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Taxpayer Watchdog – Badgers United – Joins Wisconsin’s Higher Education Debate

New organization founded to educate on the economic impact of UW-Madison for Wisconsin

MADISON, WI (June 17, 2019) — Badgers United, a 501(c)(3) that operates independently from UW-Madison, is launching during the critical budget season to serve as a watchdog for taxpayers in discussions surrounding UW-Madison. One of the best investments for resident tax dollars is in UW-Madison, and the new organization aims to address the declining State support for the University and reverse the slide in national rankings. Additionally, a top priority will be challenging the outdated tuition freeze, a government mandate which ignores market demand by preventing students from paying fair market value for their education. This shifts the cost of higher education to the taxpayers by cannibalizing State funding to make up the difference.

“Badgers United was formed by Wisconsin citizens who believe deeply that when UW-Madison is doing well, that success spreads to all corners of the state,” says Amber Schroeder, Executive Director of Badgers United. “We know that every dollar invested in UW-Madison generates \$24 in economic activity for taxpayers statewide. We are working tirelessly on behalf of Wisconsin residents to educate key stakeholders on this exceptional economic rate-of-return which the flagship campus provides to the whole state.”

Badgers United has collected a significant amount of data for their educational efforts demonstrating how investments in UW-Madison yields returns for all citizens in Wisconsin. \$15 Billion in economic impact is

generated each year from campus, and University research has sparked over 350 Wisconsin start-ups — all of which support nearly 25,000 jobs and contribute \$2.3 billion annually to the State’s economy.¹

However, despite the strong case for investing in the University, State funding has dropped nearly \$1,150 per student since 2010, with only Mississippi, Oklahoma and West Virginia seeing more significant decreases.²

“We have a long history of bi-partisan support for investments in the University because of the sizable economic impact it creates for all 72 of Wisconsin’s counties,” continued Schroeder. “We need to remind people of that history and the powerful economic influence universities like UW-Madison can have statewide.”

Those interested in learning more about Badger United’s goals for the State and University, as well as the role UW-Madison plays in Wisconsin’s economic success should visit www.badgersunited.org.

About Badger United

Badgers United was formed in 2018 by Wisconsin residents who recognize University of Wisconsin-Madison’s sizeable economic impact on our state, as well as the challenges it must overcome to continue delivering powerful results. It is a 501(c)(3) organization that operates separately from UW-Madison. For more information about Badgers United, visit www.badgersunited.org and facebook.com/badgersunited. You can also follow us on Twitter: [@badgers_united](https://twitter.com/badgers_united)

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¹ [UW-Madison’s “Budget In Brief”](#)

² State Higher Education Executive Officers Association