
The UW-Madison New Freshman Recruiting Pool: 2004-2018
Based on Projections of High School Graduates

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SUMMARY

The annual Wisconsin high school graduating class is the single largest source of new undergraduates at UW-Madison. Projected changes in the size and racial composition of the graduating class have implications for enrollment management, recruitment, and diversity initiatives. This analysis of the current academic preparation of Wisconsin high school graduates and their subsequent enrollment patterns helps us project the UW-Madison recruiting pool over the next 15 years. In order to complete this analysis, we combine data from numerous sources including:

- Information about the size and composition of recent Wisconsin high school graduating classes from the Wisconsin Department of Public Instruction.
- Projections of the numbers of high school graduates from the Western Interstate Commission for Higher Education (WICHE). Information provided by WICHE is summarized in a companion paper, *Wisconsin's High School Graduating Class: Projections by Race to 2018*.
- The college preparation of Wisconsin high school graduates from ACT Inc.
- The application, admission and enrollment patterns of recent Wisconsin high school graduates from UW-Madison's Admission's and Registrar's Offices.

KEY FINDINGS AND IMPLICATIONS

1. Approximately 64,500 students graduated annually from Wisconsin high schools in recent years.
2. The overall Wisconsin high school graduating class size is projected to decrease by 8% between 2003 (the expected peak) and 2018.
3. This projected net decrease is the result of decreases in the number of White high school graduates, increases in the number of Hispanic and Asian American high schools graduates, and negligible changes in the number of African American and American Indian graduates.
4. The high school graduating class of 2018 will be smaller but more racially diverse than the class of 2003.
5. Approximately 66% of high school graduates currently take the ACT examination, an important indicator of interest in attending college.
6. Slightly more than one in four Wisconsin high school graduates with above average ACT scores and class rank apply to UW-Madison. These "above average" high school graduates represent those who could most successfully compete in UW-Madison's competitive and selective admissions process.
7. There are large racial differences in the proportion of "above average" high school graduates ranging from 31% of Whites to 4% of African Americans. Efforts to recruit and enroll more students of color are hindered by their lack of preparation for college.
8. One in three Wisconsin high school graduates with "above average" preparation applies to UW-Madison.
9. Four of five of these "above average" applicants are admitted.
10. Almost two of every three "above average" admits subsequently enroll at UW-Madison.
11. Wisconsin high school graduates in racial minority groups generally apply and are admitted at higher rates than those of the total applicant pool.
12. With the exception of African Americans, admits from other racial minority groups enroll at rates that are similar to or higher than those of the total applicant pool. Increasing the yield rate of African American admits who enroll would increase the number of students of color at UW-Madison.

INTRODUCTION

This analysis of Wisconsin high school graduates and their application behavior is intended as a planning document to assist with enrollment management and recruiting strategies. In this report, projections of the size and composition of Wisconsin's high school graduating classes are used as the foundation for projecting the potential college-bound graduates, with emphasis on high school graduates eligible for admission to UW-Madison. Recent high school graduates with selected academic characteristics that relate to college participation – ACT test taking and high school rank -- are analyzed to determine the current proportion of high school graduates that fit certain academic profiles. These proportions are then applied to projections of future high school graduates in order to estimate the prospective UW-Madison applicant pool. Finally, we examine how Wisconsin high school graduates currently move through the UW-Madison application process to examine how the projected changes in the high school class may influence future recruiting efforts.

There are numerous contributing factors that shape the size and make up of UW-Madison's new freshman class. These factors include enrollment targets that set a class size limit, diversity initiatives such as Plan 2008 with its goal of increasing the number of students of color at UW-Madison, the number and academic preparation of high school graduates as well as their educational aspirations and interests.

Most new undergraduates at UW-Madison are those who enroll as new freshmen (about 77%) and the majority of new freshmen are recent graduates from Wisconsin high schools. Because most new freshmen who enroll at UW-Madison enroll immediately after high school graduation, the recent Wisconsin high school graduating class is this institution's single largest source of new undergraduates. The success of initiatives to increase the racial diversity of the undergraduate class at UW-Madison weighs heavily on the success of recruiting a diverse pool of admissible applicants from the annual Wisconsin high school graduating class and on the success of strategies that encourage and facilitate enrollment after admission.

