



	Fall 2016		Fall 2017		Fall 2018		Fall 2019		Fall 2020		Change from Prior Year
TOTAL ENROLLMENT	Headcount	%	Headcount	%	Headcount	%	Headcount	%	Headcount	%	% change
All Students ¹	12,628		12,430		12,084		11,586		11,224		-3.1%
Undergraduate	11,380	90.1%	11,128	89.7%	10,747	88.9%	10,158	87.7%	9,657	86.0%	-4.9%
Graduate	1,248	9.9%	1,302	10.5%	1,337	11.1%	1,428	12.3%	1,567	14.0%	9.7%
Full-Time Equivalent (FTE) Students ²	11,115.3		10,887.9		10,577.3		10,091.4		9,670.0		-4.2%
UNDERGRADUATE ENROLLMENT	Headcount	%	Headcount	%	Headcount	%	Headcount	%	Headcount	%	% change
<i>Total Degree Seeking</i>	10,775	94.7%	10,522	94.6%	10,170	94.6%	9,611	94.6%	9,165	94.9%	-4.6%
Freshmen	2,409	21.2%	2,196	19.7%	2,019	18.8%	1,975	19.4%	1,942	20.1%	-1.7%
Sophomores	3,027	26.6%	2,909	26.1%	2,768	25.8%	2,459	24.2%	2,333	24.2%	-5.1%
Juniors	2,472	21.7%	2,506	22.5%	2,400	22.3%	2,253	22.2%	2,164	22.4%	-4.0%
Seniors	2,867	25.2%	2,911	26.2%	2,983	27.8%	2,924	28.8%	2,726	28.2%	-6.8%
<i>Total Non-Degree Seeking</i>	605	5.3%	606	5.4%	577	5.4%	547	5.4%	492	5.1%	-10.1%
PIE Students	356	3.1%	340	3.1%	334	3.1%	279	2.7%	256	2.7%	-8.2%
Other	249	2.2%	266	2.4%	243	2.3%	268	2.6%	236	2.4%	-11.9%
<i>Study Away (excluded from enrollment)</i>	77		50		60		47		7		-85.1%
GRADUATE ENROLLMENT	Headcount	%	Headcount	%	Headcount	%	Headcount	%	Headcount	%	% change
<i>Total Degree Seeking</i>	1,170	93.8%	1,204	92.5%	1,284	96.0%	1,350	94.5%	1,512	96.5%	12.0%
Master's	1,097	87.9%	1,137	87.3%	1,222	91.4%	1,284	89.9%	1,444	92.2%	12.5%
Education Specialist	21	1.7%	16	1.2%	18	1.3%	23	1.6%	24	1.5%	4.3%
Doctoral	52	4.2%	51	3.9%	44	3.3%	43	3.0%	44	2.8%	2.3%
<i>Total Non-Degree Seeking</i>	78	6.3%	98	7.5%	53	4.0%	78	5.5%	55	3.5%	-29.5%
<i>Study Away (excluded from enrollment)</i>	1		-		0		0		0		
	Fall 2016		Fall 2017		Fall 2018		Fall 2019		Fall 2020		Change from Prior Year
NEW FIRST-YEAR STUDENT CLASS	Headcount	%	Headcount	%	Headcount	%	Headcount	%	Headcount	%	% change
Applicants	6,228		5,706		4,960		4,742		4,883		3.0%
Admits	5,056		4,745		4,324		4,268		4,457		4.4%
Matriculants	2,220		2,014		1,843		1,812		1,763		-2.7%
Admit Rate		81.2%		83.2%		87.2%		90.0%		91.3%	1.3%
Yield Rate		43.9%		42.4%		42.6%		42.5%		39.6%	-2.9%
Average ACT	22.4		22.2		22.2		22.1		21.9		-0.9%

Average HS GPA	3.26		3.27		3.29		3.29		3.30		0.3%
First-Generation	894	40.3%	829	41.2%	695	37.7%	645	35.6%	589	33.4%	-8.7%
Underrepresented Minority (URM) ³	313	14.1%	326	16.2%	252	13.7%	288	15.9%	255	14.5%	-11.5%

