
**Committee on Undergraduate Recruitment, Admissions, and Financial Aid (CURAFA)
Annual Report for 2021-2022**

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I. Committee function and charge approved by the Faculty Senate November 7, 2016:

The Committee on Undergraduate Recruitment, Admissions, and Financial Aid (CURAFA) is a shared governance committee whose mission is to build a scholarly and diverse undergraduate student population by initiating, monitoring, and advising on policies related to student recruitment, admissions, and financial aid.

Faculty Policies and Procedures 6.51.

A. MEMBERSHIP.

1. Six faculty members appointed for 4-year terms.
2. Two academic staff members appointed for 4-year terms.
3. Two university staff members appointed for 4-year terms.
4. Four students appointed for 1-year terms.
5. The Vice Provost for Enrollment Management or designee, ex officio nonvoting.
6. The Director of Admissions, ex officio nonvoting.
7. The Director of Financial Aid, ex officio nonvoting.
8. The Vice Provost for Diversity and Climate or designee, ex officio nonvoting.

The chair shall be elected from among the faculty members appointed pursuant to section A.1. Academic staff appointed pursuant to section A.2. may be elected to serve as co-chair. Chair and co-chair elections will be conducted in accordance with the Committee's Statement of Policies and Procedures.

B. FUNCTIONS

1. Advises and makes recommendations to the Division of Enrollment Management, and other administrative offices as appropriate, on all policies, procedures, and operations related to undergraduate recruitment, admissions and financial aid.
2. Monitors, reviews, and evaluates new policies and procedures, as well as formulation, substantive modification, implementation, and outcomes of university policies and procedures related to undergraduate recruitment, admissions, and financial aid.
3. Reports annually to the official governance bodies representing the faculty, academic staff, university staff, and students.

II. CURAFA 2020-21 Focus Areas: Admissions testing, financial equity, shared topics/majors

The committee sets priorities at the first fall meeting. During academic year 2021-2022, CURAFA identified three topics directly impacting Admissions, Recruitment, and Financial Aid. These topics were:

1. Tuition waiver for First Nations students;
2. Students with shared topic areas: Direct vs. General admissions;
3. Financial equity among students; and
4. Testing and admissions.

The following constitutes CURAFA's findings and recommendations:

1. Tuition waiver for First Nations students

James Flores, admissions counselor, and Micaela Salas, financial aid advisor, shared a presentation ([LINK](#)) and answered questions about a proposed scholarship program for First Nations students that would, effectively, function as a tuition waiver. Wisconsin has 11 federally recognized tribes for one of the most diverse tribal demographics east of the Mississippi River.

The requested Tuition Promise Program for Indigenous Students is due to:

- the unethical removal of the Ho-Chunk from their ancestral homelands where UW-Madison now resides,
- the legacy of being a land-grant university, where UW-Madison sold 235,530 acres of expropriated Indigenous land to use as seed money; and
- to increase yield and retention of Indigenous Students, who are among the most underrepresented student populations on campus.

Flores detailed the need for a new initiative, Heritage Form, to better inform funding eligibility because of flaws in current data methods to identify Indigenous Students. The additional information would be voluntary and ask students to list their tribal affiliation, if they are enrolled as a tribal citizen, and how they envision their engagement in the Native community at UW-Madison. Using 2022 enrollment data, approximately 45 of the 283 enrolled students from Wisconsin or Minnesota who identify as Native American would qualify for the tuition waiver for an estimated cost of \$484,470. Colleges and universities in 14 other states already offer in-state tuition waivers for Native American students, according to the presentation.

Based on the presentation, CURAFA strongly supports a Tuition Promise Program for Indigenous Students.

2. Admission of students to shared topics area

CURAFA sought to better understand what happens to highly qualified students who seek direct admission to a college program but are not selected. Admissions into direct entry programs are competitive and selective. CURAFA wanted to know about options for these well-qualified students who are declined direct admission to a college program?

