

# Who is the UW-Superior Student?

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September 17, 2009

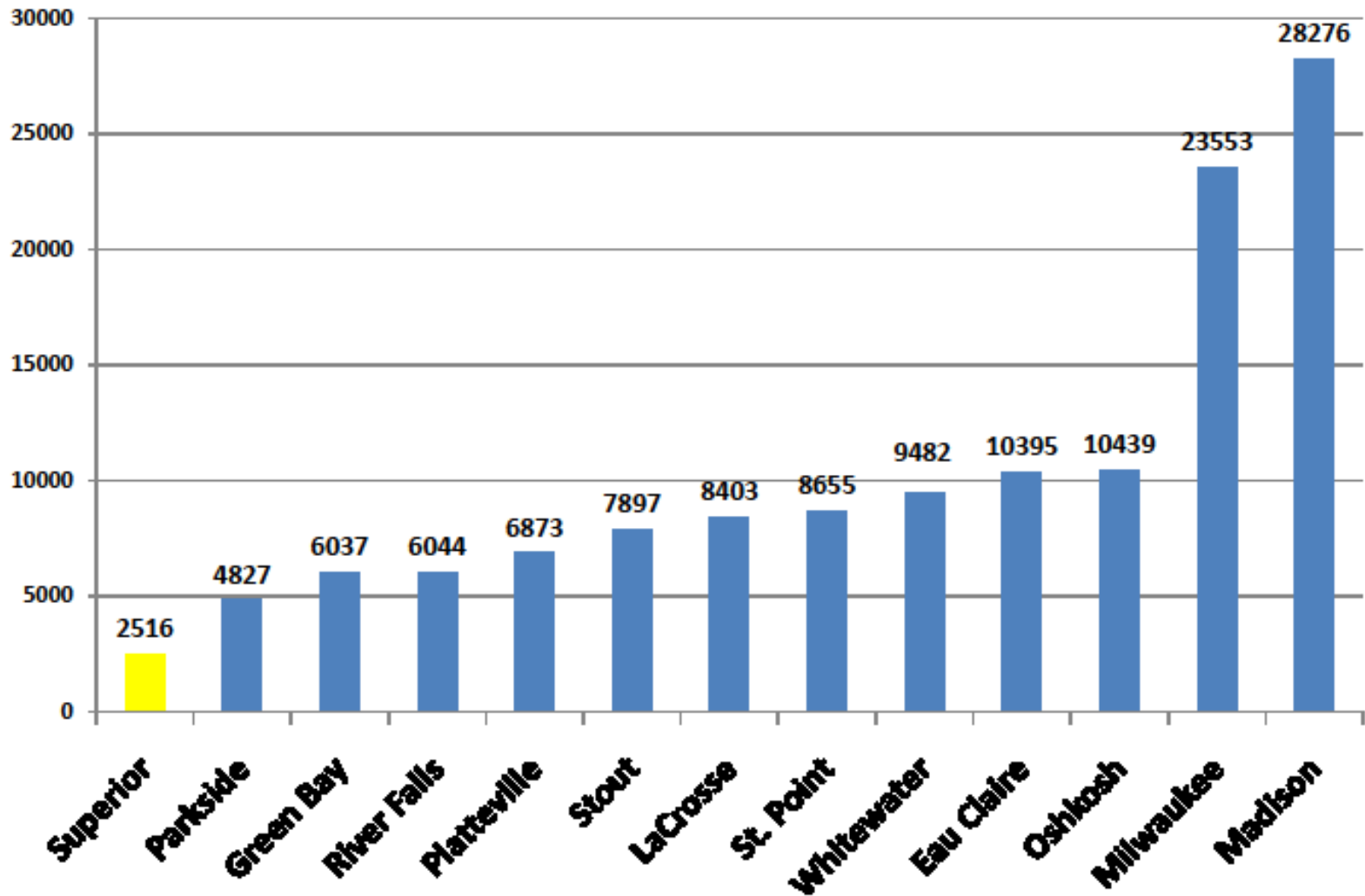
# Sources & Samples

- This presentation focuses primarily on freshmen, all new students, and all undergraduates.
- Graduate students are included only in the enrollment section.
- Information comes from:
  - UW-Superior research
  - UW System Office of Planning, Analysis & Research
  - UW System “Introduction” prospective student information
  - UW Applied Population Lab and US Census Bureau

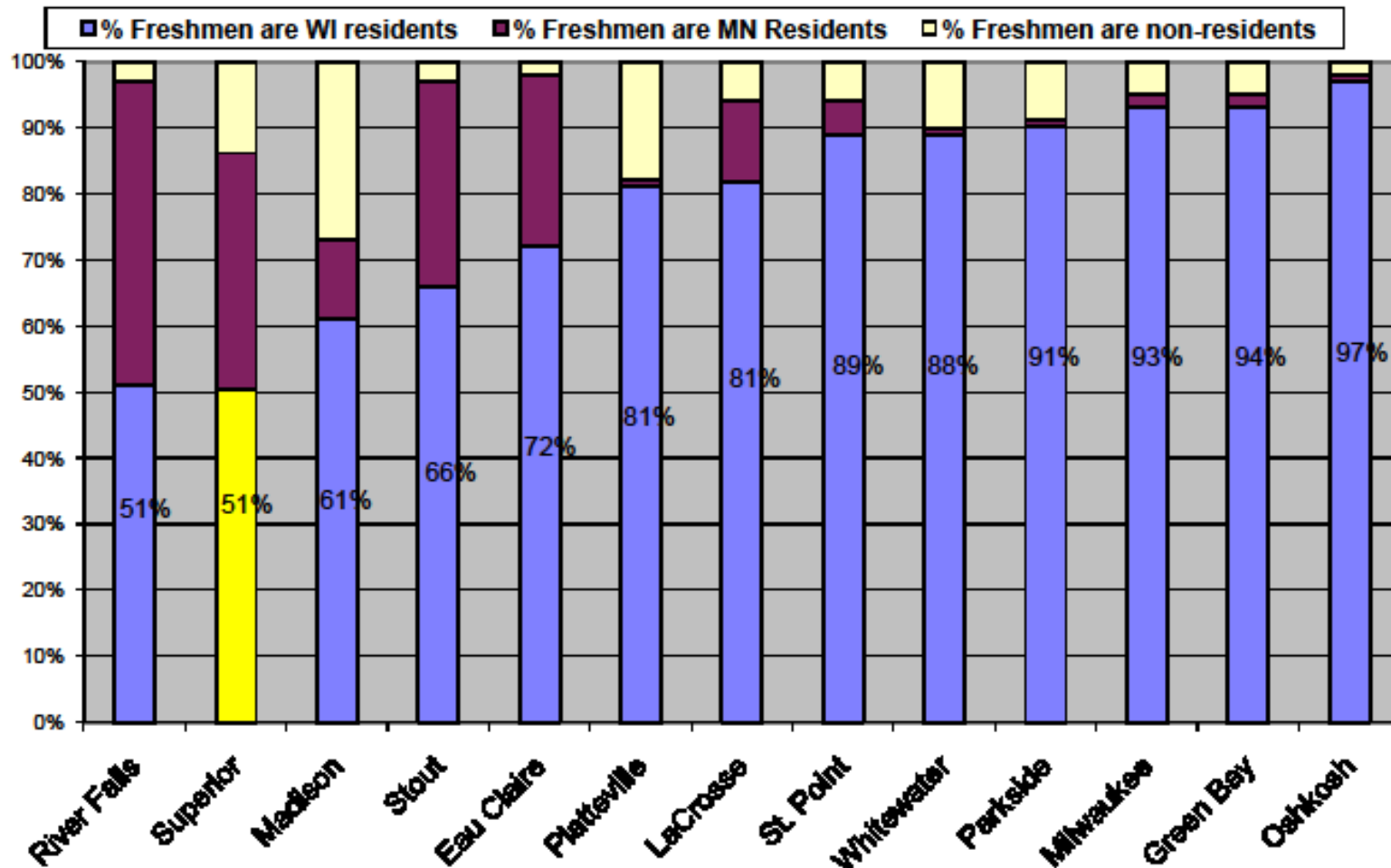
# UW-Superior Student Profile

- What are our students' characteristics?
- Is the campus perception of our student consistent with reality?
- How do they compare with students at the other University of Wisconsin campuses?
  - The UW-Campus comparisons use Fall 2009 data – the most recent available

