

Tuition Differential Information

UW-Green Bay



UNIVERSITY of WISCONSIN
GREEN BAY

Differential Tuition Narrative

UW-Green Bay
Undergraduate (UG) Differential

- **The intended focus of the proposal, including types of student services offered, specific support to high-cost programs, and how the differential supports institutional priorities.**

The revenue generated from the tuition differential will be used to increase faculty positions and address faculty compensation issues, increase opportunities for high-impact experiences for students, improve career services, academic advising, student worker wages, and professional development. Funds are also earmarked for financial aid/scholarships.

- **How will the differential be implemented? Will existing students be exempt? Is there a phasing in of the rate over time?**

The differential rate will be implemented for all students, beginning with Fall 2023 term. A \$20 per credit differential will be charged to all undergraduate students, with the fee capped at 12 credits per semester (\$480/year). We have been permitted to phase this in over two years. In 2023-24, there will only be a \$10 increase per credit. An additional \$10 will be added in 2024-25 to get to the full \$20 increase. CCIHS students are exempt from the differential.

The \$20 per credit differential will be tied to the UW Comprehensive base tuition rate, and adjust at the same rate as future UW Comprehensive resident tuition changes.

We estimate that the differential will result in ~\$3,028,500 annual revenue, and impact ~6,300 students.

- **What are the components to be funded with the differential and associated amounts? Total should equal the differential proposal.**

The differential will be used for:

Embedded Career Services Model to Support Work-based Learning: This would allow us to embed Career Services into each college to more proactively connect with students. This embedded approach is how UW System schools that are 10K in student enrollment approach career services. As we are almost at 10K students, this change will allow us to better serve our students in the 3rd largest economic region in the state. This change will allow us to create infrastructure to provide work-based learning (e.g., internships) as an opportunity for all students. This supports our access mission, focus on student success, and diversity. We have data showing that underrepresented minorities are significantly less likely to pursue an internship than white students at our university. This embedded infrastructure would help close this equity gap.

Amount: ~\$409,000

Phase 2 of Advising Model: We are counting on advisors to serve as the dedicated “person” for students from the time they enroll to the time they graduate. This puts a lot of pressure to recruit and retain qualified advisors who will stick with us over time. These individuals have a significant impact on hundreds of students anytime we have turnover. We would propose using these dollars to help improve compensation to improve retention, with associated increases for managers and leadership.

Amount: ~\$108,000

Faculty positions: This focus is two-fold. 1) Help reduce faculty-student ratio. We have the highest faculty-student ratio in all of UW System at 23:1. It would require 8 instructional positions to bring our ratio down to 22:1. We would invest these positions in high demand areas. For example, marketing, management, and supply chain management all have faculty student ratios that are 59:1 or higher. 2) We currently have over \$420K of faculty salaries on temporary start-up funding. We had intended to use these funds to help with academic innovation and the launch of new programs. However, we have not had permanent funding to move them to. We would plan to move a couple of these salaries to the tuition differential funds to allow for these start-up funds to be reinvested in academic innovation.

Amount: ~\$1,102,000

Professional Development: for Faculty + Instructional Staff to ensure best practices, growth and development in teaching and research. Continued professional development is one of the Academic Affairs strategic priorities.

Amount: ~\$147,500

Continued:

Compensation Adjustments for Faculty to help attract and retain quality faculty members. The average salary for faculty and instructional staff is among the lowest of UW universities.

Amount: ~\$559,000

Student Worker Wages: Student government has expressed concern about student worker wage rates, and cite numerous local examples of opportunities for students to earn 20%+ more.

Amount: ~\$200,000

Financial Aid/Scholarships/Tuition Promise: Approximately 10% will be used for financial aid and to partially fund the Tuition Promise

Amount: ~\$303,000

High Impact Practices: Funds provided to each college to increase opportunities for students to participate in high impact learning experiences

Amount: ~\$200,000

- **What is the mechanism of oversight, evaluation of outcomes, and periodic review by students?**

Annual reporting will be completed by Student Affairs, in conjunction with Business and Finance, and reported to Student Government. Information will include annual differential revenue collected, expenses by area and major expense category. Student Government will have an opportunity to comment on performance and make recommendations about the differential initiative.

- **Provide a summary of the student consultation process along with the outcome. If available, please include any resolutions by student government.**

Student government is being advised of the intention to begin a differential, as well as the plan for implementation, the budget and plan for the use of funds.

