



	Fall 2014		Fall 2015		Fall 2016		Fall 2017		Fall 2018		Change from Prior Year
<b>TOTAL ENROLLMENT</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>% change</b>
All Students <sup>1</sup>	12,159		12,351		12,628		12,430		12,084		-2.8%
Undergraduate	10,971	90.2%	11,142	90.2%	11,380	90.1%	11,128	89.7%	10,747	88.9%	-3.4%
Graduate	1,188	9.8%	1,209	9.8%	1,248	9.9%	1,302	10.5%	1,337	11.1%	2.7%
Full-Time Equivalent (FTE) Students <sup>2</sup>	10,886.6		10,927.2		11,115.3		10,887.9		10,577.3		-2.9%
<b>UNDERGRADUATE ENROLLMENT</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>% change</b>
<i>Total Degree Seeking</i>	10,497	95.7%	10,584	95.0%	10,775	94.7%	10,522	94.6%	10,170	94.6%	-3.3%
Freshmen	2,355	21.5%	2,379	21.4%	2,409	21.2%	2,196	19.7%	2,019	18.8%	-8.1%
Sophomores	2,888	26.3%	2,941	26.4%	3,027	26.6%	2,909	26.1%	2,768	25.8%	-4.8%
Juniors	2,322	21.2%	2,360	21.2%	2,472	21.7%	2,506	22.5%	2,400	22.3%	-4.2%
Seniors	2,932	26.7%	2,904	26.1%	2,867	25.2%	2,911	26.2%	2,983	27.8%	2.5%
<i>Total Non-Degree Seeking</i>	474	4.3%	558	5.0%	605	5.3%	606	5.4%	577	5.4%	-4.8%
PIE Students	220	2.0%	291	2.6%	356	3.1%	340	3.1%	334	3.1%	-1.8%
Other	254	2.3%	267	2.4%	249	2.2%	266	2.4%	243	2.3%	-8.6%
<i>Study Away (excluded from enrollment)</i>	84		46		77		50		60		20.0%
<b>GRADUATE ENROLLMENT</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>% change</b>
<i>Total Degree Seeking</i>	1,107	93.2%	1,122	92.8%	1,170	93.8%	1,204	92.5%	1,284	96.0%	6.6%
Master's	1,069	90.0%	1,065	88.1%	1,097	87.9%	1,137	87.3%	1,222	91.4%	7.5%
Education Specialist	18	1.5%	20	1.7%	21	1.7%	16	1.2%	18	1.3%	12.5%
Doctoral	20	1.7%	37	3.1%	52	4.2%	51	3.9%	44	3.3%	-13.7%
<i>Total Non-Degree Seeking</i>	81	6.8%	87	7.2%	78	6.3%	98	7.5%	53	4.0%	-45.9%
<i>Study Away (excluded from enrollment)</i>	0		0		1		0		0		

	Fall 2014		Fall 2015		Fall 2016		Fall 2017		Fall 2018		Change from Prior Year
<b>NEW FRESHMAN CLASS</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>% change</b>
Applicants	5,844		6,082		6,228		5,706		4,960		-13.1%
Admits	4,780		4,896		5,056		4,745		4,324		-8.9%
Matriculants	2,151		2,189		2,220		2,014		1,843		-8.5%
Admit Rate		81.8%		80.5%		81.2%		83.2%		87.2%	4.0%
Yield Rate		45.0%		44.7%		43.9%		42.4%		42.6%	0.2%
Average ACT	22.5		22.6		22.4		22.2		22.2		0.0%
Average HS GPA	3.24		3.28		3.26		3.27		3.29		0.6%
First-Generation	917	42.6%	845	38.6%	894	40.3%	829	41.2%	695	37.7%	-16.2%
Underrepresented Minority (URM) <sup>3</sup>	283	13.2%	311	14.2%	313	14.1%	326	16.2%	252	13.7%	-22.7%