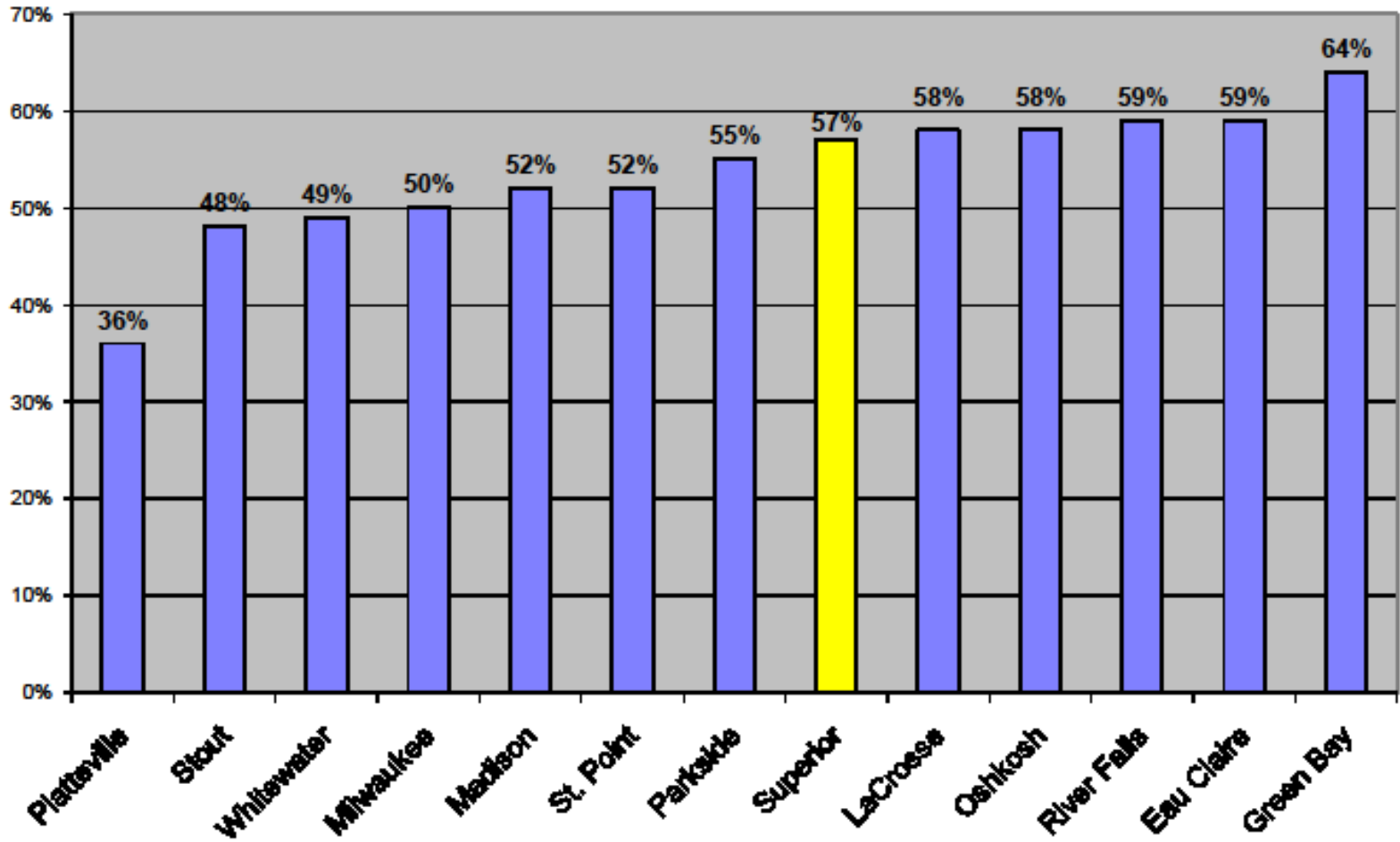
## Undergraduate Headcount - Fall 2009



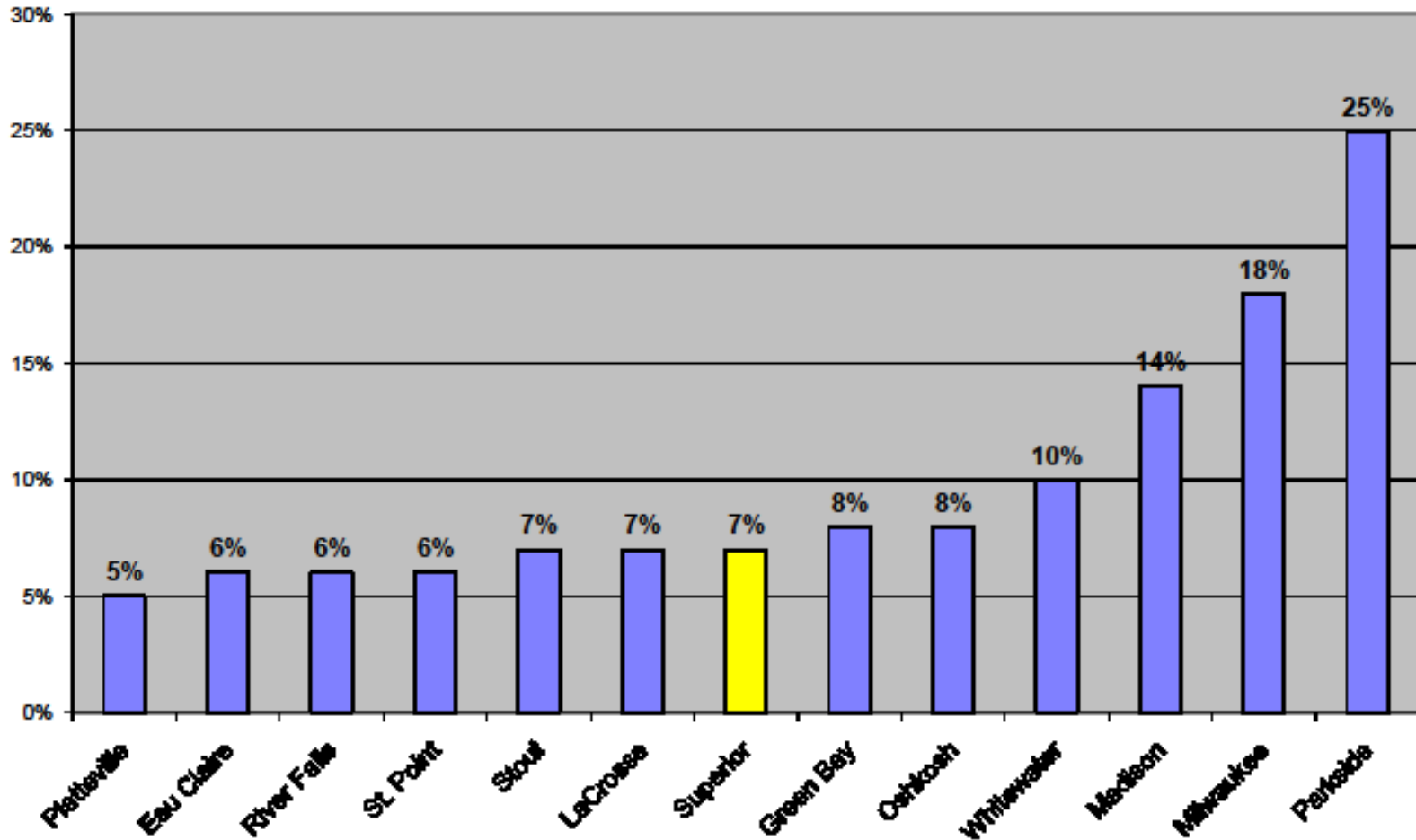
## Student residency - WI, MN, or Non-resident (fall 2009)



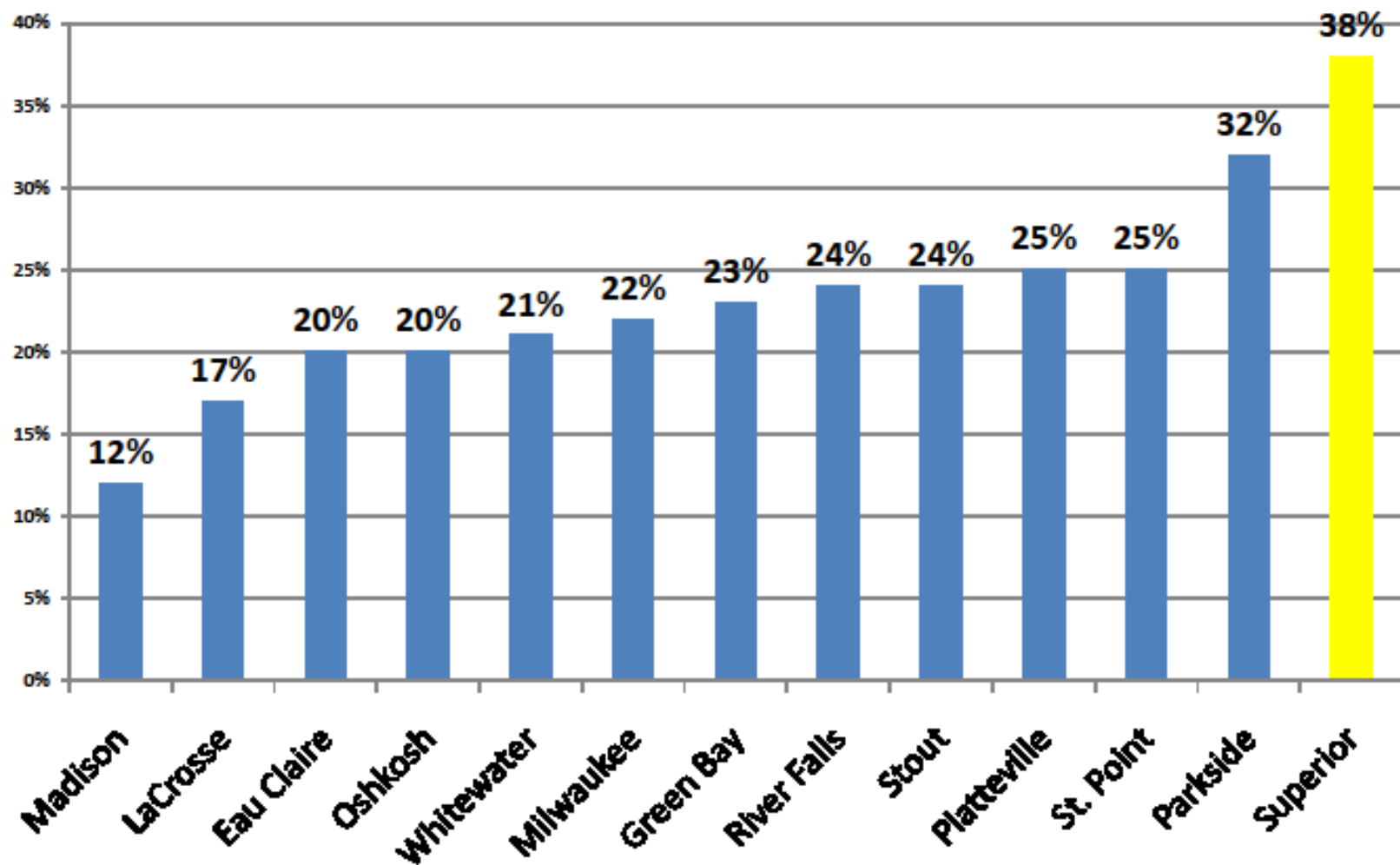
### % Women at UW Campuses (fall 2009)



