

report on the

CLASS OF 2008

university of wisconsin



Each admission cycle brings with it a unique set of challenges and opportunities. Our work in assembling the Class of 2008 certainly reflects this reality, if for no other reason than our office's move to a document imaging system. What had been a paper-based process became electronic, and as with any major technological implementation, we experienced our share of starts and stops. Despite the challenges, however, we successfully reviewed more than 35,000 applications comprised of a half million individual pages. Not a bad first year with our imaging system.

Staying on Target

In 2007, the University of Wisconsin—Madison enrolled a larger-than-expected freshman class of almost 6,000 students. Our target for the 2008 freshman class was 5,700 students, with a slight shift toward a higher percentage of Wisconsin residents. Our office once again dedicated itself to achieving our target while also maintaining access, increasing diversity, and continuing to improve the academic profile of our students. We hit both our target and enrollment goals.

Highlights of the Class

- **5,774 New Freshmen:** Despite receiving another record-high number of applications from prospective first-year students (25,478), we enrolled 5,774 new freshmen. Several enrollment management tools were effectively used to meet this target, including prudent use of our postpone process, and for only the third time in many years, admitting students from the extended waiting list.
- **Students of Color:** A key mission for the university and the Office of Admissions is to enroll more students of color. Unfortunately, applications from students of color declined by 136 this year, resulting in a slightly lower percentage of students of color. The Class of 2008 is comprised of 13.3 percent students of color, as opposed to 13.9 percent one year ago.
- **Diversity:** The Class of 2008 is extremely diverse by many measures. Geographically, we enrolled students from 70 Wisconsin counties, 44 states, and 46 countries. Nearly 1,170 members of our class (20 percent) are the first members of their families to attend college. Their extracurricular experiences are varied as well. The class includes award-winning musicians, actors, athletes, leaders, volunteers, and entrepreneurs.
- **Academic Excellence:** This year's freshman class is one of the university's most academically qualified. The grade point average and average standardized test scores are at their highest levels ever.

These accomplishments are indicators of our success. We remain committed to identifying new strategies and opportunities that will enable us to continue to be effective in the changing world of college admissions.

Rob Seltzer

Rob Seltzer, Ph.D.
Director of Admissions

FRESHMAN CLASS PROFILE

Admission Information

Applied	25,478
Admitted	13,438
<i>Admit Rate</i>	52.7%
Enrolled	5,774
<i>Yield</i>	43%

Academics (middle 50%)

GPA	3.5–3.9
ACT	26–30
SAT	1830–1980
Class Rank	86th–96th

Demographics

Gender	52.6% female
Students of Color	768
<i>Percentage</i>	13.3%
First-Generation	1,170
<i>Percentage</i>	20.3%

Geographic Distribution

Wisconsin	3,463
<i>Percentage</i>	60%
Minnesota	759
<i>Percentage</i>	13.1%
Out of State (excl. MN)	1,212
<i>Percentage</i>	21%
International	340
<i>Percentage</i>	5.9%

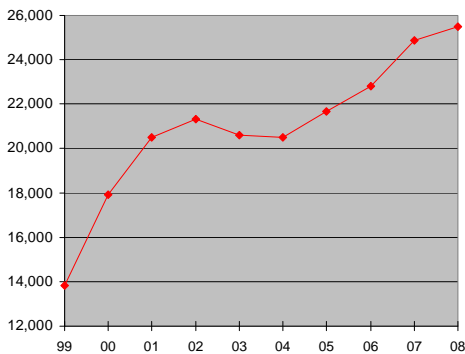
This report is based on unofficial enrollment projections. Official university figures will be available in November.

