

# University of Wisconsin-Madison

## Legislated Accountability Report

The Wisconsin 2011-'13 Biennial Budget (Act 32) created section 1017M. 36.65 of the Wisconsin state statute, which specifies a set of indicators to be reported annually (see Appendix A for the exact language). This report is provided to meet that mandate.

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# University of Wisconsin-Madison

## Selected Accountability Highlights

- In 2010-11, the University of Wisconsin-Madison conferred 10,099 degrees. This is the first time in the history of the university that degrees exceeded 10,000. More than 3,500 of these degrees were conferred in master's, research doctorate, and professional/clinical doctorate programs.
- Of the new freshmen who enrolled in fall 2010, 93.9% were retained and re-enrolled in fall 2011, exceeding the national average of 79%. More than 130 undergraduate majors were available to these students.
- Undergraduates who enrolled in fall 2011 included 16.9% low-income and 9.9% minority students. The rate of low-income students is 20.8% for Wisconsin resident undergraduates.
- Of the fall 2005 new freshmen, 82.8% graduated within six years, exceeding the national average of 56%; 92.1% either graduated from any U.S. college or university, or are still enrolled.
- In 2010-11, UW-Madison provided \$36.8 million in total institutional aid (grants and scholarships) to undergraduates with financial need.
- Among 2010-11 bachelor degree recipients, 89% participated in at least one high-impact educational experience and 70% participated in two or more such experiences.
- In 2011, 92% of seniors gave their entire UW-Madison experience a positive rating and reported that they would attend this university again.
- UW-Madison has a \$12.4 billion total impact on the Wisconsin economy. In 2011, the university brought in \$808 million in new revenue to Wisconsin through research and instructional activities and \$1.1 billion for all activity and sources.
- Directly and through multipliers, the University creates and supports 128,146 Wisconsin jobs. In addition, the university generates \$614 million in tax revenue.
- In 2010, 109 patents were filed on behalf of UW-Madison researchers and 133 patents were issued. Sixty-two new licenses or options were executed in 2010. In total, all licensed patents based on research at UW-Madison generated \$54.3 million in 2010.
- As of October 2011, 279 start-up companies were recorded that had a UW-Madison association; 105 were formed around a technology licensed by the Wisconsin Alumni Research Foundation (WARF).
- The University Research Park, which is designed to foster technology transfer and new start-up companies, is home to 126 companies and more than 3,500 employees. In total, the Research Park has an \$826 million economic impact on Wisconsin, including creating more than 9,300 jobs. It also generates more than \$43 million in local and state tax revenue.
- An estimated 2,790 businesses or other organizations received business development assistance of various kinds in 2010-11 from UW-Madison.

## 36.65 (2) (a). Performance

### Total Number of Graduates

In 2010-11, UW-Madison conferred 10,099 degrees, which included 6,579 bachelor's degrees. This marks the first time in the history of the university that degrees exceeded 10,000.

		Number of Degrees Conferred				
		2006-07	2007-08	2008-09	2009-10	2010-11
Bachelor's		6,177	6,271	6,625	6,537	6,579
Master's		1,894	1,878	1,760	1,908	2,105
Research Doctorate		773	755	778	713	754
Clinical Doctorate <sup>1</sup>		692	695	704	646	661
Total		9,536	9,599	9,867	9,804	10,099

<sup>1</sup> Includes: Doctor of Audiology, Doctor of Medicine, Law (JD), Doctor of Pharmacy, Doctor of Physical Therapy, and Doctor of Veterinary Medicine.

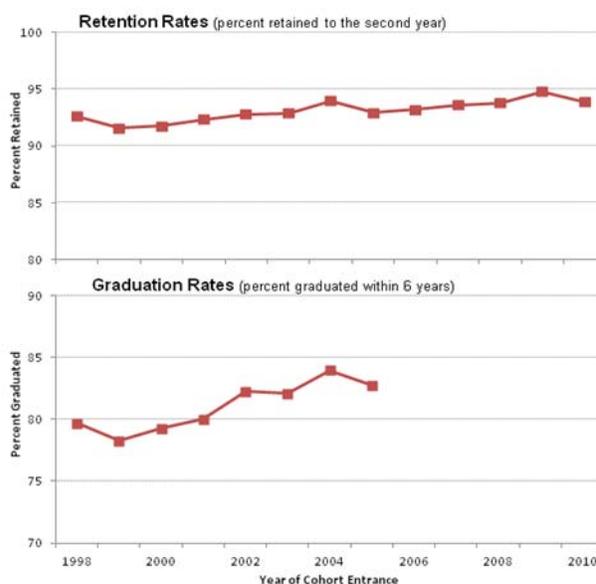
### Retention Rate

For new freshman who enrolled in fall 2010, 93.9% were retained and re-enrolled in fall 2011, exceeding the national average of 79% by nearly 15 percentage points.

### Graduation Rate

For fall 2005 new freshmen, 82.8% graduated within six years (the national standard), exceeding the national average of 56% by 27 percentage points. For this same cohort, a total of 92.1% graduated from any institution or were still enrolled at any institution in the United States.

(Retention and graduation rates are compared to average rates for all other public bachelor's degree granting universities that also granted research doctorates.)