NEW TRANSFER CLASS	Headcount	%	Headcount	%	Headcount	%	Headcount	%	Headcount	%	% change
Applicants	1,322		1,153		1,100		894		858		-4.0%
Admits	1,180		1,039		1,003		803		785		-2.2%
Matriculants	760		720		663		534		493		-7.7%
Admit Rate		89.3%		90.1%		91.2%		89.8%		91.5%	1.7%
Yield Rate		64.4%		69.3%		66.1%		66.5%		62.8%	-3.7%
First-Generation	366	48.2%	332	46.1%	320	48.3%	254	47.6%	237	48.1%	-6.7%
Underrepresented Minority (URM)	88	11.6%	108	15.0%	104	15.7%	72	13.5%	65	13.2%	-9.7%

TOP WISCONSIN HIGH SCHOOLS

1st	Joseph A. Craig HS - 2.3%	Franklin HS - 2.5%	Hamilton HS - 2.0%	Arowhead HS - 2.2%	Arrowhead HS - 2.4%
2nd	Muskego HS - 2.1%	Mukwonago HS - 2.3%	Waukesha West HS - 1.8%	Joseph A. Craig HS - 2.1%	Elkhorn Area HS - 1.8%
3rd	Mukwonago HS - 2.0%	Muskego HS - 2.3%	Joseph A. Craig HS - 1.6%	Mukwonago HS - 1.8%	Joseph A. Craig - 1.8%
4th	Oak Creek HS - 1.7%	Oak Creek HS - 2.3%	Arrowhead HS - 1.6%	Milton HS - 1.5%	Kettle Moraine - 1.8%
5th	Germantown HS - 1.7%	Kettle Moraine HS - 2.2%	Mukwonago HS - 1.5%	Kettle Moraine - 1.3%	Menomonee Falls HS - 1.8%

TOP TRANSFER INSTITUTIONS

1st	MATC - 13.7%	MATC - 12.6%	MATC - 13.6%	MATC - 15.7%	MATC - 17.8%
2nd	UW-Rock County - 9.2%	UW-Rock County - 9.4%	UW-Waukesha - 8.9%	UW-Waukesha - 8.8%	UW-Waukesha - 5.7%
3rd	UW-Waukesha - 8.4%	UW-Waukesha - 8.1%	UW-Rock County - 8.1%	Rock Valley College - 3.9%	College of Lake County - 4.3%
4th	UW-Milwaukee - 3.3%	McHenry County College - 4.0%	McHenry County College - 4.1%	McHenry County College - 3.6%	McHenry County College - 4.1%
5th	Rock Valley College - 3.3%	Rock Valley College - 3.6%	College of Lake County - 3.0%	UW-Milwaukee - 3.4%	UW-Milwaukee - 4.1%

	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Change from Prior Year
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UNDERGRADUATE DEMOGRAPHICS

Courseload Status	Headcount	%	Headcount	%	Headcount	%	Headcount	%	Headcount	%	% change
Full-Time	10,088	88.6%	9,806	88.1%	9,497	88.4%	8,945	88.1%	8,380	86.8%	-6.3%
Part-Time	1,292	11.4%	1,322	11.9%	1,250	11.6%	1,213	11.9%	1,277	13.2%	5.3%
Residency Status	Headcount	%	Headcount	%	Headcount	%	Headcount	%	Headcount	%	% change
Wisconsin Resident	9,495	83.4%	9,270	83.3%	8,941	83.2%	8,450	83.2%	8,044	83.3%	-4.8%
Nonresident	1,885	16.6%	1,858	16.7%	1,806	16.8%	1,708	16.8%	1,613	16.7%	-5.6%
Geographic Representation	Headcount	%	Headcount	%	Headcount	%	Headcount	%	Headcount	%	% change
Wisconsin	9,500	83.5%	9,300	83.6%	9,005	83.8%	8,496	83.6%	8,128	84.2%	-4.3%
Illinois	1,537	13.5%	1,519	13.7%	1,458	13.6%	1,420	14.0%	1,325	13.7%	-6.7%
Minnesota	66	0.6%	66	0.6%	53	0.5%	50	0.5%	54	0.6%	8.0%
States Represented	35		36		38	0.4%	37		33	0.3%	
Countries Represented	35		29		31	0.3%	30		21		