Projections of the number of Wisconsin high school graduates show that the graduating class of 2003 was the largest expected class in the next 15 years. The class of 2018 is projected to be 8% smaller but more racially diverse than the class of 2003 with the increased diversity due almost exclusively to a rapid increase in Hispanic high school graduates. The proportion of Hispanics in Wisconsin's high school graduating class is expected to increase from 3% to 11% while the proportion of Whites is expected to decrease from 88% to 78%. More detailed demographic projections of high school graduates are described in a companion paper, *Wisconsin's High School Graduating Class: Projections by Race to 2018* (April 2004).

UW-MADISON'S RECRUITING POOL FROM RECENT HIGH SCHOOL GRADUATING CLASSES

Projections of high school graduates are useful for understanding general trends in the size of Wisconsin's graduating class. But the total class size alone doesn't indicate those who is prepared for and planning to attend college, nor does it specifically describe those likely to attend UW-Madison. Graduation from high school with a set of core academic courses is a necessary, but not sufficient, condition for admission to UW-Madison. UW-Madison admissions policy limits admission to those in the top half of their respective high school classes and requires submission of an ACT or SAT score. Because there are many more applicants than spaces in the new freshman class, our admission process is both competitive and selective. Among the applicant pool, both those who apply and those who are admitted tend to have a high school rank and test scores that are higher than the state averages. For this reason, we have combined information about the academic preparedness of high school graduates with the demographic projections to estimate the future size of UW-Madison's recruitment pool.

The application process is a complex one and the admission decision is based on the whole application, not just a few preparation indicators. However, for analytical purposes, we focus on two quantitative proxies for the academic preparedness of applicants – ACT score and high school rank in class. For analytical purposes, high school graduates are grouped into three categories based on these academic characteristics. These groups are:

- High school graduates who took the ACT and are in the top half of their class. This group represents those high school graduates who meet the minimum admission criteria.
- High school graduates who scored over 22 on the ACT (out of a possible 36) and are in the top half of their class. An ACT composite score of 22 is the average score of all Wisconsin ACT test takers. The average ACT of UW-Madison’s new freshman is 27 – one standard deviation above the state average. This group of high school graduates represents those who are “above average”.
- High school graduates who scored over 22 on the ACT and are in the top quartile (top 25%) of their high school class. Among UW-Madison’s new freshmen, over 90% are in the top high school quartile. This group represents high school graduates who are most like UW-Madison new freshmen in ACT score and high school rank and also represents the most competitive applicants in the admission process.

With these three groupings in mind, let’s look at the numbers and proportions of recent high school graduates in each of the groups.

The four-year average annual number of high school graduates and ACT testers is shown in Table 1. Annually, about 64,500 students graduate from a Wisconsin high school. Two-thirds of high school graduates take the ACT – about 42,000 annually – which signifies that the majority of high school graduates have aspirations to attend college. When we apply the requirement to take the ACT *and* be in the top half of the high school class, the pool drops to around 33,000 annually, or about 51% of high school graduates. Thus, fewer than 33,000 Wisconsin high school graduates meet the minimum qualifications for regular admission to UW-Madison.

**Table 1
UW-Madison’s Recruiting Pool of Wisconsin High School Graduates
Average of 1999-2002 Wisconsin High School Graduating Classes**

	Total	African Amer.	Hispanic	Amer. Indian	Asian	White
Number of High School Graduates	64,544	2,784	1,664	592	1,673	53,488
---> Number of ACT Test Takers	42,359	1,278	798	233	1,140	38,910
---> In Top Half of HS Class	32,898	759	524	163	803	30,649
---> and ACT Composite Over 22	17,447	106	166	59	296	16,820
---> and In Top Quarter of HS Class	13,111	71	104	39	237	12,660
% of High School Graduates	100	100	100	100	100	100
---> % Taking the ACT	66	46	48	39	68	73
---> % In Top Half of HS Class	51	27	31	28	48	57
---> and ACT Composite Over 22	27	4	10	10	18	31
---> and In Top Quarter of HS Class	20	3	6	7	14	24

Note: The number of high school graduates for individual race categories represent only public high school graduates because race information is not reported by private high schools. For this reason, the sum of the racial groups will not add up to the total on this line and the difference is the number of private high school graduates. High school rank is self-reported at the time of ACT testing. ACT testers not reporting high school rank are included in the bottom half. ACT testers not reporting a specific race are included in the White category. Sources: High school graduates: Wisconsin Department of Public Instruction (DPI), ACT testing information and demographics of those tested: ACT Inc.

