
UW-Madison New Freshman Admits: Where do they Enroll?

*Enrollment patterns of new freshman applicants who were
admitted to UW-Madison in 2008 and 2009*

Clare Huhn
Academic Planning and Analysis, Office of the Provost
July 2010

Table of Contents

Introduction	2
Executive Summary.....	2-3
Wisconsin Residents: All Admits.....	4
Wisconsin Residents: High Achieving Admits.....	5
Wisconsin Residents: Admits from Rural High Schools	6
Wisconsin Residents: First Generation Admits.....	7
Wisconsin Residents: Targeted Minority Admits.....	8
Non-Residents: All Admits	9
Non-Residents: High Achieving Admits	10
Non-Residents: Targeted Minority Admits.....	11
Non-Residents: International Admits	12
Minnesota Residents: All Admits	13
Tabular Summary.....	14

Introduction

The proportion of admitted applicants who enroll (yield rate) is an important admissions benchmarking figure. Nationally, college bound high school graduates submit an average of 5 applications¹ but ultimately only enroll at a single institution. We know from institutional admission and enrollment records which admits enrolled at UW-Madison. However, the big “unknown” is the majority of admitted applicants who don’t enroll at UW-Madison. Knowing where admitted students ultimately enroll offers information useful for marketing, recruitment, and enrollment management.

The National Student Clearinghouse (NSC) is an invaluable tool for tracking non-enrolling admits. The NSC is a national database of individual enrollment and degree records submitted by participating U.S. colleges and universities². By using the NSC’s “student tracker” functionality, we can search for admits who did not enroll at UW-Madison. Knowing if they enrolled somewhere else and where they enrolled allows for inferences about the possible reasons for enrollment decisions.

This analysis focuses on the enrolling institutions of domestic (non-international) new freshmen. We focus specifically on the enrollment patterns of admits from groups with lower yield rates and those whose yield rates we have an interest in increasing, including: 1) Wisconsin residents, particularly very high achievers, those from rural high schools, and first generation students; 2) Non-residents, particularly very high achievers; and 3) Targeted minorities regardless of residency.

¹ National Association for College Admission Counseling. 2009 *State of College Admission*. October 2009.

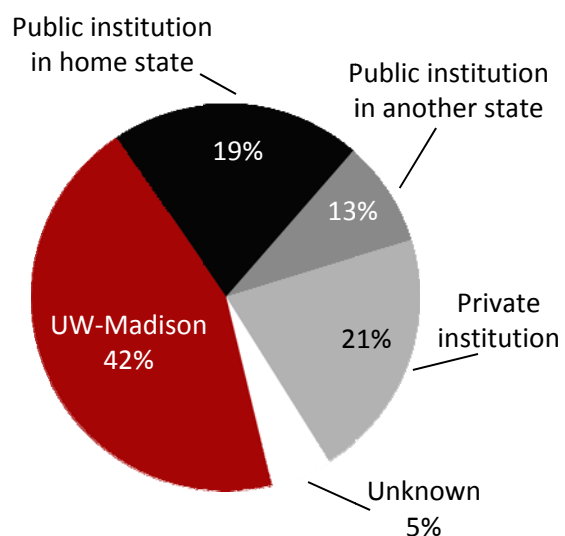
² The main purpose of the NSC is a central repository for enrollment and degree verification needed for student loan eligibility and deferrals, employment and insurance eligibility. Over 3300 U.S. institutions (covering 92% of enrollments) participate in the NSC. A secondary purpose of the NSC allows institutional researchers to query its vast database.

Executive Summary

1. We examined the enrollments of the 27,666 new freshmen admits from the Fall 2008 and 2009³ applicant pool. We queried the NSC database to search for admits who did not enroll at UW-Madison. Based on UW-Madison enrollment records and NSC records we confirmed enrollments for 95% of domestic students and 56% of international students⁴.

2. On average, 42% of admits enroll at UW-Madison, 21% enroll at private institutions, 19% enroll at public institutions in their home states, and 13% enroll at public institutions outside their home states. In all, UW-Madison admits enrolled at 675 different institutions in all 50 states.

Enrollment Status of New Freshman Applicants who Were Admitted to UW-Madison



3. A few universities account for a large share of admits. The University of Illinois, the University of Minnesota, and the University of Michigan, each enroll more than 500 UW-Madison admits per year and account for

³ Includes admits for previous summers.

⁴ The lack of an NSC “match” could mean that UW-Madison admits enrolled at a U.S. institution that does not participate in the NSC, that they enrolled at an institution outside of the U.S., or they are not enrolled in college.

almost 25% of all admits who don't enroll at UW-Madison. Other institutions typically enroll more than 100 UW-Madison admits per year including: Marquette University, UW-La Crosse, Northwestern University, Indiana University, UW-Eau Claire, and UW-Oshkosh. All together, these nine institutions enroll 36% of admits who don't enroll at UW-Madison.

