



Access to the UW System

Access

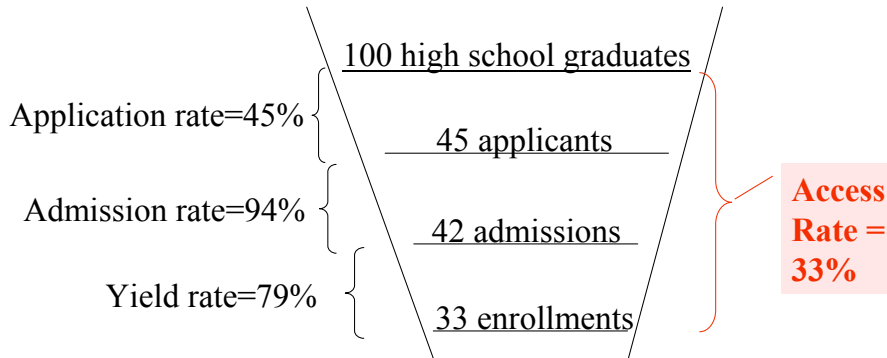
Frank Goldberg
Associate Vice President
Office of Policy Analysis and Research

Board of Regents Meeting
La Crosse, Wisconsin
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Access Funnel



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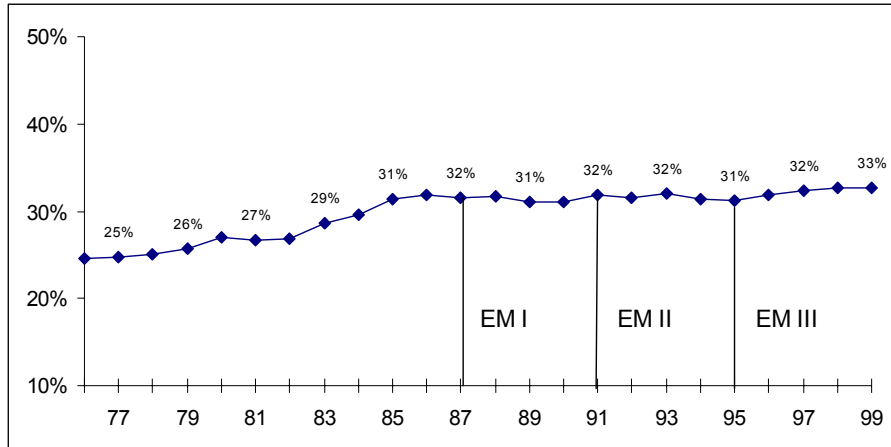


- Access is a complex process and is the result of a series of interrelated components.
- In 1999, for every 100 Wisconsin H.S. graduates, approximately 45 applied to at least one UW institution - the number of *applicants divided by the number of graduates* is called the *application rate*.
- 94% of the 45 applicants were admitted to at least one UW institution, resulting in 42 admitted students - the number of *admitted students divided by the number of applicants* is called the *admission rate*.
- 79% of the admitted students enrolled at one of the UW institutions, resulting in approximately 33 enrollments - the number of *admitted applicants who enroll* is called the *yield rate*.
- The proportion of immediate Wisconsin high school graduates who enroll at a UW institution is called the *access rate* (*the number of enrolled students divided by the number of H.S. graduates*). This rate is the result of a series of decisions:
 - > The H.S. student decides to apply to a UW institution
 - > The UW institution makes an admission decision about the prospective student
 - > The admitted student decides to enroll at a UW Institution

UW System Access Rates for Wisconsin Immediate New Freshmen Fall 1976 to Fall 1999



Access



- Since the late 1970s, the UW System access rate has risen from approximately 25% in 1977 to 33% in 1999.
- In the period between 1977 and 1986, the access rate was driven up by declining numbers of high school graduates, accompanied by a moderate increase in the enrollment of immediate new freshmen.
- During EM I (1987-90) and EM II (1991-94) access remained high because the decline in the number of high school graduates offset the declining enrollments.
- During EM III (1995-2000), although the number of high school graduates began to grow, the number of immediate new freshmen increased at a faster rate.

The Road to Access



	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>
High School Grads	56,645	57,511	60,197	62,813	63,734
UW Access Rate	31.2%	31.9%	32.3%	32.7%	32.6%
Application Rate	44.0%	43.8%	43.6%	44.4%	44.9%
Admit Rate	93.5%	95.5%	95.1%	94.4%	94.3%
Yield Rate	77.6%	78.1%	79.5%	80.0%	79.0%

- From 1995 to 1999 the number high school grads increased by 12.5%.
- While the number of high school graduates increased, the proportion of graduates who enrolled in the UW System (i.e., the access rate) also increased slightly.
- This upward movement in the access rate, during a time period when the number of high school grads increased, was the result of the following factors:
 - > As the number of high school graduates increased, a constant proportion (approx. 44%) applied to UW institutions.
 - > With the higher number of applicants, the admissions rate remained high (approx. 94%).
 - > A slightly increasing proportion of admitted students chose to enroll at UW institutions.

