



Total Enrollment

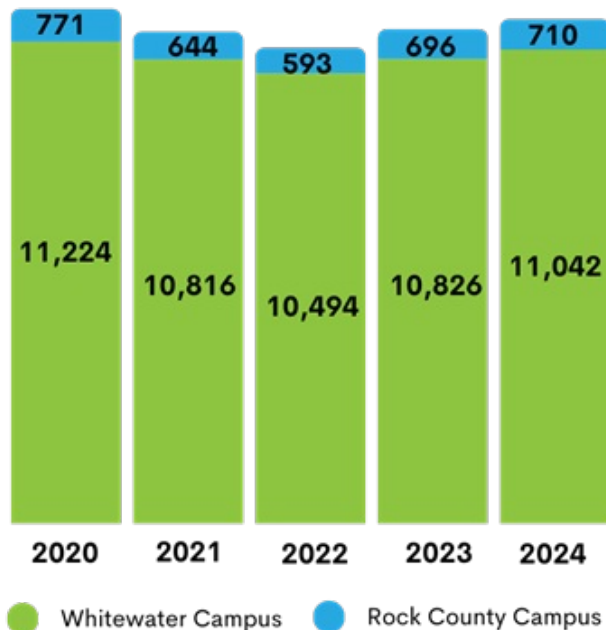
11,752

Undergraduate 10,090

Graduate 1,662

Full-time Equivalent (FTE) 9,832.1

Historical Enrollment



1,300+

students are served annually by the Center for Students with Disabilities



Students attend from
45 US States & Territories and
25 Countries



340

student veterans or active military personnel

23

average age of enrolled students



429

high school students enrolled in courses



79%

of undergrads live in Wisconsin 10 years post-graduation



36%

First-Generation (Undergraduates)



82%

Wisconsin Residents



18%

Underrepresented Minorities (URM)



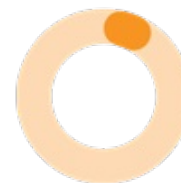
94%

Degree Seeking



12%

Illinois Residents



11%

Nontraditional Age (Undergraduates)

UNDERGRADUATE ENROLLMENT

UNDERGRADUATE HEADCOUNT

Degree Seeking	Freshman	2,447	24.3%
	Sophomore	2,646	26.2%
	Junior	2,019	20.0%
	Senior	2,274	22.5%
	Total	9,386	93.0%
Non-Degree Seeking	High School	429	4.3%
	Other	275	2.7%
	Total	704	7.0%
Grand Total		10,090	100.0%

Female	5,018	49.7%
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First-Generation	3,672	36.4%
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Full-time	8,484	84.1%
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Nontraditional (Age 25+)	1,113	11.0%
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Veteran	214	2.1%
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WI Resident	8,389	83.1%
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ETHNICITY

African American/Black	523	5.2%
Hispanic/Latino	1,014	10.0%
White/Caucasian	7,842	77.7%
All Other Ethnicities	562	5.6%
Unknown	149	1.5%

UNDERREPRESENTED MINORITY STATUS

Underrepresented Minority	1,830	18.1%
Non-Underrepresented Minority	8,210	81.4%
International	50	0.5%

First-to-Second Year Retention Rate

Fall 2023 cohort

78.0% Whitewater Campus (Bachelor's degree)

61.5% Rock County Campus (Associate degree)



GRADUATE ENROLLMENT

GRADUATE HEADCOUNT

Degree Seeking	Master's	1,562	94.0%
	Education Specialist	25	1.5%
	Doctoral	39	2.3%
	Total	1,626	97.8%
Non-Degree Seeking	Other	36	2.2%
	Total	36	2.2%
Grand Total		1,662	100.0%

Female	1,012	60.9%
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Full-time	508	30.6%
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Veteran	126	7.6%
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WI Resident	1,279	77.0%
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ETHNICITY

African American/Black	99	6.0%
Hispanic/Latino	101	6.1%
White/Caucasian	1,289	77.6%
All Other Ethnicities	95	5.7%
Unknown	78	4.7%

UNDERREPRESENTED MINORITY STATUS

Underrepresented Minority	232	14.0%
Non-Underrepresented Minority	1,424	85.7%
International	6	0.4%

NEW FIRST-YEAR AND NEW TRANSFER CLASS BY CAMPUS

WHITEWATER CAMPUS

Admissions	First-Year	Transfers
Applied	9,098	960
Admitted	8,385	851
Enrolled	1,929	522
Admit Rate	92.2%	88.6%
Yield Rate	23.0%	61.3%

	First-Year		Transfer	
Freshman	1,828	94.8%	84	16.1%
Sophomore	94	4.9%	254	48.7%
Junior	7	0.4%	158	30.3%
Senior			26	5.0%
Grand Total	1,929	100.0%	522	100.0%

Full-time	1,904	98.7%	422	80.8%
WI Resident	1,594	82.6%	407	78.0%

DEMOGRAPHICS

Underrepresented Minority	368	19.1%	107	20.5%
First-Generation	684	35.5%	247	47.3%
Female	890	46.1%	295	56.5%
Average Age	18.3		24.1	

GEOGRAPHIC ORIGIN

Wisconsin	1,621	84.0%	415	79.5%
Illinois	261	13.5%	86	16.5%

Non-Domestic Students	7	0.4%	2	0.4%
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Avg ACT Composite
Score
20.9

Avg High School GPA
3.26/4.0

Top WI High Schools

1. Oak Creek High School
2. Mukwonago High School
3. Oconomowoc High School

Top Transfer Institutions

1. Madison Area Tech College
2. UW – Milwaukee
3. Milwaukee Area Tech College

ROCK COUNTY CAMPUS

Admissions	First-Year	Transfers
Applied	399	97
Admitted	399	97
Enrolled	231	73
Admit Rate	100%	100%
Yield Rate	57.9%	75.3%