### Time to Degree, Credits to Degree

For recent undergraduate degree recipients who entered as full-time first-year students, the average time to degree is 4.1 calendar years. Similarly, the average time to degree for other public research universities that make this data available is 4.1 calendar years. Some programs take longer than 4 academic years to complete (certain engineering and teaching degrees) due to requirements specific to the program (e.g., co-ops, practice-teaching requirements). By another measure, graduates were

enrolled for 8.4 fall/spring semesters plus 0.8 summer semesters. For 2010-11 bachelor's graduates, the average number of credits to degree was 121 earned at UW-Madison and an additional 17.4 credits earned through transfer, advanced placement, other testing, or as retroactive credit.

**Placement of Graduates**

At the end of each fall and spring term, UW-Madison surveys graduating seniors about their future plans. This information is published in the College Portrait (Voluntary System of Accountability) and detailed reports are posted online ([http://apa.wisc.edu/degrees\\_alumni.html](http://apa.wisc.edu/degrees_alumni.html)). Among recent graduates, nearly 70% planned to work and 25% planned to attend graduate or professional school.

**Post-Graduation Plans of UW-Madison 2010-11 Bachelor's Graduates**

Primary Activity	Percent
Work full time	59%
Work part time	10%
Graduate/Professional School (full or part time)	25%
Military	1%
Volunteer (Peace Corps, Teach for America, etc.)	2%
Other	2%

School of Business

The School of Business seeks placement information from all graduates and prepares annual reports on placements statistics. For 2010-11 BBA graduates, within three months, 54% had accepted employment; 18% were seeking employment; and 20% were continuing their education. For employed graduates, the average base salary was \$51,600 with an average signing bonus of \$5,500. Detailed reports are available: <http://bus.wisc.edu/BBA/your-career>

College of Engineering

The College of Engineering seeks placement information from all graduates and prepares annual reports on placements statistics. Among 2009-10 BS graduates in engineering, 58% had accepted a job offer within six months and 30% were attending graduate school. The average starting salary for these new alumni was \$55,700; 12% received an average signing bonus of \$3,600. Detailed reports are available: <https://ecs.engr.wisc.edu/public/student/offers.php>

**Alumni who Reside in Wisconsin 10 Years after Graduation**

Among bachelor's degree recipients who graduated 10 years ago (2001-02):

- Of those who were Wisconsin residents as students, 61% lived in Wisconsin in 2011.
- Of those who were not Wisconsin residents as students, 8% lived in Wisconsin in 2011.

Among bachelor's degree recipients who graduated over the past 10 years (2001-02 to 2010-11):

- Of those who were Wisconsin residents as students, 73% lived in Wisconsin in 2011.
- Of those who were not Wisconsin residents as students, 8% lived in Wisconsin in 2011.

This information is based on known addresses for 86% of alumni.

## 36.65 (2) (b) Financial Reports

### UW-Madison Financial Report

The UW-Madison financial report is prepared annually according to standard accounting principles, and is posted online. (<http://www.wisconsin.edu/fadmin/finrep/campusfinancialstatements11.htm> )

## 36.65 (2) (c) Access and Affordability

### Family Income

Of 28,737 undergraduates enrolled in fall 2011, 14,950 students (52%) completed a federal financial aid application (FAFSA). These are the only students for whom family income information is available. The median family income for dependent undergraduate students who completed the 2011 FAFSA is \$99,018.

### Low-Income Student Enrollment, by Tuition Residency

The percent of undergraduates who are low-income is estimated based on the percent who received a federally funded Pell Grant; in fall 2011, 16.9% of all graduates and 20.8% of Wisconsin residents received a Pell grant.

Undergraduate Category	Number Receiving a Pell Grant	Percent of Students in the Category
All Undergraduates	4,851	16.9%
WI residents	3,821	20.8%
MN reciprocity	292	8.9%
<sup>1</sup> Nonresidents (U.S. residents)	738	13.7%

<sup>1</sup> Non-Resident students from other countries are excluded because they are not Pell-eligible

### Percent Minority Student Enrollment, by Tuition Residency

The percent of minority students is based on undergraduates who self-identify as African American, American Indian, Hispanic/Latino(a) or Southeast Asian. In fall 2011, 19.9% of all undergraduates and 9.9% of Wisconsin residents were underrepresented minority students.

Undergraduate Category	Number of Underrepresented Minority Students	Percent of All Students in the Category
Underrepresented Minority	2,834	9.9%
WI residents	1,824	9.9%
MN reciprocity	238	7.3%
Nonresidents (U.S. resident)	772	14.4%

International students represent 6% of all undergraduates and are usually counted as non-residents. International students are not counted as minority students.

### **Transfer Students from Within Wisconsin**

In 2010-11, UW-Madison enrolled a total of 1,718 new transfer students, or 22% of all new undergraduates. Of new transfer students, 75% are Wisconsin residents. These new undergraduates transferred from:

- Other four-year UW universities, 28%
- The UW Colleges, 11%
- The Wisconsin Technical College System, 20% (the majority from Madison College)
- Private and independent colleges in Wisconsin, 4%
- Out-of-state colleges and universities, 38%

### **Cost of Attendance, and Cost Accounting for Financial Aid, for Wisconsin Residents**

Published cost is the cost of attendance paid by full-time new freshmen who receive no grant aid. The federal government defines net cost as the average cost of attendance after gift aid (grants and scholarships) paid by full-time new freshmen receiving gift aid from federal, state, or institutional sources. For 2010-11:

- Published in-state tuition and required fees: \$8,983
- Total cost of attendance (tuition, room and board, other expenses): \$21,209
- Average net price (for those who completed a FAFSA, net price equals total cost of attendance less grant or scholarship aid) for students in the following adjusted gross income categories:

\$0-30,000	\$6,363
\$30,001-48,000	\$10,098
\$48,001-75,000	\$15,286
\$75,001-110,000	\$19,482
>\$110,000	\$20,442

### **Institutional Financial Aid for Students with Financial Need**

For the 2010-11 academic year, UW-Madison provided \$36.8 million in total institutional aid (grants and scholarships) to undergraduates with financial need (as determined by the FAFSA calculation). Financial aid for these students from federal sources is \$110.3 million and from state sources is \$11.6 million.