Differential Tuition Narrative
UW-Green Bay
Additional Location Undergraduate Tuition Alignment

- **The intended focus of the proposal, including types of student services offered, specific support to high-cost programs, and how the differential supports institutional priorities.**

Tuition for 100-200 level courses at UW-Green Bay Additional Locations are charged according to a branch campus tuition schedule. We propose to eliminate the branch campus schedule used at our additional locations, and use the Green Bay location tuition schedule at all locations. We recently completed accreditation with Higher Learning Commission under a One University, Four Campus model. Courses taught at our additional locations are the equivalent of those taught at our Green Bay campus, and provide the same credit towards degree programs. We estimate this will result in ~\$300,000 of additional tuition revenue. The funds will be used to fund instructional positions in high demand programs at our additional locations, additional building access hours, and student advising and support.

Moving to a single tuition schedule also eliminates a point of confusion for students. Most students that take courses at our additional locations also take courses at the Green Bay campus, and thus are charged different tuition rates depending on the course location. This, in conjunction with a single tuition plateau, can result in students with similar course schedules being charged different amounts for tuition.

- **How will the differential be implemented? Will existing students be exempt? Is there a phasing in of the rate over time?**

The adjustment to a single location rate structure will be implemented as of Fall 2023, and apply to all undergraduate students. We estimate this will impact ~900 students (195 FTE), at an average of ~\$335 per student annually. We have been permitted to phase this in over the next four years at an increase of approximately \$19.08 per credit hour up to 12 credits each year. The estimated total tuition revenue for this change is ~\$300,000. Many students at additional locations take online courses, which are based at our Green Bay location. Students currently pay the Green Bay tuition rate for these courses. The impact is limited to students taking 100-200 level courses that are in-person at our additional locations.

- **What are the components to be funded with the differential and associated amounts? Total should equal the differential proposal.**

The funds will be used to address:

Student-to-faculty ratios – 22:1 ratio is second highest in UW System, UWGB has the lowest amount spent on instruction per FTE among system universities

Faculty and staff compensation – average faculty and staff salaries are among the lowest in UW System

- **What is the mechanism of oversight, evaluation of outcomes, and periodic review by students?**

This proposal is not a differential, but elimination of a separate rate schedule for in-person courses at our additional locations. We are uncomfortable charging different rates for classes taught by faculty that are equally talented regardless of what location they are working at.

- **Provide a summary of the student consultation process along with the outcome. If available, please include any resolutions by student government.**

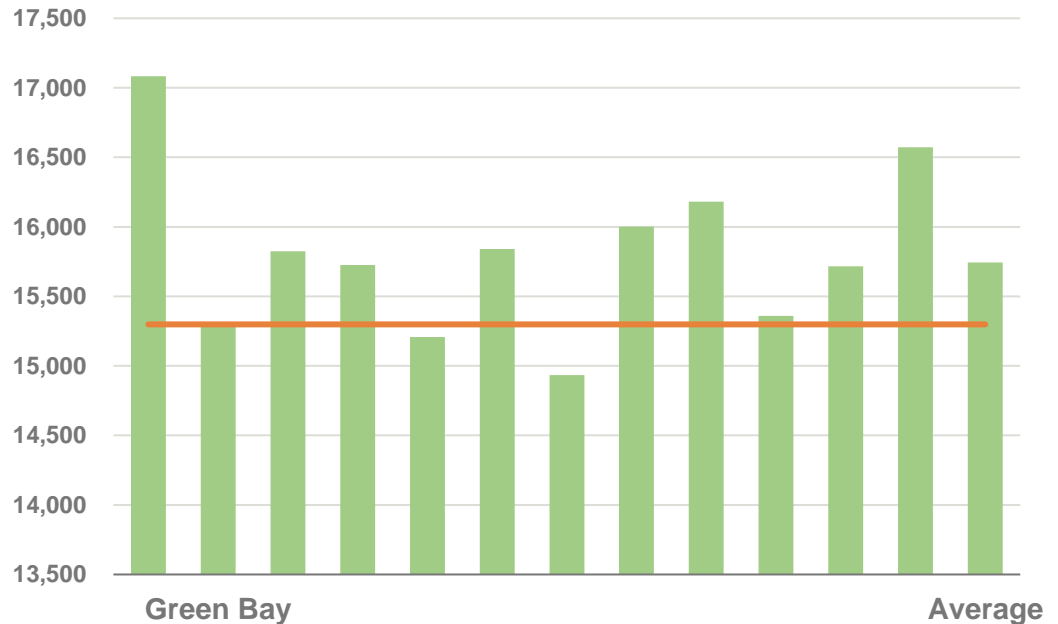
This proposal is provided to Student Government for review and comment.