	Fall 2014		Fall 2015		Fall 2016		Fall 2017		Fall 2018		Change from Prior Year
<b>NEW TRANSFER CLASS</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>% change</b>
Applicants	1,151		1,321		1,322		1,153		1,100		-4.6%
Admits	1,031		1,162		1,180		1,039		1,003		-3.5%
Matriculants	706		751		760		720		663		-7.9%
Admit Rate		89.6%		88.0%		89.3%		90.1%		91.2%	1.1%
Yield Rate		68.5%		64.6%		64.4%		69.3%		66.1%	-3.2%
First-Generation	342	48.4%	385	51.3%	366	48.2%	332	46.1%	320	48.3%	-3.6%
Underrepresented Minority (URM)	112	15.9%	89	11.9%	88	11.6%	108	15.0%	104	15.7%	-3.7%

#### TOP WISCONSIN HIGH SCHOOLS

1st	Mukwonago HS - 2.4%	Fort Atkinson HS - 1.9%	Joseph A. Craig HS - 2.3%	Franklin HS - 2.5%	Hamilton HS - 2.0%
2nd	Arrowhead HS - 1.9%	Milton HS - 1.6%	Muskego HS - 2.1%	Mukwonago HS - 2.3%	Waukesha West HS - 1.8%
3rd	Menomonee Falls HS - 1.9%	Mukwonago HS - 1.5%	Mukwonago HS - 2.0%	Muskego HS - 2.3%	Joseph A. Craig HS - 1.6%
4th	Joseph A. Craig HS - 1.8%	Oak Creek HS - 1.5%	Oak Creek HS - 1.7%	Oak Creek HS - 2.3%	Arrowhead HS - 1.6%
5th	Muskego HS - 1.7%	Arrowhead HS - 1.5%	Germantown HS - 1.7%	Kettle Moraine HS - 2.2%	Mukwonago HS - 1.5%

#### TOP TRANSFER INSTITUTIONS

1st	MATC - 15.4%	MATC - 12.0%	MATC - 13.7%	MATC - 12.6%	MATC - 13.6%
2nd	UW-Rock County - 10.3%	UW-Waukesha - 10.3%	UW-Rock County - 9.2%	UW-Rock County - 9.4%	UW-Waukesha - 8.9%
3rd	UW-Waukesha - 10.2%	UW-Rock County - 9.9%	UW-Waukesha - 8.4%	UW-Waukesha - 8.1%	UW-Rock County - 8.1%
4th	UW-Milwaukee - 3.1%	UW-Milwaukee - 5.2%	UW-Milwaukee - 3.3%	McHenry County College - 4.0%	McHenry County College - 4.1%
5th	McHenry County College - 2.7%	UW-Washington County - 3.5%	Rock Valley College - 3.3%	Rock Valley College - 3.6%	College of Lake County - 3.0%