## % Students of Color (fall 2009)

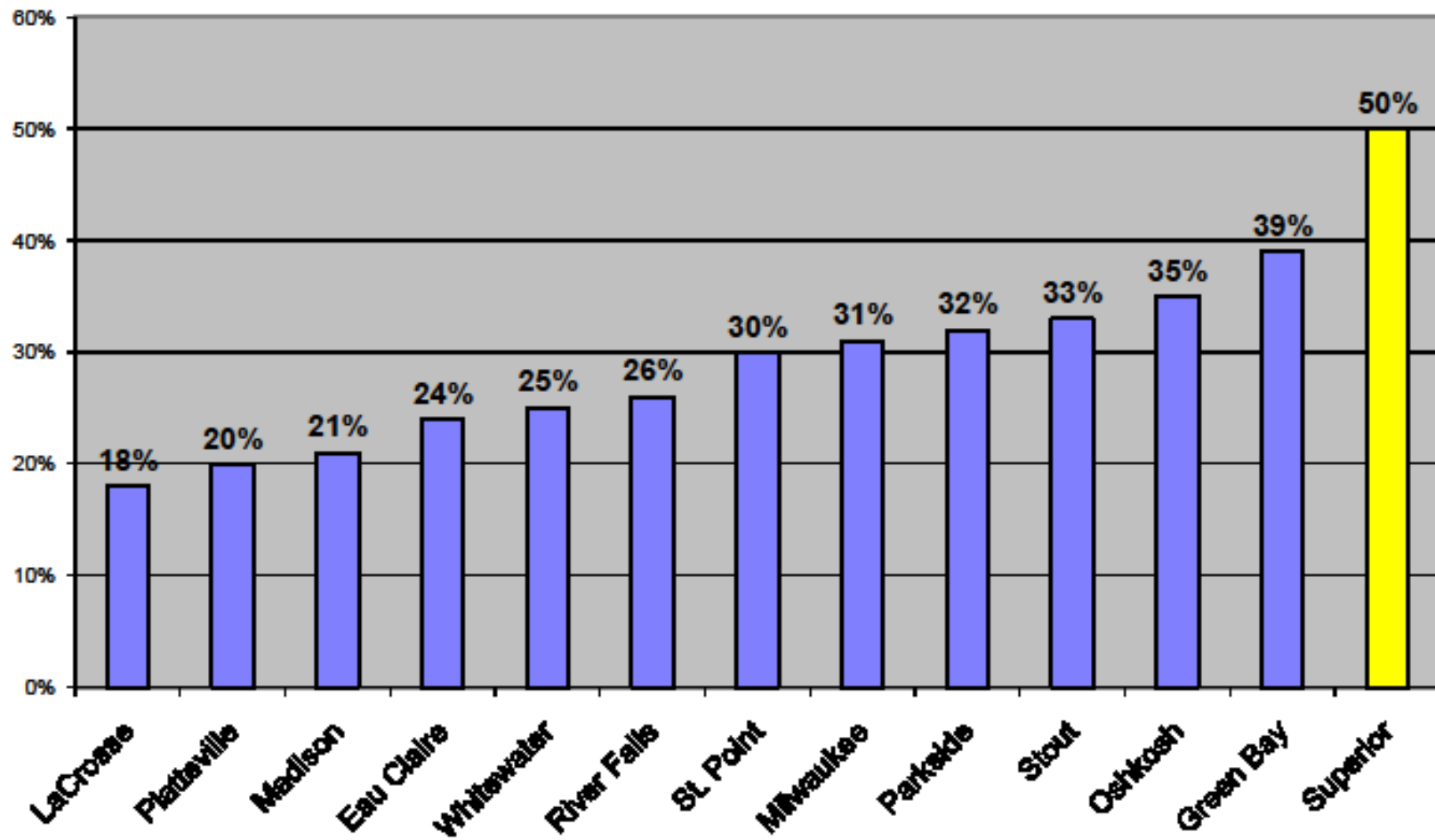


## % Undergraduate Students w/Pell Grants at each UW Campus 2008

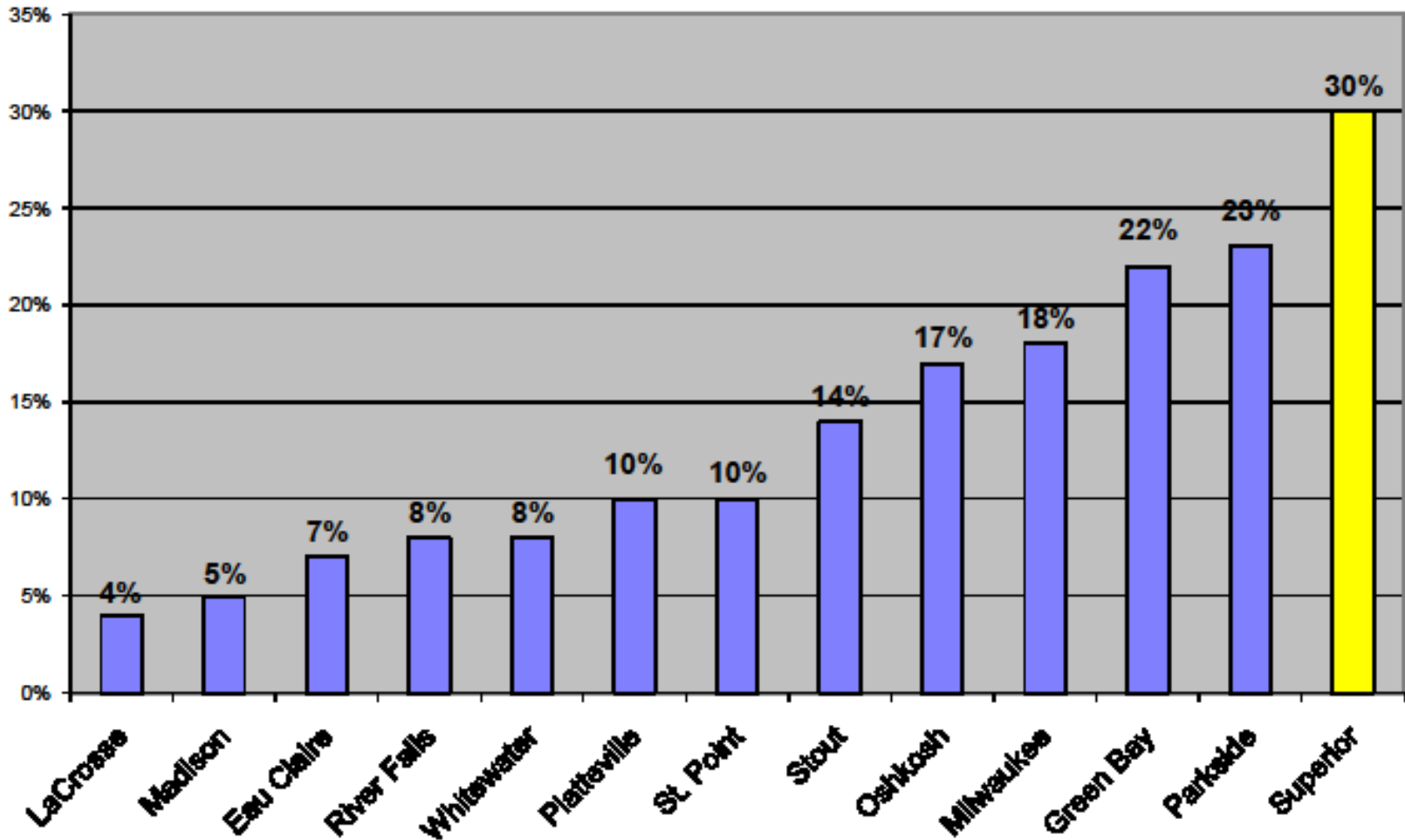