Direct admission programs at UW-Madison include:

- Wisconsin School of Business,
- College of Engineering,
- Dance Department within the School of Education, and
- School of Music.

Thomas Browne, Assistant Dean at College of Agricultural and Life Sciences (CALs), was invited to share information about the CALs approach for shared topic areas and his views on the importance of making sure students know all their options during the recruitment process. CALs allows for a student interested in business to pair that topic area with Agriculture and Life Sciences. Ensuing discussion focused on strategies to help students better understand all their study area options. For example, it would be helpful if online applicants could view of a pop-up menu of options when considering majors that are triggered by an interest area such as engineering, business, music, etc. Helping students better understand during the recruitment process that, just because you enjoy the topics of business or engineering, that doesn't mean your only choices are the College of Engineering and the School of Business.

CURAFa recommends development of more intentional communication for the recruitment process to identify all the admissions options for students with stated interests in highly selective college programs.

3. Financial equity among students

Conversation about direct admission programs sparked discussions about the competitiveness to enroll highly qualified students from underrepresented populations due to financial equity barriers. Students with financial need who enroll at a competing university are typically paying the same or higher tuition rates, suggesting additional resources are needed to compete with other universities.

CURAFa recommends more investigation be done to better quantify how many highly talented students from underrepresented populations are being lost to competing universities due to insufficient resources.

4. Testing and Admissions (SAT or ACT not required)

The University of Wisconsin–Madison received authorization from the University of Wisconsin System Board of Regents to waive the requirement for applicants to submit an ACT or SAT test score as a part of their application to the university through the spring 2025 term. Including scores from either the ACT or the SAT is optional, and applicants are not disadvantaged in the evaluation process for choosing to not include these scores for consideration in their application.

Analysis continues to determine impacts of the test-optional process. Additional research on the impact of test-optional admissions for both UW-Madison and UW System is being conducted by the Student Success Through Applied Research Lab (SSTAR Lab), through a research-practice partnership with the University of Wisconsin-Madison's Division of Enrollment Management.

CURAFa discussed the merits of test-optional admissions as a permanent policy, rather than a temporary one made in response to the COVID-19 pandemic. More analysis is needed before reaching a definitive recommendation about test-optional admissions at UW-Madison.

III. Division of Enrollment Management report: Undergraduate enrollment planning for 2021-22

The University of Wisconsin-Madison's undergraduate enrollment planning for 2021-22 was and continues to be characterized by:

