DEM'S STUDENT-CENTERED APPROACH

Students are at the center of everything we do at the Division of Enrollment Management (DEM). We recruit and enroll students from all corners of the state, the nation, and across the world. We deeply appreciate the presence of each student and their supporters by learning how UW-Madison has resonated with them in authentic ways. The wide array of experiences students and families bring to this campus is what makes UW-Madison an incredible powerhouse. Our Badgers transform communities and push us into the future, establishing UW-Madison as a global destination.

Our job is to contribute to the ecosystem of innovation in higher education, built on dynamic collaboration and a relentless desire for bold ideas, but our students’ own stories are what fully capture the work of our team and our partners. Throughout this report, we highlight individual students, family members, and team members to share the stories behind the numbers.

"Having a daughter who goes to UW-Madison is our PRIDE and JOY! My husband and I immigrated from the Philippines for a better future and a glimpse of the American dream. Our daughter attending a prestigious university in the US surpasses that dream. We feel that all we’ve done to create a life here was worth it knowing that she will be academically successful and, most of all, happy. We thank UW-Madison for guiding, inspiring, and being an instrument for our daughter’s bright future ahead!"

- Mary Grace Balingit, Parent of Alyssa, Class of 2025
LEADING WITH OUR FORWARD FOCUS

DEM is guided by Our Forward Focus. This framework informs the work we do to continue positively impacting students throughout their academic career. Whether they are interacting with us during 'Your UW Day,' enrolling in classes, financing their college investment, or using our many services, we strive to provide a seamless and beneficial experience. With support from the Wisconsin Foundation & Alumni Association (WFAA) and numerous campus and community partners, DEM is committed to enriching the student experience to ensure that all students flourish throughout the full student lifecycle, from future Badgers to alumni.

“Just like me, my family thinks UW-Madison is one of the best universities in the world. I can’t stress enough how happy I am to be here.”
- Matthew, Class of 2026
A GLOBAL DESTINATION WITH LOCAL COMMITMENT

UW-Madison is one of the best universities in the world. A top-ranked public university by Washington Monthly, U.S. News & World Report, and the Center for World University Rankings, UW-Madison is also rated as one of Kiplinger's Best College Values. Interest across the globe continues to grow. We continue to see record-breaking numbers of applications from both Wisconsin residents and international students.

131 Countries Represented in First-Year Application Pool

<table>
<thead>
<tr>
<th>Total First-Year Student Applications</th>
<th>Total International First-Year Applications</th>
<th>Total WI/MN First-Year Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>63,532</td>
<td>12,405</td>
<td>14,588</td>
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+5.4% from Fall 2022 & record-high
“Even though everything was against me, including my language, I’m very proud that I got into such a prestigious school. Bucky’s Tuition Promise pretty much made my dream come true.”
- Joanna, Class of 2026

**MAKING DREAMS COME TRUE**

This year, Chancellor Jennifer Mnookin announced **Bucky’s Pell Pathway** to reinforce UW-Madison’s commitment to ensuring that an education at the state’s flagship public institution is **financially accessible** for Wisconsin residents. Under this program, UW-Madison pledges to meet the full financial need for four years for first-year Wisconsin resident students who qualify for Pell Grants. It is expected that over 800 incoming students will be eligible each year. Bucky’s Pell Pathway joins **Bucky’s Tuition Promise**, which covers tuition and fees, and **Badger Promise**, which provides funding for first-generation transfer students, in making dreams come true for Wisconsin residents. Together, the three programs underscore our commitment to keep a world-class education within local reach.
SCHOLARSHIPS MAKE THE DIFFERENCE

DEM’s Lumen Scholarship (formerly known as the Director’s Scholarship) helped attract the largest and most diverse classes in UW history. In 2022, it was expanded to offer four years of funding to talented students at the time of admission to support the enrollment of a competitive first-year class from a wide variety of experiences and backgrounds. UW-Madison’s Fall 2022 incoming class included the third cohort of Lumen scholars and was the most diverse class in UW history for the third year in a row. The scholarship’s impact exceeded expectations and proved to be an effective yielding tool for enrolling highly talented students.

This success inspired deeper collaboration with campus partners. It was clear that DEM’s scholarship opportunities alone would not make dreams come true for future Badgers; pooling resources and leaning on our partners would be vital for our efforts to expand access. This year, we collaborated closely with the Wisconsin Alumni Association (WAA) and the School of Education (SoE), and we are proud of what we’ve been able to accomplish together.

WAA and the Office of Student Financial Aid have worked closely with alumni chapters to streamline their scholarship selection and awarding processes to maximize our ability to recruit and retain talented students. Over 100 new funds across the many WAA Chapters now have automated awarding processes and more efficiently provide scholarship awards.