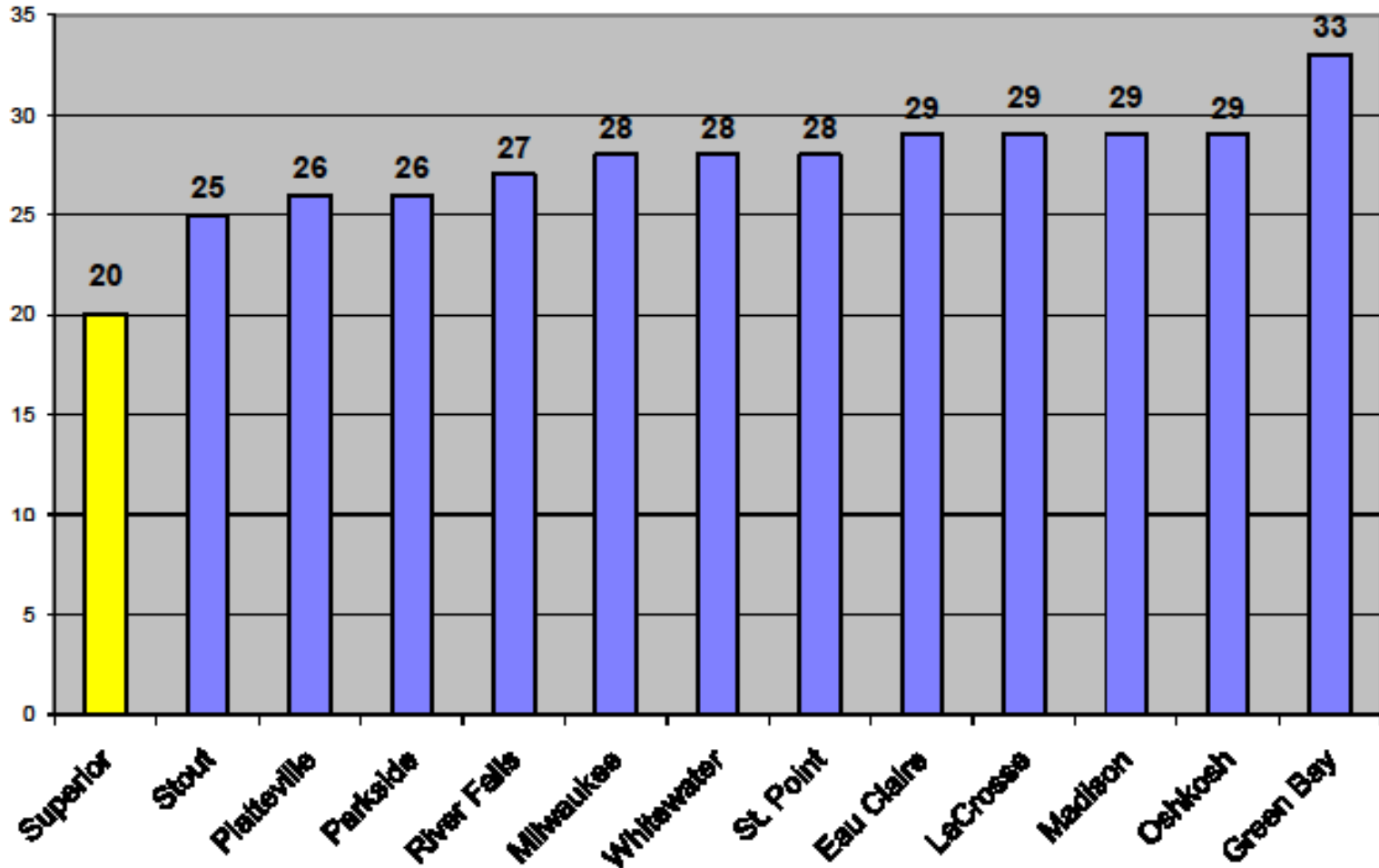
## % of New Students who are Transfers (fall 2009)



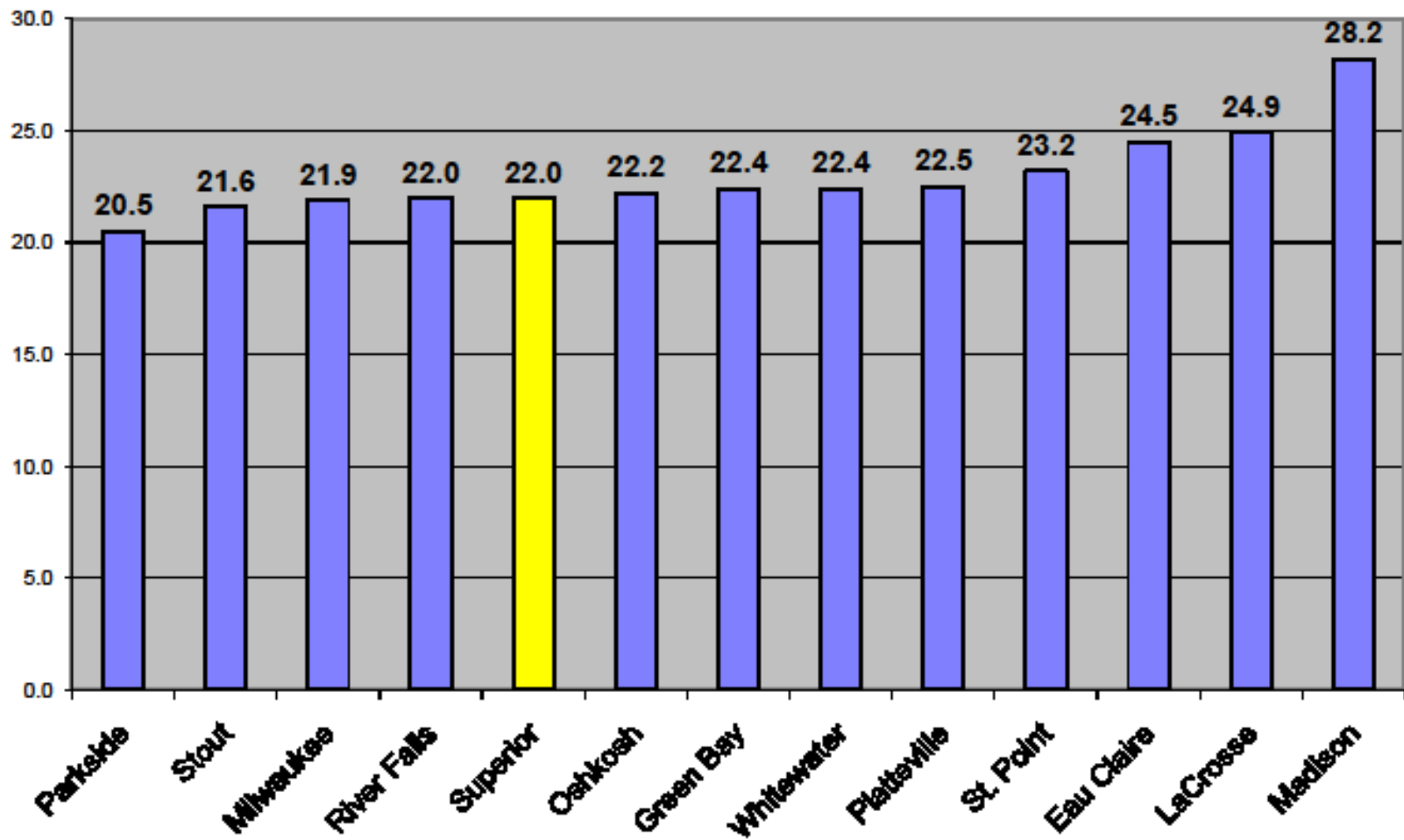
**% UW Students over age 24 (fall 2009)**  
(includes Distance Learning)



