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, Ph.D.  
Director of Admissions

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**FRESHMAN CLASS PROFILE**

**Admission Information**
- Applied: 25,478
- Admitted: 13,438  
  - Admit Rate: 52.7%
- Enrolled: 5,774  
  - Yield: 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  
  - Percentage: 13.3%
- First-Generation: 1,170  
  - Percentage: 20.3%

**Geographic Distribution**
- Wisconsin: 3,463  
  - Percentage: 60%
- Minnesota: 759  
  - Percentage: 13.1%
- Out of State (excl. MN): 1,212  
  - Percentage: 21%
- International: 340  
  - Percentage: 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%.

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.

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.

<table>
<thead>
<tr>
<th>Total Students of Color</th>
<th>Asian American Students</th>
<th>Latino/Hispanic Students</th>
<th>African American Students</th>
<th>Native American Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>768</td>
<td>319 (5.5%)</td>
<td>244 (4.2%)</td>
<td>152 (2.6%)</td>
<td>53 (0.9%)</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worked a Part-Time Job</td>
<td>70%</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Earned a Varsity Letter</td>
<td></td>
<td>66%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Received a Leadership Award</td>
<td>56%</td>
<td></td>
<td></td>
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<tr>
<td>Performed in a Musical Group</td>
<td>50%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibited a Work of Art at School</td>
<td>33%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Worked as a Volunteer</td>
<td></td>
<td></td>
<td>32%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

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 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.

Wisconsin Counties
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

Top Freshman Feeders
(by number of students)

High Schools
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

States
Wisconsin 3,463
Minnesota 759
Illinois 482
New York 136
California 95
New Jersey 65
Massachusetts 56
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%

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, Int., and Reentry: Mary Schey

Contact Information
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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:

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