University of Wisconsin - Whitewater
Retention Rates by Major
First-Time Full-Time Undergraduate Students Entering in Fall Semester
Fall 2018 - Fall 2022 (5-year average)*

Retention Rates by Major Declared at Entry

		Cohort	1st to 2nd	2nd to 3rd	3rd to 4th
Arts & Communication	Art	105	70.5%	59.0%	54.3%
	Communication	93	74.2%	72.0%	64.5%
	Journalism	80	77.5%	65.0%	66.3%
	Media Arts & Game Development	173	77.5%	66.5%	60.7%
	Music	174	73.0%	67.2%	61.5%
	Theatre	39	71.8%	69.2%	61.5%
	Total	**664**	**74.4%**	**66.3%**	**61.1%**
Business & Economics	Accounting	651	84.9%	77.6%	71.7%
	Business Analytics	57	68.4%	61.4%	56.1%
	Economics	35	82.9%	80.0%	65.7%
	Entrepreneurship	153	73.2%	60.8%	54.9%
	Finance	501	79.4%	70.1%	61.7%
	General Business	516	78.9%	69.6%	63.2%
	Human Resource Management	75	85.3%	78.7%	72.0%
	Information Technology	81	85.2%	81.5%	69.1%
	Integrated Science-Business	12	100.0%	100.0%	100.0%
	International Business	89	84.3%	76.4%	70.8%
	Management	227	78.4%	70.9%	64.8%
	Marketing	592	78.2%	68.1%	63.3%
	Occupational Safety	44	72.7%	70.5%	59.1%
	Operations & Supply Chain Management	57	91.2%	87.7%	84.2%
	Undeclared Major-Business	720	76.8%	69.0%	65.1%
	Total	**3,810**	**79.7%**	**71.3%**	**65.4%**
Education & Professional Studies	Art Education	55	78.2%	65.5%	61.8%
	Business Education	25	84.0%	84.0%	76.0%
	Communication Sciences & Disorders	99	84.8%	79.8%	74.7%
	Early Child Care & Education	*	75.0%	75.0%	50.0%
	Early Childhood Special Education	169	75.1%	65.7%	61.5%
	Elementary/Middle Education	452	83.8%	76.3%	73.5%
	Human Performance	88	75.0%	67.0%	60.2%
	Physical Education	138	73.2%	68.1%	65.2%
	Special Education	116	81.9%	72.4%	68.1%
	Total	**1,146**	**80.2%**	**72.6%**	**68.7%**
Letters & Sciences	Biology	491	75.8%	62.3%	53.8%
	Chemistry	82	70.7%	56.1%	47.6%
	Computer Science	335	75.8%	65.4%	59.1%
	Criminology	231	72.7%	61.9%	55.0%
	Cybersecurity	20	75.0%	75.0%	60.0%
	English	105	75.2%	66.7%	60.0%
	Environmental Science	59	83.1%	76.3%	67.8%
	Film Studies	13	53.8%	38.5%	46.2%
	French	*	100.0%	100.0%	100.0%
	Geography	11	72.7%	81.8%	54.5%
	German	*	60.0%	60.0%	60.0%

*Due to the small cohorts in some programs, we report out a 5-year average. Headcounts fewer than 10 are suppressed and displayed as an asterisk (*) to protect privacy. The years shown are the most recent available that allow us to accurately display retention 'after 3 years'. For example, a cohort starting in Fall 2022 would display in '1st to 2nd' in Fall 2023, in '2nd to 3rd' in Fall 2024, and in '3rd to 4th' in Fall 2025.

Note: Retention rates are calculated from a student's first major upon entry to the institution, regardless of major changes thereafter. Additional definitions are available in the IRAP Glossary at http://www.uww.edu/irap

Institutional Research, Assessment, and Planning, 1/2026

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Letters & Sciences	History	95	78.9%	70.5%	61.1%
	Integrated Science-Business	13	76.9%	53.8%	46.2%
	International Studies	16	68.8%	62.5%	75.0%
	Japanese Studies	*	83.3%	33.3%	33.3%
	Legal Studies	24	70.8%	66.7%	50.0%
	Liberal Studies	*	100.0%	100.0%	75.0%
	Mathematics	124	88.7%	82.3%	71.0%
	Physics	55	80.0%	58.2%	52.7%
	Political Science	86	73.3%	62.8%	58.1%
	Pre-Professional	23	65.2%	52.2%	43.5%
	Professional Writing & Publishing	*	100.0%	100.0%	100.0%
	Psychology	389	73.5%	60.9%	52.7%
	Public Policy & Administration	*	66.7%	66.7%	50.0%
	Social Studies	21	85.7%	76.2%	76.2%
	Social Work	130	70.0%	57.7%	44.6%
	Sociology	22	59.1%	54.5%	40.9%
	Spanish	16	81.3%	75.0%	68.8%
	Women's & Gender Studies	*	66.7%	33.3%	33.3%
	Total	**2,388**	**75.3%**	**63.9%**	**55.9%**
Undeclared	Undeclared	1,070	69.9%	59.6%	55.3%
	Total	**1,070**	**69.9%**	**59.6%**	**55.3%**
	Grand Total	**9,078**	**77.0%**	**67.8%**	**61.8%**

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