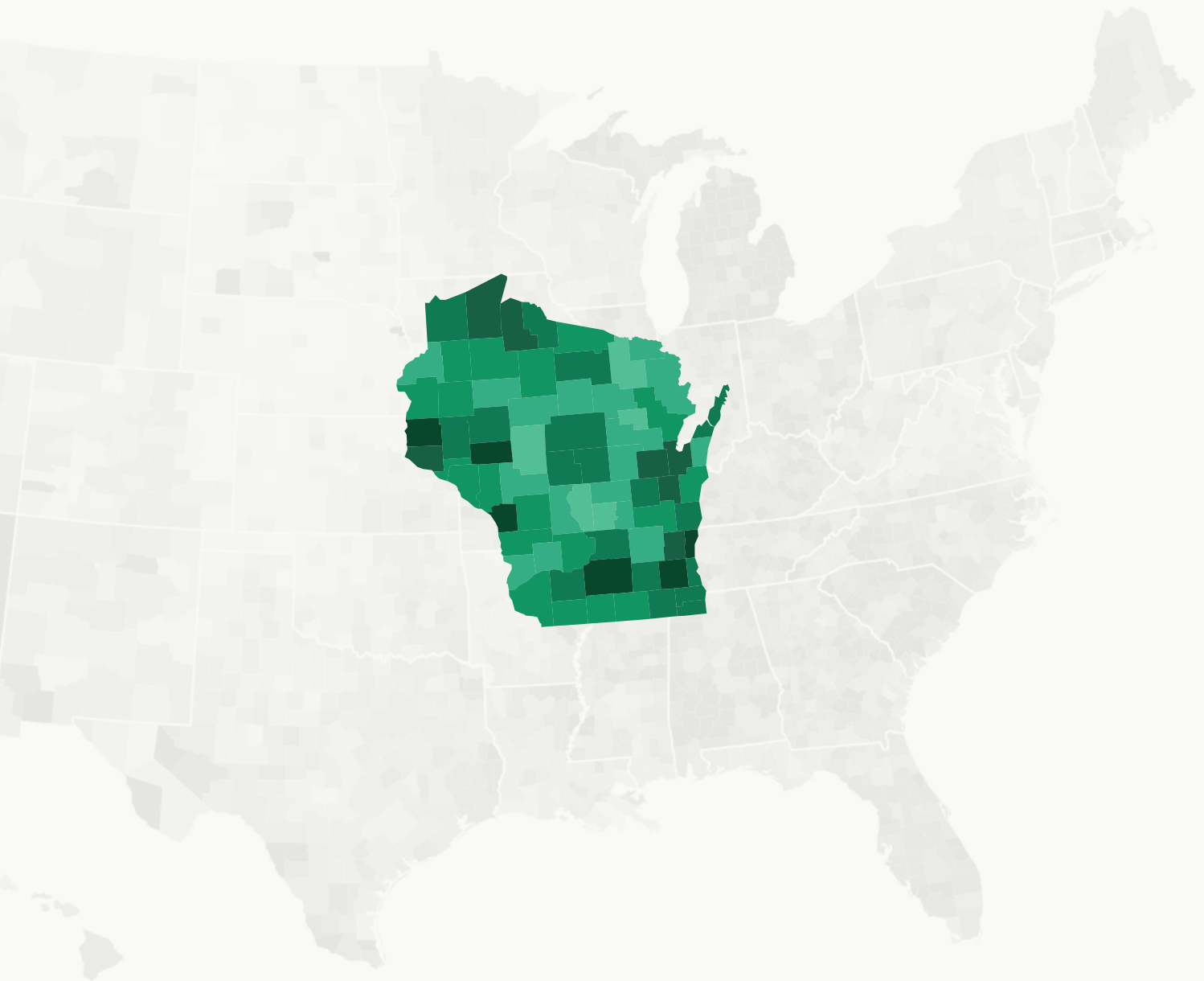


A STRONGER **WISCONSIN** *through* HIGHER EDUCATION



Efforts to boost college attainment in Wisconsin are key to achieving Goal 2025

In Wisconsin, 39.6 percent of the state's 3 million working-age adults (25-64 years old) hold a two- or four-year college degree, according to 2011 Census data. Wisconsin's attainment rate is increasing slowly; last year, the rate was 39.1 percent. Still, Wisconsin's rate of higher education attainment is slightly above the national average. This year, the percentage of Americans between age 25 and 64 who hold a two- or four-year degree is 38.7 percent. This rate is rising, but only slowly. In 2010, the rate was 38.3 percent; in 2009, it was 38.1.

There is also reason for optimism about the educational trends in Wisconsin. The best indicator of where attainment rates are heading is the rate among young adults — those between the ages of 25 and 34. In Wisconsin, 2011 Census data put the attainment rate of these young adults at 42.5 percent — considerably higher than that of the adult population as a whole, and also above the national rate of 40.1 percent.