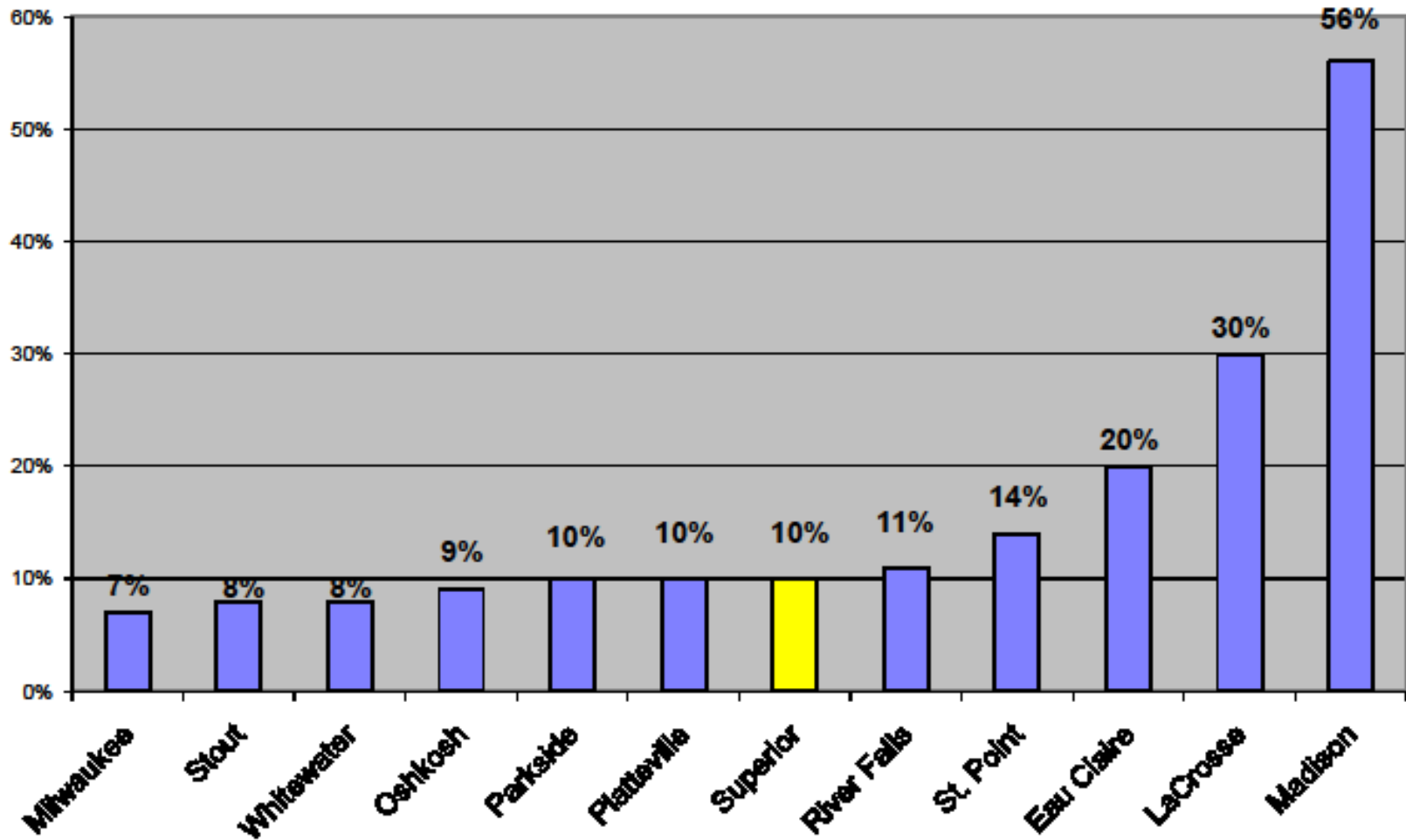
## UW Average Undergraduate class size (fall 2009)



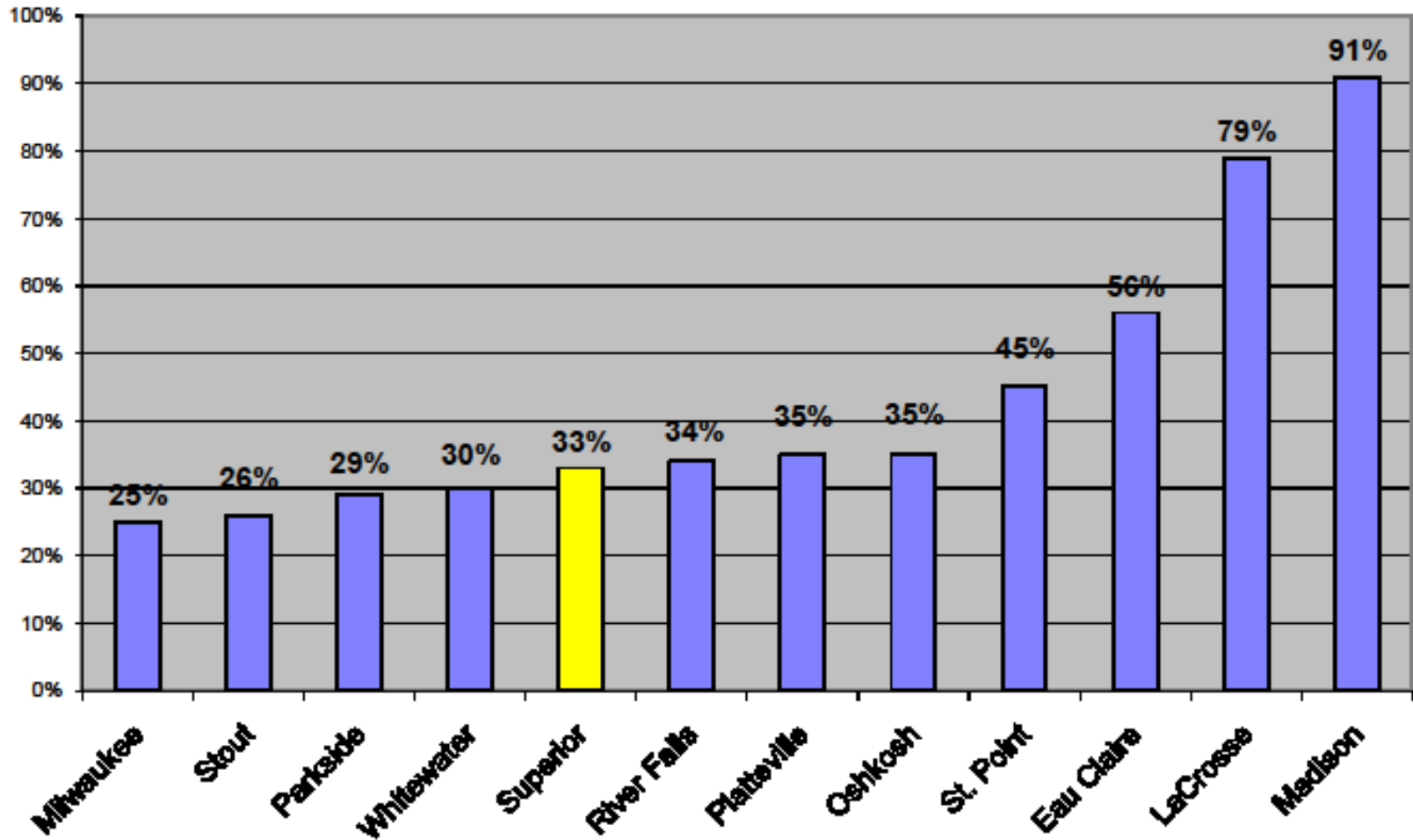
## Average Freshmen ACT Composite (fall 2009)



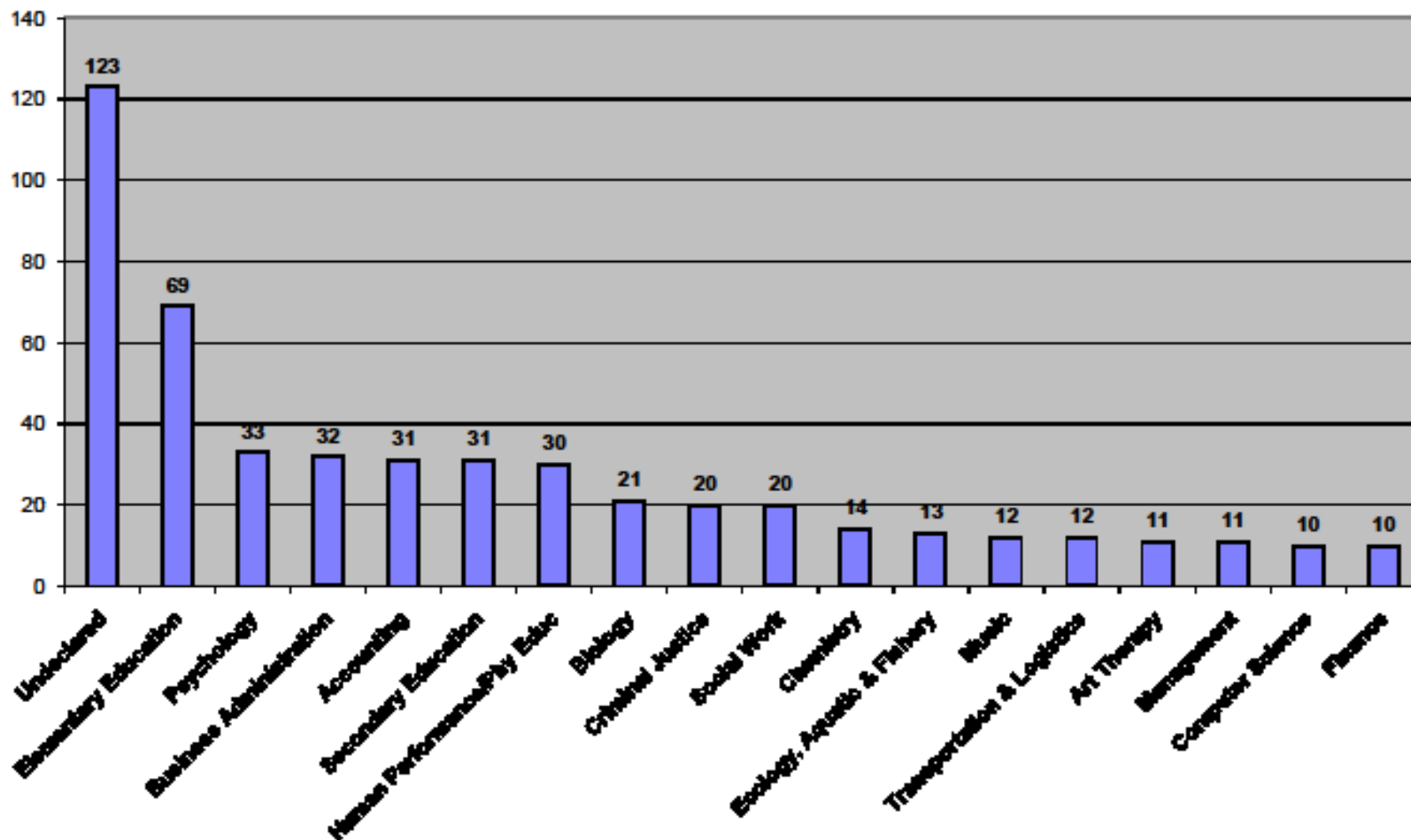
## % Freshmen from top 10% of HS class (fall 2009)



