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UW-Madison Enrollment Increases Hide Significant Declines On Other Wisconsin Campuses

MADISON, WI (June 9, 2021) — [Badger Advocates](#), a 501(c)(4) that operates independently from UW-Madison, urges lawmakers to acknowledge that legislating all UW System schools in the same manner is dangerous to the future of Wisconsin's higher education in light of [falling enrollments for ten campuses](#).

"Not all universities have the same mission," said Matt Kussow, Director of Badger Advocates. "Like other states, it is time for Wisconsin to evaluate the role of higher education in our state's economy and right-size UW System. We could be doing a much better job of using limited taxpayer resources."

Based on the recently released UW System Enrollment data, UW System as a whole decreased by one percent, camouflaged by one of the largest incoming freshman classes in UW-Madison's history. This eye-opening data is continued evidence that a one size fits all model doesn't further the mission of improving higher education in Wisconsin.

"It is not surprising to see the decline in enrollment for 10 of those campuses as the pandemic and shifting job market are changing student's direction," said Kussow. "The last year has been a challenge and we have yet to see how it will fully play out in the higher education market."

As the evidence mounts, Badger Advocates is asking the Wisconsin Legislature to give the Board of Regents the autonomy to react to the market conditions of each university, and in some cases, each specific program, when setting appropriate resident tuition levels.

UW-Madison is an incredible resource for our state's economy - serving as one of Wisconsin's primary economic engines. Bold action by our higher education leaders can offer aid in the short term, ensuring UW-Madison's powerful economic impact is in place to drive the state's recovery forward, while also providing the long-term stability to maintain UW-Madison's positive statewide economic impact and world-class research programs for generations to come.



Those interested in learning more about Badger Advocates's goals for the state and university, as well as the role UW-Madison plays in Wisconsin's economic success, should visit badgersunited.org/badger-advocates. Media interested in interviewing experts from Badger Advocates should contact Steven Jotterand (sjotterand@evokebrands.com).

About Badger Advocates

Badger Advocates was formed in 2018 by Wisconsin residents who recognize the University of Wisconsin-Madison's sizable economic impact on our state, as well as the challenges it must overcome to continue delivering powerful results. It is a 501(c)(4) organization that operates separately from UW-Madison. For more information about Badger Advocates, visit badgersunited.org/badger-advocates.