4. Residency is a key variable. Compared to Wisconsin resident admits, non-resident admits are much less likely to enroll at UW-Madison – 21% of non-resident admits enroll compared to 63% of Wisconsin resident admits. Furthermore, the institutions at which they enroll are different. For this reason, the enrollment information presented in this analysis is disaggregated by residency.

5. Among Wisconsin resident admits who don't enroll at UW-Madison, 14% enroll at private institutions, 12% enroll at other public institutions in Wisconsin, and 8% enroll at public institutions in other states. The most common private institutions where UW-Madison admits enroll are either in Wisconsin or in bordering states.

6. Wisconsin residents who do not enroll at UW-Madison or at private institutions most typically enroll at the University of Minnesota–Twin Cities or at other UW System institutions. At these institutions, the tuition would be the same or less than these admits would have been charged at UW-Madison.

7. Wisconsin first-generation resident admits enroll at UW-Madison at slightly higher rates than other residents – 66% of first generation admits enroll compared to 63% overall. After UW-Madison, first generation admits most commonly enroll at other public institutions in Wisconsin (17%) and are less likely to enroll at private institutions (9%) or at public institutions outside Wisconsin (6%).

8. Wisconsin resident admits from rural high schools enroll at UW-Madison at similar

rates to other Wisconsin resident admits – 62% of rural admits enroll compared to 63% overall. After UW-Madison, those who don't enroll are more likely to enroll at other public institutions in Wisconsin (19%) and are less likely to enroll at private institutions (10%) or at public institutions outside Wisconsin (7%).

9. Non-resident admits who do not enroll at UW-Madison typically enroll at institutions that are similar to UW-Madison in size and mission – generally larger, research institutions in the Midwest. Almost one quarter (24%) of non-resident admits enroll at public institutions in their home states (where they would be eligible for in-state tuition rates), 20% enroll at public institutions outside their home states, and 29% enroll at private institutions.

10. For Minnesota resident admits, 44% enroll at UW-Madison, 21% enroll at public institutions in Minnesota (almost all at the University of Minnesota-Twin Cities), 9% enroll at public institutions in other states, and 21% enroll at private institutions (mostly in Minnesota).

11. Several enrollment patterns transcend residency. Targeted minority admits are more likely than other admits to enroll at UW-Madison. Although success at enrolling more targeted minorities depends on increasing the applicant pool, we can still learn from an examination of their enrolling institutions.

12. Compared to other admits with the same residency, high achieving admits (based on ACT/SAT score) are the least likely to enroll at UW-Madison. For Wisconsin residents, 56% of high achieving admits enrolled, compared to 63% overall. For non-residents, 15% of high achieving admits enrolled, compared to 21% overall. In order to be successful in enrolling more of these students we need to compete with scholarship and other financial incentives offered by the other institutions where these students enroll.

WISCONSIN RESIDENTS

UW-Madison admits who are Wisconsin residents are more likely to enroll at UW-Madison than admits from outside Wisconsin – 63% enrolled at UW-Madison compared to 44% of Minnesota residents and 21% of other non-residents. Our previous research shows that we are already attracting (and admitting) most well-prepared Wisconsin residents to UW-Madison⁵. Therefore, any recruiting plan to increase the number of Wisconsin residents enrolled at UW-Madison will have to rely heavily on increasing yield from the pool of already-admitted students. Wisconsin residents admits who did not enroll at UW-Madison were most typically enrolled at other institutions in Wisconsin or at institutions in other Midwest states such as Minnesota, Michigan, Indiana and Iowa.

Private Institutions: 14% of Wisconsin resident admits enrolled at 204 different private institutions. The top five institutions (average annual number is in parentheses) are: Marquette University (152), Northwestern University (31), Milwaukee School of Engineering (29), St. Norbert College (26), Macalester College (21), and St. Olaf College (21).

Public Institutions in Wisconsin: 12% of Wisconsin resident admits enrolled at one of 28 other public institutions in Wisconsin (including 2-year and 4-year institutions). The top five institutions, all part of the UW System, are: UW-La Crosse (160), UW-Oshkosh (93), UW-Eau Claire (85), UW-Milwaukee (67), and UW Colleges (48).

Public Institutions in Other States: 8% of Wisconsin resident admits enrolled at 104 different public institutions outside Wisconsin. The top five institutions are: University of Minnesota (230), Purdue University (15), University of Michigan (14), Michigan Tech (14), and University of Iowa (13).

