

PROFS campus forum on college affordability

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Why Does College Cost So Much? will examine why college costs have risen so dramatically in recent years and the resulting pressure on the state to increase funding and students to pay higher tuition, along with pressure on the university to raise funds and pursue partnerships.

The forum will be held Thursday, October 24 at 4 pm in the De Luca Forum, Discovery Building, 330 North Orchard Street

Our panel, which includes nationally known experts, will guide our discussion:

- **David Feldman**, William & Mary Professor of Economics, co-author of *The Road Ahead for America's Colleges and Universities* and *Why Does College Cost So Much?*
- **Laurent Heller**, University of Wisconsin-Madison Vice Chancellor for Finance & Administration
- **Tracey Klein**, University of Wisconsin System Regent

Nicholas Hillman, University of Wisconsin-Madison Professor of Educational Leadership & Policy Analysis will moderate.

The program will include time for questions from the audience.

"While everyone agrees that college costs much more today than it did a generation ago, many people disagree on why costs have risen so dramatically," said Nicholas Hillman, PROFS Steering Committee member. "Our panel aims to dispel some common myths and discuss why college costs have increased and what that means for the institution, faculty, and students and their families."

This event is free and open to the public. Refreshments will be served.

PROFS is a non-profit advocacy organization of the UW-Madison faculty funded entirely by modest contributions. Formed by the Faculty Senate and governed by

the University Committee, PROFS provides a voice to faculty, allowing them to communicate directly with legislators and others on issues affecting the university and its faculty.

Event cosponsors: The Tommy G. Thompson Center on Public Leadership, WISCAPE (Wisconsin Center for the Advancement of Postsecondary Education), and ASPRO (Academic Staff Professionals Organization)