- ***Sustained growth in the first-year class.*** In 2017, the Chancellor announced plans to pursue, over time, a 1,000-student enrollment increase in our first-year class (i.e. desired enrollment increase by 250 students in each year's incoming class over five years). In Fall 2017, there were 6,610 first-year students and we saw an increase in the number of incoming students in the Fall 2018 with an incoming class of 6,862. The Fall 2019 class was oversubscribed by 440 first-year students, but in Fall 2020, we enrolled 7,306 students which was within 1% of the target class of 7,360. In Fall 2021, we enrolled 8,465 students, which was the largest freshman class in UW-Madison history. While this was over the enrollment goal, the oversubscription was experienced across almost all BIG and public flagship peers. The goal for Fall 2022 is 8,100, a smaller class size than the previous year. With this growth, the university aims to continually improve recruitment and enrollment of under-represented students (e.g. geographically, socioeconomically and racially/ethnically under-represented). For Fall 2021, we enrolled the most racially and ethnically diverse class in UW-Madison's history with 25.2% of our new freshmen being students of color and 14.8% being under-represented students (i.e. who identify as African American, Hispanic/Latinx, American Indian, or Southeast Asian American). The university also aims to improve and expand enrollment of transfer students from Wisconsin and other states. Our Fall 2021 transfer cohort was more diverse than previous cohorts, with 17% of the cohort identifying as a student of color, 29% first generation and 19% are Pell-eligible.
- ***Commitment to Wisconsin.*** The Fall 2021 incoming class of first-year students included 3,859 Wisconsin residents; over the last three years, students came from 71 of the state's 72 counties. This enrollment is above the university's 3,600 Wisconsin resident enrollment minimum as called for by Regent policy. Due to the move to test-optional, the Wisconsin Prime campaign is no longer applicable in its previous format, but UW-Madison continues to attract and enroll many of the state's highest achieving students (by any measure). In fact, in Fall 2021, we enrolled 132 National Merit Finalists.
- ***Access to a UW-Madison education.*** The university is actively pursuing strategies to attract and retain students who have financial barriers to enrolling. These efforts include expanding Bucky's Tuition Promise to include family incomes at or below \$60,000 (previously set at \$56,000). For the Fall 2021 entering class, one in four Wisconsin residents were the recipient of either Bucky's Tuition Promise or Badger Promise. The Division of Enrollment Management's goal is to expand this program through eligibility or coverage. The Division has also streamlined the admit decision and financial aid package release timing so that admitted students know their financial aid offer very shortly after being admitted. There continues to be a 'Go Forward Pell Plan' to work with students in low-income households who may benefit from additional assistance in navigating the enrollment and financial aid process. Resources have been dedicated to outreach that has significantly increased high school counselor, community-based organization, and alumni engagement. UW-Madison is a partner in the American Talent Initiative, a network of 327 public and private colleges with the goal of educating 50,000 more low/moderate income students and are currently engaged in the initiative's transfer community of practice. We have gained an increase in the percentage of first-year Pell students from 13.9% in 2018-19 to 14.4% in 2019-20 and to 16.8% in 2020-21. Our current figures for 2021-2022 show the percentage of first-year Pell students at 15.1% and the overall percentage of all undergraduate Pell students is 15.0%.

IV. Data Report: Incoming first-year* and transfer students (fall semesters)

Data Sources: InfoAccess Data Warehouse: Applicant records maintained by the Office of Undergraduate Admissions and Recruitment and census date enrollment records maintained by the Office of the Registrar. Admissions and Financial Aid (Data Digest) <https://apir.wisc.edu/data-digest/>.

First-Year Admissions	2017	2018	2019	2020	2021
First-Year Applicants	35,615	42,741	43,921	45,941	53,829
First-Year Admits	19,150	22,099	23,887	26,289	32,466
First-Year Enrolled	6,610	6,862	7,550	7,306	8,465
Admissions Rate (%)	53.8	51.7	54.4	57.2	60.3
Yield Rate (% of admitted students who enroll)	34.5	31.1	31.6	27.8	26.1
First-Year Enrollees by Residency					
2017	2018	2019	2020	2021	
WI Resident Applicants Enrolled	3,746	3,659	3,797	3,802	3,859
% of Admitted Applicants Who Enrolled	64.3	64.8	66.0	63.8	60.9
Minn Compact Applicants Enrolled	594	697	674	701	778
% of Admitted Applicants Who Enrolled	39.8	40.0	38.1	37.3	37.3
Non-Resident Applicants Domestic Enrolled	1,723	1,921	2,444	2,260	3,023
% of Admitted Applicants Who Enrolled	18.5	16.8	19.1	15.5	15.8
Non-Resident Applicants Intl Enrolled	547	585	635	543	805
% of Admitted Applicants Who Enrolled	21.9	17.8	18.0	13.9	16.2
New First-Year Enrolled by Race/Ethnicity Detail**					
2017	2018	2019	2020	2021	
Hispanic/Latino(a)	384	390	436	520	695
Non-Hispanic/Latino(a): 2 or more races	191	267	273	298	399
Non-Hispanic/Latino(a): Black/African American	123	118	113	176	188
Non-Hispanic/Latino(a): American Indian/Alaska Native	18	13	10	17	24
Non-Hispanic/Latino(a): Native Hawaiian/Pacific Islander	5	3	6	5	5
Non-Hispanic/Latino(a): Asian	443	531	646	676	822
Non-Hispanic/Latino(a): White	4,736	4,706	5,148	4,849	5,191
Unknown	160	239	274	215	325
International	550	595	644	550	816
Total	6,610	6,862	7,550	7,306	8,465
First Generation College Students***					
2017	2018	2019	2020	2021	
Applicants	6,562	11,918	8,690	7,927	9,084
Admitted	2,977	5,267	3,837	3,881	4,861
Enrolled	1,135	1,570	1,283	1,220	1,356
% Enrolled New First-Year	17.2	22.9	17.0	16.7	16.0

