

Wisconsin's private, nonprofit colleges and universities have risen to the crisis of the COVID-19 pandemic. Campuses have sent students home; the entire curriculum has been reconfigured in an online format; courses requiring work-experience are being redesigned to maintain the highest standards of excellence while keeping students on track to graduation and to a career; room and board payments are being refunded. These costs are significant, but the human cost is even greater on students, faculty, and staff.



## Estimated losses for Spring, Summer, and Fall 2020 to be \$245 million

### Losses

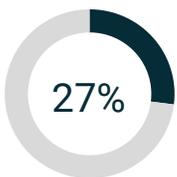
- WAICU members estimate a combined loss of approximately **\$81.0 million** for Spring 2020.
- An additional **\$26.7 million** in combined losses is projected for Summer 2020.
- Fall 2020 losses are projected at a combined total of more than **\$137.3 million**.

### Potential loss of FUTURE workforce

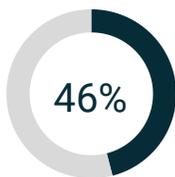
#### Wisconsin's workforce at risk

WAICU institutions rely on tuition to operate and losing even a relatively small number of students will have significant implications for programming, putting our future workforce at risk.

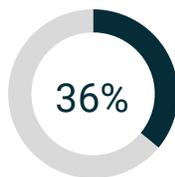
WAICU members produce 23 percent of all bachelor's degrees and 35 percent of all advanced degrees in the state. They also produce disproportionately high numbers of graduates in critical occupations.



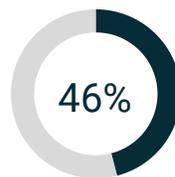
of engineering bachelor's degrees



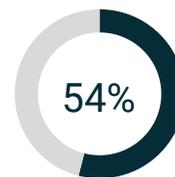
of nursing (BSN) degrees



of health professions bachelor's degrees



of education graduate degrees



of medical doctors



of business advanced degrees

### Economic impact of WAICU institutions on local communities

#### WAICU members employ over 18,000 community members.

Students are our top priority, but there is a human and educational toll where employees at WAICU members face reductions in force, which in turn requires more sacrifice to maintain academic offerings and excellence.

## Estimated losses for Spring and Summer 2020 at WAICU colleges and universities

### Tuition

**\$14.0 million**

### Room & board

**\$37.7 million**

### Fundraising

Stock market changes and economic uncertainty affect donors' engagement, while significant fundraising events must be modified or cancelled.

**\$23.7 million**

### Other expenses

Colleges spend money to maintain faculty, staff, adjunct professors, and student workers and, at the same time, suffer productivity losses.

**\$18.1 million**

### Events

Colleges are unable to be the sources of community support they once were. Cancellations of conferences, weddings, athletic events, and activities result in lost revenue and even potential layoffs.

**\$4.1 million**

### Other lost revenue

With students moving off campus and employees working remotely, lost revenue includes bookstore and other campus sales, childcare operations and services, programming losses, and more.

**\$6.9 million**

### Technology for students & employees

Rapid shifts to online learning resulted in unforeseen technology costs to equip students and instructors.

**\$1.6 million**

### Cleaning

Increased cleaning and sanitizing measures have been implemented to promote health and safety.

**\$1.6 million**

## Combined total losses estimated for Spring and Summer 2020:

**\$107.7 million**

WAICU members include: Alverno College, Bellin College, Beloit College, Cardinal Stritch University, Carroll University, Carthage College, Concordia University Wisconsin, Edgewood College, Herzing University, Lakeland University, Lawrence University, Marian University, Marquette University, Medical College of Wisconsin, Milwaukee Institute of Art & Design, Milwaukee School of Engineering, Mount Mary University, Nashotah House, Northland College, Ripon College, St. Norbert College, Viterbo University, and Wisconsin Lutheran College.

*Wisconsin's private, nonprofit colleges and universities working together for educational opportunity*

[waicu.org](http://waicu.org) | [WisconsinsPrivateColleges.org](http://WisconsinsPrivateColleges.org)

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