There are large racial disparities among high school graduates who are ACT testers in the top half of their class. Well over half (57%) of White high school graduates meet these criteria compared to less than one third of African American (27%), Hispanic (31%), and American Indian (28%) Wisconsin high school graduates.

If we select high school graduates who are above average in both ACT score and high school rank (ACT score over 22 and top half of their high school class), the recruiting pool for UW-Madison applicants is reduced by about half again. Fewer than 17,500 graduates, 27% of the total Wisconsin high school graduating class, meet these criteria. The racial disparities described above persist and are magnified at this level. Slightly less than one third (31%) of White high school graduates are both in the top half of their high school class and in the top half of ACT testers compared to 4% of African American high school graduates. Ten percent of Hispanic and American Indian graduates and 18% of Asian American graduates meet these criteria.

More than 90% of UW-Madison's enrolled new freshmen graduated in the top 25% of their high school class. If we apply this criterion to high school graduates who took the ACT and scored over 22, we further refine the UW-Madison recruiting pool to those more typical of new freshmen at UW-Madison. One in five (20%) high school graduates (13,110) meet these criteria. At this level, the racial disparities are even more striking. Almost one quarter (24%) of White high school graduates have an ACT score/HS rank profile typical of most UW-Madison new freshmen compared with 3% of African Americans, 6% of Hispanics, 7% of American Indians and 14% of Asian Americans.

This analysis of preparation indicators of Wisconsin high school graduates (Table 1) combined with demographic projections of Wisconsin high school graduates to 2018 will allow us to project numbers of high school graduates, by race, who are likely to be admissible to UW-Madison.

UW-MADISON'S PROJECTED RECRUITING POOL FROM 2004 TO 2018

The projected number of Wisconsin high school graduates over the next 15 years is shown in a companion paper, *Wisconsin's High School Graduating Class: Projections by Race to 2018*. The average proportion of Wisconsin high school graduates who take the ACT and score at specific levels is described in the preceding section (Table 1). These data sets are combined in Table 2 to forecast changes in UW-Madison's recruiting pool between 2004 and 2018.

In summary, the demographic projections forecast a decrease of 3,500 overall high school graduates (8%) over the next 15 years (Table 2). White high school graduates are projected to decrease from 88% to 78% of high school graduates. Growth in the number of African American and American Indian high school graduates is projected to be negligible. A slight growth in the number of Asian American high school graduates is projected. The number of Hispanic students in Wisconsin's high school graduating class is expected to increase dramatically resulting in the proportion of Hispanics in the class of 2018 at 11% compared to 3% currently.

We combined the demographic projections with academic characteristics into the three analytic groups previously mentioned: 1) ACT test takers in the top half of their high school class; 2) ACT test takers with scores above 22 in the top half of their high school class; and 3) ACT test takers with scores above 22 in the top quartile of their high school class. We applied the proportions calculated in Table 1 to the demographic projections in order to forecast changes between 2003 and 2018 (Table 2).

Table 2
Projected Change in UW-Madison's Recruiting Pool
2004-2018

	High School Graduates			ACT Test Takers		
	Actual 2003	Projected 2018	Change 2003-18	Top 50% of HS Class		Top 25% of HS Class
				All Scores	Scores > 22	Scores > 22
Total (Public and Private HS)	66,632	63,128	-3,504	-1,787	-946	-711
Total (Public only)	61,097	58,877	-2,220	-2,542	-1,773	-1,398
African American	3,091	3,156	65	18	2	2
Hispanic	1,934	6,643	4,709	1,483	471	292
American Indian	628	637	9	2	1	1
Asian	1,940	2,286	346	166	61	49
White	53,504	46,155	-7,349	-4,211	-2,308	-1,742

Note: The "Total" figures include graduates from both public and private high schools. Specific racial groups include only public high school graduates. Sources: Projections of high school graduates: Western Interstate Commission on Higher Education (WICHE). Projections of the UW-Madison recruiting pool are based on a four-year average of the proportion of WI high school graduates who take the ACT and score at specific levels (shown in Table 1) applied to the projected number of high school graduates (shown in Appendix A).