College Participation Rates and Immediate New Freshman Enrollment



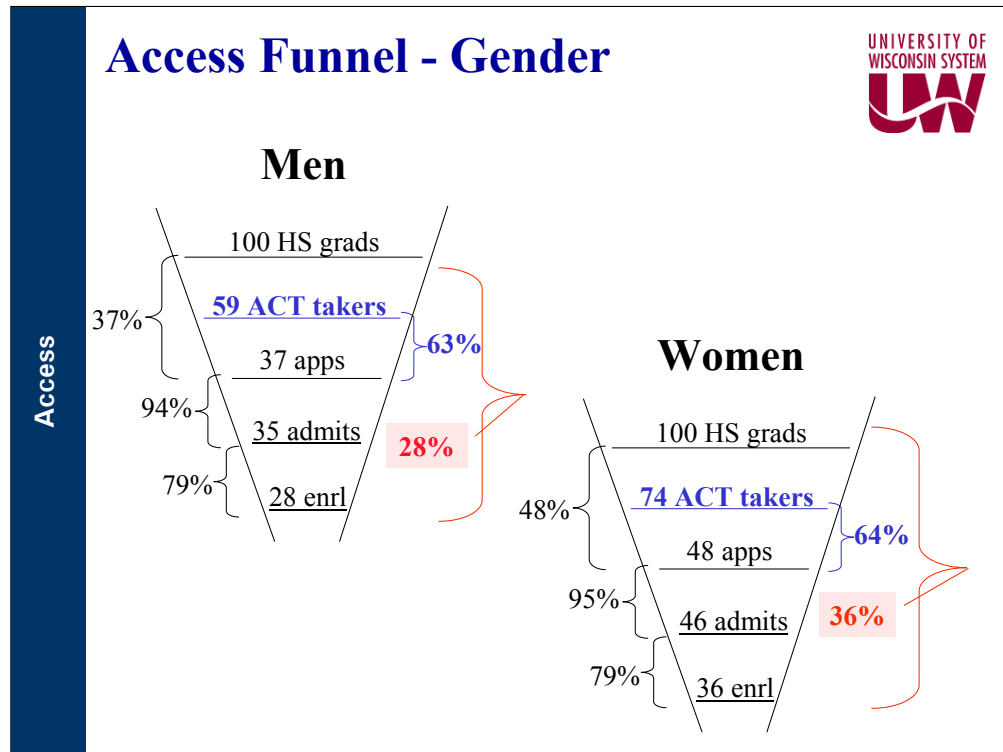
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	<u>1988</u>	<u>1992</u>	<u>1996</u>	<u>1998</u>
Enrolled in Higher Education	52.6%	61.9%	58.2%	**
Enrolled in Wisconsin	45.4%	52.2%	47.7%	*
Public 4-yr (including UWC)	31.7%	31.5%	31.9%	32.7%
Private Wisconsin	5.2%	7.4%	6.2%	6.2%
Public 2-yr (WTCS)	8.6%	13.3%	9.5%	*
Enrolled out of State	7.2%	9.7%	10.5%	**
Not Enrolled in Higher Ed.	47.4%	38.1%	41.8%	

Source: National data from the National Center for Education Statistics (NCES)
 *Data not available for some WTCS institutions
 **Data not available from NCES

- The proportion of Wisconsin high school graduates enrolling in higher education increased from approximately 53% in 1988 to 62% in 1992 then declined to 58% in 1996.
- The percentage of Wisconsin high school graduates enrolling in out-of-state increased throughout the period, from 7.2% in 1988 to 9.7% in 1992 and 10.5% in 1996.
- Enrollment of Wisconsin high school graduates in Wisconsin public and private institutions rose from 45.4% in 1988 to 52.2% in 1992, then fell to 47.7% in 1996.
- The access rate for immediate new freshmen in the UW System remained constant for 1988, 1992 and 1996 and the UW System had the 4th highest access rate compared to other states' public four-year institutions.
- Though the access rate provided by the UW remained high, the proportion of Wisconsin residents not enrolled in higher education increased from 38.1% in 1992 to 41.8% in 1996. This was primarily due to the decline in new freshmen enrollment in the WTCS during this period.