Enrollment Status of Wisconsin Residents who Were Admitted to UW-Madison

Chart 1

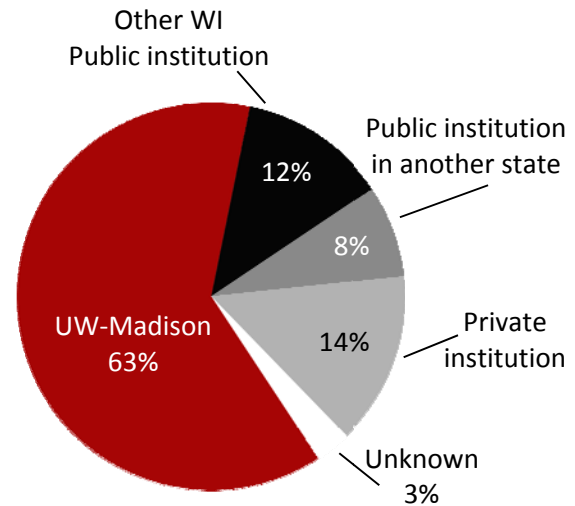


Table 1

Wisconsin Residents	
Applicants	8,561
Admits	5,547
Enrollments	5,382
Top Five Enrolling Institutions	
UW-Madison	3,464
University of Minnesota	230
UW-La Crosse	160
Marquette University	152
UW-Oshkosh	93

⁵apa.wisc.edu/Diversity/2008_Pipeline_Update.pdf

WISCONSIN RESIDENTS: HIGH ACHIEVERS

For the purposes of this analysis we define “high achiever” by ACT/SAT score. High achievers are students who have ACT scores (or equivalent SAT scores) of 30 or above – more than one standard deviation above the UW-Madison average of 28. These students are highly sought by colleges and universities nationally and likely have numerous enrollment options.

Compared to the overall group of Wisconsin resident admits, high achieving Wisconsin residents are less likely to enroll at UW-Madison – 56% enroll at UW-Madison compared to 63% overall. They are also less likely to enroll at other public institutions in Wisconsin (8% compared to 12% overall). They are more likely to enroll at private institutions – 22% of high achieving admits enroll at private institutions compared to 14% overall.

Private Institutions: 22% of high achieving Wisconsin resident admits enrolled at 157 different private institutions. The top five institutions (average annual number is in parentheses) are: Marquette University (57), Northwestern University (29), Macalester College (15), and St. Olaf College (15), and Washington University (12).

Public Institutions in Wisconsin: 8% of high achieving Wisconsin resident admits enrolled at one of 22 other public institutions in Wisconsin (including 2-year and 4-year institutions). The top five of these institutions, all part of the UW System, are: UW-La Crosse (26), UW-Oshkosh (25), UW-Eau Claire (25), UW-Milwaukee (16), and UW-Whitewater (10).

Public Institutions in Other States: 9% of high achieving Wisconsin resident admits enrolled at 56 different public institutions outside Wisconsin. The top five institutions are: University of Minnesota (76), Purdue University (10), University of Michigan (10), Arizona State (7), and Indiana University (6).

Enrollment Status of High Achieving Wisconsin Residents who Were Admitted to UW-Madison

Chart 2

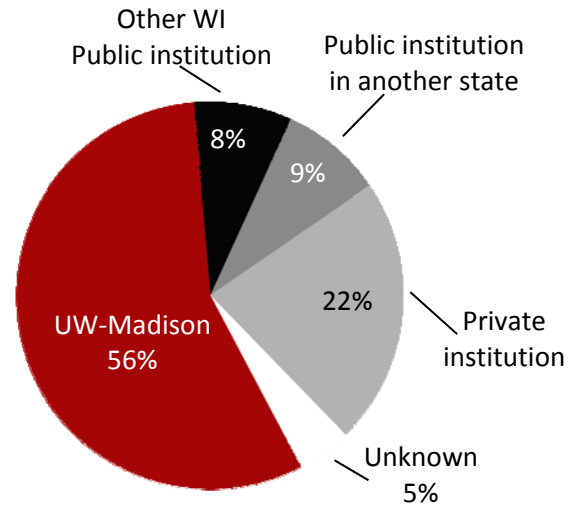


Table 2

High Achieving Wisconsin Residents	
Applicants	2,172
Admits	2,006
Enrollments	1,915
Top Five Enrolling Institutions	
UW-Madison	1,131
University of Minnesota	76
Marquette University	57
Northwestern University	29
UW-La Crosse	26

WISCONSIN RESIDENTS: RURAL HIGH SCHOOLS

For the purposes of this analysis we identify rural Wisconsin students based on the Census Bureau's definition of rural and the location of the students' high school⁶. More than half of Wisconsin's public high schools are in rural communities. Therefore, fulfilling UW-Madison's mission to provide access to students from the entire state requires attention to students from rural high schools.

Compared to the overall group of Wisconsin resident admits, admits from rural high schools enroll at UW-Madison at similar rates – 62% of resident admits from rural high schools enrolled compared to 63% overall. Wisconsin resident admits from rural high schools who do not attend UW-Madison are more likely to enroll at other public institutions in Wisconsin (19%) and are less likely to enroll at private institutions (10%).

Private Institutions: 10% of rural Wisconsin resident admits enrolled at 64 different private institutions. The top five institutions (average annual number is in parentheses), all in Wisconsin, are: Marquette University (17), St. Norbert College (6), Milwaukee School of Engineering (6), Lawrence University (4), and Carroll University (3).

Public Institutions in Wisconsin: 19% of rural Wisconsin resident admits enrolled at one of 25 other public institutions in Wisconsin (including 2 and 4-year institutions). The top five institutions, all part of the UW System, are: UW-La Crosse (32), UW-Eau Claire (23), UW Colleges (17), UW-Oshkosh (15), and UW-Platteville (13).

