

University of Wisconsin-Whitewater
New First-Year Class
First-time Undergraduate Students Entering in Fall Semester

by Major Declared

| | | | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | |
|--------------------------|------------------------------------|--------------------------------------|------|------|------|------|------|------|------|------|------|------|----|
| Whitewater Campus | Arts and Communication | Art | 26 | 20 | 26 | 26 | 33 | 18 | 20 | 15 | 19 | 31 | |
| | | Communication | 31 | 23 | 27 | 23 | 26 | 18 | 26 | 12 | 12 | 18 | |
| | | Journalism | 36 | 26 | 23 | 24 | 19 | 15 | 20 | 15 | 11 | 18 | |
| | | Media Arts & Game Development | 37 | 33 | 39 | 40 | 34 | 40 | 32 | 26 | 42 | 33 | |
| | | Music | 30 | 36 | 34 | 41 | 41 | 47 | 30 | 24 | 32 | 50 | |
| | | Theatre | 11 | 10 | 18 | 14 | 5 | 8 | 9 | 10 | 7 | 10 | |
| | Business and Economics | Accounting | 224 | 198 | 214 | 167 | 162 | 138 | 121 | 120 | 112 | 109 | |
| | | Business Analytics | | | | | | | | | 27 | 30 | 50 |
| | | Economics | 12 | 7 | 13 | 9 | 6 | 5 | 9 | 12 | 7 | 12 | |
| | | Entrepreneurship | 29 | 38 | 35 | 33 | 38 | 36 | 27 | 24 | 29 | 35 | |
| | | Finance | 67 | 87 | 91 | 77 | 84 | 77 | 123 | 115 | 105 | 121 | |
| | | General Business | 105 | 104 | 114 | 126 | 106 | 94 | 111 | 94 | 116 | 111 | |
| | | General Management | 38 | 46 | 55 | 54 | 54 | 45 | 57 | 35 | 38 | | |
| | | Human Resource Management | 19 | 18 | 21 | 22 | 23 | 14 | 13 | 13 | 12 | 12 | |
| | | Information Technology | 26 | 29 | 30 | 19 | 19 | 13 | 22 | 15 | 14 | 14 | |
| | | Integrated Science-Business | 3 | 8 | 2 | 2 | 4 | 2 | 4 | 2 | | 1 | |
| | | International Business | 29 | 24 | 25 | 20 | 25 | 23 | 15 | 12 | 14 | 6 | |
| | | Management | | | | | | | | | | | 46 |
| | | Marketing | 120 | 147 | 145 | 115 | 120 | 105 | 124 | 111 | 137 | 116 | |
| | | Occupational Safety | 11 | 11 | 10 | 11 | 14 | 8 | 9 | 7 | 6 | 11 | |
| | | Supply Chain & Operations Management | 8 | 25 | 14 | 9 | 16 | 13 | 8 | 9 | | | |
| | Supply Chain Management | | | | | | | | | | 11 | 8 | |
| | Undeclared Major-Business | 162 | 188 | 169 | 151 | 123 | 178 | 102 | 159 | 163 | 120 | | |
| | Education and Professional Studies | Art Education | 7 | 7 | 5 | 8 | 11 | 9 | 12 | 8 | 17 | 11 | |
| | | Broadfield Social Studies | 2 | 5 | 5 | 2 | | | | | | | |
| | | Business Education | 5 | 5 | 4 | 4 | 4 | 7 | 5 | 7 | 2 | 3 | |
| | | Communication Sciences & Disorders | 34 | 33 | 25 | 23 | 15 | 28 | 21 | 18 | 17 | 21 | |
| | | Early Child Care & Education | | | | | 1 | 3 | | | | | |
| | | Early Childhood Education | 48 | 47 | 42 | 48 | 42 | 35 | 42 | 28 | 24 | 43 | |
| | | Elementary Education | 96 | 108 | 83 | 107 | 107 | 69 | 87 | 101 | 89 | 3 | |
| | | Elementary/Middle Education | | | | | | | | | | | 86 |
| Human Performance | | | | | | | | 12 | 38 | 39 | 49 | | |
| Physical Education | | 33 | 30 | 38 | 42 | 25 | 37 | 20 | 28 | 29 | 30 | | |
| Special Education | 49 | 38 | 38 | 38 | 19 | 31 | 20 | 21 | 25 | 21 | | | |
| Letters and Sciences | Biology | 143 | 147 | 171 | 116 | 93 | 103 | 88 | 131 | 84 | 107 | | |
| | Chemistry | 35 | 24 | 28 | 20 | 16 | 22 | 13 | 16 | 16 | 10 | | |

Note: Headcount is unduplicated and only includes the first major of each student. In Fall 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. Enrollment excludes study away students. Additional definitions are available in the IRP glossary at <http://www.uww.edu/irp>.