	124	1.1%	110	1.0%	113	1.1%	84	0.8%	43	0.4%	-48.8%
<i>Diversity Indicators</i>	Headcount	%	Headcount	%	Headcount	%	Headcount	%	Headcount	%	% change
Non-Domestic Students	124	1.1%	110	1.0%	113	1.1%	84	0.8%	43	0.4%	-48.8%
Female	5,625	49.4%	5,490	49.3%	5,293	49.3%	4,972	48.9%	4,731	49.0%	-4.8%
Male	5,755	50.6%	5,638	50.7%	5,454	50.7%	5,186	51.1%	4,926	51.0%	-5.0%
African American/Black	458	4.0%	441	4.0%	416	3.9%	373	3.7%	363	3.8%	-2.7%
American Indian/Alaskan Native	18	0.2%	20	0.2%	22	0.2%	13	0.1%	19	0.2%	46.2%
Hispanic/Latino	679	6.0%	684	6.1%	693	6.4%	730	7.2%	727	7.5%	-0.4%
International	132	1.2%	123	1.1%	118	1.1%	88	0.9%	46	0.5%	-47.7%
Native Hawaiian/Pacific Islander	6	0.1%	5	0.0%	3	0.0%	7	0.1%	5	0.1%	-28.6%
Other Asian	107	0.9%	107	1.0%	101	0.9%	101	1.0%	99	1.0%	-2.0%
Southeast Asian	90	0.8%	92	0.8%	90	0.8%	65	0.6%	76	0.8%	16.9%
White/Caucasian	9,338	82.1%	9,119	81.9%	8,818	82.1%	8,415	82.8%	8,024	83.1%	-4.6%
Two or More Races	541	4.8%	525	4.7%	474	4.4%	353	3.5%	277	2.9%	-21.5%
Unknown	11	0.1%	12	0.1%	12	0.1%	13	0.1%	21	0.2%	61.5%
Underrepresented Minority (URM)	1,481	13.0%	1,468	13.2%	1,444	13.4%	1,398	13.8%	1,374	14.2%	-1.7%
Non-URM	9,767	85.8%	9,537	85.7%	9,185	85.5%	8,672	85.4%	8,237	85.3%	-5.0%
Veterans	253	2.2%	274	2.5%	277	2.6%	244	2.4%	229	2.4%	-6.1%
First-Generation	4,604	40.5%	4,465	40.1%	4,286	39.9%	3,875	38.1%	3,577	37.0%	-7.7%
Nontraditional (Age 25+)	1,011	8.9%	1,021	9.2%	977	9.1%	917	9.0%	912	9.4%	-0.5%
Students with Disabilities (Degree-Seeking UG)	915	8.5%	878	8.3%	952	8.9%	1,018	10.0%	<i>available January 2021</i>		

	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Change from Prior Year
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UNDERGRADUATE ENROLLMENT BY COLLEGE	Headcount	%	Headcount	%	Headcount	%	Headcount	%	Headcount	%	% change
Arts and Communication	1,086	10.3%	1,058	10.4%	1,136	11.8%	1,101	11.5%	972	10.6%	-11.7%
Business and Economics	4,133	39.3%	4,106	40.4%	4,022	41.8%	3,787	39.4%	3,651	39.8%	-3.6%
Education and Professional Studies	1,927	18.3%	1,886	18.5%	1,547	16.1%	1,475	15.3%	1,462	16.0%	-0.9%
Letters and Sciences	3,629	34.5%	3,472	34.1%	3,465	36.1%	3,248	33.8%	3,080	33.6%	-5.2%

GRADUATE ENROLLMENT BY COLLEGE	Headcount	%	Headcount	%	Headcount	%	Headcount	%	Headcount	%	% change
Arts and Communication	11	0.9%	13	1.1%	14	1.1%	13	1.0%	21	1.4%	61.5%
Business and Economics	766	65.5%	722	60.0%	723	56.3%	822	60.9%	965	63.8%	17.4%
Education and Professional Studies	362	30.9%	430	35.7%	399	31.1%	387	28.7%	390	25.8%	0.8%
Letters and Sciences	31	2.6%	39	3.2%	85	6.6%	114	8.4%	136	9.0%	19.3%