Public Institutions in Other States: 7% of rural Wisconsin resident admits enrolled at 31

different public institutions outside Wisconsin. The top five institutions are: University of Minnesota (31), Purdue University (3), Michigan Tech (3), University of Illinois (2), and University of Iowa (2).

Enrollment Status of Rural Wisconsin Residents who Were Admitted to UW-Madison

Chart 3

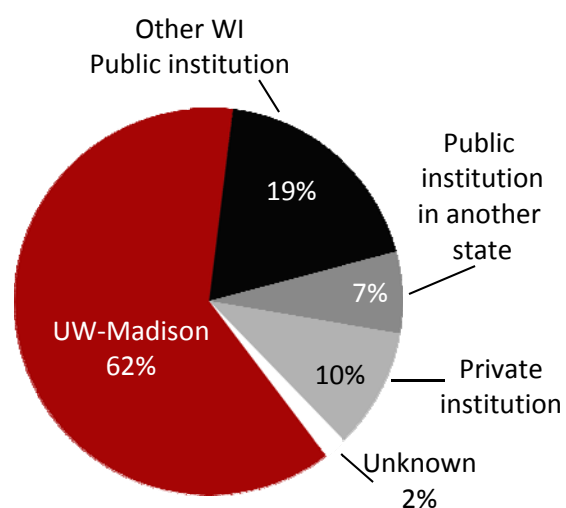


Table 3

Wisconsin Residents from Rural High Schools	
Applicants	1,215
Admits	793
Enrollments	783
Top Five Enrolling Institutions	
UW-Madison	497
UW-La Crosse	32
University of Minnesota	31
UW-Eau Claire	23
UW Colleges	17

⁶ The U.S. Census Bureau's definition of a rural area is one that has fewer than 2500 residents, regardless of population density. See <http://ncseonline.org/nle/crsreports/05jun/97-905.pdf> for more information. A list of all 220 high schools in Wisconsin that are in rural areas can be provided by Academic Planning and Analysis upon request.

WISCONSIN RESIDENTS: FIRST GENERATION

Admits whose parents do not hold bachelors degrees are prospective first generation students. Several statewide initiatives to increase the number of Wisconsinites with bachelors degrees are ongoing. The success of these initiatives relies heavily on increasing the college-going rates of prospective first generation students and on enrolling more in UW-Madison's new freshman class.

Compared to the overall group of Wisconsin resident admits, resident first generation admits are more likely to enroll at UW-Madison – 66% enrolled at UW-Madison compared to 63% of resident admits overall. Wisconsin resident first generation admits who do not attend UW-Madison are more likely to enroll at other public institutions in Wisconsin (17%) and are less likely to enroll at private institutions (9%).

Private Institutions: 9% of first generation Wisconsin resident admits enrolled at 74 different private institutions. The top five institutions (average annual number is in parentheses), all in Wisconsin, are: Marquette University (35), St. Norbert College (11), Milwaukee School of Engineering (10), Carroll University (7), and Edgewood College (5).

Public Institutions in Wisconsin: 17% of first generation Wisconsin resident admits enrolled at one of 25 other public institutions in Wisconsin (including 2 and 4-year institutions). The top five institutions, all part of the UW System, are: UW-La Crosse (60), UW-Oshkosh (28), UW-Milwaukee (27), UW-Eau Claire (27), and UW Colleges (19).

Public Institutions in Other States: 6% of first generation Wisconsin resident admits enrolled at 43 different public institutions outside Wisconsin. The top five institutions are: University of Minnesota (44), Michigan Tech (5), Northern Michigan University (2), University of

Minnesota-Duluth (2), and Iowa State University (2).

Enrollment Status of First Generation Wisconsin Residents who Were Admitted to UW-Madison

Chart 4

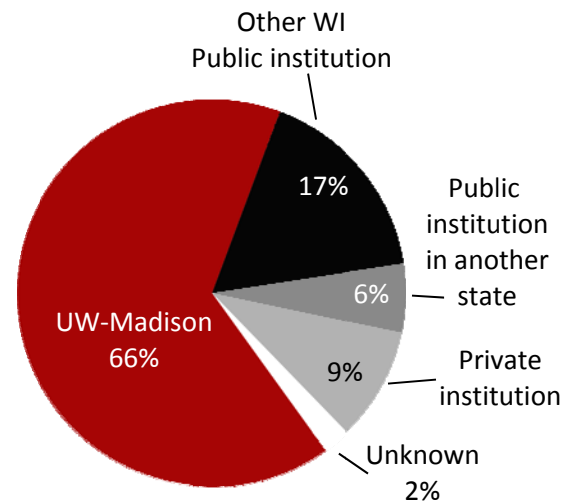


Table 4

First Generation Wisconsin Residents	
Applicants	2,553
Admits	1,414
Enrollments	2,763
Top Five Enrolling Institutions	
UW-Madison	928
UW-La Crosse	60
University of Minnesota	44
Marquette University	35
UW-Oshkosh	28

WISCONSIN RESIDENTS: TARGETED MINORITIES

Targeted minorities are African American, Hispanic/Latino(a), American Indian and Southeast Asian (Hmong, Cambodian, Vietnamese, Laotian). These students are historically underrepresented in higher education and have been the focus of initiatives to increase their college-going rates. Increasing the number of enrolled targeted minority students has been a longstanding UW-Madison goal.