## **36.65 (2) (d) Undergraduate Education**

### **Access to Required Courses**

#### Student Perceptions of Access to Courses:

As part of the National Survey of Student Engagement (fielded in spring 2011 to all UW-Madison first-year students and seniors) undergraduates were asked to report their experience with access to courses:

- 76% of first-year students and 86% of seniors report that courses available for their major are available always or most of the time, an improvement over prior years.
- 77% of first-year students and 81% of seniors report that general education courses are available always or most of the time, an improvement over prior years.

Percent of students reporting that courses for their major are available most of the time or always:

Student Level	2006	2008	2011
First-Year	65%	74%	76%
Seniors	78%	79%	86%

Percent of students reporting that general education courses are available most of the time or always:

Student Level	2006	2008	2011
First-Year	69%	73%	77%
Seniors	76%	79%	81%

#### 2010-11 Enrollments in Largest Courses:

In 2010-11, UW-Madison offered 80 courses that enrolled more than 500, including 25 courses with enrollments over 1,000 and 10 courses with enrollments over 1,500 (Fall and Spring offerings combined.) Although enrollment in these courses is high, in fall 2010 the average section size for group instruction was 28 students, as it has been for the past ten years.

#### **Top-Ten High-Enrollment Courses, Fall 2010 and Spring 2011 (enrollment combined)**

Subject Name	Course		Enrollment
Economics	101	Principles-Microeconomics	2,831
Psychology	202	Introduction to Psychology	2,655
Chemistry	103	General Chemistry	2,463
Chemistry	104	General Chemistry	2,017
Nutrition Science	132	Nutrition Today	1,845
Zoology	101	Animal Biology	1,823
Math	221	Calculus & Analytic Geometry	1,782
Chemistry	343	Intro Organic Chemistry	1,747
Math	222	Calculus & Analytic Geometry	1,636
English	100	Freshman Composition	1,621

A list of the 100 highest-enrollment courses is posted at [http://apa.wisc.edu/enrollments\\_other\\_topics.html](http://apa.wisc.edu/enrollments_other_topics.html).

#### **Majors Offered**

UW-Madison offers 130 undergraduate majors. For a full listing, see UW HELP's Major Mania, a resource created to be a guide for prospective students and Wisconsin families.

<http://majormania.uwex.edu/>

## Access to Popular Majors

Enrollments of junior and senior undergraduates indicate the majors that are among the most sought by students. Majors in the categories of business, engineering, biological sciences and social sciences each enroll more than 10% of upper-level students. Of UW-Madison's 130 undergraduate majors, approximately half are available to all students who are interested; the others have a range of admission requirements. For detail by major, see [http://pubs.wisc.edu/ug/majors\\_entrance.htm](http://pubs.wisc.edu/ug/majors_entrance.htm)

### UW-Madison Enrollments by Major Category, Fall 2011

<b>Major Category</b>	<b>Jr/Sr Enrollment</b>	<b>% of all Jr/Sr Students</b>
Business, Management, Marketing, and Related	2500	14.3%
Engineering	2259	12.9%
Biological and Biomedical Sciences	2208	12.6%
Social Sciences	2193	12.5%
Foreign Languages, Literatures, and Linguistics	970	5.5%
Communication, Journalism, and Related	959	5.5%
Psychology	825	4.7%
Health Professions (includes nursing)	734	4.2%
Multi/Interdisciplinary Studies	604	3.4%
History	557	3.2%
Visual and Performing Arts	553	3.2%
Agriculture, Agriculture Operations, and Related	474	2.7%
English Language and Literature, and Linguistics	463	2.6%
Education	442	2.5%
Family and Consumer Sciences/Human Sciences	411	2.3%
Physical Sciences (includes chemistry and physics)	379	2.2%
Mathematics and Statistics	367	2.1%
Parks, Recreation, Leisure, and Fitness	313	1.8%
Area, Ethnic, Cultural, Gender and Group Studies	281	1.6%
Legal Professions and Studies	228	1.3%
Public Administration and Social Service Professions	208	1.2%
Natural Resources, and Conservation	193	1.1%
Philosophy and Religious Studies	193	1.1%
Computer and Information Sciences	192	1.1%
Architecture and Related Services	81	0.5%

Categories are those used in the USDE Classification of Instruction Programs (CIP). All of UW-Madison's 130 undergraduate majors are assigned to one of the CIP categories listed above. (<http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55>)

## Improvements in Overall Student Experience

UW-Madison seniors report high levels of satisfaction with their overall experience at UW-Madison: 92% would attend UW-Madison again. Seniors report higher or similar rates of participation for most high-impact practices – educational experiences that have been shown to have positive results for college students with a variety of backgrounds - compared to students at peer universities. For example, 36% of seniors report doing research with a faculty member compared to 28% at peer universities.