Affordability – UW System Cost to Attend

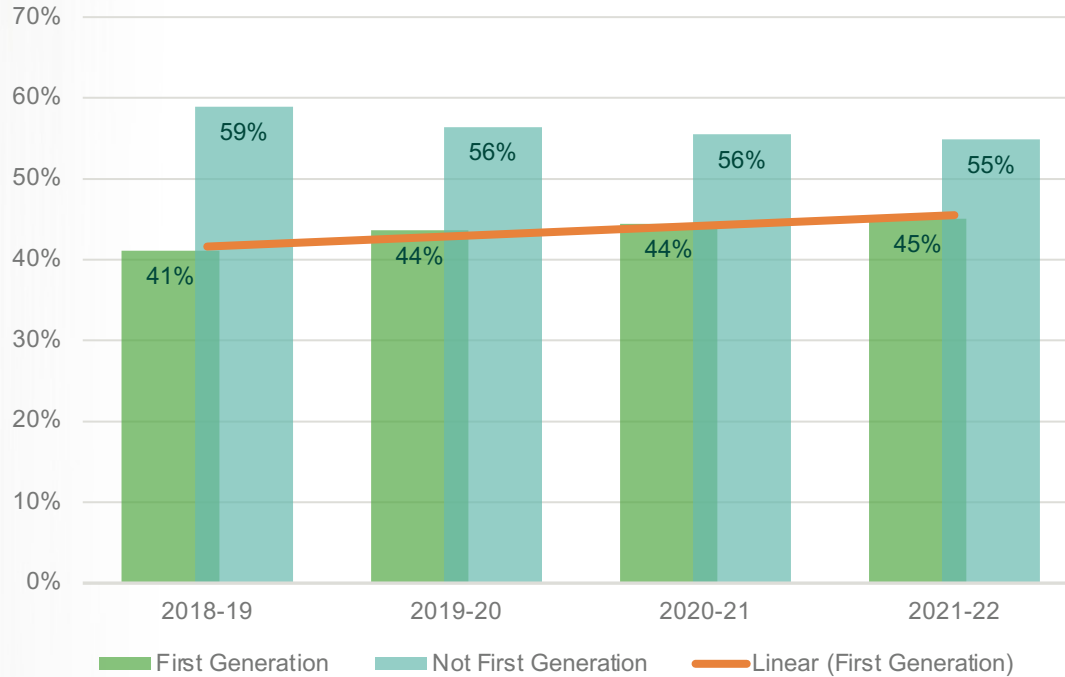
- Tuition frozen since 2013
- UW-Green Bay among most affordable in Wisconsin

Cost to Attend assumes Resident Undergraduate student taking courses at the school's main campus as a full-time student during the fall and spring semesters. Room rate and meal rate based on average cost for majority of students.

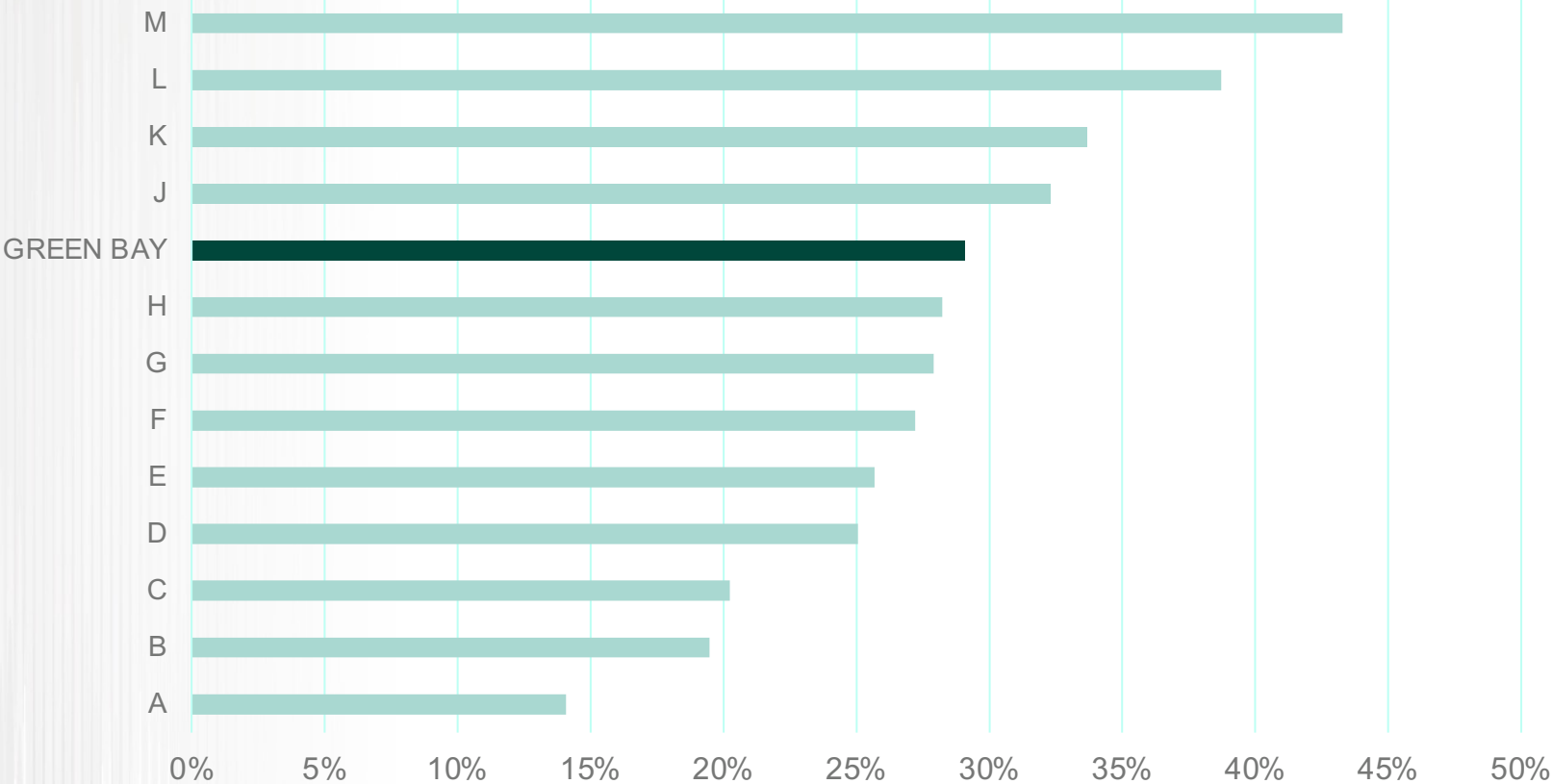
Commuter student assumes required Tuition and Segregated Fees.