Focusing on the projected numbers of high school graduates who are above average – those with ACT scores over 22 in the top half of their high school class (Table 2) shows that the total number of students in this group is projected to decrease by 946. The number of Hispanic high school graduates in this group is expected to increase by 471. The number of Asian Americans in this group is projected to increase slightly (60). The number of White high school graduates with above average ACT scores and high school rank is projected to decrease by about 2,300 over then next 15 years and the number of African American and American Indian high school graduates in this group is not projected to change at all.

APPLICATION AND ADMISSION PATTERNS TO UW-MADISON FOR WISCONSIN HIGH SCHOOL GRADUATES

So far the analysis has focused on high school graduates and their academic characteristics. We've grouped recent high school graduating classes by selected academic characteristics and calculated the proportions in each group. Now we apply those proportions to demographic projections to show expected changes in the UW-Madison recruiting pool over the next 15 years. Understanding the proportion of Wisconsin high school graduates who have traditionally applied to UW-Madison, been admitted and subsequently enrolled gives an indication of where new strategies may be necessary and most effectively employed.

The application, admission and enrollment patterns of the "above average" high school graduates – those with ACT scores over 22 in the top half of their high school class -- are described in Table 3. The same analysis for high school graduates in the other two analytic groups is shown in Appendices H and I.

Applicants. Thirty-three percent (33%) of the "above average" Wisconsin high school graduates apply to UW-Madison. White high school graduates in this group have the *lowest* application rates with 32% applying to UW-Madison. By comparison, Asian Americans are twice as likely (60%) to apply to UW-Madison. African Americans (45%), Hispanics (43%), and American Indians (39%) also all apply to UW-Madison at higher rates than average rates.

Admitted Applicants. Overall, four out of every five (82%) of the “above average” Wisconsin high school graduates who apply are admitted to UW-Madison¹. Among this group, African American (94%), Hispanic (97%), Asian American (86%) and American Indians (96%) applicants have *higher* admit rates than White applicants (82%).

Enrollments. Continuing with the focus on the “above average” Wisconsin high school graduates, 64% of those admitted enroll at UW-Madison as new freshmen². Asian American admits enroll at a slightly higher rate (67%) and American Indian admits enroll at a slightly lower rate (59%). African American admits enroll at the lowest rates with slightly more than half (51%) of African American admits enrolling at UW-Madison.

Access/Service Rates. The access or service rate is defined as the direct proportion of high school graduates who enroll. Among “above average” Wisconsin high school graduates, 17% enrolled at UW-Madison in the fall following high school graduation. Access rates were higher for non-Whites than for Whites. Asian American high school graduates had an access rate that was twice as high as the overall access rate (34%).

Table 3
Application, Admission, and Enrollment Patterns of Wisconsin High School Graduates
Wisconsin High School Graduates with ACT Scores over 22 in the Top Half of their Class
Average of 1999-2002 Wisconsin High School Graduating Classes

	Total	African Amer.	Hispanic	Amer. Indian	Asian	White
Number of High School Graduates	17,447	106	166	59	296	16,820
---> Number of Applicants	5,671	48	72	23	177	5,351
---> Number of Admits	4,663	45	70	22	152	4,374
---> Number Enrolled	2,996	23	45	13	102	2,813
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% HS Grads who Applied (Application Rate)	33	45	43	39	60	32
% Applicants Admitted (Admission Rate)	82	94	97	96	86	82
% Admits Enrolled (Yield Rate)	64	51	64	59	67	64
% HS Grads Enrolled (Access/Service Rate)	17	22	27	22	34	17

Note: The few WI high school graduates who took only the SAT are included in the “ACT Composite over 22” if they scored at least 1060. Sources: Number of high school graduates, ACT score information and high school rank from ACT, Inc. Number of applicants, admits and enrolled new freshmen from InfoAccess data views.

¹ Compared to an overall admission rate of 65% for all new freshman applicants in 2003.

² Compared to an overall yield rate of 42% for all new freshman admits in 2003.

IMPLICATIONS

UW-Madison strives to recruit, admit, and enroll a greater number of students of color, and these efforts have been aided by increases in the overall number of high school graduates with associated increases in the numbers of high school graduates in each of the racial groups, during the late 1990s and early 2000s. Recruiting a greater number of students of color in the next 15 years when their numbers are not projected to increase as quickly, or at all, may necessitate new strategies that are targeted at specific points in the application and admission processes.