Freshman Admission Statistics

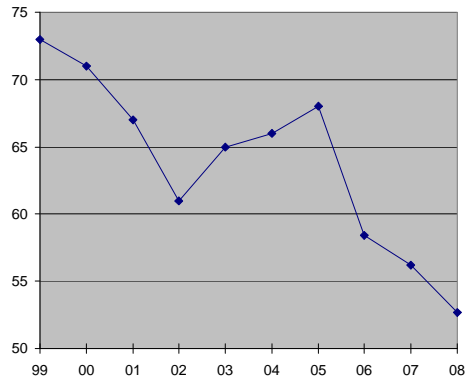
The 25,478 freshman applications received this year represent a 2.4% increase over 2007 and a 55% increase over 10 years ago. While the number of applications has increased, the capacity of our freshman class has remained relatively constant—between 5,600 and 5,700 students. The result is more selectively in our evaluation.

This year's admit rate was 52.7%, down from 56.2% in 2007 and 73.4% in 1998. Our yield (the percentage of students offered admission who enroll) has remained relatively steady in the low 40s, with this year's yield rate equaling 43%.

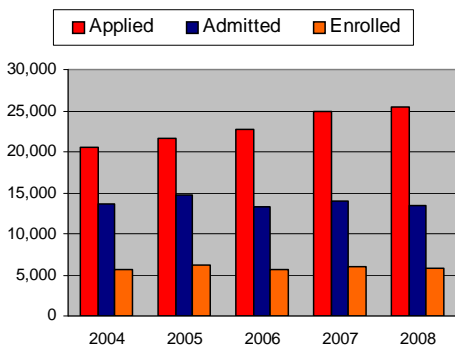
Number of New Freshman Applicants



Percent of Applicants Who Are Admitted



Freshman Admission Information

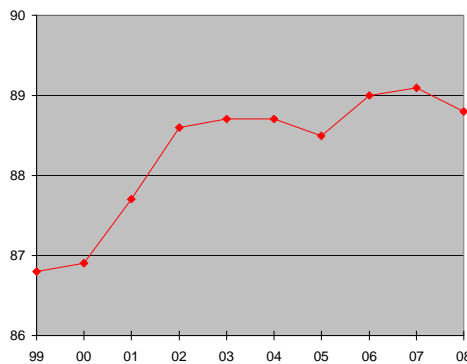


Academic Preparation

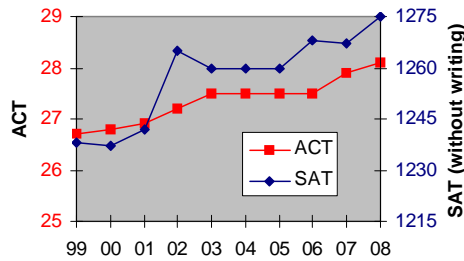
We have enrolled one of the most academically prepared classes in university history, based on factors such as academic rigor, test scores, overall grades, and subject tests. Points of note include:

- Almost half (54%) of our freshmen ranked in the top 10% of their class and 409 students ranked in the top 1%.
- Average ACT and SAT scores surpassed state and national averages. For the ACT, the class's average score was a 28.1, compared to 22.3 for Wisconsin and 21.1 for the nation. The average SAT was 1897, versus 1768 for Wisconsin and 1511 for the nation.

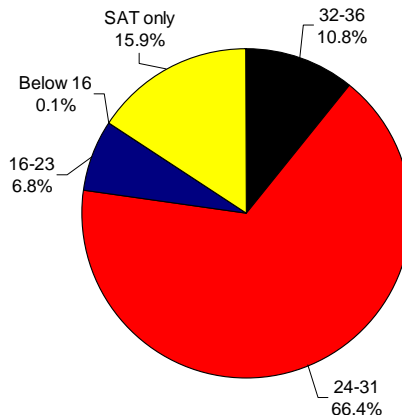
Average Class Rank Percentile



Average Test Scores



ACT Scores of New Freshmen

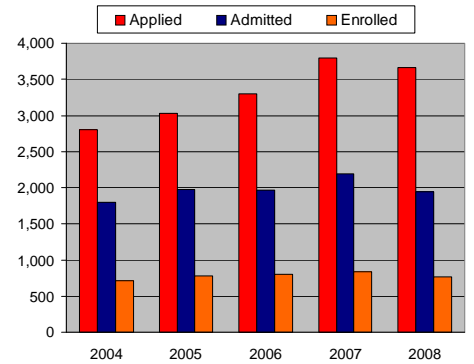


Students of Color

An important part of our mission is to enroll a racially and ethnically diverse student body. The Freshman Class of 2008 has a slightly lower percentage of students of color (13.3%) than was present in the last several incoming classes. While we increased our minority-focused recruitment events this year, we still saw a decrease in the number of applications received from students of color, resulting in this class' lower percentage of students of color.