First Generation College Students at UW-Green Bay

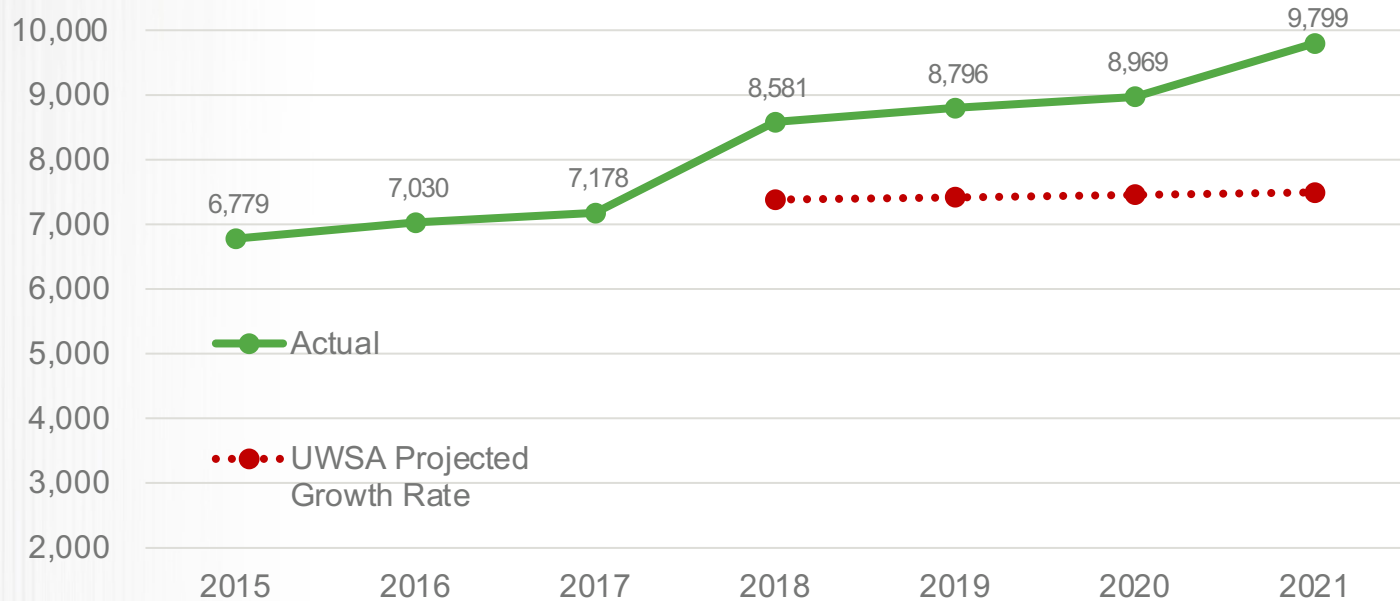


Percent of Pell Students 2019-20



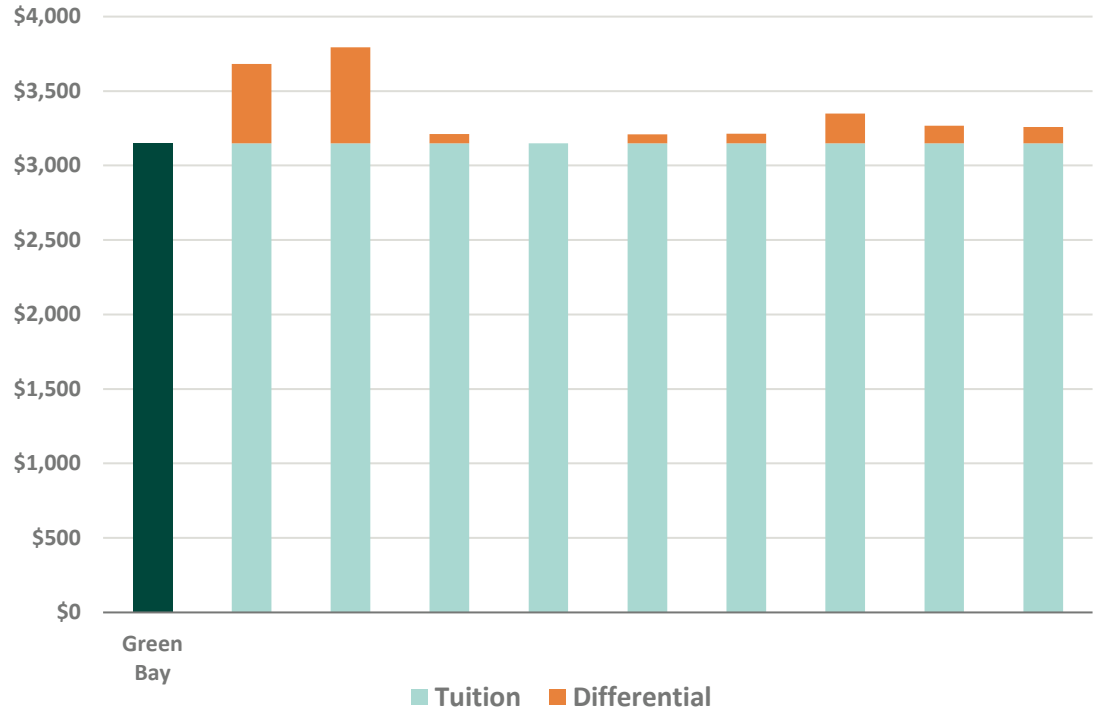
Source: UW System Accountability Dashboard