### Students' College Experience

		2006	2008	2011	Peers
<b>High-Impact Practices (HIPs) (percent reporting participation)</b>					
First-Year Students	Learning Communities	13%	15%	24%	24%
	Service Learning	23%	30%	25%	38%*
Seniors	Research with Faculty	29%	33%	36%	28%*
	Service Learning	39%	38%	37%	40%*
	Internship	60%	62%	59%	57%
	Senior Experience	34%	33%	39%	31%*
<b>Critical Thinking (percent reporting UW experience contributed quite a bit to very much)</b>					
Seniors	Thinking critically and analytically	92%	92%	92%	87%*
	Application of theories or concepts	79%	78%	80%	80%
	Analyzing basic elements of an idea	86%	85%	89%	87%*
<b>Overall Experience</b>					
Seniors	Would attend again if starting over (probably or definitely yes)	90%	88%	92%	86%*
	Entire experience good or excellent	91%	91%	92%	88%*

Source: National Survey of Student Engagement (NSSE)

\* Significantly different from UW-Madison responses at the 0.05 level of confidence. Peer data is based on 2011 NSSE responses for major public research universities (members of the American Association of Universities that participated in NSSE).

### Participation in the Wisconsin Experience.

UW-Madison undergraduates learn to live the Wisconsin Idea and to have a positive impact on the world through collaborative, inquiry-based application of knowledge. Among 2010-11 bachelor's degree recipients, 89% participated in at least one high-impact activity and 70% participated in two or more, an increase over 2005-06 rates (84% and 57%). These values are based on activities recorded on the student record. In contrast, responses to survey data described in the table above may also include activities undertaken by the student but not recorded (for example, informal internships, work for pay, or volunteer work).

## Participation Rate in Wisconsin Experience Activities for Bachelor's Degree Recipients

High-Impact Practice	2006	2011
Independent Study Course	43%	45%
Seminar Course	38%	40%
Honors Course	25%	29%
Capstone Course	--	29%
Study Abroad	21%	26%
Workplace Experience	22%	21%
Research Experience	13%	17%
Service Learning Course	12%	14%
Residential Learning Community	13%	13%
First-Year Interest Groups	3%	6%
One experience of any type	84%	89%
More than one experience	57%	70%

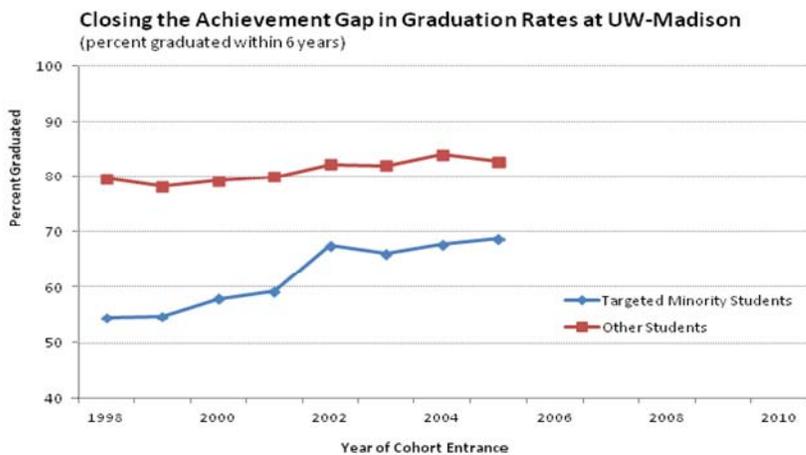
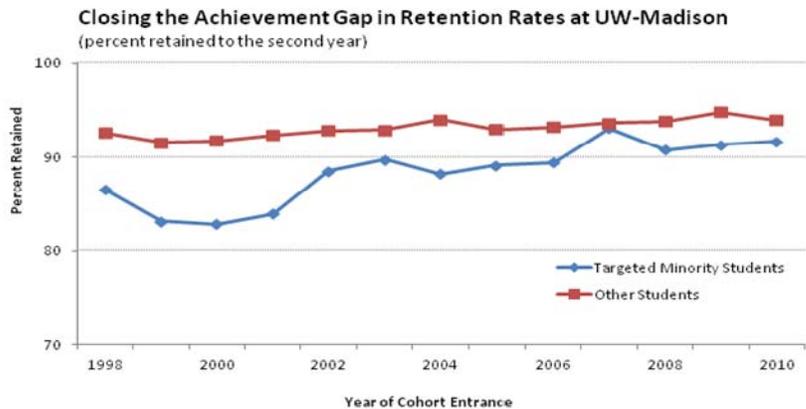
Based on for-credit activities documented on the student record.

## Efforts to Close the Achievement Gap between Majority and Underrepresented Minority Students

The UW System is one of 20 U.S. higher education systems that pledged to cut achievement gaps as part of the national Access to Success initiative, a project of the National Association of System Heads and the Education Trust.

Progress toward closing the achievement gap is measured by comparing retention and graduation rates. The second-year retention rate for targeted minority students is now about 91%, 2 percentage points below the rate for all students, 93% (2010 entrance cohort).

The six-year graduation rate for targeted minority students is 69%, 14 percentage points below the rate for all students, 83% (2005 entrance cohort).



Targeted minority students are those who self-identify their race/ethnicity to be African American, American Indian, Hispanic/Latino or Southeast Asian.