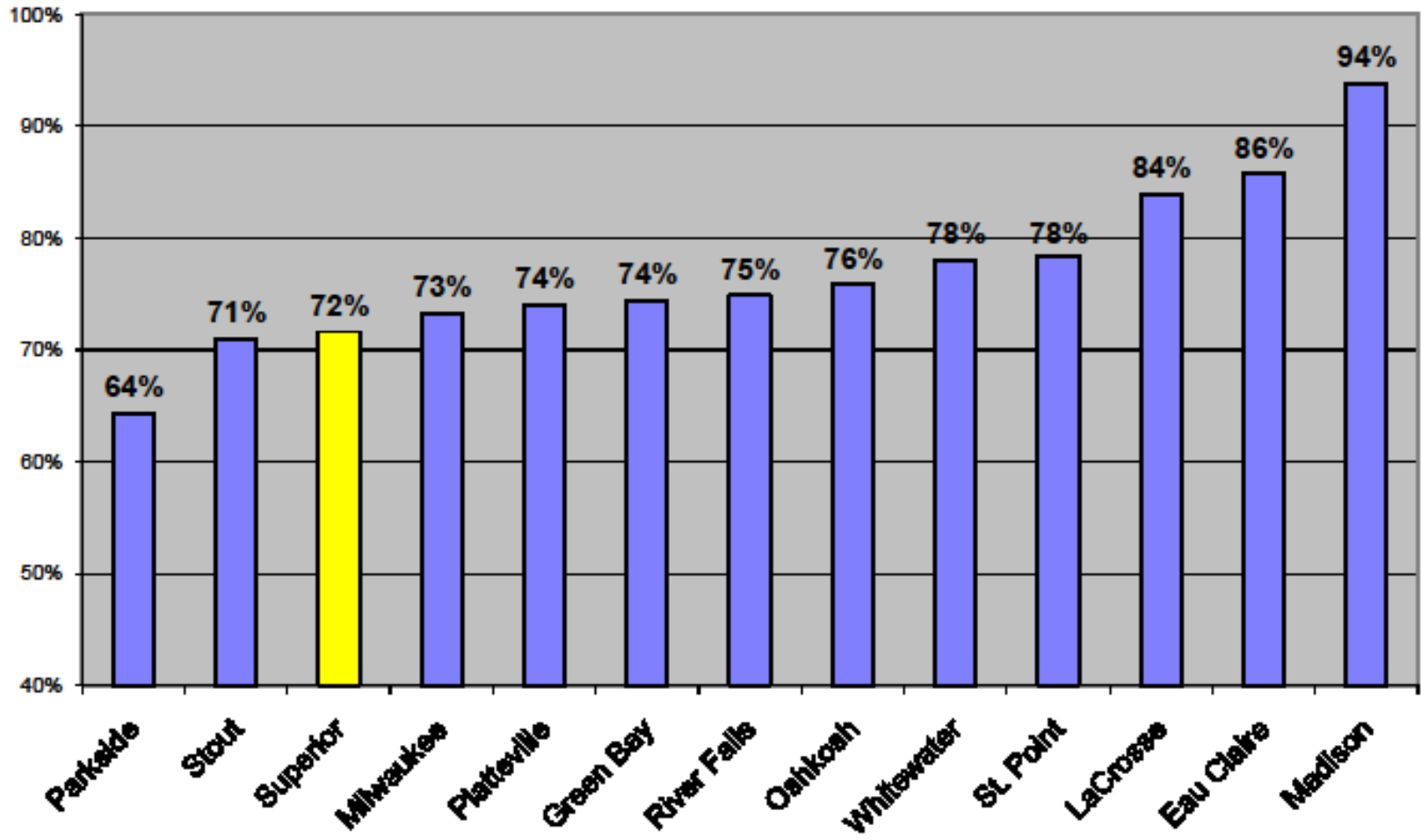
## % Freshmen from top 25% of HS class (fall 2009)



