OSFA | What do we do?

• **Mission** - We are committed to providing equitable access to financial resources for all students while supporting the enrollment goals of the University and the educational values of Wisconsin.
• $480 million in financial aid administered annually
OSFA | Financial Aid Process
OSFA | WiRSA Students

First-Year Freshmen Enrolled at UW-Madison from WiRSA High Schools 2000-2019
OSFA | WiRSA Students

Currently Enrolled Students from WiRSA Member Schools
Office of Student Financial Aid's

GO FORWARD PELL PLAN
Increasing Pell Eligible Students through Recruitment, Engagement, and Advancement

RECRUITMENT
Attract More Pell Eligible Students
- Partner with other departments on-campus
- Create a comprehensive recruitment package
- Reach out to these students and let them know UW is an option

ENGAGEMENT
Ensure Students Apply for Aid
- Communicate with students from the time they're admitted until they've been awarded financial aid
- Assist during pain points and ease the burden

ADVANCEMENT
Increase Funding for Students
- Attract additional funding resources
- Leverage current resources better
- Partner with WFAA
Go Forward Pell Plan Progress

<table>
<thead>
<tr>
<th></th>
<th>Continuing</th>
<th>First-Year</th>
<th>Transfer</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>14.50%</td>
<td>12.38%</td>
<td>21.93%</td>
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<tr>
<td>2017</td>
<td>13.46%</td>
<td>11.94%</td>
<td>24.61%</td>
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<tr>
<td>2018</td>
<td>14.71%</td>
<td>14.58%</td>
<td>26.33%</td>
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</tbody>
</table>
OSFA | Pell Percentage Over Time

18.68%
2018 Pell enrollment for WI residents
Access & Affordibility at UW-Madison
OSFA | Sticker Price vs Actual Cost

Sticker Price
The annual, published cost of attendance, but that's not what most families pay.

Gift Aid
Free Money - including grants and scholarships that are not paid back.

Self Help
Loans that are paid back and Work Study which is wages earned while still in school.

Actual Cost
The actual cost most families pay is often significantly less than the Sticker Price.
OSFA | Did you know?

• Federal Work Study can be approved for employers who serve the public interest (not for profits, local municipalities)

• Students at UW-Madison are now being awarded work study during the summer, without summer term enrollment
OSFA | Bucky’s Tuition Promise

• Covers Tuition and Fees for WI students whose family’s Adjusted Gross Income (AGI) is at or below the state’s median ($56,000)

• Removes uncertainty on accessibility of the university

• Focuses on income, not assets, which is important in an agricultural state
OSFA | Bucky’s Tuition Promise

Enrolled BTP Students from WiRSA Member Schools
OSFA | Badger Promise

• Wisconsin resident, first-generation college students transferring to UW-Madison

• Transfer from any two-year UW Colleges or from liberal arts associate degree programs at Madison College, Milwaukee Area Technical College, Nicolet College, Western Technical College, the College of Menominee Nation, and the Lac Courte Oreilles Ojibwa Community College

• Free tuition/fees for 1 year or 2 years if Pell Grant eligible

• Visit our website for more information!
OSFA | FASTrack

- Wisconsin resident, incoming freshman
- Financial need is met 8 consecutive semesters
- Meet 1 of 3 criteria:
  - Pell Grant Eligible + First Generation
  - Pell Grant Eligible + ACT > 29
  - Public Assistance Recipient
- Visit our website for more information!
Enrolled FASTrack Students from WiRSA Member Schools
OSFA | Badger Ready

• Transitional program for adults 25+ and veterans of any age who have a minimum of 24 credits from an accredited institution and a break in education of at least 2 years
• After completion of the program, students are admitted as transfer students to UW-Madison
• Provides insight, opportunity, and support for degree-seeking adults who face barrier in completing their undergraduate degree
• https://acsss.wisc.edu/badger-ready
OSFA | Proactive Outreach

- Significant increase in communication with schools, youth serving organizations, and students across the state
- Personalized outreach to high school counselors and vocational agriculture teachers to share key information that is relevant to students in their area
- Including information on our prominent aid programs (Bucky's Tuition Promise, Badger Promise, and FASTrack) as well as services we offer to students and schools

Contacts made by OSFA during 2017-18
OSFA | Outreach Across the State
OSFA | Measures of Success

- Freshmen Resident Admissions Rate - 72.3%
- Freshmen retention rate - 95.3%
- Average Time to Degree - 4.03 Years

53.2% of our undergraduate students graduate WITHOUT debt

$27,138 is the average student loan debt of our undergraduates
THANK YOU.

Greg Offerman – greg.offerman@wisc.edu