Wisconsin high school graduates of color with above average high school rank and test scores are already applying to UW-Madison at above average rates. However, the 60% application rate for Asian American high school graduates in Wisconsin demonstrates that a rate this high is possible. Therefore, recruitment strategies to increase the proportion of African American, Hispanic, and American Indian graduates who apply might be successful.

Almost all students of color with above average high school rank and test scores are already admitted. This suggests that a strategy of “admitting more” is neither practical nor possible.

Except for African American high school graduates in this group, students of color are enrolling at rates comparable to the overall average. Successful strategies encouraging and facilitating African American admits to enroll would slightly increase the number of students of color in the new freshman class.

Initiatives designed to encourage enrollment of an already small number of high school graduates of color who apply may result in small gains. However, the data in this analysis illustrate that the root cause of the low number of students of color at UW-Madison has much more to do with their lack of preparation while in high school than with their subsequent behavior as applicants. Strategies to increase the high school preparation and college readiness of Wisconsin’s high school graduates, particularly high school students of color, will result in a greater number who are eligible for admission to UW-Madison and who are competitive in that process.

APPENDICES

**Appendix A
Wisconsin High School Graduates
Actual and Projected Counts
1991-2018**

	Public & Private Total	Public High Schools				
		African American	Hispanic	American Indian	Asian	White
1991	54,370	2,172	761	428	838	45,141
1992	53,034	1,950	822	382	885	44,524
1993	54,674	2,055	898	472	904	45,698
1994	53,159	2,077	930	463	842	43,959
1995	56,660	2,030	842	442	967	47,354
1996	57,739	1,993	1,007	490	999	48,162
1997	60,227	2,264	1,186	480	1,072	50,187
1998	62,824	2,529	1,282	528	1,189	52,019
1999	63,742	2,581	1,405	538	1,373	52,415
2000	63,833	2,573	1,446	532	1,520	52,474
2001	64,724	2,835	1,557	547	1,567	52,835
2002	65,877	3,148	1,792	623	1,757	53,255
2003	68,754	3,196	1,859	668	1,859	55,677
2004	66,632	3,091	1,934	628	1,940	53,504
2005	66,220	3,263	2,062	626	1,910	52,628
2006	65,234	3,257	2,284	617	1,991	51,303
2007	66,283	3,477	2,479	622	2,079	51,723
2008	67,283	3,722	2,744	648	2,127	51,848
2009	66,322	3,587	2,913	649	2,175	50,998
2010	65,331	3,604	3,247	616	2,060	49,734
2011	64,068	3,533	3,459	637	2,138	48,316
2012	62,747	3,415	3,623	590	2,010	47,390
2013	60,708	3,109	4,047	547	2,026	45,606
2014	61,212	3,137	4,656	587	2,117	45,801
2015	60,838	3,134	4,804	610	2,056	45,394
2016	61,581	3,194	5,455	613	2,027	45,602
2017	62,200	3,168	6,001	673	2,145	45,725
2018	63,128	3,156	6,643	637	2,286	46,155

Note: The Total number for 2003 is the actual public high school graduates plus the estimated private high school graduates because the number of private high school graduates in 2003 will not be available until summer 2004. The Total number includes private high school graduates. Individual racial group counts are for public high school graduates. For this reason, the sum of the racial groups will not equal the total. Sources: High school graduates (actual counts): Wisconsin Department of Public Instruction (DPI), 2004-2018 projections (in gray): Western Interstate Commission on Higher Education (WICHE).

Appendix B
Projected Recruiting Pool
Total (Public and Private) High School Graduates

	Projected Graduates	ACT Test Takers		
		Top 50% of HS Class		Top 25% of HS Class
		All Scores	Scores > 22	Scores > 22
2004	66,632	33,982	17,991	13,526
2005	66,220	33,772	17,879	13,443
2006	65,234	33,269	17,613	13,243
2007	66,283	33,804	17,896	13,455
2008	67,283	34,314	18,166	13,658
2009	66,322	33,824	17,907	13,463
2010	65,331	33,319	17,639	13,262
2011	64,068	32,675	17,298	13,006
2012	62,747	32,001	16,942	12,738
2013	60,708	30,961	16,391	12,324
2014	61,212	31,218	16,527	12,426
2015	60,838	31,027	16,426	12,350
2016	61,581	31,406	16,627	12,501
2017	62,200	31,722	16,794	12,627
2018	63,128	32,195	17,045	12,815
2004-2018 Change	-3,504	-1,787	-946	-711

Note: Includes both public and private high school graduates. Sources: Projections of high school graduates: Western Interstate Commission on Higher Education (WICHE). Projections of the UW-Madison recruiting pool are based on a four-year average of the proportion of WI high school graduates who take the ACT and score at specific levels (shown in Table 1) applied to the projected number of high school graduates.