	Fall 2014		Fall 2015		Fall 2016		Fall 2017		Fall 2018		Change from Prior Year
<b>UNDERGRADUATE DEMOGRAPHICS</b>											
<b>Courseload Status</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>% change</b>
Full-Time	9,979	91.0%	9,963	89.4%	10,088	88.6%	9,806	88.1%	9,497	88.4%	-3.2%
Part-Time	992	9.0%	1,179	10.6%	1,292	11.4%	1,322	11.9%	1,250	11.6%	-5.4%
<b>Residency Status</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>% change</b>
Wisconsin Resident	9,328	85.0%	9,361	84.0%	9,495	83.4%	9,270	83.3%	8,941	83.2%	-3.5%
Nonresident	1,643	15.0%	1,781	16.0%	1,885	16.6%	1,858	16.7%	1,806	16.8%	-2.8%
<b>Geographic Representation</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>% change</b>
Wisconsin	9,287	84.7%	9,302	83.5%	9,500	83.5%	9,300	83.6%	9,005	83.8%	-3.2%
Illinois	1,367	12.5%	1,481	13.3%	1,537	13.5%	1,519	13.7%	1,458	13.6%	-4.0%
Minnesota	54	0.5%	79	0.7%	66	0.6%	66	0.6%	53	0.5%	-19.7%
States Represented	38		31		35		36		38	0.4%	5.6%
Countries Represented	36		34		35		29		31	0.3%	6.9%
Non-Domestic Students	116	1.1%	106	1.0%	124	1.1%	110	1.0%	113	1.1%	2.7%
<b>Diversity Indicators</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>% change</b>
Female	5,514	50.3%	5,554	49.8%	5,625	49.4%	5,490	49.3%	5,293	49.3%	-3.6%
Male	5,457	49.7%	5,588	50.2%	5,755	50.6%	5,638	50.7%	5,454	50.7%	-3.3%
African American/Black	501	4.6%	472	4.2%	458	4.0%	441	4.0%	416	3.9%	-5.7%
American Indian/Alaskan Native	23	0.2%	19	0.2%	18	0.2%	20	0.2%	22	0.2%	10.0%
Hispanic/Latino	544	5.0%	636	5.7%	679	6.0%	684	6.1%	693	6.4%	1.3%
International	126	1.1%	123	1.1%	132	1.2%	123	1.1%	118	1.1%	-4.1%
Native Hawaiian/Pacific Islander	7	0.1%	5	0.0%	6	0.1%	5	0.0%	3	0.0%	-40.0%
Other Asian	104	0.9%	101	0.9%	107	0.9%	107	1.0%	101	0.9%	-5.6%
Southeast Asian	82	0.7%	87	0.8%	90	0.8%	92	0.8%	90	0.8%	-2.2%
White/Caucasian	9,181	83.7%	9,118	81.8%	9,338	82.1%	9,119	81.9%	8,818	82.1%	-3.3%
Two or More Races	393	3.6%	573	5.1%	541	4.8%	525	4.7%	474	4.4%	-9.7%
Unknown	10	0.1%	8	0.1%	11	0.1%	12	0.1%	12	0.1%	0.0%
Underrepresented Minority (URM)	1,380	12.6%	1,449	13.0%	1,481	13.0%	1,468	13.2%	1,444	13.4%	-1.6%
Non-URM	9,465	86.3%	9,570	85.9%	9,767	85.8%	9,537	85.7%	9,185	85.5%	-3.7%
Veterans	264	2.4%	254	2.3%	253	2.2%	274	2.5%	277	2.6%	1.1%
First-Generation	4,737	43.2%	4,620	41.5%	4,604	40.5%	4,465	40.1%	4,286	39.9%	-4.0%
Nontraditional (Age 25+)	1,037	9.5%	1,037	9.3%	1,011	8.9%	1,021	9.2%	977	9.1%	-4.3%
Federal Pell Grants (Fall, Spring, Summer)	3,406	31.0%	3,315	29.1%	3,149	27.7%	available March 2019		available March 2020		
Students with Disabilities (Degree-Seeking UG)	913	8.7%	926	8.7%	915	8.5%	878	8.3%	available January 2019		

