

SUPPORT SB 3151 (Villanueva)

Leveling the Playing Field for All Colleges

SB 3151 will help level the playing field by making sure *all institutions* are using students' tuition dollars on their education, ensuring transparency in spending and protecting taxpayers' investments in our future.

The vast majority of colleges and universities spend most of their resources on their students' education, but a few institutions instead aggressively recruit students while spending little on instruction. This tactic gives these colleges an unfair advantage in recruiting students over institutions that focus on education over marketing, and their spending priorities negatively impact students.

When colleges put more money into advertising budgets than instruction, students struggle to see the return on the tens of thousands of dollars they have invested in their education. This disproportionately hurts students from low-income families, students of color, and women, all of whom are frequently targeted by for-profit colleges, colleges that on average, spend the least on instruction as a percentage of their tuition and fee revenue.

By setting a minimum threshold for instructional spending, Illinois can:

- » Ensure institutions don't prioritize their bottom lines over the quality of teaching and learning
- » Help protect student borrowers from predatory actors
- » Improve outcomes for students attending Illinois colleges and universities
- » Ensure taxpayer money primarily goes toward students, not profits

**Institutional
Spending Should
Prioritize Students
NOT Bottom Lines**



SB 3151 will help level the playing field for all institutions, improve transparency in spending, and improve outcomes for Illinois' students.

Specifically, SB 3151:

- Requires colleges and universities to spend at least 33% of their tuition and fee revenue on instruction
- If an institution does not meet the 33% threshold it must:
 - » Report certain spending data to the Illinois Board of Higher Education, including spending on advertising, shareholder profits, and executive salaries
 - » Create and implement a plan to meet the 33% spending requirement
- Colleges that spend less than one-third of tuition on instruction for two years in a row will have to notify students of their inability to meet this standard, and they will be suspended from receiving funding for new students from the Monetary Award Program (MAP) until they demonstrate change in institutional spending.