Total Students of Color	768 (13.3%)
Asian American Students	319 (5.5%)
Latino/Hispanic Students	244 (4.2%)
African American Students	152 (2.6%)
Native American Students	53 (0.9%)

Student of Color Admission Information



Nonacademic Qualities

Our comprehensive approach to admissions continues to afford us the opportunity of considering multiple measures of academic achievement, in addition to important nonacademic factors such as involvement outside of class, leadership, talent, potential, and life experience. This allows us to enroll freshman students who succeed academically, while making measurable contributions to our campus community.

The following table indicates the ways in which our incoming students have demonstrated their leadership and creativity, both inside and outside the classroom.

Worked a Part-Time Job	70%
Earned a Varsity Letter	66%
Received a Leadership Award	56%
Performed in a Musical Group	50%
Exhibited a Work of Art at School	33%
Worked as a Volunteer	32%

Recruitment Efforts

Our admissions staff, totaling 46 members including 20 counselors who review freshman applications and 8 who review transfer applications, had a very busy recruiting season. As the table below indicates, our efforts to personally connect with prospective students, their families, and their influencers took place here in Madison, throughout Wisconsin, and across the country. Some points of note include:

- We conducted 664 on-campus admission information sessions and campus tours, with a total of 26,943 people attending.
- Our recruitment efforts for students of color reached an all-time high in 2008. We hosted 211 on- and off-campus events, attended by a total of 10,418 students. We held eight call-out nights, during which current students phoned admitted students to answer questions.

Prospective Student Visits	26,943
Prospective Student Tours	664
Phone Calls Received	88,946
E-mail Messages Received	18,853
Online Applications (freshman)	23,771 (93%)
High School Visits Made	75
College Fairs Attended	402
Multicultural Recruitment Events	211

Wisconsin Real Overnight Visit Program Just One Recruitment Success Story

Now in its fourth year, the Wisconsin Real overnight visit program for top admitted students continues to be one of UW–Madison’s most productive recruitment events. A total of three sessions were held in 2008–09, and exactly 120 prospective students and 132 of their guests participated.

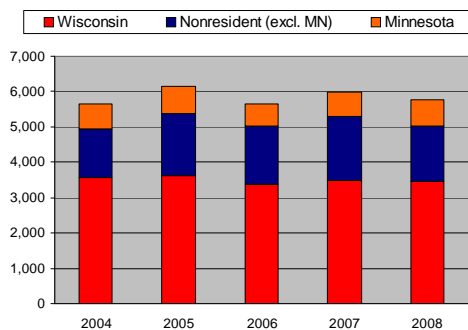
Wisconsin Real students attend an information session hosted by the Office of Admissions, as well as stay overnight in the University Residence Halls and attend classes with current student hosts.

More than 60% of Wisconsin Real participants ultimately choose UW–Madison. More specifically, 87% of the Wisconsin resident attendees and 48% of the nonresident attendees choose Wisconsin. This is significant as our average yield rates for residents and nonresidents are 65% and 30%, respectively.