UW-Green Bay Enrollment

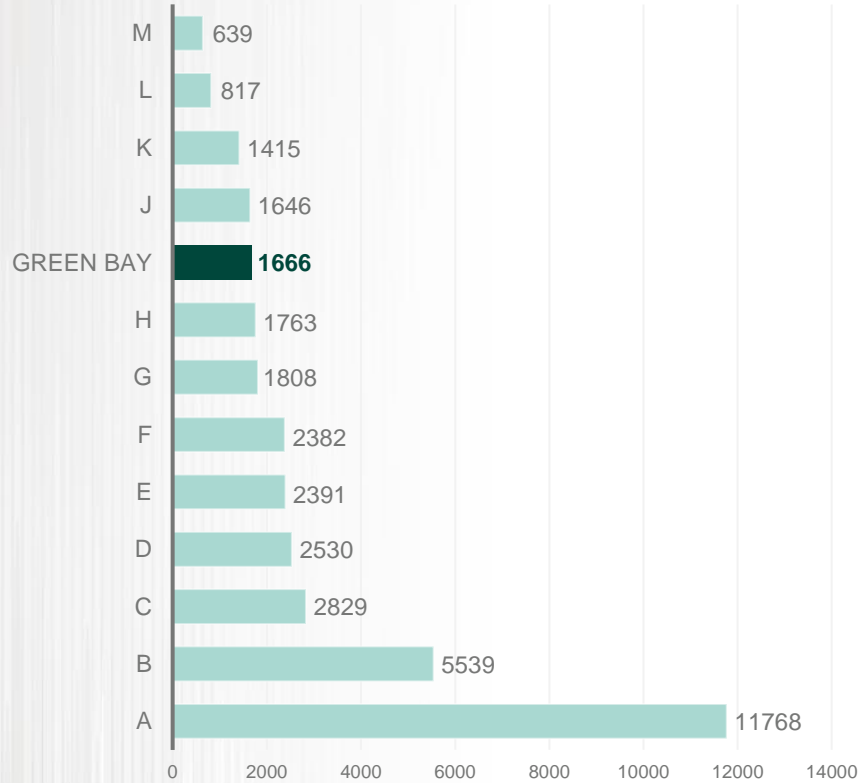


Resident Undergraduate Tuition - Comprehensives

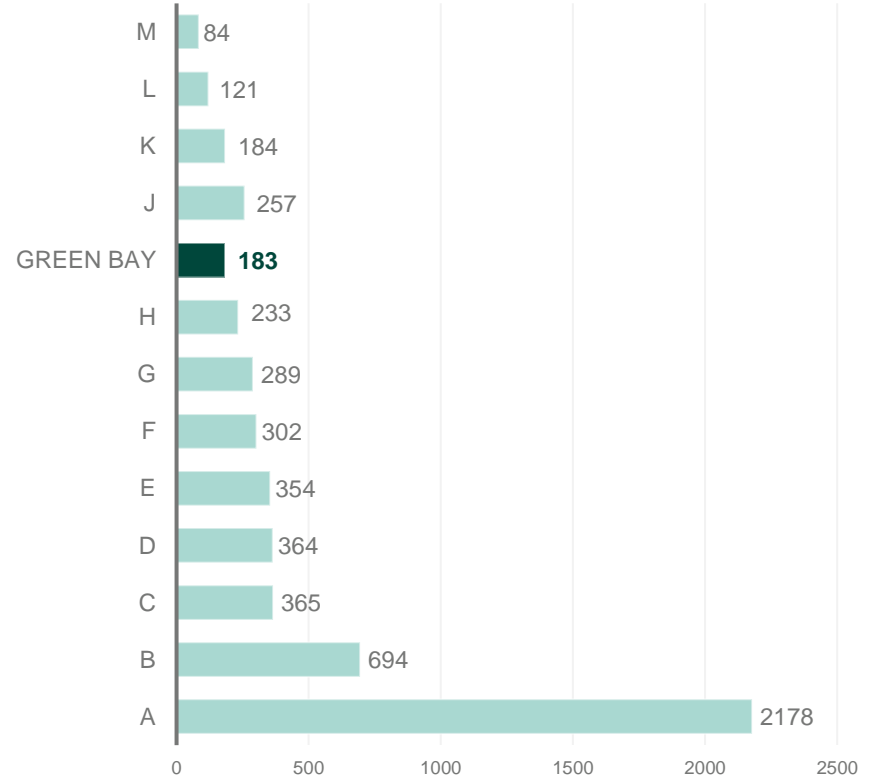
UW-Green Bay is one of only two comprehensive universities that does not have a tuition differential. This has limited resources available to invest further in growth and meeting student needs.