Access Funnel - Gender



- The access funnels for men and women differ.
- Admission rates (94% and 95%) and yield rates (79%) for men and women are almost identical.
- By contrast, the application rate for women (48%) is higher than the application rate for men (37%).
- The higher application rate for women is the primary reason that the access rate for women (36%) exceeds the access rate for men (28%).
- For Wisconsin residents, taking the ACT examination is an indication of an interest of attending college, particularly at a Wisconsin institution.
- Adding ACT test taking patterns to the access funnel helps illustrate differences in male/female application patterns. The decision whether or not to pursue a college education immediately after high school appears to be made by a significant number of male students long before high school graduation.
- Once the decision to take the ACT exam is made, the percentage of male and female ACT test takers applying to a UW institution is almost identical (63% and 64% respectively).

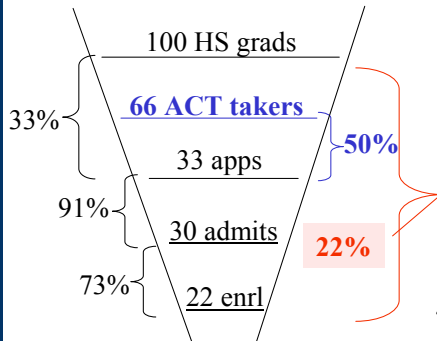
Note: Application, admission and yield rates based on completed applications
Breakdown by gender based on public high school graduates

Access Funnel - Race/Ethnicity

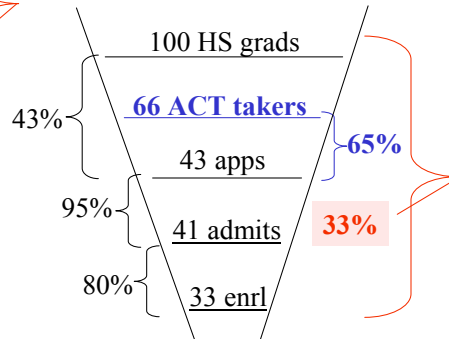


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Students of Color



White Students



- The access funnels for students of color and white students differ, particularly at the top and the bottom of the funnel.
- While the admission rate for students of color is slightly lower than the admission rate for white students (91% compared to 95%), differences in application rates and yield rates explain most of these differences.
- Part of the difference occurs at the bottom of the funnel after a student is admitted. Compared to white students, a smaller percentage of students of color who are admitted (73% compared to 80%) choose to enroll at a UW institution.
- Looking at ACT test taking behavior helps isolate the difference in application rates by race/ethnicity. The proportion of students of color taking the ACT exam (66%), and thus indicating an interest in attending college in Wisconsin, is the same as for white students (66%).
- However, the percent of white students who took the ACT exam and subsequently submitted an application to a UW institution (65%) is greater than the percentage of students of color who took the ACT exam (50%) and applied.

Note: Application, admission and yield rates based on completed applications
Breakdown by gender based on public high school graduates

Students of Color - Access History



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	High School Graduates	UW System Enrollments	Access Rate
1995	4,381	965	22.0%
1996	4,489	956	21.3%
1997	5,002	1,146	22.9%
1998	5,534	1,252	22.6%
1999	5,897	1,306	22.1%
Total % change	34.6%	35.3%	
Average Annual % change	7.8%	8.1%	

Note: Data for public high school graduates only

- Enrollments of immediate Wisconsin new freshmen students of color from public high schools increased by 35.3% from 1995 to 1999.
- During this same time period the number of students of color graduating from Wisconsin high schools increased by 34.6%
- Consequently, although the enrollment of immediate Wisconsin new freshmen students of color increased at an average annual rate of 8.1%, the access rate for these students remained at approximately 22%.

Students of Color - Access Range of Possibilities



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Average Annual Enrollment Growth	2008 Access Rate	1999-2008 Total Enrollment Growth
3.5%	22%	36.3%
5.0%	25%	55.1%
6.5%	29%	76.3%
8.1%	33%	101.6%

Note: The number of students of color graduating from Wisconsin public high schools is projected to grow at approximately 3.5% a year between 1999 and 2008.

- In the period from 1999 to 2008, Wisconsin public high school graduates of color are projected to grow by approximately 3.5% a year.
- In order for the access rate for students of color to increase, the number of immediate Wisconsin new freshmen students of color would have to increase more rapidly than the number of Wisconsin high school graduates.
- The table above shows what would happen to access rates at various possible growth rates, from 3.5% which matches the projected growth rate of high school graduates to 8.1% which is the average annual growth rate over the last five years.
- In order for the growth rate of immediate Wisconsin new freshmen students of color to increase at a rate faster than the number of high school graduates it will be necessary to increase the application rate and/or the yield rate for these students.

Access to the UW System



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