DEM and SoE also collaborated to create the Dean’s Excellence Scholarship, a pilot initiative that launched in the fall of 2022. Existing undergraduate scholarship funds and DEM’s Lumen Scholarship were combined to create guaranteed four-year funding packages and recruit a diverse group of incoming freshmen. Scholarship selections were made by DEM to leverage its expertise in recruiting and yielding talented students and to further streamline the scholarship awarding process. The SoE Dean’s Excellence Scholarship is exemplary of a student-centered approach to expanding access.
The Student Success Through Applied Research (SSTAR) Lab is a unique research-practice partnership embedded within DEM. The Lab conducts original research and evaluation on issues related to college opportunity and success. This past year, the Lab continued to work to increase access to higher education, and this work has been critical as the higher education landscape shifts due to FAFSA Simplification and the Supreme Court’s decision on the use of race in admissions.

Last fall, the SSTAR Lab hosted the Higher Education Equity Funding Workshop which featured discussions between institutional leaders, policy administrators, scholars, and thought leaders about equitable distributions of funding in higher education. This workshop built a community around this topic while informing ongoing research priorities on equity, funding policy, and institutional capacity to serve students often excluded from higher education.

This spring, the Sloan Foundation awarded $521k to the SSTAR Lab and St. Cloud State University to create a database of financial aid policies at institutional, state, and federal levels that provide tuition waivers and scholarships to Native students based on their tribal affiliation and/or dependency status.

The SSTAR Lab has also been central to our new rural student initiative, the Emerging Leaders Program. DEM was invited to join 15 other colleges and universities across the country in Fall 2022 to create the Small Town and Rural Students (STARS) College Network. This partnership works to widen pathways to higher education for rural and small-town students. The Emerging Leaders Program has been collaborating with the SSTAR Lab to develop promising practices and inform a holistic approach to college access for rural communities.

"As federal financial aid regulations and guidance continue to evolve, it’s more important than ever to lean on our partnership with our research team. SSTAR Lab’s projections on the impact of the upcoming changes to federal methodology of financial need calculations have ensured we’re prepared to meet our commitments to our Bucky’s Pell Pathway and Bucky’s Tuition Promise students."
- Shane Maloney, Office of Student Financial Aid

Photo by Debbie Murphy/Ascendium
AN EQUITABLE & SEAMLESS EXPERIENCE FOR STUDENTS

Numerous projects and partnerships have allowed DEM to provide a more equitable and seamless experience for students this past year. Here are a few of which we are especially proud.

Combining Admit, Financial Aid, & Scholarship Notifications for First-Year Students

During the 2022-2023 academic year, UW-Madison provided cohesive communications that combined admission, financial aid, and other scholarship notifications to a select group of fall 2023 undergraduate admits for the first time. This pilot initiative sent communications that efficiently and clearly informed full-need promise program students, Mercile J Lee Scholars, and the School of Education Dean’s Excellence Scholarship and Lumen Scholarship recipients of critical admission, financial aid, and scholarship information. These cohesive communications are one tool that enables us to provide a seamless experience for future Badgers and their families.

Building on this success, efforts are already underway to expand this pilot for the next admissions cycle with specific focus on including additional scholarship programs in partnership with schools and colleges.

Degree Audit Reporting Visualizations Enhancements

In collaboration with the Division of Data, Academic Planning and Institutional Research (DAPIR), the Division of Information Technology (DoIT), and other campus stakeholders, the Office of the Registrar developed new data visualizations that have streamlined the way campus can analyze and interact with the large volumes of data housed within the Degree Audit Reporting System. These visualizations will allow departments and advisors to identify student needs quickly and proactively solve issues.

Transfer Credit Improvements

The Office of the Registrar (RO) enhanced the transfer student experience by allowing students to see critical course attributes associated with their transfer credits as well as automated placement test assignments based on students’ records. CollegeSource, UW System, campus advisors, and the RO worked together to provide this important improvement.

939 First-Year Students Received a Combined Notification
Partnering with All-In Milwaukee

All-In Milwaukee is a coalition of education partners to help limited-income, high-potential students graduate college. May 2023 saw the initial cohort of All-In Milwaukee scholars graduate successfully while the largest cohort to-date prepares to embark on their undergraduate journey this fall. Over the last four years, UW-Madison’s partnership with All-In Milwaukee, stewarded by the Office of Student Financial Aid, has been an important dynamic and ever-widening pathway to a world-class education.

Including Name in Use on Diplomas for Grads & Alumni

For the first time, Spring 2023 graduates could elect to have their name in use (also known as “preferred name”) printed on their diplomas. Previously, the diploma allowed for legal name only. This initiative also allowed past graduates to order a new diploma with a name of their choice. This project was a meaningful step toward a more inclusive experience for our alumni.