TOP TEN UNDERGRADUATE MAJORS						
1st	Accounting	Accounting	Accounting	Accounting	Accounting	Marketing
2nd	Marketing	Marketing	Marketing	Marketing	Marketing	Accounting
3rd	Biology	Finance	Elementary Education	Finance	Finance	Finance
4th	Finance	Elementary Education	Finance	Elementary Education	Elementary Education	Elementary Education
5th	Elementary Education	General Business	General Business	General Business	General Business	General Business
6th	General Business	Biology	Biology	Biology	Biology	Psychology

7th	Psychology	Psychology	Communication	Psychology	Biology
8th	Physical Education	Physical Education	Psychology	Communication	Communication
9th	Social Work	Social Work	Physical Education	Physical Education	Computer Science
10th	Communication	Communication	Computer Science	General Management	General Management

RETENTION & GRADUATION	%	%	%	%	%	% change
6 Year Graduation Rate	57.4%	61.7%	58.0%	62.5%	Not yet available	
4 Year Graduation Rate	31.2%	36.1%	38.0%	39.0%	Not yet available	
Freshman-to-Sophomore Retention Rate	81.6%	78.2%	82.1%	80.1%	78.6%	-1.5%

DEGREES AWARDED (PREVIOUS AY)	Headcount	%	Headcount	%	Headcount	%	%	%	%	% change	
Associate	107	3.9%	118	4.3%	100	3.6%	63	2.2%	47	1.6%	-25.4%
Bachelor's	2,207	81.3%	2,199	80.5%	2,226	81.1%	2,332	81.4%	2,262	75.5%	-3.0%
Master's	388	14.3%	405	14.8%	402	14.7%	447	15.6%	507	16.9%	13.4%
Education Specialist	13	0.5%	11	0.4%	7	0.3%	7	0.2%	12	0.4%	71.4%
Doctoral degrees (DBA)					9	0.3%	16	0.6%	10	0.3%	-37.5%

	Fall 2016		Fall 2017		Fall 2018		Fall 2019		Fall 2020		Change from Prior Year
FACULTY & STAFF	Headcount	%	Headcount	%	Headcount	%	Headcount	%	Headcount	%	% change
Total Employees	1,364		1,408		1,510		1,509		available January 2021		
Full-Time Faculty	348		370		387		386				
FTE Faculty	353.3		372.0		384.5		383.7				
Student-Faculty Ratio	21:1		20:1		20:1		19:1				
Staff	929		952		1,030		1,032				
Full-Time Staff	740	79.7%	742	77.9%	788	80.9%	786	76.2%			
Part-Time Staff	189	20.3%	210	22.1%	242	23.5%	246	23.8%			

TUITION & FEES (PER SEMESTER)										% change
Resident Undergraduate Tuition	\$	3,259.44	\$	3,259.44	\$	3,259.44	\$	3,259.44	\$	3,259.44
Nonresident Undergraduate Tuition	\$	7,545.84	\$	7,545.84	\$	7,545.84	\$	7,620.24	\$	7,695.36
Resident Graduate Tuition	\$	3,974.67	\$	3,974.67	\$	3,974.67	\$	4,054.14	\$	4,135.23
Nonresident Graduate Tuition	\$	8,723.88	\$	8,723.88	\$	8,723.88	\$	8,898.39	\$	9,076.32
Undergraduate Fees	\$	565.36	\$	571.43	\$	586.66	\$	587.76	\$	607.98
Room and Board ⁴	\$	3,163.00	\$	3,221.00	\$	3,301.00	\$	3,424.00	\$	3,519.50

¹ Whitewater campus only. Study away students are excluded from enrollment headcounts.

² Calculated as the sum of credits divided by 15, 12, or 7, depending on the student's program level (undergraduate, graduate, or doctoral)

³ A student who indicates a race/ethnicity of African American/Black, American Indian, Hispanic/Latino(a), or Southeast Asian, either alone or in combination with other races/ethnicities

⁴ Double (standard) occupancy and 24 meals/week as per IPEDS Institutional Characteristics Survey