Activities to Support Student Success and Close the Achievement Gap

To more effectively serve students and close the achievement gap, we are aligning and integrating a range of initiatives that include precollege educational opportunities to enhance college readiness, efforts to increase financial aid, expanded high-impact education practices that have demonstrated benefits to retention and graduation rates, innovations in curriculum and course delivery, and improved undergraduate advising. Many of these activities have been made possible through funding allocated from the Madison Initiative for Undergraduates (MIU). Specific examples include:

- Financial Aid. UW-Madison has increased need-based institutional financial aid through the Madison Initiative for Undergraduates and the Great People Campaign to \$23.3 million in 2010-11, up from \$6.2 million in 2007-08. In 2010-11, UW-Madison provided \$36.8 million in total institutional aid (grants and scholarships) to undergraduates with financial need.
- High-Impact Practices. Educational experiences such as Residential Learning Communities, First-Year Interest Groups, internships, research with faculty, and capstone experiences have a positive impact on retention and graduation rates. Targeted minority graduates participate in at least one of these activities at higher rates (92%) than all graduates (89%).
- Undergraduate Advising. UW-Madison is reorganizing undergraduate advising efforts by creating a new director of undergraduate advising position, hiring new academic advisors to better support students, and implementing advising methods in some support programs that guide students closely and include regular, mandatory meetings with an advisor.

**Post-Graduation Success**

One measure of post-graduation success is accomplishment on post-baccalaureate exams. UW-Madison students routinely meet or exceed the national average for a variety of such tests.

Post-Baccalaureate Examination		UW-Madison	National
Professional Licensure or Certification Pass Rates	Nursing	90%	87%
	Certified Public Accountant (CPA)	76%	52%*
Graduate Record Exam (GRE) Scores	Verbal (200-800)	517	471
	Quantitative (200-800)	657	596
	Writing (0-6)	4.24	3.87
Medical College Admissions Test (MCAT) Scores	Verbal (1-15)	8.8	7.9
	Physical Sciences (1-15)	9.3	8.3
	Biological Sciences (1-15)	9.9	8.8
	Total Score (3-45)	27.9	25

\*Pass rate for CPA National comparison is from Wisconsin graduates only.  
 Nursing and CPA pass rates are calculated based on count of test instances.  
 Figures for GRE and MCAT represent average scores.

A range of indicators also signals subsequent success in civic and professional life:

- UW-Madison ranked 4<sup>th</sup> for number of Fortune 500 CEOs (2011 *U.S. News and World Report*); More than 1,000 alumni serve as CEOs and nearly 16,000 hold an executive management position.
- UW-Madison ranked 8<sup>th</sup> in 2011 Peace Corps participants (104 alumni) and 2<sup>nd</sup> over the past 50 years with a total of 2,942 UW-Madison alumni participants.
- UW-Madison ranked 7<sup>th</sup> among universities of similar size in Teach for America participants (70 alumni in 2011 and 550 total over the 20-year history).
- Alumni include 26 Pulitzer Prize recipients.
- 1,317 UW-Madison bachelor's alumni earned a PhD from a U.S. university from 2005 to 2009. UW-Madison ranked 6th out of more than 1,800 universities for number of alumni earning a doctorate in 2009 (most recent year data are available). (Source: National Science Foundation Survey of Earned Doctorates. <http://www.nsf.gov/statistics/srvydoctorates/>)
- Low student-loan default rates signal that students find employment and are fiscally responsible; the current default rate for the Federal Stafford Loan program is 0.9%, compared to 8.8% nationally.

## 36.65 (2) (e) Graduate and Professional Education

### Number of Graduate Degrees and Professional Degrees

UW-Madison has many graduate and professional degrees. In 2010-11 UW-Madison conferred 2,105 master's degrees, 754 research doctorate degrees, and 661 professional/clinical doctorate degrees.

**Graduate and Professional Degrees Conferred in 2010-11**

Degree/Degree Level		Degrees Conferred
All Master's-Level Degrees		2,105
Selected Professionally Oriented Masters	Master of Business Administration (MBA) (all majors)	231
	Master of Engineering (MEngr)	48
	MS in Engineering Majors	350
	MS in Library and Information Studies	95
	Nursing (MS)	72
	MS in Occupational Therapy	23
	Master of Public Health (MPH)	32
	Master of Social Work (MSW)	92
Research Doctorates (PhD)		754
Professional/Clinical Doctorates		661
Clinical/Professional Doctorate	Doctor of Audiology (AuD)	8
	Law (JD)	250
	Medicine (MD)	149
	Doctor of Pharmacy (PharmD)	128
	Doctor of Physical Therapy (DPT)	39
	Doctor of Veterinary Medicine (DVM)	84

## Incentives for Remaining in Wisconsin after Graduation

UW-Madison's graduate and professional programs enroll students from all over the world and educate students who will carry the values of a UW-Madison education with them to roles throughout the global economy. In that context, selected professional programs establish incentives for staying in Wisconsin.

- UW-Madison graduates with a law degree are not required to take the bar exam to practice law in Wisconsin.
- The MD program has special programs focused on training for rural (WARM) and urban (TRIUMPH) practice in Wisconsin.
- The Physician Assistant Program (a master's program since 2010) delivers the program in an alternative community-based format to make the program more accessible to students who wish to stay in their communities.
- The Doctor of Veterinary Medicine reserves 60 of the 80 seats in each class for Wisconsin residents. The DVM program includes a dairy production medicine specialty that is of noticeable importance to the Wisconsin economy and is regarded as among the best in the world.
- The PharmD program includes education in Wisconsin state law relevant to pharmacy; graduates who move to other states have to learn the law in that state.