	First-Year		Transfer	
Freshman	225	97.4%	30	41.1%
Sophomore	6	2.6%	26	35.6%
Junior			10	13.7%
Senior			7	9.6%
Grand Total	231	100.0%	73	100.0%

Full-time	197	85.3%	47	64.4%
WI Resident	213	92.2%	65	89.0%

DEMOGRAPHICS

Underrepresented Minority	93	40.3%	28	38.4%
First-Generation	141	61.0%	53	72.6%
Female	128	55.4%	42	57.5%
Average Age	18.9		27.9	

GEOGRAPHIC ORIGIN

Wisconsin	224	97.0%	71	97.3%
Illinois	7	3.0%		

Avg ACT Composite
Score
18.4

Avg High School GPA
2.63/4.0

Top WI High Schools

1. George Parker High School
2. Beloit Memorial High School
3. Joseph A. Craig High School

Top Transfer Institutions

1. Blackhawk Tech College
2. Madison Area Tech College
3. UW – Milwaukee



Degree Seeking Enrollment by College

	Undergraduate	Graduate
Arts and Communication	9.1%	1.2%
Business and Economics	39.4%	60.6%
Education and Professional Studies	16.2%	28.2%
Integrated Studies	6.6%	
Letters and Sciences	28.7%	10.0%

New Student Enrollment by College

	First-Year	Transfer
Arts and Communication	6.5%	7.9%
Business and Economics	40.4%	36.1%
Education and Professional Studies	12.7%	19.3%
Integrated Studies	10.7%	12.3%
Letters and Sciences	29.8%	24.4%

Degrees Awarded

In 2023-24, UW-Whitewater awarded **2,597 degrees**, including **137** Associate degrees, **1,792** Bachelor's degrees, **651** Master's degrees, **7** Education Specialist degrees, and **10** Doctoral degrees.

Top Majors and Minors

UW-Whitewater offers 62 undergraduate majors, 22 graduate majors, 123 certificates, and more than 130 minors.

Undergraduate Majors

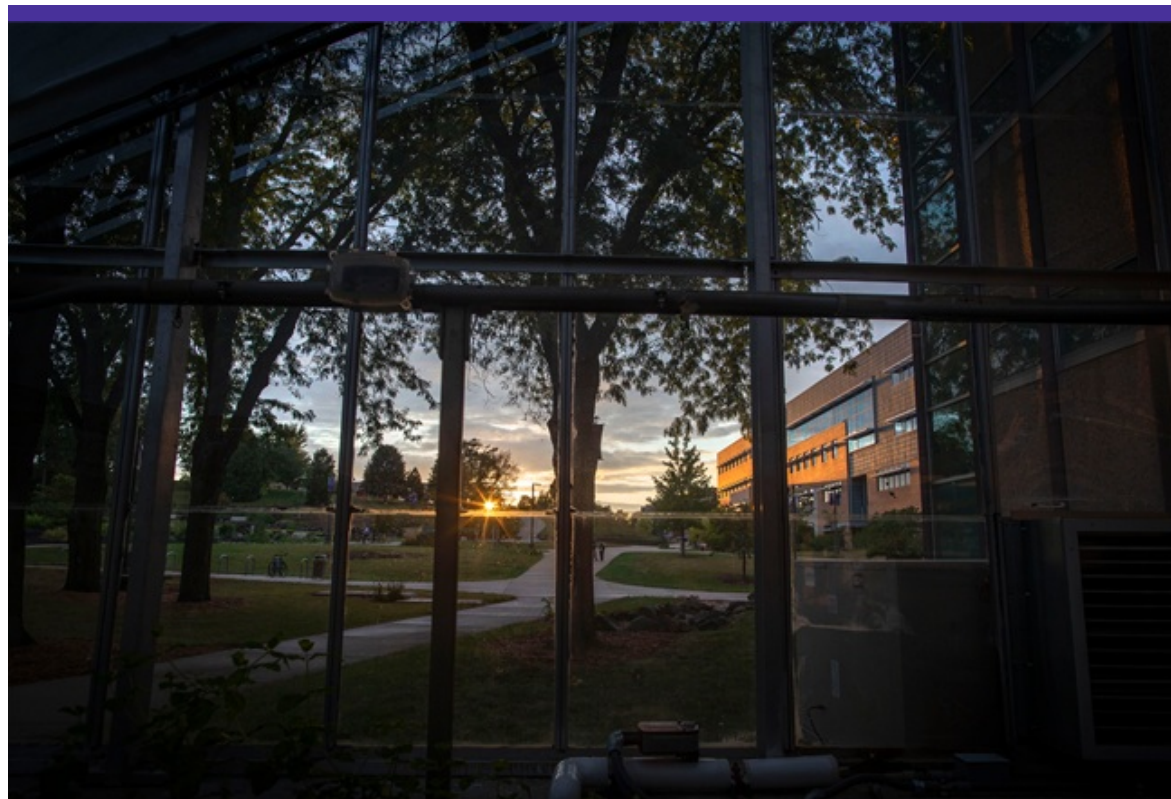
Finance
Accounting
Marketing
General Business
Psychology
Biology
Elementary/Middle Education
Communication
Computer Science
Management

Undergraduate Minors

Adaptive Education Licensure
Spanish
Human and Social Services
Psychology
General Business

Graduate Majors

Business Administration
Counseling
Special Education
Social Work
Environmental Safety & Health



Warhawk BOLD

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Institutional Research,
Assessment, and Planning
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