"Regardless of your race, your gender, your ethnicity, your sexuality, you belong at UW. If you got into this school, you came into this school for a reason, for a purpose." - Brianna, Class of 2025

Creation of You Belong Campaign

This Office of Admissions and Recruitment’s ‘You Belong’ campaign highlights the stories and experiences of students’ identities, campus programs, and cultural organizations with the goal of emphasizing UW-Madison’s diversity. ‘You Belong’ makes visible the wide range of our students’ experiences and identities and points to the power of diversity in realizing the Wisconsin Idea.

"UW-Madison is the best school. Academics are highly ranked, the culture is vibrant, and it is a school that not only meets expectations, but exceeds them. This is precisely why I chose to attend UW-Madison. It is a world class education, and a place I can easily see myself calling home." - Muluken, Class of 2025
LEARNING & GROWING TO SUPPORT OUR CAMPUS COMMUNITY

Through the implementation of a required Diversity, Equity, and Inclusion (DEI) curriculum as well as the completion of a Divisional Recruitment Improvement Project, DEM team members are engaged in a culture of inclusivity and belonging that directly informs how we serve our students and their supporters. The DEI curriculum creates an ecosystem of inclusive policies, practices, and people with DEI opportunities that comprise 5% of each team members' job duties and responsibilities. This effort is coupled with our Divisional Recruitment Improvement Project, which established new standards, processes, resources, and tools that structure welcoming and inclusive practices into all new team member recruitments.

In addition to taking advantage of the many DEI training opportunities across campus and the community, DEM engaged with the work of the Public History Project this past year. Through numerous visits to the archives, organized viewings of the Sifting & Reckoning exhibit, a formal Q&A session with the Director, Kacie Lucchini Butcher, and a special presentation, the DEM team learned about the history of enrollment practices at UW-Madison, and the history of marginalized communities and people at the university, and their valiant resistance to unjust treatment.

These initiatives and opportunities to learn and grow ensure DEM is a place where team members are able to bring who they are and thrive as meaningful, valued, and respected contributors to our individual and collective work.

"The DEI Curriculum has been instrumental in my personal and professional growth, offering numerous opportunities for development. I have applied the knowledge gained from this curriculum in various areas, such as working with the transfer team, managing groups, and teaching in the classroom."

- Joshua Rybaski, Office of Admissions & Recruitment
PLANNING FOR OUR FUTURE

DEM is committed to building classes with students from a wide variety of lived experiences and backgrounds. While progress has been made in recent years, significant challenges lie ahead and will require a collective approach to ensure our commitment to recruiting talent wherever it sits remains a bedrock value.

Given the rapid and steady application growth over the last three admission cycles, we will expand recruitment efforts and build recruitment teams in the West, Southeast, New England, and Mid-Atlantic. This plan is critical to supporting our continued growth in those regions while increasing our footprint in areas with growing populations and high-achieving students.

Globally, UW-Madison is observing significant geopolitical shifts. Emerging issues have heavily impacted China, which historically has comprised more than 60% of our enrolled international student cohort. Our international students are critical to creating a vibrant community and making us a global research leader.

DEM has identified opportunities to achieve our desired recruitment and enrollment goals. We plan to leverage resources to develop a comprehensive and holistic international recruitment strategy; to restructure and expand the Global Initiatives team; to expand the international recruitment budget and in-country presence in emerging areas; and to develop international student scholarships.

Priorities for 2023-24

The Office of Admissions & Recruitment increased their presence in several underserved Wisconsin high schools when they were able to return to in-person visits this fall. The outreach team’s efforts resulted in a 42% increase in visits across the state and unique visits to over 150 high schools. We look forward to building upon our momentum to reach students across Wisconsin.

In response to the recent Supreme Court decision regarding the use of race in admissions, DEM will evaluate and modify admissions policies while building and implementing a strategic international recruitment plan and regional recruitment teams.

For the 2024-25 award year, a new FAFSA application and process will roll out in December 2023. This will expand the Pell Grant to reach more students, while simplifying the process for students and families. Providing support for students along with implementing compliant processes are top priorities for the financial aid team.

The swiftly evolving higher education landscape necessitates bold moves to continue attracting the most dynamic and talented students in our state, our nation, and the world.
FAST FACTS FOR 2022-23

35,184 Total Enrolled Undergraduates

5,267 Total Pell Recipients

89.2% Students Graduate in Six Years or Less

63% Undergraduates Graduate Debt-Free

THE CLASS OF 2026

8,628 Total New First-Year Students

1,154 Total New Transfer Students

16% First-Year Pell Grant Recipient Students

16% First-Year First-Generation Students

31% First-Year Students of Color

17% First-Year Underrepresented Students of Color
The Division of Enrollment Management includes nearly 400 team members, many of whom are nationally respected experts in their fields. The division’s offices are the Office of the Registrar, the Office of Student Financial Aid, the Office of Admissions and Recruitment, the Student Success Through Applied Research (SSTAR) Lab, and the Office of the Vice Provost.