Appendix C
Projected Recruiting Pool
African American Public High School Graduates

	Projected Graduates	ACT Test Takers		
		Top 50% of HS Class		Top 25% of HS Class
		All Scores	Scores > 22	Scores > 22
2004	3,091	844	117	77
2005	3,263	891	124	82
2006	3,257	889	124	81
2007	3,477	949	132	87
2008	3,722	1,016	141	93
2009	3,587	979	136	90
2010	3,604	984	137	90
2011	3,533	965	134	88
2012	3,415	932	130	85
2013	3,109	849	118	78
2014	3,137	856	119	78
2015	3,134	856	119	78
2016	3,194	872	121	80
2017	3,168	865	120	79
2018	3,156	862	120	79
2004-2018 Change	65	18	2	2

Note: Includes only public high school graduates. Sources: Projections of high school graduates: Western Interstate Commission on Higher Education (WICHE). Projections of the UW-Madison recruiting pool are based on a four-year average of the proportion of WI high school graduates who take the ACT and score at specific levels (shown in Table 1) applied to the projected number of high school graduates.

Appendix D
Projected Recruiting Pool
Hispanic Public High School Graduates

	Projected Graduates	ACT Test Takers		
		Top 50% of HS Class		Top 25% of HS Class
		All Scores	Scores > 22	Scores > 22
2004	1,934	609	193	120
2005	2,062	650	206	128
2006	2,284	719	228	142
2007	2,479	781	248	154
2008	2,744	864	274	170
2009	2,913	918	291	181
2010	3,247	1,023	325	201
2011	3,459	1,090	346	214
2012	3,623	1,141	362	225
2013	4,047	1,275	405	251
2014	4,656	1,467	466	289
2015	4,804	1,513	480	298
2016	5,455	1,718	546	338
2017	6,001	1,890	600	372
2018	6,643	2,093	664	412
2004-2018 Change	4,709	1,483	471	292

Note: Includes only public high school graduates. Sources: Projections of high school graduates: Western Interstate Commission on Higher Education (WICHE). Projections of the UW-Madison recruiting pool are based on a four-year average of the proportion of WI high school graduates who take the ACT and score at specific levels (shown in Table 1) applied to the projected number of high school graduates.

Appendix E
Projected Recruiting Pool
American Indian Public High School Graduates

	Projected Graduates	ACT Test Takers		
		Top 50% of HS Class		Top 25% of HS Class
		All Scores	Scores > 22	Scores > 22
2004	628	173	63	41
2005	626	172	63	41
2006	617	170	62	41
2007	622	171	62	41
2008	648	178	65	43
2009	649	178	65	43
2010	616	169	62	41
2011	637	175	64	42
2012	590	162	59	39
2013	547	150	55	36
2014	587	161	59	39
2015	610	168	61	40
2016	613	169	61	40
2017	673	185	67	44
2018	637	175	64	42
2004-2018 Change	9	2	1	1

Note: Includes only public high school graduates. Sources: Projections of high school graduates: Western Interstate Commission on Higher Education (WICHE). Projections of the UW-Madison recruiting pool are based on a four-year average of the proportion of WI high school graduates who take the ACT and score at specific levels (shown in Table 1) applied to the projected number of high school graduates.