## 36.65 (2) (f) Faculty

### Faculty Teaching Loads

UW-Madison measures instructional activity using a variety of metrics that include weekly group contact hours, average student credit hours, average group instruction sections taught, and average individual instruction sections taught. On average, UW-Madison faculty teach 216 student credit hours, two group instruction sections, and more than 6 individual instruction sections per semester.

**Fall Instructional Workload\* at UW-Madison**

	Fall	2006	2007	2008	2009	2010
Weekly Group Contact Hours per Instructor:	Faculty	5.8	6.0	6.1	6.2	6.3
	Inst'l Academic Staff	7.7	8.1	7.7	7.7	7.4
	Graduate Assistants	8.5	8.1	8.3	8.5	8.2
Average Student Credit Hours per Instructor:	Faculty	204	216	213	213	216
	Inst'l Academic Staff	221	218	232	231	227
	Graduate Assistants	109	110	108	111	104
Average Group Instruction Sections taught per Instructor (Primary Section)	Faculty	1.9	1.9	2.0	2.0	2.0
	Inst'l Academic Staff	2.1	2.1	2.1	2.1	2.1
	Graduate Assistants	0.7	0.7	0.8	0.8	0.7
Average Individual Instruction Sections taught per Instructor (Enrollment)	Faculty	6.0	6.0	6.2	6.3	6.3
	Inst'l Academic Staff	3.8	4.4	3.9	3.8	4.0
	Graduate Assistants	0.2	0.3	0.3	0.2	0.1

\*State-Funded Activity only

*Excludes UW-Madison's Law School, School of Medicine and Public Health, and School of Veterinary Medicine*

Source: *Investing in Wisconsin's Future: UW-Systems Growth Agenda Accountability Report* (Appendix 21)

Faculty are engaged in a variety of activities in addition to classroom instruction, including instructional design, preparation and evaluation, advising, service, research, administrative and governance responsibilities. Combined, these activities have a positive effect on student achievement and economic development, and lead to prestigious awards and recognitions.

### **Recruiting and Retaining Faculty**

UW-Madison recruits internationally for faculty and other scholars. Similarly, UW-Madison faculty are in demand and are actively recruited by other research universities, agencies, and businesses.

Recruiting: In 2010-11, UW-Madison offered faculty positions to 135 candidates; 98 (73%) accepted offers. On average over the past five years, 69% of offers to faculty candidates were accepted.

Retention and Outside Offers: In 2010-11, 127 faculty (6% of the total) were actively recruited by an outside organization. Of those, 88 (69%) were retained by UW-Madison and 25 left UW-Madison; the remaining cases were unresolved. This pattern is similar to that observed in the past six years: on average, 5% of faculty receive an outside offer each year and 75% of those faculty are retained. For cases with salary information, the median outside salary offer was about 46% more than the current UW-Madison salary, or an increase on average of over \$44,000. (In 2010-11, full professor salaries were 15% below the median for faculty at peer universities.) For faculty who accept outside offers, approximately half leave for a faculty position at a public university, one-third leave for a faculty position at a private university, and the remainder leave for a position in industry or at another nonacademic organization.

## **36.65 (2) (g) Economic Development**

### **Research Funds and Other New Revenue Brought into Wisconsin**

Extramural awards are a combination of research funds and funds for other activities (instructional activities, student aid, etc.) that are new revenue brought into the state. The difference between 2010 (\$961 million) and 2011 (\$808 million) is attributable in part to two factors. First, the majority of UW-Madison's awards received under the American Recovery and Reinvestment Act of 2009 (ARRA) were awarded in 2010. Second, in 2011 the federal government funded federal agencies through continuing resolutions through much of the year; consequently, the numbers and amounts of new awards provided by the major research funding agencies were constrained.

### Extramural Awards Brought Into Wisconsin

Category	Extramural Awards (millions of dollars)		
	2009	2010	2011
Fiscal Year	2009	2010	2011
Federal	\$608	\$801	\$664
Non-Federal, Non Wisconsin	\$105	\$71	\$67
Non-Federal, Wisconsin-based	\$84	\$89	\$77
Total	\$797	\$961	\$808

\*Does not include funds 161,162,233, or 533, which are included when calculating total extramural awards.

\*Extramural awards for all programs and from all sources for 2010-11 totaled \$1.1 billion.

The number of government contracts received, the number of research projects in progress, and those completed are best represented by the federally funded research awards.

#### Federally Funded Research Awards – New Projects

Year	Number	Amount (millions of dollars)
2009	987	\$418
2010	1,264	\$539
2011	1,084	\$274

#### Federally Funded Research Awards – Total Projects in Progress

Year	Number	Amount (millions of dollars)
2009	3,538	\$3,029
2010	3,858	\$3,118
2011	3,958	\$2,987

#### Federally Funded Research Awards – Completed Projects

Year	Number	Amount (millions of dollars)
2009	928	\$451
2010	957	\$421
2011	1,035	\$573

### Patents and Licensing of Inventions

In 2010, 109 patents were filed on behalf of UW-Madison researchers and 133 patents were issued. Sixty-two new licenses or options were executed in 2010. In total, all licensed patents based on research at UW-Madison generated \$54.3 million in 2010. This income, under the direction of the Wisconsin Alumni Research Foundation (WARF), is not discretionary: it is permanently committed to the research infrastructure: facilities and opportunities for faculty, staff, and student researchers.