Compared to the overall group of Wisconsin resident admits, targeted minority residents are much more likely to enroll at UW-Madison – 74% of resident targeted minority admits enrolled at UW-Madison compared to 63% of resident admits overall. Wisconsin resident targeted minority admits who do not attend UW-Madison are more likely to enroll at private institutions (11%) than at other public institutions (7% in Wisconsin and 3% in other states).

Private Institutions: 11% of targeted minority Wisconsin resident admits enrolled at 52 different private institutions. The top five institutions (average annual number is in parentheses) are: Marquette University (9), Stanford University (3), Northwestern University (3), Vanderbilt University (2), and Howard University (2).

Public Institutions in Wisconsin: 7% of targeted minority Wisconsin resident admits enrolled at one of 11 other public institutions in Wisconsin. The top five institutions, all part of the UW System, are: UW-Milwaukee (7), UW-La Crosse (5), UW-Oshkosh (5), UW-Eau Claire (5), and UW-Stevens Point (4).

Public Institutions in Other States: 3% of targeted minority Wisconsin resident admits enrolled at 13 different public institutions outside Wisconsin. Only one institution, the

University of Minnesota (9), has more than one targeted minority resident admit enrolled.

Enrollment Status of Targeted Minority Wisconsin Residents who Were Admitted to UW-Madison

Chart 5

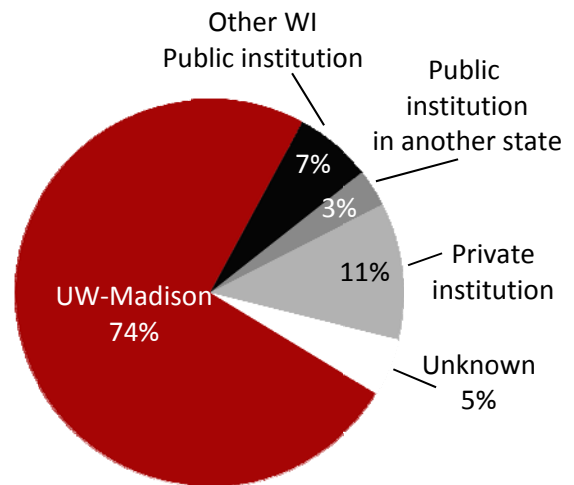


Table 5

Targeted Minority Wisconsin Residents	
Applicants	854
Admits	479
Enrollments	456
Top Five Enrolling Institutions	
UW-Madison	355
Marquette University	9
University of Minnesota	9
UW-Milwaukee	7
UW-La Crosse	5

NON-RESIDENTS

Compared to Wisconsin residents, domestic non-resident admits (who do not qualify for Wisconsin resident or Minnesota reciprocity tuition) are much less likely to enroll at UW-Madison – 21% enrolled at UW-Madison compared to 63% of Wisconsin resident admits. One third of domestic non-resident admits come from one of five states. These states (average annual number is in parentheses) include: Illinois (2,225), New York (654), California (391), New Jersey (248), and Maryland (193).

Non-resident admits who do not enroll at UW-Madison most typically enroll at institutions that are similar in many respects – generally larger research institutions. Although many stay in their home states at public institutions with resident tuition rates (24%), many others enroll at public institutions outside of their home states (20%). Compared to Wisconsin resident admits, non-residents are more likely to enroll at private institutions (14% for Wisconsin resident admits and 29% for non-resident admits).

Private Institutions: 29% of non-resident admits enrolled at 231 different private institutions. The top five institutions are: Northwestern (99), Washington University (73), Vanderbilt (70), and Cornell (61).

Public Institutions in Admit’s Home State: 24% of non-resident admits enrolled at one of 270 public institutions in their home states. The top five institutions, all flagships, are: University of Illinois (624), University of Michigan (68), Ohio State University (30), University of Maryland (30), and University of California – Berkeley (25).

Public Institutions in Other States: 20% of non-resident admits enrolled at 117 different public institutions outside their home states (excluding UW-Madison). The top five institutions are:

University of Michigan (362), Indiana University (98), University of Maryland (46), Purdue University (40), and Pennsylvania State University (78).