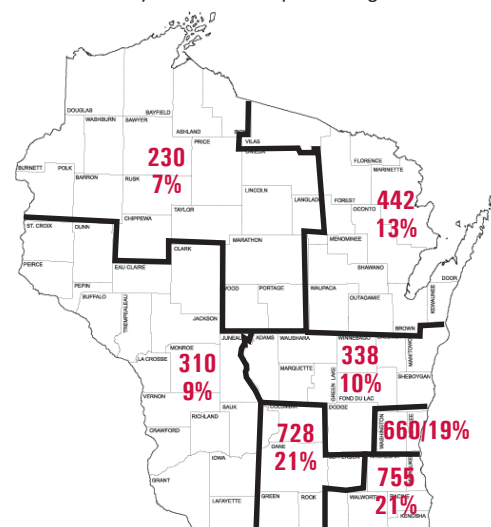
Geographic Representation

Exactly 60% of the freshman class is from the state of Wisconsin. Another 13% come from Minnesota, 21% from all other U.S. states combined, and 6% are from foreign countries.

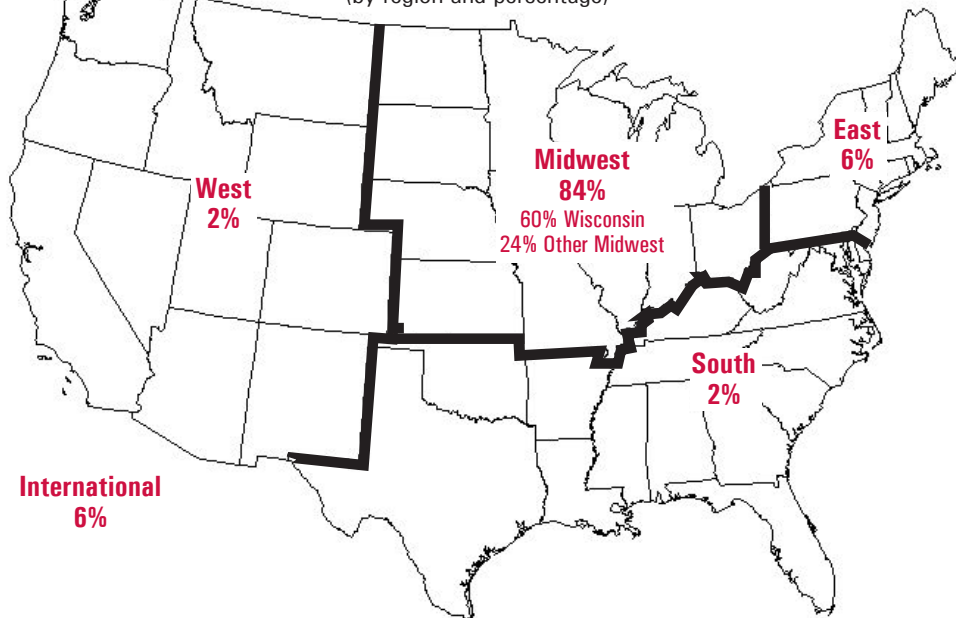
Admission Trend by Residency Status



Wisconsin Regional Distribution (by number and percentage)



Geographic Distribution of Freshmen (by region and percentage)



Top Freshman Feeders (by number of students)

High Schools		States	
Madison West	77	Wisconsin	3,463
Madison Memorial	77	Minnesota	759
Arrowhead Union (Hartland, WI)	61	Illinois	482
Middleton	59	New York	136
Wayzata (Plymouth, MN)	58	California	95
Nicolet (Glendale, WI)	53	New Jersey	65
Homestead (Mequon, WI)	52	Massachusetts	56
Wisconsin Counties		Countries	
Dane (WI)	544	China	224
Milwaukee (WI)	474	Korea	92
Waukesha (WI)	446	India	22
Hennepin (MN)	333	Canada	16
Cook (IL)	231	Taiwan	13
Brown (WI)	191	Thailand	7
Outagamie (WI)	154	Malaysia	7

New Transfer Admission

While the freshman numbers presented in this report reflect fall 2008 enrollment only, when we discuss transfer enrollment, we consider all terms (fall, spring, and summer). Transfer students enroll at relatively comparable rates across terms. More than 5,950 students applied for transfer admission in 2008.

