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%.

WARHAWK DISTINCTIONS
College of Distinction
UW-Whitewater has been honored as a 2020-2021 College of Distinction for its continued dedication to high-impact educational practices, and has received specialized recognition for its Business and Education programs. In addition, the university was awarded the Career Development badge for inventiveness in connecting with students throughout their academic careers and beyond, and the Equity and Inclusion badge for distinguishing itself as a community dedicated to equal opportunity for all students, faculty, and staff.

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.

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

Whitewater Rock County
ALL DEGREES 2,818 142
Associate 47 138
Bachelor’s 2,262 4
Master’s 507 -
Education Specialist 12 -
Doctoral 10 -

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.

HISTORICAL ENROLLMENT

In 2010, UW-Rock County began operating as a branch campus of UW-Whitewater under the new name of University of Wisconsin—Whitewater at Rock County.

TOTAL ENROLLMENT
11,995
Undergraduate 10,428
Graduate 1,567
Full-Time Equivalent (FTE) 10,284.3

ENROLLMENT BY CAMPUS AND COLLEGE

GRAND TOTAL 10,428 1,567
WHITewater CAMPUS 9,657 1,567
College of Arts and Communication 972 21
College of Business and Economics 3,651 965
College of Education and Professional Studies 1,462 390
College of Letters and Sciences 3,080 136
Non-degree seeking 492 55
ROCK COUNTY CAMPUS 771 -
College of Integrated Studies 728 -
Non-degree seeking 43 -

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
Psychology
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

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 Transfers
Applied 4,803 858
Admitted 4,457 795
Enrolled 1,763 493
Admit Rate 91.3% 91.5%
Yield Rate 39.6% 62.8%

DIVERSITY INDICATORS
Underrepresented Minorities 255 (14.8%) 65 (13.2%)
First-Generation 589 (33.4%) 237 (48.1%)
Average Age 18.2 22.4

GEOGRAPHIC ORIGIN
Wisconsin 1,449 (82.2%) 408 (82.8%)
Countries Represented 4 2
States Represented 17 7
Non-Domestic Students 5 2

TEST SCORES AND HS GPA
Average ACT Composite Score 21.9 -
Average HS GPA 3.3/4.0 -

SCHOOLS OF ORIGIN

TOP WISCONSIN HIGH SCHOOLS
Joseph A. Craig High School - Janesville
Beloit Memorial High School - Beloit
Beloit High School - Beloit

TOP TRANSFER INSTITUTIONS
Madison Area Technical College - Madison
Rock County College - Beloit

UNDERGRADUATE ENROLLMENT

Whitewater

HEADCOUNT 9,657 771
Full-Time Equivalent (FTE) 8,805.4 614.3
Total Degree Seeking 9,165 728
Freshman 1,942 431
Sophomore 2,333 297
Junior 2,164 0
Senior 2,726 0
Total Non-Degree Seeking 492 43

COURSELOAD
Full-time 8,380 (86.8%) 559 (72.5%)
Part-time 1,277 (13.2%) 212 (27.5%)

GENDER
Male 4,926 (51.0%) 347 (45.0%)
Female 4,731 (49.0%) 424 (55.0%)

RESIDENCY
Wisconsin Resident 8,044 (83.3%) 717 (93.0%)
Nonresident 1,613 (16.7%) 54 (7.0%)

GEOGRAPHIC ORIGIN
Countries Represented 21 2
States Represented 33 5
Non-Domestic Students 43 13

ETHNICITY
African American/Black 363 (3.8%) 57 (7.4%)
American Indian/Alaskan Native 19 (0.2%) 2 (0.3%)
Hispanic/Latino 727 (7.5%) 139 (18.0%)
International 46 (0.5%) 14 (1.9%)
Native Hawaiian/Pacific Islander 5 (0.1%) 0 (0.0%)
Other Asian 99 (1.0%) 8 (1.0%)
Southeast Asian 76 (0.8%) 7 (0.9%)
White/Caucasian 8,024 (83.1%) 511 (66.9%)
Two or More Races 277 (2.9%) 30 (3.9%)
Unknown 21 (0.2%) 3 (0.4%)

DIVERSITY INDICATORS
Underrepresented Minorities 1,374 (14.2%) 229 (29.7%)
First-Generation 229 (2.4%) 17 (2.2%)
Nontraditional (Age 25+) 3,577 (37.0%) Not available

UNDERSERVED MINORITY ENROLLMENT

Whitewater

Total Underrepresented Minority Students 1,374 (14.2%)
Veterans 229 (2.4%) 17 (2.2%)
First-Generation 3,577 (37.0%) Not available

White/Caucasian 8,024 (83.1%) 511 (66.9%)
Two or More Races 277 (2.9%) 30 (3.9%)
Unknown 21 (0.2%) 3 (0.4%)

DIVERSITY INDICATORS
Underrepresented Minorities 1,374 (14.2%) 229 (29.7%)
First-Generation 229 (2.4%) 17 (2.2%)
Nontraditional (Age 25+) 3,577 (37.0%) Not available

Whitewater offers 19 graduate majors leading to master's, education specialist, and doctoral degrees.