Enrollment Status of Non-Residents who Were Admitted to UW-Madison

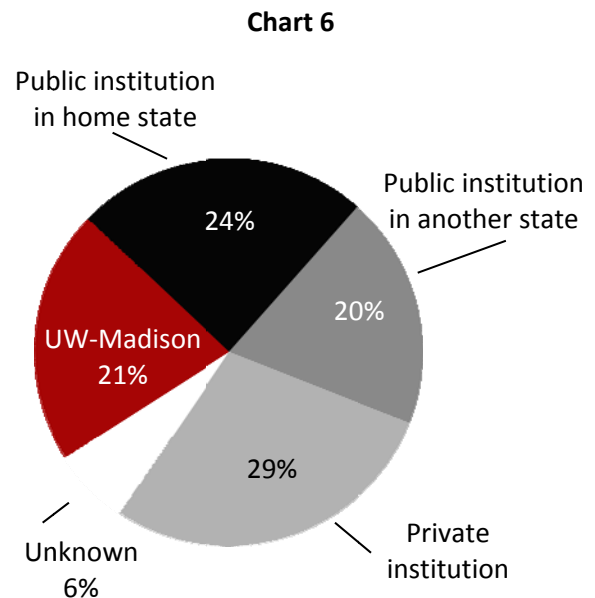


Table 6

Non-Residents	
Applicants	10,836
Admits	5,620
Enrollments	5,259
Top Five Enrolling Institutions	
UW-Madison	1,195
University of Illinois	658
University of Michigan	429
Indiana University	112
Northwestern University	99

*Does not include international students or students from Minnesota.

NON-RESIDENTS: HIGH ACHIEVERS

Domestic non-resident admits to UW-Madison are already less likely to enroll than Wisconsin residents. High achieving non-resident admits (those with ACT, or equivalent SAT, scores of 30 or above) are even less likely to enroll – 15% enrolled at UW-Madison compared to 21% of all non-resident admits.

Like other non-residents, these high achieving non-resident admits most typically enroll at institutions that are similar to UW-Madison in many respects – generally larger research institutions. Although many enroll at public institutions in their home states where they pay resident tuition rates (23%), many high achieving non-resident admits enroll at other public institutions outside of their home states (19%). High achieving non-resident admits are the most likely group of UW-Madison admits to enroll at a private institution (35% compared to 29% of overall non-resident admits and 14% of Wisconsin resident admits).

Private Institutions: 35% of high achieving non-resident admits enrolled at 178 different private institutions. The top five institutions (average annual number is in parentheses) are: Northwestern (90), Washington University (71), Vanderbilt (63), and Cornell (51) and Emory (44).

Public Institutions in Admit's Home State: 23% of high achieving non-resident admits enrolled at one of 169 public institutions in their home states. The top five institutions, all flagships, are: University of Illinois (348), University of Michigan (41), Ohio State University (20), University of Maryland (19), and University of California-Berkeley (15).

Public Institutions in Other States: 19% of high achieving non-resident admits enrolled at 89 different public institutions outside their home states (excluding UW-Madison). These institutions are: University of Michigan (214),

Indiana University (57), University of Illinois (26), Purdue (25), and University of Maryland (25).

Enrollment Status of High Achieving Non-Residents who Were Admitted to UW-Madison

Chart 7

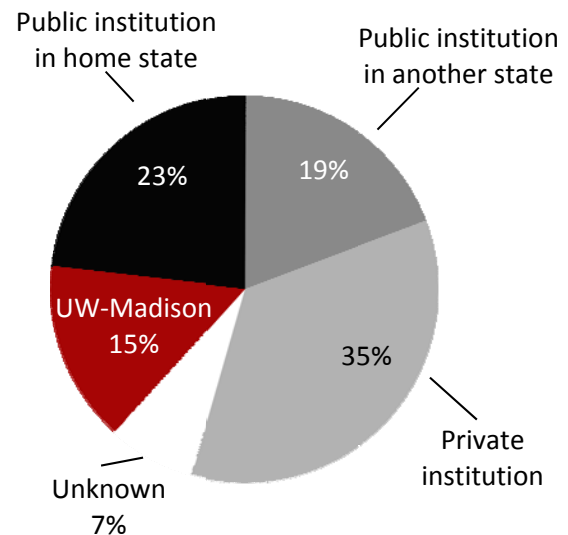


Table 7

High Achieving Non-Residents	
Applicants	3,929
Admits	3,176
Enrollments	2,946
Top Five Enrolling Institutions	
UW-Madison	482
University of Illinois	373
University of Michigan	255
Northwestern University	90
Washington University	71

*Does not include international students or students from Minnesota.

NON-RESIDENTS: TARGETED MINORITIES

Just as targeted minority admits (African American, Hispanic/Latino(a), American Indian, and Southeast Asian) from Wisconsin are more likely to enroll at UW-Madison than non-targeted Wisconsin residents admits, targeted minority non-residents are more likely to enroll at UW-Madison than other non-resident admits. Thirty one percent (31%) of targeted minority non-resident admits enrolled at UW-Madison compared 21% of all non-resident admits.

Compared to other non-residents admits who do not enroll at UW-Madison, targeted minority non-resident admits are more likely to enroll at a public institution in their home state – 26% enroll at public institutions in their home states compared to 24% of non-resident admits overall. They are less likely to enroll at private institutions (25%) or at public institutions in other states (12%).

