



Memorandum

GARY L. MILLER  
Chancellor

To: University Community

From: Gary L. Miller 

Date: August 9, 2016

Subject: 2017-2019 Biennial Budget Request

Between now and next spring the UW System, the Board of Regents and the individual campuses will be working together with the legislature to develop the state biennial budget for 2017 – 2019. The full details of the UW System Budget request will be announced at the Board of Regents meeting next week.

Beginning this week, working with our Council of Trustees and their Advocacy Committee, community leaders and our business and education partners, we will make a vigorous, evidence-based case for increased and sustained investment in higher education in Wisconsin. Our case will be shaped within the emerging System strategic plan: *2020FWD: Moving Wisconsin and the World Forward*.

We have established a separate section of the Chancellor's web [page](#) to post important information related to our case for new higher education investment. There you will currently find the following information:

- *UW System: A good investment for Wisconsin*. (Details of the return on investment to the UW System; 1 page).
- 2020FWD strategic plan stakeholder process (1 page).
- *The Value of Higher Education to Wisconsin's Economy* (Wisconsin Technology Council, May 2016 report; 25 pages)
- *Future Wisconsin Economic Summit* (WMC Foundation; December 9, 2015; 4 pages).
- *A Stronger Nation* (Excerpt Annual Report from the Lumina Foundation)
- PRELIMINARY UW System 2017-2019 Biennial Budget Request (This request will evolve as the discussion continues.)

I wish to ask you to help us with this most important effort by familiarizing yourself with this material and using it to engage those outside the university. We will update the material (especially the Budget Request) as appropriate so please check the site frequently.

I also encourage you to take a look at the System accountability website at [www.Wisconsin.edu/accountability](http://www.Wisconsin.edu/accountability) where you will find important information about UWGB and all other campuses. You will see here that UWGB compares very favorably with our instate and out of state peers on an array of important performance indices.

Accompanied by members of our Council of Trustees and other community leaders, I will be seeking support for renewed investment in higher education through visits with policy makers and many others in the coming months. Our media relations regarding this effort will be directed by Janet Bonkowski, Director of University Marketing and Communications. Our contacts with policy makers and business and community partners will be coordinated by Ron Pfeifer, Chief of Staff and Assistant to the Chancellor for External Affairs. If you have questions about how you can assist, please contact one of them.

I have commented often about changes in attitudes about the value of a college degree. One of the most unfortunate bits of misinformation often heard is the notion that since the great recession the value of the college degree has diminished. Evidence suggests that nothing is further from the truth. Let me close this message with an excerpt from the recent Lumina Foundation report regarding higher education (this is bulleted item # 5 in the list above):

*Contrary to anecdotal – and incorrect – reports throughout the media, the number of jobs requiring at least a bachelor’s degree did not decline during the Great Recession and has exploded in the recovery. Today, there are 8.1 million more jobs for Americans with a bachelor’s degree or above than existed when the recession began. Virtually all job growth in the U. S. since 2007 is in jobs requiring some form of postsecondary education.*

We have a big job ahead of us. But it is the most important job in the coming year. Thank you for your assistance.

c: Cabinet  
Council of Trustees  
Council of Trustees, Advocacy Committee  
UWGB Foundation  
Deans