	2006	2007	2008	2009	2010
Annual Number of:					
Invention Disclosures	464	409	381	333	356
New U.S. Patent Applications Filed	203	175	144	129	109
U.S. Patents Issued	69	124	98	119	133
Licenses and Options Executed	182	182	75	57	62
Licenses and Options Yielding Income	412	236	272	268	269
Licensing Income (Millions of dollars)	42.4	45.4	54.1	56.7	54.3

\*Source: WARF and Association of University Technology Managers (AUTM) Survey, [www.autm.net](http://www.autm.net).

## Businesses Development and Interaction; Job Creation

### New Businesses Created or Spun Off

The University Research Park, which is designed to foster technology transfer and new start-up companies, is home to 126 companies and employs more than 3,500 people. The average URP employee earns more than \$64,000, substantially higher than the average state earnings of \$39,156. The total direct and indirect economic impact of the Research Park activity in Wisconsin is estimated to be over \$826 million, more than 9,300 jobs created, and more than \$43 million in state and local tax revenue. (Source: The Economic Contribution of the University Research Park, Northstar Economics Inc., August 2010)

Creation of UW-Madison start-up companies is tracked by the INSITE Entrepreneurship Census ([www.bus.wisc.edu/insite](http://www.bus.wisc.edu/insite)).

As of October 2011, INSITE had recorded:

- 279 direct university start-up companies (one or more founders were affiliated with the university as faculty, staff, or student at the time of founding or within one year of ending their UW-Madison affiliation, or the firm was founded around a university technology).
- Of the 279 direct start-ups, 105 were formed around a technology licensed by WARF and 105 had a link to UW-Madison students.
- 68 UW-Madison related start-up companies (founded by any UW-Madison community member who may have launched the company more than one year after ending UW-Madison affiliation).

### Secondary Businesses Affiliated with System or System-Sponsored Research

UW-Madison supports Wisconsin businesses through the products and services it purchases. Based on sponsored research funds total fiscal year 2011 purchase order payments were approximately \$147 million globally, with \$26 million of that going to Wisconsin-based vendors (limited to accounts that represent federal funding and gifts and grants to research projects). This spending includes payments for general supplies and expenses, subcontracts, professional services/consultants, travel, non-state government space leases, maintenance of equipment and buildings, medical services, utilities, and telecommunication charges.

#### Purchases Made by UW-Madison Associated with Research Activity

Year	Purchases In All Geographical Areas		Purchases in Wisconsin	
	# of Vendors	\$ in Millions	# of Vendors	\$ in Millions
2009	2959	151.7	852	27.9
2010	2771	136.6	802	27.4
2011	2825	147.2	737	26.3

**Support Provided To Existing Industries:**

UW-Madison provides support to business and industry through a range of venues.

- An estimated 2,790 businesses or other organizations received business development assistance of various kinds in 2010-11, such as through the Office of Corporate Relations or through direct interactions with the schools and colleges.
- UW-Madison hosts 32 consortia in six schools and colleges (CALS, Business, Engineering, Human Ecology, Letters & Science, and Pharmacy) that provide faculty and staff support to businesses. In 2011, those consortia served 327 businesses: 162 based in Wisconsin, and 165 based outside Wisconsin.

**Jobs Created in the “Campus Areas” and Statewide**

UW-Madison employs more than 20,000 individuals (16,969 full-time-equivalent positions). The multiplier effects of direct university spending, employee spending, and spending by students and visitors generate an estimated 97,000 jobs in Wisconsin, according to a report developed by Northstar Economics Inc. in March 2011, *The University of Wisconsin-Madison’s \$12.4 Billion Impact on the Wisconsin Economy*.

**Direct and Secondary Employment Created by UW-Madison**

	# of Jobs
1. Direct Employees	16,969
2. Operational Spending	31,518
3. Employee Spending	12,057
4. Student Spending	13,470
5. Visitor Spending	16,907
<b>Total</b>	<b>97,357</b>

\*Counts are based on full-time-equivalent employees

In Addition, five closely affiliated organizations generate more than 15,000 jobs for Wisconsin.

**UW-Madison Affiliated Organizations**

	# of Jobs
1. UW Hospital and Clinics	6,436
2. University Research Park	7,374
3. UW Foundation	687
4. Wisconsin Alumni Research Foundation	613
5. Wisconsin Alumni Association	116
<b>Total</b>	<b>15,226</b>

\*Counts are based on full-time-equivalent

## Economic Indicators

Overall economic impact indicators illustrate UW-Madison's economic influence. The 2011 economic-impact study provides the following summary indicators:

- UW-Madison has a \$12.4 billion total impact on Wisconsin economy:
  - \$9.6 billion of that economic impact comes from UW-Madison operations and spending of faculty, staff, students, and visitors
  - \$2.1 billion economic impact comes from out-of-state monies
  - \$1 billion comes from research and development expenditures
  - \$2 billion economic impact comes from UW-connected start-up companies
  - \$862 million economic impact comes from UW-affiliated organizations
- Directly and through multipliers, 128,146 Wisconsin jobs are created and supported
- \$614 million in tax revenue is generated

## 36.65 (2) (h) Collaboration

### Partnerships and Collaborative Relationships with System Administration and UW Institutions

UW-Madison's collaborations and partnerships with other UW institutions, other education sectors, businesses, community organizations, and governmental agencies extend the university's impact.

UW-Madison increases student access through collaborative degree programs, which are offered at multiple locations, integrate courses from different institutions, or both. UW-Madison is a partner in several of these formal arrangements, listed below.