Private Institutions: 25% of targeted minority non-resident admits enrolled at 104 different private institutions. The top five institutions (average annual number is in parentheses) are: Northwestern (9), University of Southern California (7), DePaul (6), University of Chicago (5), and University of Pennsylvania (5).

Public Institutions in Admit's Home State: 26% of targeted minority non-resident admits enrolled at one of 95 public institutions in their home states. The top five institutions are: University of Illinois (23), University of Illinois-Chicago (8), University of Michigan (7), University of Florida (4), and University of California-Berkeley (4).

Public Institutions in Other States: 12% of targeted minority non-resident admits enrolled at 48 different public institutions outside their home states (excluding UW-Madison). These institutions are: University of Michigan (14), Indiana University (6), University of Iowa (5),

Ohio State University (5), and Pennsylvania State University (4).

Enrollment Status of Targeted Minority Non-Residents who Were Admitted to UW-Madison

Chart 8

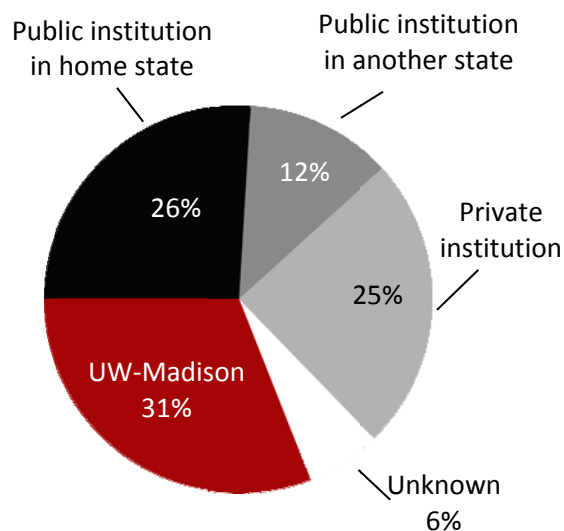


Table 8

Targeted Minority Non-Residents	
Applicants	1,196
Admits	577
Enrollments	541
Top Five Enrolling Institutions	
UW-Madison	179
University of Illinois	23
University of Michigan	21
Northwestern University	9
University of Illinois-Chicago	8

*Does not include international students or students from Minnesota.

NON-RESIDENTS: INTERNATIONAL

International students are citizens of other countries who have permission to enter the United States for educational purposes. These students are non-residents for tuition purposes and are ineligible for most federal, state, and institutional financial aid. These factors, coupled with the high cost of international travel and other requirements for international students (such as health insurance and verification of sufficient funding) may explain the lower rates of enrollment at U.S. institutions, even among students who are academically well-prepared for college and have demonstrated proficiency in English.

For the two years in this analysis, international students from 61 different countries were admitted. However, admits from just five of the following countries comprise more than 80% of international admits to UW-Madison (average annual number in parentheses): China (339), South Korea (264), India (65), Malaysia (44), and Taiwan (39).

Compared to domestic non-resident admits, international admits are more likely to enroll at UW-Madison – 33% of international admits enrolled compared to 21% of domestic non-resident admits.

Private Institutions: 11% of international non-resident admits enrolled at 57 different private institutions. The top five institutions (average annual number is in parentheses) are: New York University (19), University of Southern California (15), Cornell (9), University of Rochester (8), and Brown University (3).

Public Institutions in Other States: 12% of international non-residents admits enrolled at 40 different public institutions outside Wisconsin. These institutions are: University of Illinois (15), University of Virginia (14), Ohio State University (11), Pennsylvania State University (9), and University of Michigan (8).

Enrollment Status of International Non-Residents who Were Admitted to UW-Madison

Chart 9

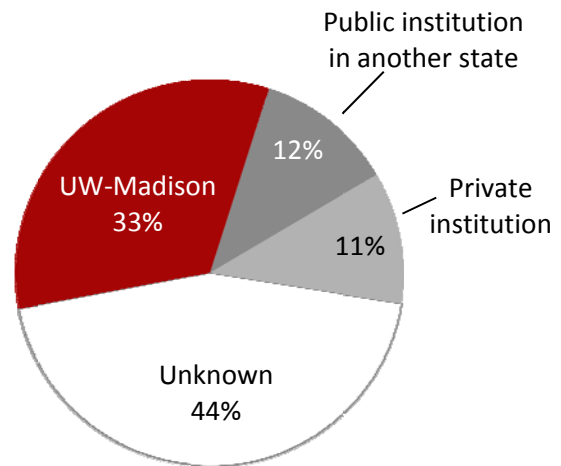


Table 9

International Non-Residents	
Applicants	2,713
Admits	932
Enrollments	517
Top Five Enrolling Institutions	
UW-Madison	307
New York University	19
University of Illinois	15
University of Southern California	15
University of Virginia	14

MINNESOTA RESIDENTS

Under the Minnesota-Wisconsin Tuition Reciprocity Agreement, residents of Minnesota are eligible to attend public institutions in Wisconsin at the Minnesota in-state tuition rate. Even though resident tuition in Minnesota is around \$900 per year more than resident tuition in Wisconsin, the tuition charges for Minnesota residents are still less than half of what other non-residents are charged.

