

Citizens for Higher Education

P.O. Box 752 · Madison, Wisconsin 53701-0752

Dear Friend of Higher Education,

We are writing to you because you are actively working to support higher education in your community.

Please take that support one step further by joining us in becoming a charter member of Wisconsin Citizens for Higher Education. This new organization will promote support for public higher education in our state, including the universities and colleges of the University of Wisconsin and Wisconsin Technical College Systems. While Citizens for Higher Education will be a strong advocate for funding, much of its work will be educational.

There is strong evidence that, while citizen support for higher education is stronger than virtually any other public service, the tax dollars going to support higher education are declining, in spite of record enrollments at the colleges and universities in Wisconsin. From 1995 to 2002, the percentage of tax dollars devoted to the University of Wisconsin System has dropped from 12% to 9%. Of the recently approved budget cuts, designed to cover the large deficits in Wisconsin's budget, \$44.2 million, or 23.5%, came from the University of Wisconsin System. The state contribution to the technical college system operating budget declined from 25% in 1995 to 19% in 2002.

Wisconsin has always prided itself on being a leader, but its economy is lagging well behind other states. We are involved in a slow, difficult transformation from a traditional manufacturing economy to a high technology, information-based economy.

Wisconsin's greatest asset is its young people. Because of our high quality education system, we produce highly accomplished citizens and valuable employees. These young people often move to other states to obtain employment that will fully utilize their skills.

Tax dollars devoted to higher education are not a cost, they are an investment. Wisconsin and its young people receive a return on that investment that is greater, and much more reliable, than any other investment we will ever make.

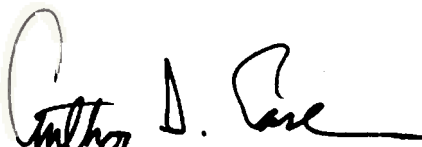
As a member, you will receive regular newsletters informing you of developments that affect higher education throughout the state, but with a special focus on the state capitol. You will also be invited to meet with local legislators, attend educational forums, participate in legislative action days and receive updates on votes that are before the legislature that affect higher education. This will be a grassroots organization, governed by a citizen board of directors, focused on informing its members and key policymakers about the public interest in maintaining a high quality education system.

The challenge is great. The economy of Wisconsin is not robust and success will not come quickly. However, we are confident you will agree that the future of Wisconsin is inextricably bound to student access to a high quality public higher education system.

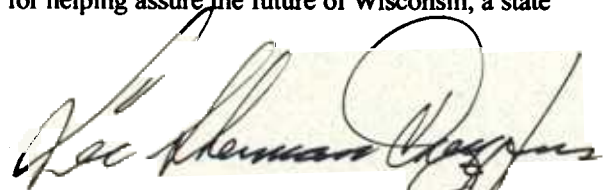
We are asking you, as a leader in Wisconsin, to help set an example and join us as a charter member of Wisconsin Citizens for Higher Education. The organization has set a goal of enrolling 1,000 members. Please join us by committing at least \$100 to this important organization. Complete the enclosed form and return it, along with your check. (CHE has applied for, and expects to receive, tax exempt 501c(3) status from the IRS. They will let you know when they receive that approval.)

In the next few months you will hear from the new director and begin to receive regular updates from the organization.

We know that you share our support for higher education. Thank you for your work in supporting higher education and thank you for your consideration for helping assure the future of Wisconsin, a state we all love.



Anthony S. Earl, Governor
1983-1987



Lee S. Dreyfus, Governor
1979-1983