WARHAWK DISTINCTIONS
College of Distinction
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FIRST-TO-SECOND YEAR RETENTION RATE
The retention rate of first-year bachelor’s degree seeking students who started at the Whitewater campus in Fall 2019 is 78.6%.

The retention rate of first-year associate degree seeking students who started at the Rock County campus in Fall 2019 is 65.4%.

DEGREES AWARDED
2,980 degrees conferred in 2019-20

<table>
<thead>
<tr>
<th>Degree Level</th>
<th>Whitewater</th>
<th>Rock County</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Degrees</td>
<td>2,818</td>
<td>142</td>
</tr>
<tr>
<td>Associate</td>
<td>47</td>
<td>138</td>
</tr>
<tr>
<td>Bachelor’s</td>
<td>2,262</td>
<td>4</td>
</tr>
<tr>
<td>Master’s</td>
<td>507</td>
<td></td>
</tr>
<tr>
<td>Education Specialist</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Doctoral</td>
<td>10</td>
<td></td>
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</tbody>
</table>

VETERANS
UW-Whitewater and the Rock County branch campus serve a veteran population of 392 students. Thirty-seven percent of this population are enrolled as graduate students, including ten doctoral students.

HIGH SCHOOL STUDENT ENROLLMENT
UW-Whitewater enrolled 256 high school students in Fall 2020. Many of these students are enrolled in the Partners in Education (PIE) program, which allows students to earn college credit while still in high school.

STUDENTS WITH DISABILITIES
The Center for Students with Disabilities serves over 1,100 students, more than any other comprehensive UW institution in the state. Eligible students receive accommodations to support their academic success.

TOTAL ENROLLMENT
11,995

<table>
<thead>
<tr>
<th>Type</th>
<th>Undergraduate</th>
<th>Graduate</th>
<th>Full-Time Equivalent (FTE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>10,428</td>
<td>1,567</td>
<td>10,284.3</td>
</tr>
</tbody>
</table>

HISTORICAL ENROLLMENT

<table>
<thead>
<tr>
<th>Year 2016</th>
<th>Whitewater Campus</th>
<th>Rock County Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>12,628</td>
<td>12,430</td>
<td>13,059</td>
</tr>
<tr>
<td>9,275</td>
<td>12,084</td>
<td>11,586</td>
</tr>
<tr>
<td>12,448</td>
<td>11,224</td>
<td>11,995</td>
</tr>
</tbody>
</table>

TOP MAJORS AND MINORS

UNDERGRADUATE MAJORS
Marketing
Accounting
Finance
Elementary Education
General Business
Psychology
Biology
Communication
Computer Science
General Management

GRADUATE MAJORS
Business Administration
Counseling
Special Education
Professional Studies
Environmental Safety & Health

UNDERGRADUATE MINORS
Adaptive Education Licensure
Spanish
Psychology
Human Services Foundations
Sociology
General Business
Athletic Coaching Education
Criminology
Marketing
Political Science

UW-Whitewater offers 57 undergraduate majors, 19 graduate majors, and more than 120 minors. Top majors and minors reflect degree seeking baccalaureate and graduate students only.
## NEW FIRST-YEAR AND TRANSFER STUDENTS BY CAMPUS

### WHITewater Campus

#### Admissions
- **Freshmen:** 4,083
- **Transfers:** 858
- **Admitted:** 4,457
- **Enrolled:** 1,763
- **Admit Rate:** 91.3%
- **Yield Rate:** 39.6%

#### Diversity Indicators
- Underrepresented Minorities: 225 (14.5%)
- Average Age: 18.2

#### Geographic Origin
- Wisconsin: 1,449 (82.5%)
- 408 (82.8%)

#### Test Scores and HS GPA
- Average ACT Composite Score: 21.9
- Average HS GPA: 3.30/4.0

### Rock County Campus

#### Admissions
- **Freshmen:** 467
- **Transfers:** 68

#### Diversity Indicators
- Underrepresented Minorities: 102 (33.4%)

#### Geographic Origin
- Wisconsin: 280 (95.9%)
- 36 (92.3%)

#### School of Origin
- **Top Wisconsin High Schools:**
  - Joseph A. Craig High School
  - Beloit Memorial High School
  - Milton High School