Degrees Granted



Number of Faculty



Student to Faculty Ratio

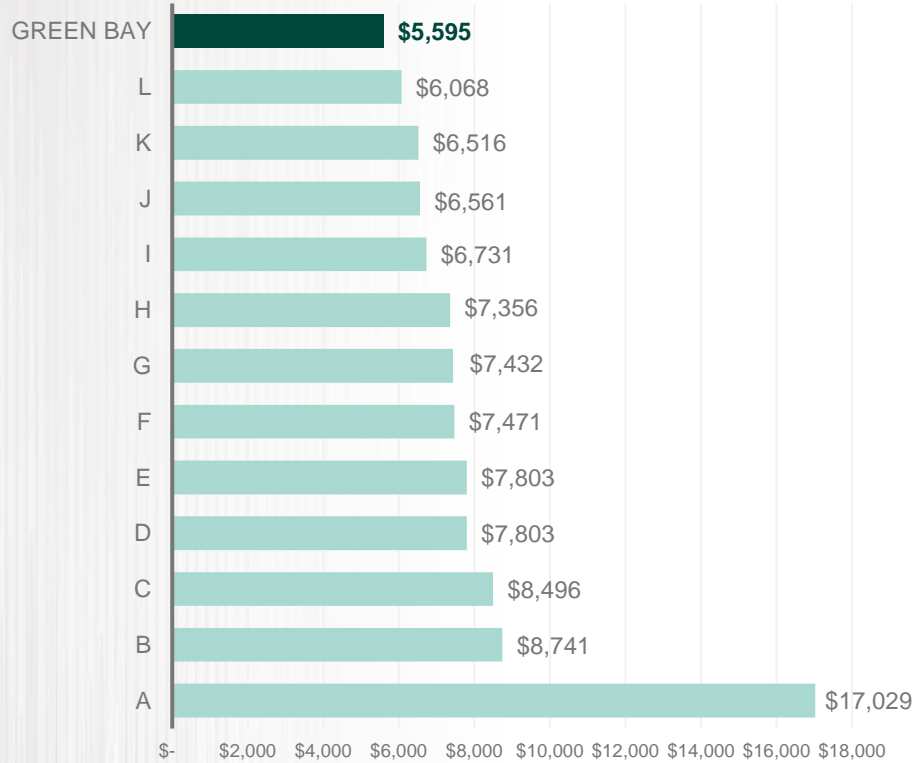


UW-Green Bay
22:1

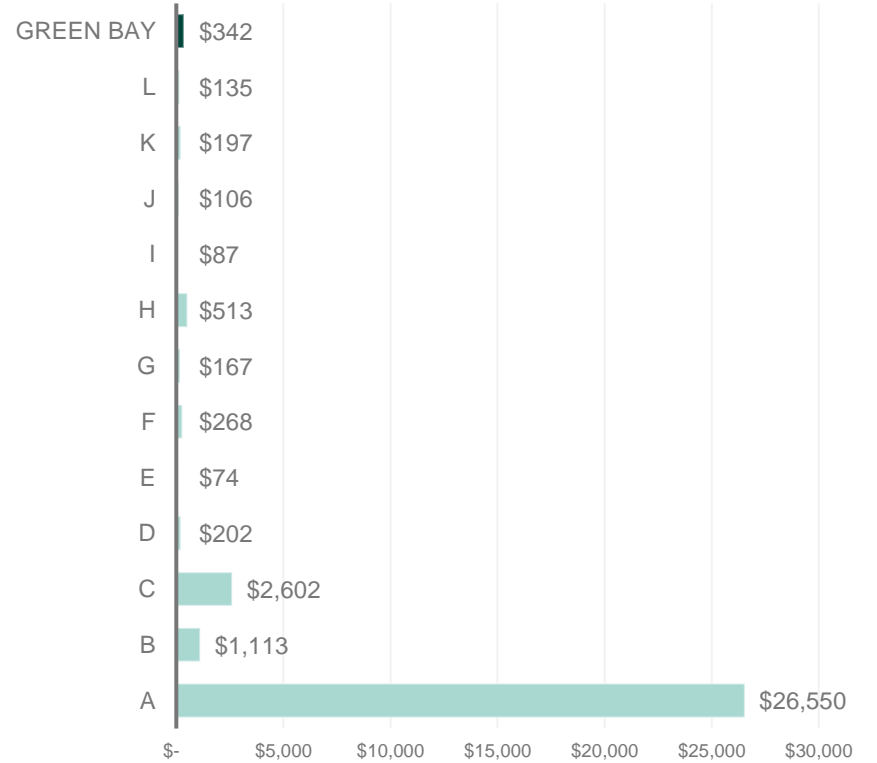
Other UW Campuses
16.1–21.1

Only 1 Campus Higher
23:1

Instruction \$ per FTE

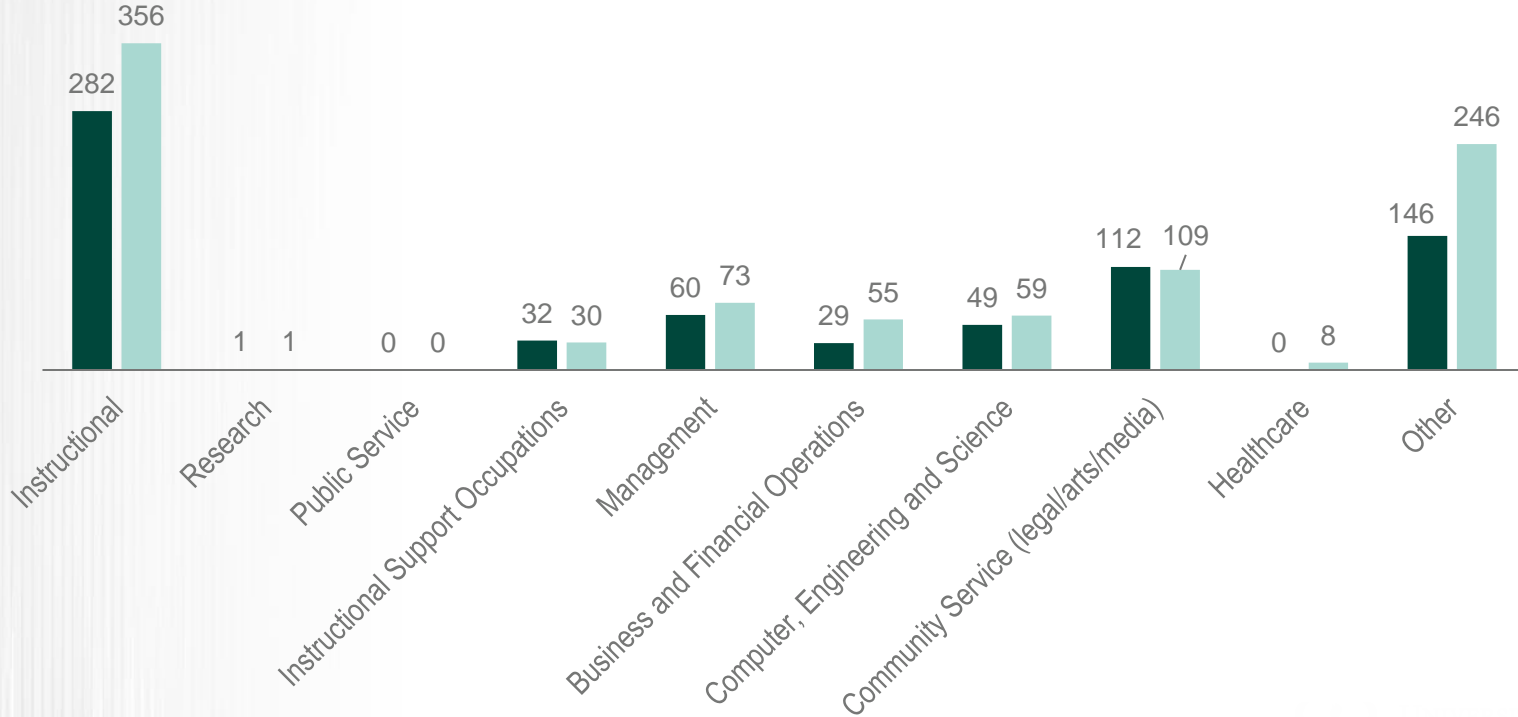


Research \$ per FTE