Minnesota resident admits to UW-Madison are less likely than Wisconsin residents to enroll at UW-Madison but more likely than other non-residents to enroll. Forty-four percent (44%) of Minnesota residents who were admitted to UW-Madison enrolled at UW-Madison compared to 63% of Wisconsin residents and 21% of other non-residents. The majority of Minnesota resident admits who do not enroll at UW-Madison enroll at the University of Minnesota-Twin Cities where their tuition charges are the same as they would have been at UW-Madison.

Private Institutions: 21% of Minnesota resident admits enrolled at 137 different private institutions. The top five institutions (average annual number is in parentheses) are: University of St. Thomas (22), St. Olaf College (21), Northwestern University (19), Boston College (16), and Carleton College (14).

Public Institutions in Minnesota: 21% of Minnesota resident admits enrolled at one of 24 public institutions in Minnesota. The top five institutions are: University of Minnesota (303), University of Minnesota-Duluth (9), Normandale Community College (8), Minnesota State University-Mankato (8), and Century College (4).

Public Institutions in Other States: 9% of Minnesota resident admits enrolled at 69 different public institutions outside Minnesota (excluding UW-Madison). These institutions are:

Iowa State University (22), University of Michigan (14), UW-Eau Claire (13), UW-La Crosse (9), and University of Iowa (9).

Enrollment Status of Minnesota Residents who Were Admitted to UW-Madison

Chart 10

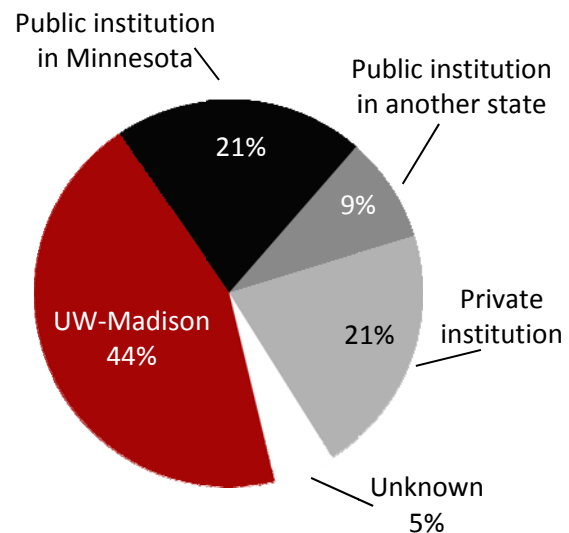


Table 10

Minnesota Residents	
Applicants	3,030
Admits	1,720
Enrollments	1,632
Top Five Enrolling Institutions	
UW-Madison	762
University of Minnesota	303
Iowa State University	22
University of St. Thomas	22
St. Olaf College	21

Summary of Enrollment Patterns of UW-Madison Admits from the 2008 and 2009 Applicant Pool
(Figures are annual averages)

Wisconsin Residents					
	Overall	High Achievers	Rural	First Gen	Targeted Minority
Applicants	8,561	2,172	1,215	2,553	854
Admits	5,547	2,006	793	1,414	479
Enrollments (%)					
UW-Madison	63	56	62	66	74
Home State Public	12	8	19	17	7
Other State Public	8	9	7	6	3
Private	14	22	10	9	11
Unknown	3	5	2	2	5
Institutions (Top 5, Descending Order)					
	UW-Madison	UW-Madison	UW-Madison	UW-Madison	UW-Madison
	MN-Twin Cities	MN-Twin Cities	UW-La Crosse	UW-La Crosse	Marquette
	UW-La Crosse	Marquette	MN-Twin Cities	MN-Twin Cities	MN-Twin Cities
	Marquette	Northwestern	UW-Eau Claire	Marquette	UW-Milwaukee
	UW-Oshkosh	UW-La Crosse	UW Colleges	UW-Oshkosh	UW-La Crosse

Domestic Non-Residents				Other Non-Res.	Minnesota Residents
	Overall	High Achievers	Targeted Minority	International	Overall
Applicants	10,836	3,929	1,196	2,713	3,030
Admits	5,620	3,176	577	932	1,720
Enrollments (%)					
UW-Madison	21	15	31	33	44
Home State Public	24	23	26	12	21
Other State Public	20	19	12		9
Private	29	35	25	11	21
Unknown	6	7	6	44	5
Institutions (Top 5, Descending Order)					
	UW-Madison	UW-Madison	UW-Madison	UW-Madison	UW-Madison
	Univ. of Illinois	Univ. of Illinois	Univ. of Illinois	New York Univ.	MN-Twin Cities
	Univ. of Michigan	Univ. of Michigan	Univ. of Michigan	Univ. of Illinois	Iowa State
	Indiana Univ.	Northwestern	Northwestern	USC	St. Thomas
	Northwestern	Wash. Univ.	Univ. of Chicago	Univ. of Virginia	St. Olaf