Appendix F
Projected Recruiting Pool
Asian American Public High School Graduates

	Projected Graduates	ACT Test Takers		
		Top 50% of HS Class		Top 25% of HS Class
		All Scores	Scores > 22	Scores > 22
2004	1,940	931	343	275
2005	1,910	917	338	271
2006	1,991	956	352	283
2007	2,079	998	368	295
2008	2,127	1,021	376	302
2009	2,175	1,044	385	309
2010	2,060	989	365	293
2011	2,138	1,026	378	304
2012	2,010	965	356	285
2013	2,026	972	359	288
2014	2,117	1,016	375	301
2015	2,056	987	364	292
2016	2,027	973	359	288
2017	2,145	1,030	380	305
2018	2,286	1,097	405	325
2004-2018 Change	346	166	61	49

Note: Includes only public high school graduates. Sources: Projections of high school graduates: Western Interstate Commission on Higher Education (WICHE). Projections of the UW-Madison recruiting pool are based on a four-year average of the proportion of WI high school graduates who take the ACT and score at specific levels (shown in Table 1) applied to the projected number of high school graduates.

Appendix G
Projected Recruiting Pool
White Public High School Graduates

	Projected Graduates	ACT Test Takers		
		Top 50% of HS Class		Top 25% of HS Class
		All Scores	Scores > 22	Scores > 22
2004	53,504	30,658	16,800	12,680
2005	52,628	30,156	16,525	12,473
2006	51,303	29,397	16,109	12,159
2007	51,723	29,637	16,241	12,258
2008	51,848	29,709	16,280	12,288
2009	50,998	29,222	16,013	12,087
2010	49,734	28,498	15,616	11,787
2011	48,316	27,685	15,171	11,451
2012	47,390	27,154	14,880	11,231
2013	45,606	26,132	14,320	10,809
2014	45,801	26,244	14,382	10,855
2015	45,394	26,011	14,254	10,758
2016	45,602	26,130	14,319	10,808
2017	45,725	26,200	14,358	10,837
2018	46,155	26,447	14,493	10,939
2004-2018 Change	-7,349	-4,211	-2,308	-1,742

Note: Includes only public high school graduates. Sources: Projections of high school graduates: Western Interstate Commission on Higher Education (WICHE). Projections of the UW-Madison recruiting pool are based on a four-year average of the proportion of WI high school graduates who take the ACT and score at specific levels (shown in Table 1) applied to the projected number of high school graduates.

Appendix H
Application, Admission, and Enrollment Patterns of Wisconsin High School Graduates
Wisconsin High School Graduates who Took the ACT and were in the Top Half of their Class
Average of 1999-2002 Wisconsin High School Graduating Classes

	Total	African Amer.	Hispanic	Amer. Indian	Asian	White
Number of High School Graduates	32,898	759	524	163	803	30,649
---> Number of Applicants	6,751	129	112	31	271	6,208
---> Number of Admits	5,171	96	100	28	212	4,735
---> Number Enrolled	3,283	52	63	17	140	3,011
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% HS Grads who Applied (Application Rate)	21	17	21	19	34	20
% Applicants Admitted (Admission Rate)	77	74	89	90	78	76
% Admits Enrolled (Yield Rate)	63	54	63	61	66	64
% HS Grads Enrolled (Access/Service Rate)	10	7	12	10	17	10

Note: The few WI high school graduates who took only the SAT are included in the "ACT Composite over 22" if they scored at least 1060. Sources: Number of high school graduates, ACT score information and high school rank from ACT, Inc. Number of applicants, admits and enrolled new freshmen from InfoAccess data views.

Appendix I
Application, Admission, and Enrollment Patterns of Wisconsin High School Graduates
Wisconsin High School Graduates with ACT Scores over 22
who were in the Top 25% of their Class
Average of 1999-2002 Wisconsin High School Graduating Classes

	Total	African Amer.	Hispanic	Amer. Indian	Asian	White
Number of High School Graduates	13,111	71	104	39	237	12,660
---> Number of Applicants	4,813	31	51	15	150	4,566
---> Number of Admits	4,454	31	51	15	141	4,216
---> Number Enrolled	2,856	14	33	9	94	2,706
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% HS Grads who Applied (Application Rate)	37	44	49	38	63	36
% Applicants Admitted (Admission Rate)	93	100	100	100	94	92
% Admits Enrolled (Yield Rate)	64	45	65	60	67	64
% HS Grads Enrolled (Access/Service Rate)	22	20	32	23	40	21

Note: The few WI high school graduates who took only the SAT are included in the "ACT Composite over 22" if they scored at least 1060. Sources: Number of high school graduates, ACT score information and high school rank from ACT, Inc. Number of applicants, admits and enrolled new freshmen from InfoAccess data views.