Despite this encouraging trend, there is much room for improvement in Wisconsin. In this state and nationally, college attainment rates must increase to reach 60 percent by 2025. If the current rate of degree production continues, 47 percent of Wisconsin's adult population — 1.4 million people — will hold a college degree in 2025. To reach 60 percent attainment among its projected 2025 population of 3,039,329, Wisconsin will need to add more than 398,000 degrees to that total.

By now, most people understand why increasing attainment is so important — both to themselves and their communities. Experts from the Center on Education and the Workforce at Georgetown University say that, by 2018, 558,000 of the expected 925,000

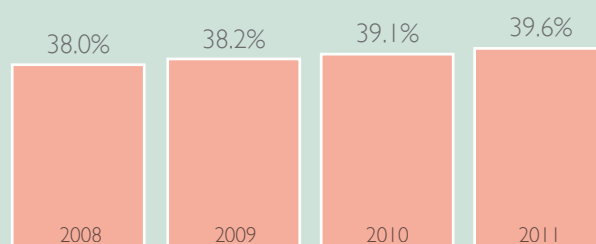
job vacancies in Wisconsin will require postsecondary credentials. Indeed, 61 percent of all Wisconsin jobs will require postsecondary education by 2018.

The state's economic future can surely be bolstered by producing more college graduates — and an excellent place to begin is with those who have attended college but not earned a credential. In 2011, more than 684,000 Wisconsin adults — 22.5 percent of the adult population — had gone to college but lacked either a two- or four-year degree. Encouraging and helping these adults to complete degrees would go a long way toward helping Wisconsin reach the 60 percent goal.

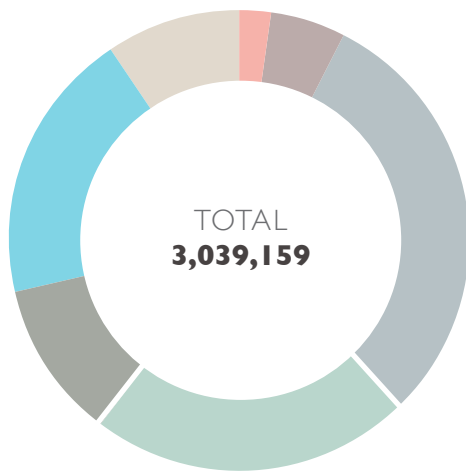
To increase attainment, states must work systematically to close achievement gaps based on race, income, geography and other factors. As in past years, this report lists an attainment rate for each Wisconsin county. The data show that increasing attainment is a particular challenge in rural counties, so assuring that all communities have access to high-quality higher education is essential. Wisconsin must also increase college success among the fast-growing groups that will account for a growing proportion of the state's population, including working adults, low-income and first-generation students, and students of color. Meeting the educational needs of these 21st century students will help build Wisconsin's economy and ensure a bright future for the state.

Tracking the trend

Percentage of the state's working-age population (25-64) with at least an associate degree



Levels of education for Wisconsin adults (ages 25-64)

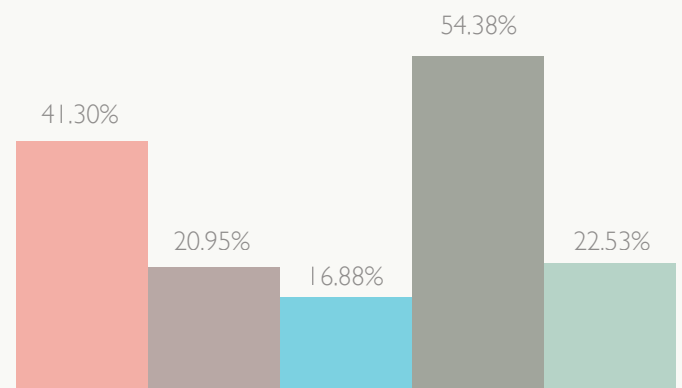


Less than ninth grade	68,616	2.26%
Ninth to 12th grade, no diploma	164,436	5.41%
High school graduate (including equivalency)	919,906	30.27%
Some college, no degree	684,008	22.51%
Associate degree	336,583	11.07%
Bachelor's degree	583,233	19.19%
Graduate or professional degree	282,377	9.29%

