Iowa has three public universities; two R1s and UNI is the only regional comprehensive.

In February 2017, due to lower than projected tax revenues, the Iowa General Assembly approved mid-year permanent cuts for FY 2017 totaling $20.75M across the three public universities; in April 2017, they further reduced funding for FY 2018 by an additional $9.58M.

In total, Regents higher ed state appropriations for FY 2018 were $30.33M less than original FY 2017. UNI’s portion was a cut $3.3M, including $2.5M with only three months left in FY 2017.

UNI’s President Mark Nook created the “Educating Iowans for Iowa” tagline when hired nearly three years ago because 90% of UNI’s students are from Iowa, 85% of them stay in Iowa after graduation and 50% of non-residents who graduate from UNI stay in Iowa.
• UNI needed a way to increase our state appropriations, which account for 56.3% of total operating budget
• Started our “Educating Iowans for Iowa” campaign summer of 2017
• Added “Educating Iowans for Iowa” on all our legislative and outreach materials
• Instituted a targeted outreach letter/email campaign to alumni, students and donors; continues today
• Educating Iowa students resonates with lawmakers; need workers in Iowa
Results from our advocacy campaign:

• At end of 2018 legislative session, UNI received $2 million increase in state appropriations and no mid-year budget cuts (Iowa’s two R1 universities received total $10.9M in mid-year cuts)

• At end of 2019 legislative session, UNI received $4 million increase in state appropriations, allowing for a tuition freeze for all students (resident and non-resident)

• Requesting another $4 million increase for 2020 legislative session

• An investment in UNI is a proven investment in our state - our students are from Iowa and they stay in Iowa, they contribute to our workforce as well as our cultural and economic vitality throughout their lives
Effective Stewardship

Figure 1. UNI Budget Model (FY08-FY22)

Figure 2. Distribution of UNI TEACH Grant Recipient Alumni across Iowa (2018)
PREP America Coalition Building
PREP America National Engagement
University of Northern Iowa
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