Collaborative Degree Program	Partner Institutions
Dual Degree - BS in Physics at UW partner, BS in Engineering at UW-Madison	UW-Eau Claire, UW-La Crosse, UW-Oshkosh, UW-River Falls, UW-Whitewater
BS in Nursing (BSN@Home)	UW-Eau Claire, UW-Green Bay, UW-Milwaukee, UW-Oshkosh
Dual Degree - BS in Chemistry, Comp Sci, or Math at UW partner; BS in Engineering at UW-Madison	UW-La Crosse
MS in Educational Leadership & Policy Analysis	UW-Oshkosh, UW-River Falls, UW-Whitewater
Master of Social Work	Part-time program is offered on site at UW-Eau Claire
Doctor of Audiology	UW Stevens Point
PhD Art History/PhD Architecture Partnership	UW-Milwaukee

UW-Madison has thousands of partnerships in academic and non-academic areas.

Partnership Type	Estimated Number, 2010-11
Organizations hosting co-op or internship students	449
Organizations hosting clinical, legal, or social work placements	645
PK-12 schools hosting student teachers	91
Service learning, community-based research, or volunteer partnerships	201
Cultural or arts-related partnerships	80
Businesses or organizations receiving business development assistance	2,794

Examples of important partnerships between UW-Madison and other UW institutions or System Administration include:

1. WARF and WiSys: The UW-Madison Wisconsin Alumni Research Foundation provides support through both personnel and finances to the WiSys Technology Foundation. This support assists WiSys in generating patents and licensing at other UW Institutions.
2. Entrepreneurships: The UW-Madison Office of Corporate Relations has provided seed grant funding to other UW Institutions (e.g., UW-Platteville, UW-Whitewater, UW-Green Bay) from the overall Kauffman Foundation grant to support entrepreneurship programs.
3. UW-Madison/UW-Milwaukee Intercampus Research Incentive Grants Program: The program, initiated in 2010, fosters inter-institutional research collaboration between UW-Madison and UW-Milwaukee. In June 2010, eight joint research teams were awarded a total of \$400,000. Building on the first year success, in 2011, 12 teams were awarded approximately \$50,000 each (\$600,000 total). Awards for 2012 will be announced in May 2012.
4. Shared Library Infrastructure: The UW institutions also collaborate on a single library automation system, which provides the majority of support for a statewide library materials delivery system. This system directly benefits higher education, K-12 education, and public libraries in all counties of the state.
5. Common Systems: UW System institutions collaborate on several common information systems, which include New Human Resources System (HRS), Shared Financial System (SFS), Course Management Systems (Learn@UW), and the Integrated Student Information System (ISIS) software.
6. Transfer Information System and the Central Data Request: All UW institutions provide course-transfer information to the Transfer Information System (TIS) (<http://tis.uwsa.edu>) and admissions, student, financial, and curricular data to the Central Data Request (CDR) database, maintained by UW System Administration.

## Appendix A. Chapter 36.65 of the Wisconsin State Statutes

[HTTPS://DOCS.LEGIS.WISCONSIN.GOV/2011/RELATED/ACTS/32](https://docs.legis.wisconsin.gov/2011/related/acts/32)

**SECTION 1017M.** 36.65 of the statutes is created to read:

### **36.65 Annual reports.**

(1) **DEFINITION.** In this section, "chancellor" means the chancellor of the University of Wisconsin-Madison.

(2) **REPORTS.** Annually, the board and the chancellor shall each submit an accountability report to the governor and to the legislature under s. 13.172 (2). The reports shall include all of the following information, the board's report with respect to the system other than the University of Wisconsin-Madison, and the chancellor's report with respect to the University of Wisconsin-Madison:

(a) *Performance.* The graduation rate, the total number of graduates, the time needed to graduate, the number of credits needed to obtain a degree, retention rates, placement of graduates, and the percentage of residents and nonresidents who reside in this state 10 years after graduation.

(b) *Financial.* Financial reports from each institution and each college campus, prepared using generally accepted accounting principles.

(c) *Access and affordability.* A profile of enrolled students, including mean per capita family income, the percentage of resident and nonresident students who are low-income, the percentage of resident and nonresident students who are members of minority groups, the number of transfers from other institutions and other colleges within this state, the published cost for resident students and the actual cost for resident students once financial aid is subtracted, and increases in available institutional financial aid for students with a demonstrated need.

(d) *Undergraduate education.* The extent of access to required courses and to popular majors, the majors offered, improvements in overall student experience, efforts to close the achievement gap between majority and underrepresented minority students, and post-graduation success.

(e) *Graduate and professional education.* The number of graduate degrees awarded; the number of professional graduates in key areas, including physicians, nurses, business, engineers, pharmacists, veterinarians, and lawyers; and incentives provided for remaining in this state after graduation.

(f) *Faculty.* A profile of the faculty, including faculty teaching loads, success or failure in recruiting and retaining scholars, and teachers who are rated at the top of their fields.

(g) *Economic development.* The amount and source of research funds and other new revenue brought into the state, the number of government contracts received, the number of research projects in progress or completed, the number of patents and licenses for system inventions, the number of new businesses created or spun off, the number of secondary businesses affiliated with the system or system-sponsored research projects, support provided to existing industries throughout the state, job growth from support to existing industries and new businesses, the number of jobs created in campus areas, the number of jobs created statewide, and a comparison of economic indicators for campus and other areas.

(h) *Collaboration.* Partnerships and collaborative relationships with system administration and institutions.