Undergraduate Full-Time on Campus	2017-18	2018-19	2019-20	2020-21	2021-22
Cost of Attendance WI Resident	\$25,700	\$25,964	\$26,133	\$27,158	\$27,530
Cost of Attendance Non-Resident	\$50,559	\$52,887	\$53,193	\$55,574	\$55,888
Financial Need					
	2017	2018	2019	2020	2021
# of Undergraduates receiving Pell grants	4,061	4,572	4,698	4,726	4,964
% of Students Receiving Some Form of Need Based Aid	33.1	34.6	32.5	29.2	30.3
% UG Completing Financial Aid App	53.5	55.3	54.9	55.1	55.0
% of Undergraduates receiving aid	59.5	61.1	58.4	64.0	61.9
% of Graduating UG with Debt	46.9	46.4	44.7	42.8	40.3
Undergraduate Average Need-WI Res	\$15,680	\$16,465	\$17,007	\$17,447	\$17,917
Undergraduate Average Need-NonRes	\$26,813	\$29,327	\$30,987	\$32,323	\$33,996

New Transfer Students Enrolled by Residency	2017	2018	2019	2020	2021
WI Resident	694	659	553	676	637
Minnesota Compact	43	28	33	37	42
Non-Resident Domestic	143	135	82	107	164
Non-Resident International	248	319	221	190	293
Total	1,126	1,141	889	1,010	1,136
% of Non-Resident Transfers	34.5	39.8	34.1	29.4	40.2

New Transfer Applicants, Admits, and Enrollments in Fall Semesters	2017	2018	2019	2020	2021
Applicants	3,858	3,700	3,464	3,525	3,528
Admits	1,996	1,975	1,584	1,830	2,075
Enrolled	1,126	1,141	889	1,010	1,136
Admit Rate %	51.7	53.4	45.7	51.9	58.8
Yield Rate %	56.5	57.8	56.1	55.2	54.7

Tuition Residency of Enrolled Transfer Students	2017	2018	2019	2020	2021
Non-Res Domestic	143	135	82	107	164
Non-Res Intl	248	319	221	190	293
Minnesota Compact	44	28	33	37	42
WI Resident	693	659	553	676	637

First Generation*** Transfer Students Enrolled	2017	2018	2019	2020	2021
Enrolled Fall	315	359	254	277	325

*The term First-Year indicates students who are enrolling for year one of undergraduate school for the first time.

**Race/ethnicity categories and reporting methodology represent federal reporting categories and methodology. These requirements stipulate that all domestic (non-international) students who indicate Hispanic ethnicity should be reported as Hispanic, regardless of other racial information provided. Non-Hispanic domestic students who indicate more than one race are reported in the "2 or more races" category. All other non-Hispanic domestic students who indicated a single race are reported in that category.

