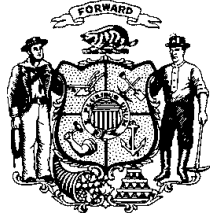


Rob Kreibich

State Representative of the 93rd district



Colleges and Universities Chair

For Immediate Release

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KREIBICH PROPOSES UW REFORM INITIATIVE THAT PUTS WI FAMILIES FIRST

*Access, Affordability and Accountability Key Parts of
"Retooling the Economic Engine" Initiative*

February 8, 2006 - (Madison/Eau Claire)... "Attention High School Students: Take three years of math and science, finish in the top ten percent of your graduating class; and get a 25 on your ACT exam, and you will be GUARANTEED admission to the UW campus of your choice," said State Representative Rob Kreibich (R-Eau Claire) as he announced a major initiative to put Wisconsin Families First when it comes to the University of Wisconsin System.

Rep. Kreibich's "Wisconsin Families First" initiative is a key part of his proposed "Retooling the Economic Engine" proposal, a package of ideas that he plans to formally introduce this month. Kreibich, Chair of the Assembly Higher Education Committee, is currently heading a national Blue Ribbon Commission on Higher Education that is in the midst of a two year look at higher education in the 21st century.

"Wisconsin Families First is unlike other proposals that promise financial aid if Wisconsin students are admitted," said Kreibich. "This bill guarantees admission. Financial aid programs are only relevant if you gain admission to college."

"Wisconsin students deserve access to the state institutions that their parents and grandparents helped create and maintain with their hard-earned tax dollars," said Kreibich. "Admission should be automatic for Wisconsin students who perform well in high school."

Too often Rep. Kreibich has heard stories of high-achieving Wisconsin students who are turned away from the UW school of their choice. At the same time, the number of out-of-state students attending UW-Madison has grown to 30% (not counting Minnesota reciprocity students) (Source: UW System).

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Kreibich—Add One

“College admission should be determined by the size of a student’s heart, not the size of their parents’ paycheck,” said Kreibich. “A 51% tuition hike over a four-year period has slammed shut the UW’s doors of opportunity to kids of modest economic backgrounds.” The average family income of a UW student is approaching \$65,000 (Source: UW System).

Kreibich’s “Retooling the Economic Engine” bill also includes the following provisions:

- **Better Bang for the Buck** - Require the UW to spend 2/3rd’s of its GPR (General Purpose Revenue) tax dollars on DIRECT CLASSROOM INSTRUCTION.
According to the Legislative Fiscal Bureau, the UW currently spends 46% of the tax dollars allocated from the Legislature for direct classroom instruction.
- **Fair Share Funding** - Create a funding formula that would guarantee that UW campuses across the state receive their fair share of funding. In the 2003-05 budget, UW-Madison received 41% of the tax dollars appropriated to campuses, despite the fact that it had only 21% of the UW System’s undergraduate students.
- **Truth in Tuition Advertising** - Require that all student fees and tuition costs be combined into one price so that parents and students know exactly what the cost of their college education will be. “Parents and students deserve a sticker price not sticker shock when it comes to the complete cost of a college education,” said Kreibich.
- **Just Say No to Personnel Perks** - Rep. Kreibich would ban the use of taxpayer dollars, tuition, fees, differential tuition, and auxiliary funds for the following purposes:
 - 1) Paying UW employees who are convicted of serious felonies while on the job.
 - 2) Paying back-up jobs of non-tenured faculty.
 - 3) Paying for “golden parachutes” – post resignation or post termination leaves for UW administrators.

Kreibich says that his “Retooling the Economic Engine” package is merely phase one of a three phase higher education reform that he is undertaking. The next phase, “The Wisconsin Idea Renewed”, will focus on tuition and financial aid. The third phase, “A Blueprint for Better Budgets”, will focus on the structure/funding of the UW.

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