Most Popular Interests of 2009 New UW-Superior Freshmen and Transfers

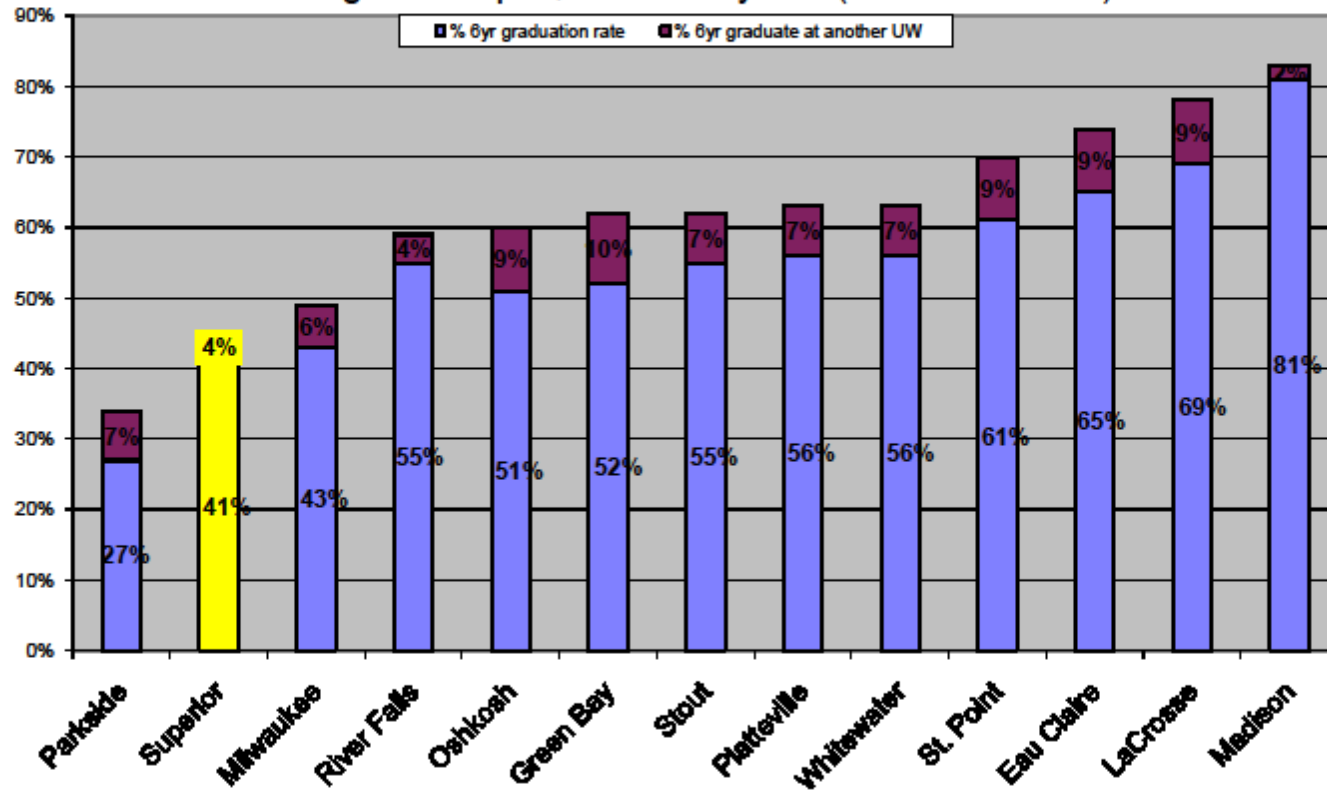


## UW Freshman to Sophomore Retention (fall 2008 cohort)





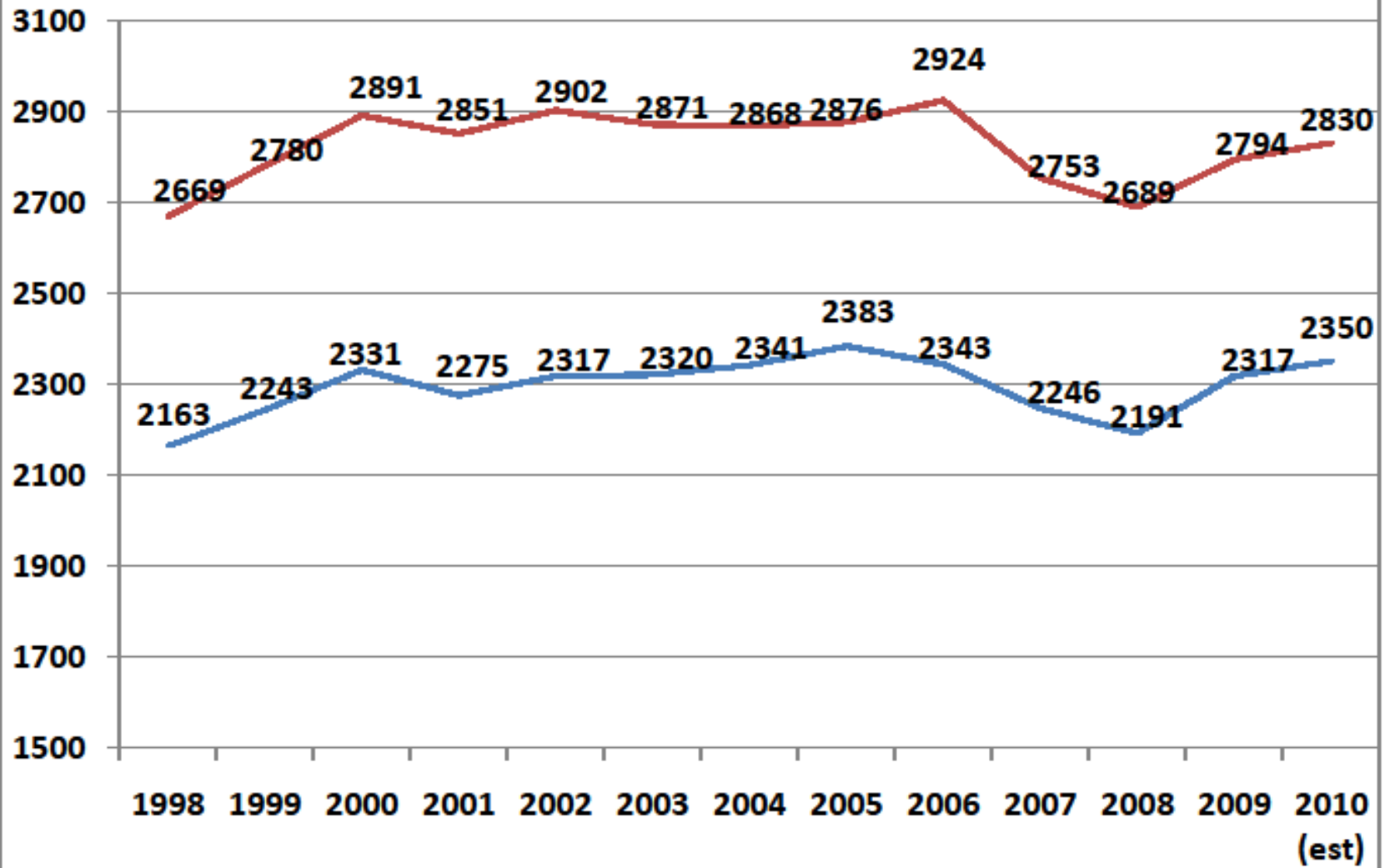
**% of Freshmen who graduate in 6 years,  
from original campus, or from any UW (fall 2003 Cohort)**



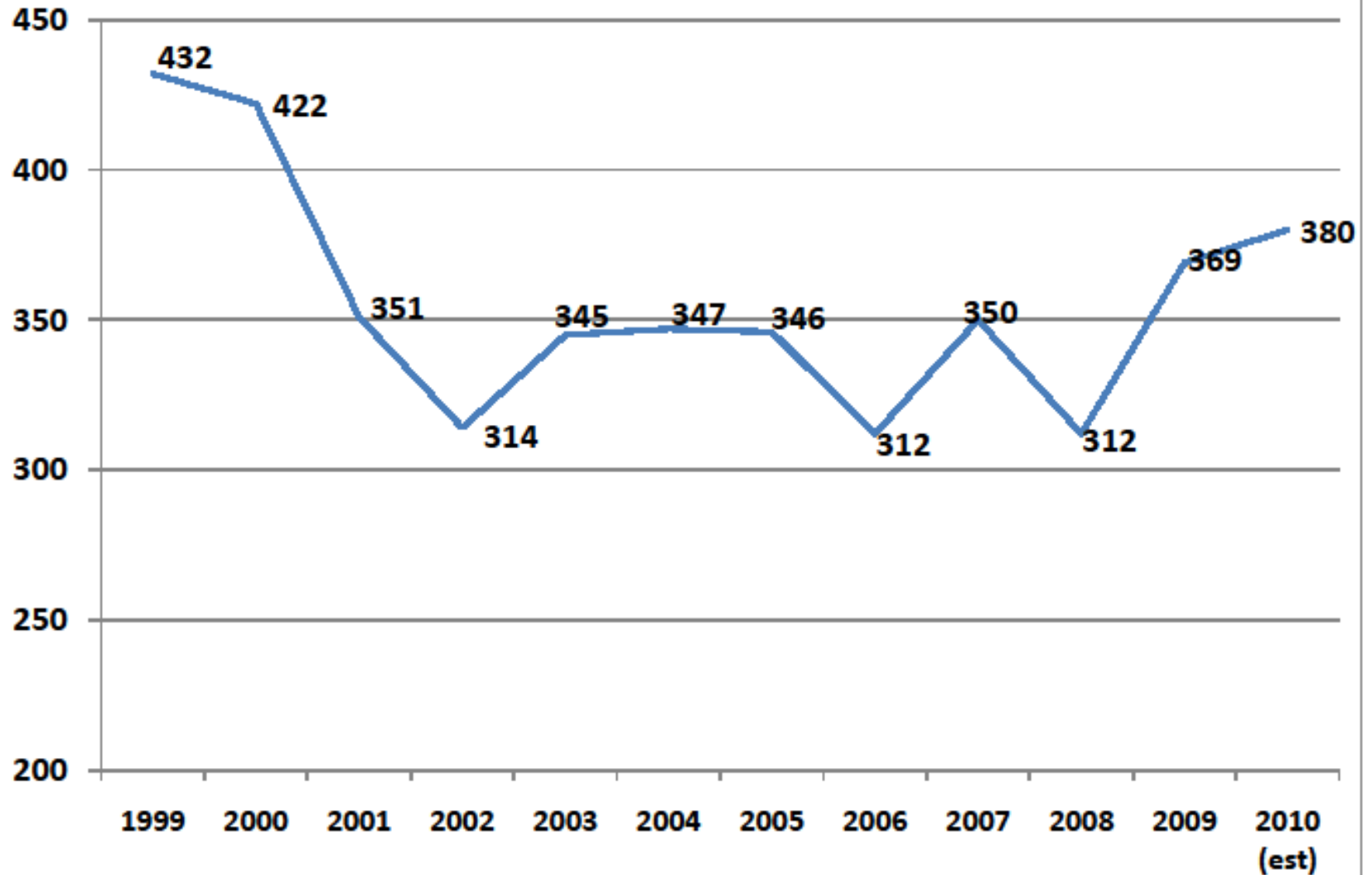
What's happening with our  
Enrollment?

UW-Superior Headcount & FTE Enrollment 1998 to 2010 (est)

— FTE Total Enrollment      — Headcount Total Enrollment



## New UW-Superior Freshmen Enrolled each Fall



## Top High Schools for 2010 (all with 3 or more freshmen)

- 1/4 of 2010 Freshmen came from top 3 High schools
- 2/3 of 2009 Freshmen came from 218 & 715 Area Codes
- Superior High School traditionally provides 20% of new freshmen

Superior Senior High School	61
Northwestern High School	16
Denfeld High School	15
Ashland High School	9
East High School	7
Duluth Central High School	6
St Croix High School	5
Cambridge High School	5
Esko	4
Hermantown High School	4
Grantsburg High School	3
Cloquet High School	3
Proctor Senior High School	3
Webster High School	3
Rhineland High School	3
Andover High School	3
Cameron High School	3
Chisolm High School	3
Hayward High School	3
Maple Grove High School	3

# Top Colleges for 2010 Transfer Students

- 201 of our 301 new transfers (67%) came from two-year colleges.
- 170 of our 301 new transfers (56%) came from Minnesota
- Note: this information is preliminary, but essentially accurate