### Undergraduate and Graduate Enrollment

#### Undergraduate Enrollment

<table>
<thead>
<tr>
<th></th>
<th>Whitewater</th>
<th>Rock County</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Headcount</strong></td>
<td>9,657</td>
<td>771</td>
</tr>
<tr>
<td>Full Time Equivalent (FTE)</td>
<td>8,805.4</td>
<td>614.3</td>
</tr>
<tr>
<td>Total Degree Seeking</td>
<td>9,165</td>
<td>728</td>
</tr>
<tr>
<td>Freshman</td>
<td>1,942</td>
<td>431</td>
</tr>
<tr>
<td>Sophomore</td>
<td>2,333</td>
<td>297</td>
</tr>
<tr>
<td>Junior</td>
<td>2,164</td>
<td>0</td>
</tr>
<tr>
<td>Senior</td>
<td>2,726</td>
<td>0</td>
</tr>
<tr>
<td>Total Non-Degree Seeking</td>
<td>492</td>
<td>43</td>
</tr>
</tbody>
</table>

#### Course Load
- **Full-time:** 8,380 (86.8%)
- **Part-time:** 1,277 (13.2%)

#### Gender
- Male: 4,926 (51.0%)
- Female: 4,731 (49.0%)

#### Residency
- Wisconsin Resident: 8,044 (83.3%)
- Nonresident: 1,613 (16.7%)

#### Ethnicity
- African American/Black: 363 (3.8%)
- American Indian/Alaskan Native: 19 (0.2%)
- Hispanic/Latino: 727 (7.5%)
- International: 46 (0.5%)
- Native Hawaiian/Pacific Islander: 5 (0.1%)
- Other Asian: 40 (0.4%)
- Southeast Asian: 76 (0.8%)
- White/Caucasian: 8,024 (83.1%)
- Two or More Races: 277 (2.9%)
- Unknown: 21 (0.2%)

#### Diversity Indicators
- Underrepresented Minorities: 1,374 (14.2%)
- Veterans: 229 (2.4%)
- Non-Generation First: 3,577 (37.0%)
- Nontraditional (Age 25+): 912 (9.4%)

#### Geographic Origin
- Wisconsin: 1,449 (82.5%)
- 408 (82.8%)

### First-Generation Status of New First Year Students

- **Whitewater:** 33% First Gen
- **Rock County:** 64% First Gen

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**Note:** First-Generation Status refers to an undergraduate student whose parents have earned a four-year college/university degree.

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**UW-Whitewater offers 19 graduate majors leading to master’s, education specialist, and doctoral degrees.**
NEW FIRST-YEAR AND TRANSFER STUDENTS BY CAMPUS

WHITEWATER CAMPUS

ADMISSIONS
- Freshmen: 4,803
- Transfers: 858
- Admitted: 4,457
- Enrolled: 1,763
- Admit Rate: 91.3%
- Yield Rate: 39.6%

DIVERSITY INDICATORS
- Underrepresented Minorities: 225 (14.5%)
- Average Age: 18.2
- States Represented: 4
- Non-Domestic Students: 5

TEST SCORES AND HS GPA
- Average ACT Composite Score: 21.9
- Average HS GPA: 3.3

SCHOOLS OF ORIGIN
- Top Wisconsin High Schools: Joseph A. Craig High School - Janesville
- Top Transfer Institutions: Madison Area Technical College - WI

ROCK COUNTY CAMPUS

ADMISSIONS
- Freshmen: 493
- Transfers: 31
- Admitted: 488
- Enrolled: 237
- Admit Rate: 100%
- Yield Rate: 62.5%

DIVERSITY INDICATORS
- Underrepresented Minorities: 102 (34.9%)
- Average Age: 18.5
- States Represented: 2
- Non-Domestic Students: 1

TEST SCORES AND HS GPA
- Average ACT Composite Score: 18.3
- Average HS GPA: 2.7

SCHOOLS OF ORIGIN
- Top Wisconsin High Schools: Joseph A. Craig High School - Janesville
- Top Transfer Institutions: Blackhawk Technical College - WI