Source: U.S. Census Bureau, 2011 American Community Survey

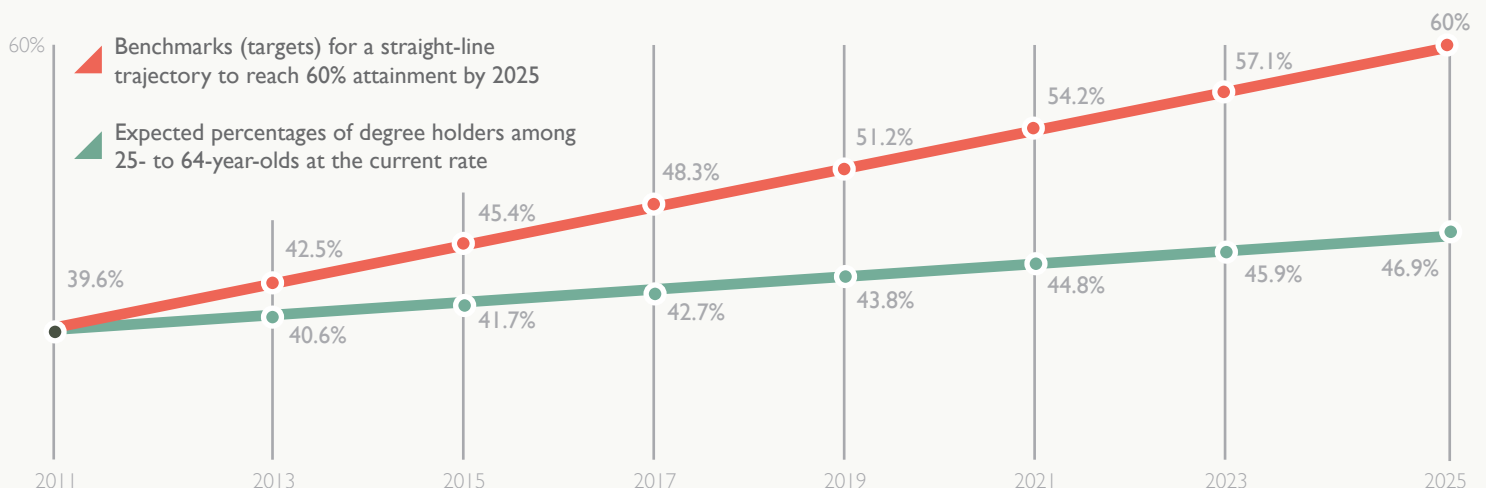
Degree-attainment rates among Wisconsin adults (ages 25-64), by population group

White	41.30%
Black	20.95%
Hispanic	16.88%
Asian	54.38%
Native American	22.53%



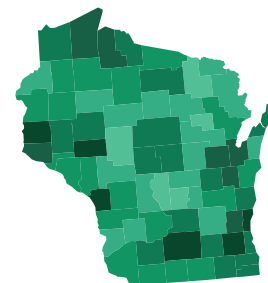
Source: U.S. Census Bureau, 2009-11 American Community Survey PUMS File

The path to 60% degree attainment in Wisconsin



Source: U.S. Census Bureau, 2000 Census, 2010 & 2011 American Community Survey

Percentage of Wisconsin adults (ages 25-64) with at least an associate degree, by county



Adams	20.62	Dane	57.76	Iowa	35.70	Marathon	36.55	Polk	31.18	Taylor	24.29
Ashland	38.99	Dodge	26.60	Iron	38.51	Marinette	26.45	Portage	38.71	Trempealeau	31.33
Barron	32.28	Door	35.86	Jackson	27.66	Marquette	22.21	Price	28.19	Vernon	32.17
Bayfield	40.26	Douglas	36.88	Jefferson	33.94	Menominee	20.79	Racine	33.40	Vilas	33.10
Brown	39.86	Dunn	38.13	Juneau	24.67	Milwaukee	36.76	Richland	26.12	Walworth	35.87
Buffalo	31.45	Eau Claire	47.58	Kenosha	36.10	Monroe	30.01	Rock	31.15	Washburn	30.42
Burnett	26.32	Florence	25.15	Kewaunee	26.69	Oconto	28.32	Rusk	27.70	Washington	41.38
Calumet	41.46	Fond du Lac	31.73	La Crosse	46.75	Oneida	34.40	St. Croix	45.78	Waukesha	52.92
Chippewa	33.92	Forest	20.74	Lafayette	29.26	Outagamie	40.28	Sauk	31.73	Waupaca	27.60
Clark	22.18	Grant	33.27	Langlade	23.45	Ozaukee	55.61	Sawyer	31.18	Waushara	23.62
Columbia	33.71	Green	32.42	Lincoln	27.64	Pepin	31.37	Shawano	26.59	Winnebago	36.98
Crawford	25.07	Green Lake	25.58	Manitowoc	30.35	Pierce	39.97	Sheboygan	34.71	Wood	34.53

Source: U.S. Census Bureau, 2007-11 American Community Survey 5-Year Estimates



Lumina Foundation is an independent, private foundation committed to increasing the proportion of Americans with high-quality degrees, certificates and other credentials to 60 percent by 2025. Lumina's outcomes-based approach focuses on helping to design and build an accessible, responsive and accountable higher education system while fostering a national sense of urgency for action to achieve Goal 2025.