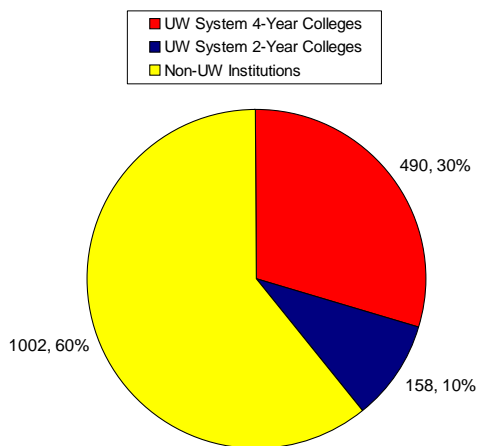
Applied	5,957
Admitted	2,572 (43%)
Enrolled	1,650 (64%)
Total Credits Transferred	83,238 (avg. 50)
Transfer GPA (avg.)	3.436
Class Level on Entry	
Freshman	6%
Sophomore	47%
Junior	37%
Senior	10%

UW System Transfers

UW–Madison admitted 698 students who transferred from other UW System institutions for the fall, spring, and summer terms. Close to 500 came from the four-year campuses.

UW Feeder Colleges

(by number of students and percentage)



Non-UW Transfer Institutions

(by number of students)

Madison Area Technical College	240
University of Minnesota	59
Edgewood College	21
University of Iowa	21
Arizona State University	11
Marquette University	11
Minnesota State Mankato	10
University of St. Thomas	10

Office of Admissions Goals 2008–09

The successes and progress outlined in this report give us a great deal to be proud of; however, the next admissions season has already begun and we are now looking toward the future. We have identified six major goals for the coming year:

1. We will meet university enrollment targets for new students.
2. We will continue to diversify the freshman class. In particular, we will focus our efforts on the four targeted ethnic groups, namely African American, Latino/Hispanic, Native American, and Southeast Asian American.
3. We will continue to focus our student recruitment efforts within Wisconsin, with particular emphasis on recruiting the state's top students.
4. We will continue to recruit the most academically gifted nonresident students, while maintaining the ratio of in-state and out-of-state students in the freshman class.
5. We will increase coordination with alumni, faculty, staff, and current students in recruitment efforts. These individuals are tremendous resources as we meet with prospective students here on campus and across the country.
6. We will improve our services to new transfer students while increasing transfer enrollment. To accomplish this, we will increase our contacts with UW Colleges, initiate recruiting visits to two-year colleges, expand on-campus visit programs for prospective transfer students, and improve our transfer credit processing.

These are aggressive yet achievable goals. We realize our success is not only measured by the profile of an incoming class, but also on the entire recruitment and admission process. Our goals challenge us to improve both.

Office of Admissions Structure

The Office of Admissions is located in the historic Red Gym. The office is part of the university's Division of Enrollment, a division that was established in 2004 and is led by Vice Provost Joanne Berg. The division is comprised of the Office of Admissions, Office of Student Financial Aid, Office of the Registrar, and Integrated Student Information Systems (ISIS).

Office of Admissions Key Facts

Staff Members	46
Student Employees	30
Operating Budget	\$2.6M

Management Team

- Director of Admissions
Rob Seltzer, Ph.D.
- Associate Director–Recruitment
Rob Forget
- Associate Director–Operations
Tom Reason
- Assistant Director–Alumni Relations
Roxanne Allison
- Assistant Director–Technology
David Leszczynski
- Assistant Director–Communications
Karen Mittelstadt
- Assistant Director–Minority Applicant Services
Carlos Reyes
- Assistant Director–Transfer, Inter., and Reentry
Mary Schey

Contact Information

Office of Admissions
Armory & Gymnasium
716 Langdon Street
Madison, WI 53706–1481
Tel: 608/262–3961
E-mail: onwisconsin@admissions.wisc.edu
Fax: 608/262–7706
Web: www.admissions.wisc.edu

Questions/Comments

If you have any questions about the information presented in this report or suggestions for future reports, please contact:

Rob Seltzer, Ph.D.
Director of Admissions
University of Wisconsin–Madison
Tel: 608/262–0464
E-mail: raseltzer@admissions.wisc.edu