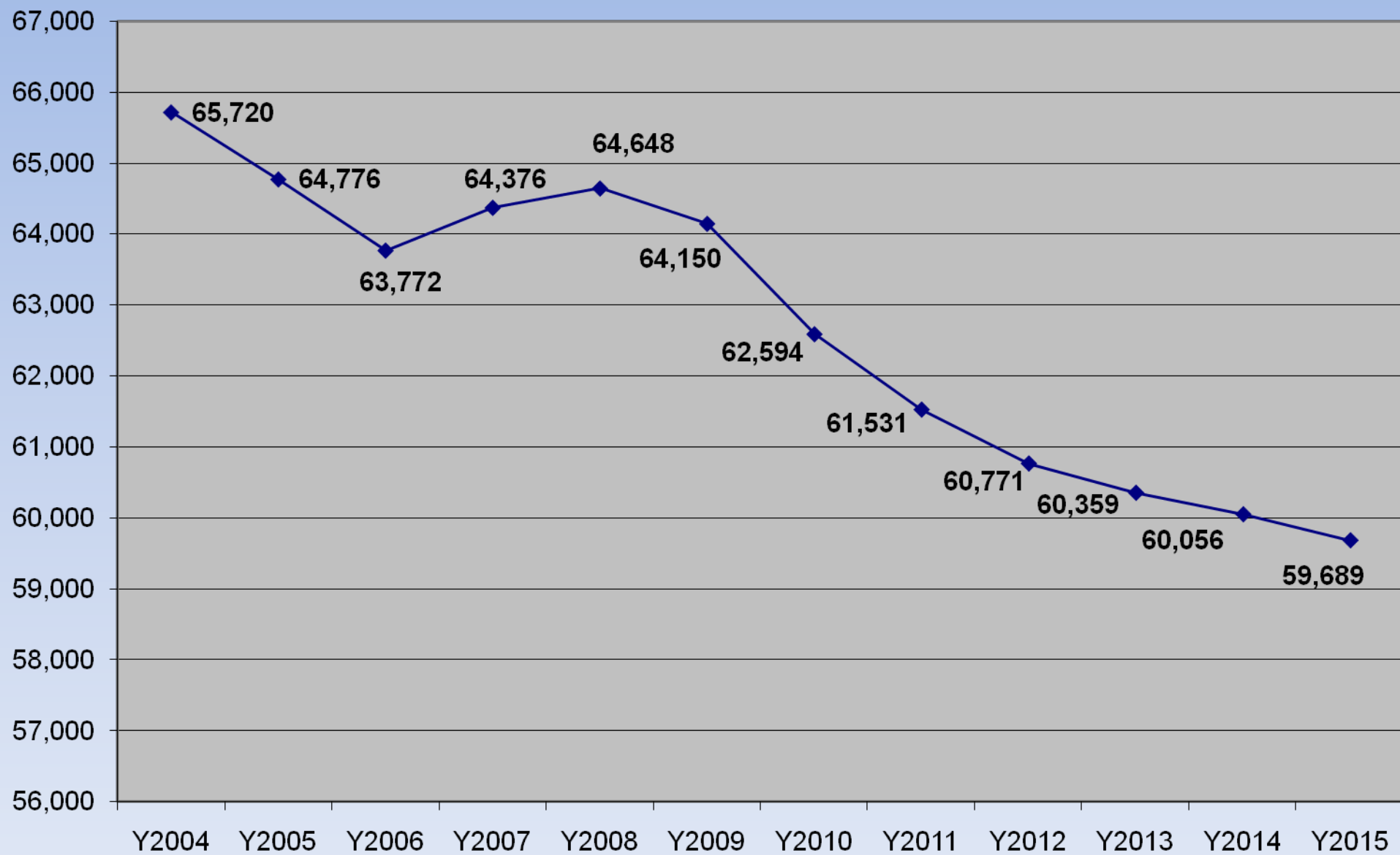
Lake Superior College	67
Univ of Wisconsin-Barron Co	27
Fond du Lac Community College	24
Wisconsin Indianhead Tech College	19
Univ of Minnesota, Duluth	17
Mesabi Community College	13
College of St Scholastica	12
University of Minnesota-Twin Cities	6
St Cloud State University	4
Hibbing Community College	4
Lac Courte Orielles Community College	3
Itasca Community College	3
University of Wisconsin-Stevens Point	3
Anoka-Ramsey Community College	3
Bemidji State University	3
U of WI Colleges at Marinette	3
North Dakota State University	3

# Challenge:

## The Regional Demographics

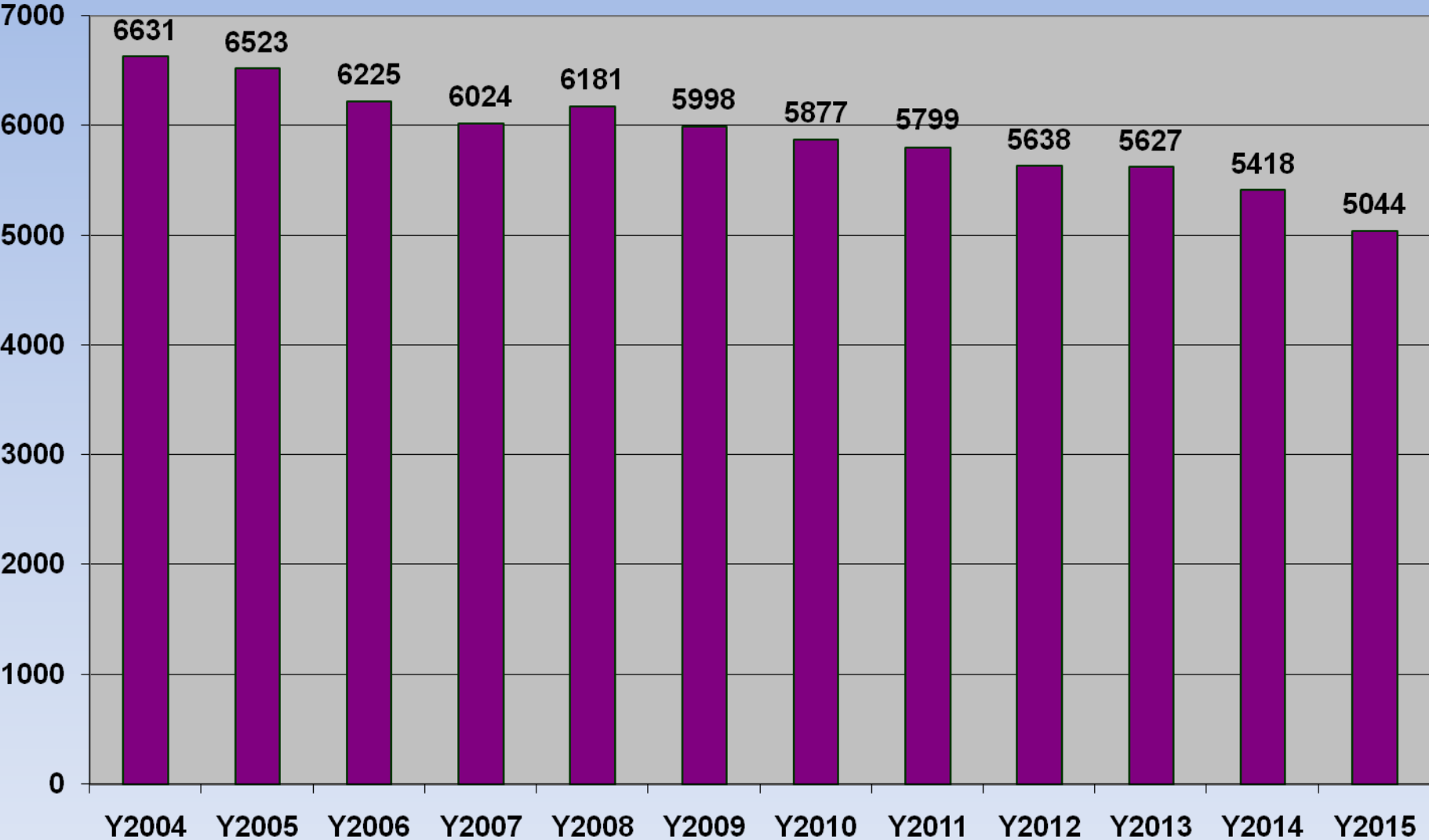
- Most of our students come from northeastern Minnesota and northwestern Wisconsin.
- The demographics for the entire state of Wisconsin, as well as our region of MN/WI are very challenging
- 2009 provided more regional high school grads than will any of the next 15 years

# Total Annual High School Graduates in Wisconsin 2004 - 2015





# Annual High School Graduate projections for NE MN & NW WI



But we have some good news, too!

Demographics are not necessarily  
Destiny!

**Opportunity:  
Our costs are very  
affordable**

- UWS is the least expensive four-year college in the region
- Wisconsin and Minnesota students who want to live on campus have no lower-cost option.

2009-10 Costs for Local Colleges	Lake Superior College	University of Wisconsin - Superior	University of MN-Duluth	College of St. Scholastica
Tuition and Fees	\$ 4,400	\$ 6,736	\$ 11,004	\$ 27,114
Room and Board	NA	\$ 5,485	\$ 6,176	\$ 7,278
Total Cost for Campus Resident	\$ 4,400	\$ 12,221	\$ 17,180	\$ 34,392

# Strength:

A more robust commitment to recruitment and retention

- In the past four years we have:
  - Organized enrollment functions under an Assistant Vice Chancellor
  - Increased FTE staff in the Admission Office
  - Increased FTE staff in the International Office
    - Restored English as a Second Language(ESL)
  - Tripled the recruitment S&E budget
  - Developed a retention plan

# Strength:

## A more attractive campus

- Renovated Library opened last fall
- New Yellowjacket Union opened in January
- Swenson Hall opens in 2011

Our biggest Weakness/Challenge

Retention

# Your Source of UW-Superior Information

- The UW-Superior Institutional Research Website – [www.uwsuper.edu/ir](http://www.uwsuper.edu/ir) offers information on:
  - UWS Enrollment
  - Characteristics of our Students
  - Regional & State Demographics
  - Comparisons with other Similar Universities

# Thanks for your time & attention

- If you have questions or need information to help you in your work, contact:
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[Jmiller@uwsuper.edu](mailto:Jmiller@uwsuper.edu)