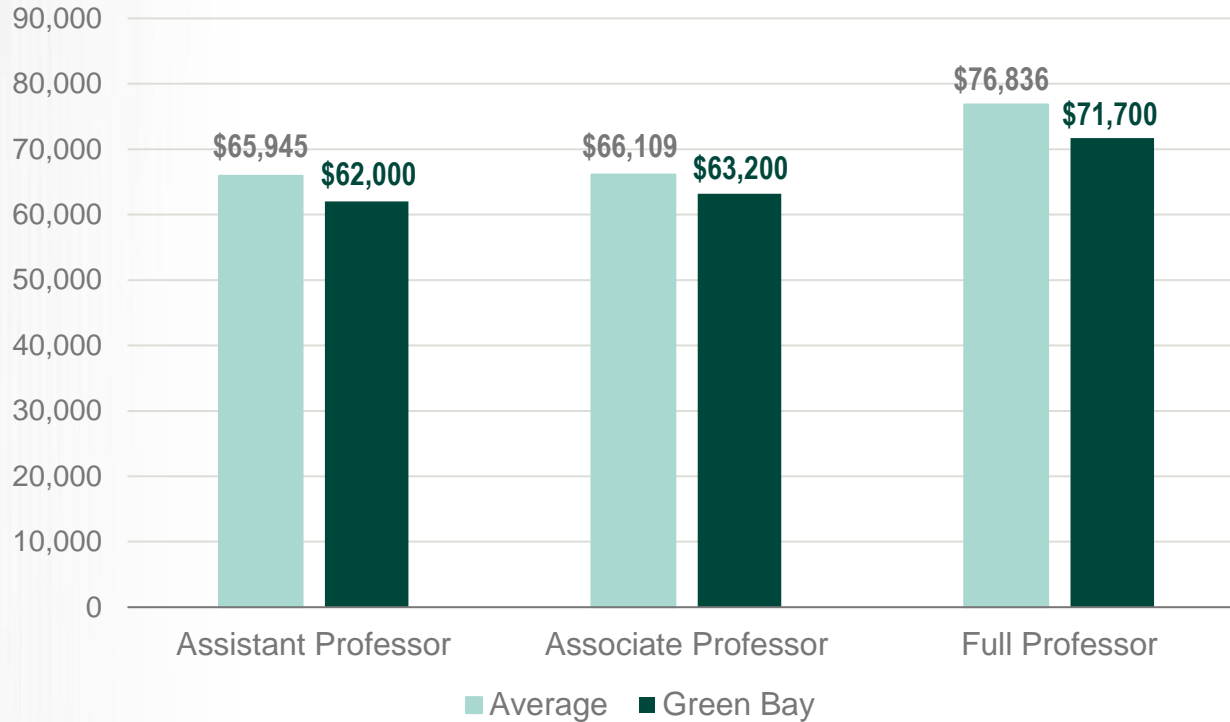
Staffing Comparisons

■ UW-Green Bay ■ Other UW Institutions Median



Source: IPEDS Data comparing all UW Institutions (Full-time equivalent staff, by occupational category: Fall 2020)

Faculty Compensation



Average Salaries of Full-Time, Nine Month Faculty 2019–20

Source: University of Wisconsin System Overview –
Wisconsin Legislative Fiscal Bureau January 2021 report

After Implementation of Title and Total Compensation

~94.7%

UW-Green Bay employees will be below the midpoint salary for their title.

~50.8%

In-scope UW-Green Bay employees will fall within the first quartile of the respective pay range for their title.