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|---------------------------|----------------------|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-----|
| Whitewater Campus | Letters and Sciences | Computer Science | 50 | 65 | 70 | 65 | 67 | 54 | 70 | 72 | 72 | 81 |
| | | Criminology | 55 | 55 | 71 | 44 | 44 | 43 | 56 | 44 | 49 | 51 |
| | | Cybersecurity | | | | | | | | | 21 | 18 |
| | | English | 23 | 28 | 27 | 27 | 22 | 21 | 14 | 23 | 26 | 24 |
| | | Environmental Science | 11 | 8 | 12 | 11 | 8 | 9 | 15 | 19 | 9 | 17 |
| | | Film Studies | | | | | | 3 | 1 | 6 | 3 | 9 |
| | | French | 1 | 1 | | | 1 | | | | | 2 |
| | | Geography | 4 | 2 | | 2 | 3 | 3 | 2 | 1 | 2 | 2 |
| | | German | | | 1 | | | 1 | 2 | 2 | | 1 |
| | | History | 20 | 21 | 28 | 23 | 15 | 20 | 18 | 22 | 20 | 25 |
| | | Integrated Science-Business | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 6 | 3 | 3 |
| | | International Studies | 2 | 2 | 4 | 10 | 2 | 2 | 7 | 3 | 2 | 4 |
| | | Japanese Studies | 4 | 1 | 1 | 3 | 1 | 2 | | 2 | 1 | |
| | | Legal Studies | | | | | | | | 9 | 15 | 14 |
| | | Liberal Studies | | | | | 1 | 1 | 2 | 1 | 1 | 3 |
| | | Mathematics | 25 | 23 | 30 | 20 | 22 | 31 | 29 | 23 | 19 | 29 |
| | | Physics | 10 | 17 | 18 | 10 | 8 | 16 | 8 | 10 | 13 | 11 |
| | | Political Science | 19 | 9 | 18 | 22 | 18 | 23 | 20 | 9 | 18 | 14 |
| | | Pre-Professional | | | | | | | 6 | 3 | 14 | 10 |
| | | Professional Writing & Publishing | | | | | | | | | 2 | 4 |
| | | Psychology | 89 | 83 | 80 | 61 | 67 | 78 | 82 | 92 | 75 | 105 |
| | | Public Policy & Administration | 2 | | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| | | Social Studies | | | | | 2 | 4 | 2 | 7 | 6 | |
| | | Social Work | 41 | 32 | 30 | 27 | 25 | 21 | 27 | 25 | 36 | 29 |
| | | Sociology | 5 | 3 | 4 | 4 | 8 | 5 | 4 | 3 | 2 | 3 |
| | | Spanish | 5 | 1 | 6 | 8 | 2 | 3 | 5 | 1 | 5 | 6 |
| Undeclared | 308 | 315 | 272 | 283 | 240 | 228 | 188 | 236 | 194 | 194 | | |
| Women's & Gender Studies | | | 1 | 1 | | 1 | | | 2 | | | |
| | Total | 2,151 | 2,189 | 2,220 | 2,014 | 1,843 | 1,812 | 1,763 | 1,873 | 1,871 | 1,976 | |
| Rock County Campus | Integrated Studies | Liberal Arts | | | | | 307 | 288 | 252 | 206 | 228 | |
| | | Undeclared Major | | | | 337 | | | | | | |
| | | Applied Arts & Sciences | | | | | | 4 | | | | |
| | | Associate Arts & Science - Collaborative | | | | | | | 2 | 12 | 13 | |
| | Total | | | | | 337 | 307 | 292 | 254 | 218 | 241 | |
| Grand Total | | 2,151 | 2,189 | 2,220 | 2,014 | 2,180 | 2,119 | 2,055 | 2,127 | 2,089 | 2,217 | |

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