year; or 2) the individual’s unmet need for the academic year. Unmet need is determined by subtracting the total amount of nonloan financial aid provided to an individual, including grants and other scholarships, from the total amount of tuition and fees charged to the individual, except for room and board fees. An individual who is awarded a scholarship may renew the scholarship in a subsequent academic year if he or she is enrolled in a program leading to a postsecondary credential and has made satisfactory academic progress in that program. In addition, he or she must maintain a cumulative grade point average of at least 2.0 and participate in an eligible institution’s academic and career advising program as certified by HEAB.

The bill requires HEAB to begin making the scholarships in fiscal year 2020-21 and appropriates \$1,250,000 annually for the scholarships. The bill also requires HEAB to contract with 60 Forward for a marketing campaign to encourage adults without postsecondary credentials to earn postsecondary credentials. 60 Forward is a collaboration among the Technical College System, the UW System, and the Wisconsin Association of Independent Colleges and Universities to increase the number of adults in Wisconsin with a postsecondary credential. The marketing campaign must include other information, including information on the scholarship program required under the bill. HEAB must submit a plan for the marketing campaign to the Joint Committee on Finance for passive review no later than September 15, 2020.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

1 **SECTION 1.** 20.005 (3) (schedule) of the statutes: at the appropriate place, insert
2 the following amounts for the purposes indicated:

			2019-20	2020-21
20.235 Higher educational aids board				
(1) STUDENT SUPPORT ACTIVITIES				
(fr) Career advancement scholarship				
program	GPR	A	-0-	1,250,000
(fs) Career advancement scholarship				
program; marketing	GPR	C	-0-	500,000

9 **SECTION 2.** 20.235 (1) (fr) of the statutes is created to read:

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1 20.235 (1) (fr) *Career advancement scholarship program*. The amounts in the
2 schedule to award scholarships under s. 39.412.

3 **SECTION 3.** 20.235 (1) (fs) of the statutes is created to read:

4 20.235 (1) (fs) *Career advancement scholarship program; marketing*. As a
5 continuing appropriation, the amounts in the schedule for the marketing campaign
6 required under s. 39.412 (5) (b) 1.

7 **SECTION 4.** 39.412 of the statutes is created to read:

8 **39.412 Career advancement scholarship program. (1) DEFINITIONS.** In
9 this section:

10 (a) “60 Forward” means the collaboration among the technical college system,
11 the University of Wisconsin System, and the Wisconsin Association of Independent
12 Colleges and Universities to increase the number of adults in Wisconsin with a
13 postsecondary credential.

14 (b) “Eligible institution” means a technical college, an institution of the
15 University of Wisconsin System, a tribal college, or a private nonprofit institution of
16 higher education headquartered in this state.

17 (c) “Tribal college” has the meaning given in s. 39.382 (1) (d).

18 (d) “Unmet need” means the difference between the total amount of tuition and
19 fees an eligible institution charges an enrolled individual, except for room and board
20 fees, and the total amount of financial aid, other than loans, provided to the
21 individual, including grants, scholarships other than those awarded under this
22 section, and other nonloan financial assistance.

23 **(2) ESTABLISHMENT; ELIGIBILITY.** The board shall establish a program for the
24 board to award scholarships beginning in fiscal year 2020-21 to individuals who
25 satisfy all of the following:

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1 (a) Are at least 25 years old.

2 (b) Do not have a postsecondary credential.

3 (c) Are not enrolled at any institution of higher education.

4 (d) Intend to enroll at an eligible institution.

5 (e) Have been state residents for at least one year prior to enrolling at an
6 eligible institution.

7 (f) Complete the federal Free Application for Federal Student Aid, as described
8 in 20 USC 1090 (a).

9 (g) Are considered independent students for purposes of federal financial aid.

10 (h) Have an expected family contribution that does not exceed the maximum
11 amount specified by the U.S. Department of Education for eligibility under the
12 federal Pell Grant Program.

13 **(3) SCHOLARSHIP AMOUNTS.** The amount of a scholarship awarded under this
14 section to an individual for an academic year shall equal 50 percent of the total
15 tuition and fees an eligible institution charges the individual for the academic year
16 or the individual's unmet need for the academic year, whichever is less.

17 **(4) SCHOLARSHIP RENEWALS.** An individual who is awarded a scholarship under
18 this section may renew the scholarship in any subsequent academic year if the
19 individual satisfies all of the following:

20 (a) Is enrolled at an eligible institution in a program leading to a postsecondary
21 credential and, as determined by the eligible institution, has made satisfactory
22 academic progress in that program.

23 (b) Maintains a cumulative grade point average of at least 2.0 on a 4-point scale
24 or the equivalent.

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1 (c) Participates in an academic and career advising program of the eligible
2 institution.

3 (5) ACADEMIC AND CAREER ADVISING PROGRAM; MARKETING CAMPAIGN. (a) The
4 board shall certify whether individuals awarded scholarships under this section are
5 participating in academic and career advising programs as required under sub. (4)
6 (c).

7 (b) 1. The board shall contract with 60 Forward for a marketing campaign to
8 encourage adults without postsecondary credentials to earn postsecondary
9 credentials. The marketing campaign shall include information on how scholarships
10 are awarded under this section, how postsecondary credentials may be earned while
11 working full-time, and how nontraditional students may overcome barriers to
12 earning postsecondary credentials.

13 2. No later than September 15, 2020, the board shall submit to the joint
14 committee on finance a plan for the marketing campaign required under subd. 1. If
15 the cochairpersons of the joint committee on finance do not notify the board that the
16 committee has scheduled a meeting for the purpose of reviewing the proposed plan
17 within 14 working days after the date the board submits the plan, the board may
18 implement the plan. If, within 14 working days after the date of the board's
19 submittal, the cochairpersons of the joint committee on finance notify the board that
20 the committee has scheduled a meeting for the purpose of reviewing the plan, the
21 board may implement that plan only as approved, or modified and approved, by the
22 committee.

23 (c) In carrying out the duties under pars. (a) and (b), the board shall consult
24 with the Board of Regents of the University of Wisconsin System, the technical

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1 college system board, and the Wisconsin Association of Independent Colleges and
2 Universities.

3 **(6) ANNUAL REPORTS.** By August 1, 2022, and annually thereafter, the board
4 shall submit a report to the joint committee on finance evaluating the success of the
5 program under this section. The report shall specify the number and amount of the
6 scholarships awarded in the current fiscal year and the eligible institutions in which
7 scholarship recipients are enrolled.

8 **(END)**