



TO: Members, Senate Committee on Universities and Technical Colleges

FROM: Rachel Ver Velde, Associate Vice President of Government Relations

DATE: October 15, 2025

RE: Support for Senate Bill 199 & Assembly Bill 166, academic and career planning services provided to pupils and requiring the reporting of certain data on college student costs and outcomes

Wisconsin Manufacturers & Commerce (WMC) appreciates the opportunity to submit testimony in support of Senate Bill 199 and Assembly Bill 166. Thank you to Senator Feyen and Representative Melotik for authoring this important legislation to allow students to have a complete and accurate picture of the postsecondary landscape in Wisconsin.

WMC is the largest general business association in Wisconsin, representing approximately 3,800 member companies of all sizes, and from every sector of the economy. Since 1911, our mission has been to make Wisconsin the most competitive state in the nation to do business. That mission includes making sure Wisconsin's youth have educational opportunities to be prepared and ready to participate in today's workforce.

Employers are very concerned that today's youth are unprepared for the workforce. Nearly three-quarters of our members believe that students graduating from Wisconsin's public K-12 schools are not prepared for the workforce. In fact, 56% of them say that they have employees that struggle to read or do math. These employers have had to take on the education role themselves, with 41% of employers saying they are providing tutoring or additional training to get employees up to speed.¹

Additionally, while the worker shortage has certainly improved for Wisconsin employers recently, too many are still unable to fill key positions. According to WMC's most recent *Wisconsin Employer Survey* released in June 2025, 52% of employers indicate that they are struggling to hire workers. Employers tell us that it is particularly difficult to find workers with the right skills and training.²

To tackle these concerns, K-12 students must be exposed to career opportunities early and be shown a pathway to a successful career, along with the steps needed to get there. That is why WMC is strongly supportive of Senate Bill 199 and Assembly Bill 166. This legislation will provide transparency for students on key indicators that will allow them to make informed decisions on postsecondary schools, degrees and financial aid. Too often students are unaware of what degrees

¹ <https://www.wmcfoundation.org/wp-content/uploads/2023/12/WI-2035-Education-Report-Dec-2023.pdf>

² https://media.wmc.org/wp-content/uploads/2025/06/10083642/FINAL-CEO-Survey-Report_Summer-2025_Economy-Workforce.pdf

and careers are available to them. Providing the average salary, average debt, graduation rates and the 50 most in demand jobs within the state will not only provide transparency for students, but also will allow them to better make decisions for their future careers.

WMC urges members of the Senate Committee on Universities and Technical Colleges to vote in support of Senate Bill 199 and Assembly Bill 166. The information provided to students in this legislation will be key to helping them find the right opportunities and the path to get there. This will allow employers to have access to a better pool of talent.