	Fall 2014		Fall 2015		Fall 2016		Fall 2017		Fall 2018		Change from Prior Year
<b>UNDERGRADUATE ENROLLMENT BY COLLEGE</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>% change</b>
Arts and Communication	1,116	10.6%	1,118	10.6%	1,086	10.1%	1,058	10.1%	1,136	11.2%	7.4%
Business and Economics	3,682	35.1%	3,907	36.9%	4,133	38.4%	4,106	39.0%	4,022	39.5%	-2.0%
Education and Professional Studies	1,991	19.0%	1,922	18.2%	1,927	17.9%	1,886	17.9%	1,547	15.2%	-18.0%
Letters and Sciences	3,708	35.3%	3,637	34.4%	3,629	33.7%	3,472	33.0%	3,465	34.1%	-0.2%
<b>GRADUATE ENROLLMENT BY COLLEGE</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>% change</b>
Arts and Communication	16	1.4%	12	1.1%	11	0.9%	13	1.1%	14	1.1%	7.7%
Business and Economics	730	65.9%	735	65.5%	766	65.5%	722	60.0%	723	56.3%	0.1%
Education and Professional Studies	330	29.8%	344	30.7%	362	30.9%	430	35.7%	399	31.1%	-7.2%
Letters and Sciences	31	2.8%	31	2.8%	31	2.6%	39	3.2%	85	6.6%	117.9%
<b>TOP TEN UNDERGRADUATE MAJORS</b>											
1st	Accounting		Accounting		Accounting		Accounting		Accounting		
2nd	Biology		Marketing		Marketing		Marketing		Marketing		
3rd	Elementary Education		Biology		Biology		Finance		Elementary Education		
4th	Marketing		Elementary Education		Finance		Elementary Education		Finance		
5th	Physical Education		Finance		Elementary Education		General Business		General Business		
6th	Psychology		General Business		General Business		Biology		Biology		
7th	General Business		Psychology		Psychology		Psychology		Communication		
8th	Social Work		Physical Education		Physical Education		Physical Education		Psychology		
9th	Finance		Social Work		Social Work		Social Work		Physical Education		
10th	Communication		Communication		Communication		Communication		Computer Science		
<b>RETENTION &amp; GRADUATION</b>		<b>%</b>		<b>%</b>		<b>%</b>		<b>%</b>		<b>%</b>	<b>% change</b>
6 Year Graduation Rate		57.7%		60.0%		57.4%		61.7%		58.0%	-6.0%
4 Year Graduation Rate		29.0%		32.0%		31.2%		36.1%		38.0%	5.3%
Freshman-to-Sophomore Retention Rate		80.5%		80.9%		81.6%		78.2%		82.1%	5.0%
<b>DEGREES AWARDED (PREVIOUS AY)</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>% change</b>
Associate	84	3.2%	108	4.0%	107	3.9%	118	4.3%	100	3.6%	-15.3%
Bachelor's	2,134	80.3%	2,151	80.4%	2,207	81.3%	2,199	80.5%	2,226	81.1%	1.2%
Master's	434	16.3%	412	15.4%	388	14.3%	405	14.8%	402	14.7%	-0.7%
Education Specialist	4	0.2%	5	0.2%	13	0.5%	11	0.4%	7	0.3%	-36.4%
Doctoral degrees (DBA)									9	0.3%	

	Fall 2014		Fall 2015		Fall 2016		Fall 2017		Fall 2018		Change from Prior Year
<b>FACULTY &amp; STAFF</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>Headcount</b>	<b>%</b>	<b>% change</b>
Total Employees	1,387		1,331		1,364		1,408		<i>available January 2019</i>		
Full-Time Faculty	363		348		348		370				
FTE Faculty	365.4		350.2		353.3		372.0				
Student-Faculty Ratio	21:1		22:1		21:1		20:1				
Staff	937		898		929		952				
Full-Time Staff	748	79.8%	724	80.6%	740	79.7%	742	77.9%			
Part-Time Staff	189	20.2%	174	19.4%	189	20.3%	210	22.1%			

**TUITION & FEES (PER SEMESTER)**

											% change
Resident Undergraduate Tuition	\$	3,259.44	\$	3,259.44	\$	3,259.44	\$	3,259.44	\$	3,259.44	0.0%
Nonresident Undergraduate Tuition	\$	7,045.92	\$	7,295.88	\$	7,545.84	\$	7,545.84	\$	7,545.84	0.0%
Resident Graduate Tuition	\$	3,820.23	\$	3,896.64	\$	3,974.67	\$	3,974.67	\$	3,974.67	0.0%
Nonresident Graduate Tuition	\$	8,385.66	\$	8,553.33	\$	8,723.88	\$	8,723.88	\$	8,723.88	0.0%
Undergraduate Fees	\$	540.36	\$	559.23	\$	565.36	\$	571.43	\$	586.66	2.7%
Room and Board <sup>4</sup>	\$	3,072.00	\$	3,107.00	\$	3,163.00	\$	3,221.00	\$	3,301.00	2.5%

<sup>1</sup> Whitewater campus only. Study away students are excluded from enrollment headcounts

<sup>2</sup> Calculated as the sum of credits divided by 15, 12, or 7, depending on the student's program level (undergraduate, graduate, or doctoral)

<sup>3</sup> A student who indicates a race/ethnicity of African American/Black, American Indian, Hispanic/Latino(a), or Southeast Asian, either alone or in combination with other races/ethnicities

<sup>4</sup> Double (standard) occupancy and 24 meals/week as per IPEDS Institutional Characteristics Survey