



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)



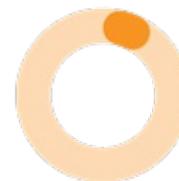
94%

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% |
|------------------|-------|-------|

| | | |
|-----------|-------|-------|
| Full-time | 8,484 | 84.1% |
|-----------|-------|-------|

| | | |
|--------------------------|-------|-------|
| Nontraditional (Age 25+) | 1,113 | 11.0% |
|--------------------------|-------|-------|

| | | |
|---------|-----|------|
| Veteran | 214 | 2.1% |
|---------|-----|------|

| | | |
|-------------|-------|-------|
| WI Resident | 8,389 | 83.1% |
|-------------|-------|-------|

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% |
|--------|-------|-------|

| | | |
|-----------|-----|-------|
| Full-time | 508 | 30.6% |
|-----------|-----|-------|

| | | |
|---------|-----|------|
| Veteran | 126 | 7.6% |
|---------|-----|------|

| | | |
|-------------|-------|-------|
| WI Resident | 1,279 | 77.0% |
|-------------|-------|-------|

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% |
|-----------|-------------|-----------|

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|-------------|-------------|-----------|
| 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% |
|-----------------------|--------|--------|

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

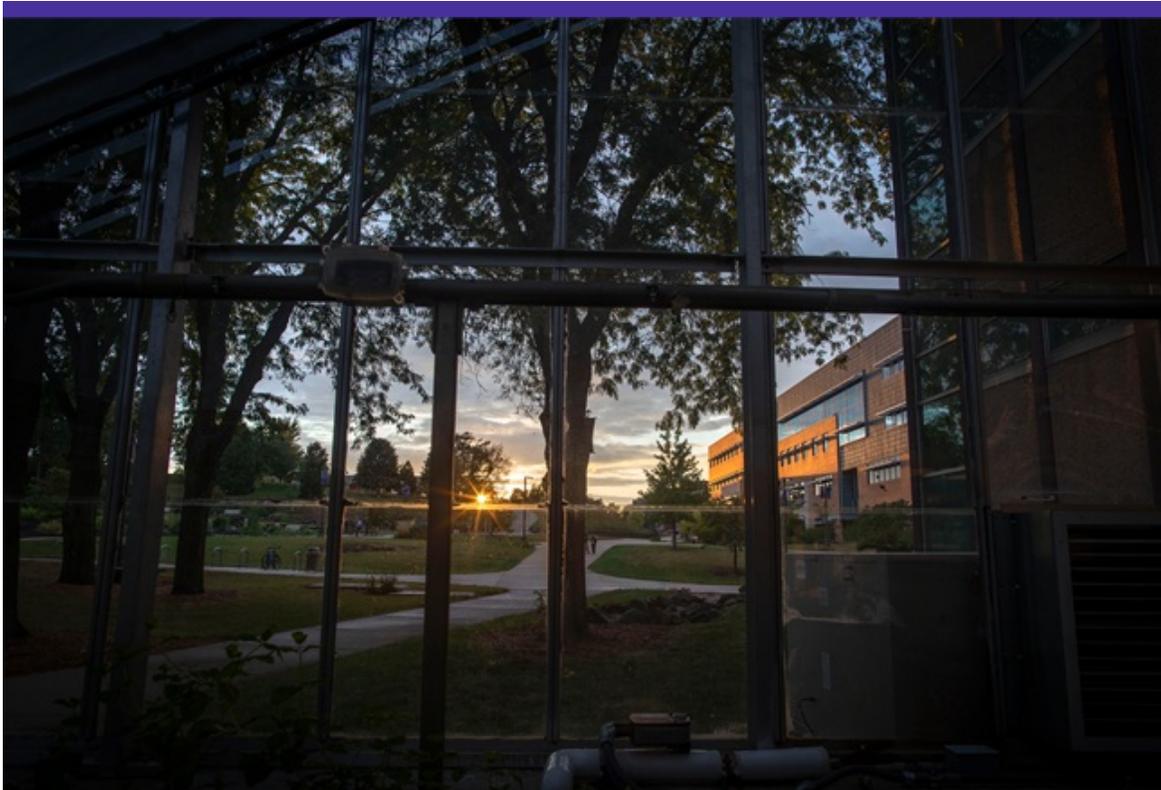
Finance
Accounting
Marketing
General Business
Psychology
Biology
Elementary/Middle Education
Communication
Computer Science
Management

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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Assessment, and Planning
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