UNDERGRADUATE AND GRADUATE ENROLLMENT

UNDERGRADUATE ENROLLMENT

<table>
<thead>
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COURSELOAD
- Full-time: 8,380 (86.8%)
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GENDER
- Male: 4,926 (51.0%)
- Female: 4,731 (49.0%)

RESIDENCY
- Wisconsin Resident: 8,044 (83.3%)
- Nonresident: 1,613 (16.7%)

GEOGRAPHIC ORIGIN
- Countries Represented: 21
- States Represented: 33
- Non-Domestic Students: 43

ETHNICITY
- African American/Black: 363 (3.8%)
- American Indian/Alaskan Native: 19 (0.2%)
- Hispanic/Latino: 727 (7.5%)
- International: 46 (0.5%)
- Native Hawaiian/Pacific Islander: 5 (0.1%)
- Other Asian: 99 (1.0%)
- Southeast Asian: 76 (0.8%)
- White/Caucasian: 8,024 (83.1%)
- Two or More Races: 277 (2.9%)
- Unknown: 21 (0.2%)

DIVERSITY INDICATORS
- Underrepresented Minorities: 1,374 (14.2%
- Veterans: 229 (2.4%)
- First-Generation: 3,577 (37.0%)
- Nontraditional (Age 25+): 912 (9.4%)

GRADUATE ENROLLMENT

GRADUATE HEADCOUNT
- Full-Time Equivalent (FTE): 864.5
- Total Degree Seeking: 2,512
- Master’s: 1,446
- Doctoral: 104

TOTAL Non-Degree Seeking: 53

COURSELOAD
- Full-time: 504 (32.2%)
- Part-time: 1,063 (67.8%)

GENDER
- Male: 689 (44.0%)
- Female: 875 (56.0%)

RESIDENCY
- Wisconsin Resident: 1,199 (76.5%)
- Nonresident: 368 (23.5%)

GEOGRAPHIC ORIGIN
- Countries Represented: 14
- States Represented: 41
- Non-Domestic Students: 16

ETHNICITY
- African American/Black: 68 (4.3%)
- American Indian/Alaskan Native: 4 (0.3%)
- Hispanic/Latino: 83 (5.3%)
- International: 26 (1.7%)
- Native Hawaiian/Pacific Islander: 3 (0.2%)
- Other Asian: 38 (2.4%)
- Southeast Asian: 14 (0.9%)
- White/Caucasian: 1,292 (82.5%)
- Two or More Races: 32 (2.0%)
- Unknown: 7 (0.4%)

DIVERSITY INDICATORS
- Underrepresented Minorities: 188 (12.0%)
- Veterans: 146 (9.3%)
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U.S. News & World Report
UW-Whitewater ranked No. 58 among regional universities in the U.S. News & World Report 2021 rankings, and is ranked 12th among regional public universities. This year the university was also recognized for advancing social mobility, as a best college for veterans, and for its outstanding business program.

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</tr>
<tr>
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<td></td>
</tr>
<tr>
<td>2019</td>
<td>12,448</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>11,995</td>
<td></td>
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In 2018, UW-Rock County began operating as a branch campus of UW-Whitewater under the new name of University of Wisconsin—Whitewater at Rock County.

TOP MAJORS AND MINORS

UNDERGRADUATE MAJORS
- Marketing
- Accounting
- Finance
- Elementary Education
- General Business
- Psychology
- Biology
- Communication
- Computer Science
- General Management

UNDERGRADUATE MINORS
- Adaptive Education Licensure
- Spanish
- Human Services Foundations
- Sociology
- General Business
- Athletic Coaching Education
- Criminology
- Marketing
- Political Science

GRADUATE MAJORS
- Business Administration
- Counseling
- Special Education
- Professional Studies
- Environmental Safety & Health

Student-to-faculty ratio: 19 to 1

99% Of grads employed or in grad school post-graduation

91% Of recent grads are employed in the region

2020 FALL PROFILE