***First generation college means neither of the student's parents has a four-year college degree.

V. CURAFA monthly activities

The committee sets priorities at the first fall meeting. COVID-19 pandemic required virtual meetings be conducted. Fall semester business may include status and demographics of the incoming class; future year enrollment goals and recruitment plans; major changes in unit operations; and/or current enrollment financial aid data and metrics. Spring semester business may include issues such as review of the admissions application and recruitment materials, and review of the enrollment management plan. The following provides a summary of meeting discussions:

- **September 2021:** Review and discuss EOY Report for CURAFA 2021-22 and reviewed the role and function of CURAFA. Reconfirmed selections of Dante Fratta, Faculty, Civil & Environmental Engineering [2025], and J.J. Andrews, Academic Staff, PEOPLE Program [2022], as CURAFA Co-Chairs for AY 2021-22. The committee discussed potential topics for 2021-22 year.
- **October 2021:** Continued discussion on selection of CURAFA topics. Affirm the three topics of the 2021/22 year:
 - **Topic 1:** Testing and Admissions;
 - **Topic 2:** Financial equity among students; and
 - **Topic 3:** Admission of students to shared topics area.
- **November 2021:** Topic 2: Discussion - James Flores, Admissions Counselor. Proposed tuition waiver ([LINK](#)) for First Nations students: a clear case for UW-Madison to think and act from a justice and reconciliation posture. Topic 3: Discussion - Thomas Browne, Assistant Dean at CALS, on CALS approach for students not accepted on direct admits to highly selective programs and his views on the importance.
- **December 2021:** Topic 2: Discussion focused on emphasizing the importance of proposed tuition waiver for First Nations students as a clear case for UW-Madison to think and act from a justice and reconciliation posture.
- **February 2021:** Topic 1: Discussion – Viviana Rodrigues Andrade and Nicholas Hillman (SSTAR Lab) – Update on Research on UW-Madison’s Test-Optional Admission.
- **March 2021:** Reviewed and discussed draft of CURAFA’s annual report. Members submitted revision recommendations for wording and structure of annual report.
- **April 2021:** Members approved annual report and prepared for presentation to shared governance bodies.
- **May 2021:** Reflection on past year. Selection of new chairs for AY 2022-23. Selection of topic priorities for AY 2022-23.

VI. CURAFA Membership**2021-2022****Faculty [term ends]**

Dante Fratta, ENGR/Civil & Environmental Engineering [2025], Chair

Duncan Carlsmith, L&S/Physics [2022]

Alberta Gloria, EDUC/Counseling Psych [2025]

Sara McKinnon, L&S/Commun Arts [2024]

Lixin Rui, SMPH/Medicine/Hem-Onc [2025]

Stephen Young, L&S/Geography [2024]

Academic Staff [term ends]

J.J. Andrews, G SERVPEOPLE Program [2022], Chair

Mary Condon, EDUC/Academic Services [2025]

University Staff [term ends]

Robin Fisher, EDUC/Theatre & Drama [2025]

Carol Pope, Administration/CFYEX [2023]

Students [terms end 2022]

Jayson Dixon

Leigh Keller-Chicoine

Yuyang Liu

Caleb Ng'etich

Ex officio, Non-voting

Helen Faith, Enrollment Mgmt/Dir of Student Fin Aid

Derek Kindle, Enrollment Mgmt/VP for Enrollment Management

Andre Phillips, Enrollment Mgmt/Dir of Admission and Recruitment

Jane Richard, Office of the Secretary of Faculty

Vacant, DDEEA/AVP for Student Diversity & Scholarship Programs

Friend

Clare Huhn, Academic Planning and Institutional Research

2020-2021**Faculty [term ends]**

Dante Fratta, ENGR/Civil & Environmental Engineering [2025], Chair

Duncan Carlsmith, L&S/Physics [2021]

Alberta Gloria, EDUC/Counseling Psych [2021]

Sara McKinnon, L&S/Commun Arts [2024]

Stephen Young, L&S/Geography [2024]

Faculty seat vacant

Academic Staff [term ends]

J.J. Andrews, G SERVPEOPLE Program [2022], Chair

Tracy Mores, Administration/CFYEX, [2021]

University Staff [term ends]

Carol Pope, Administration/CFYEX [2023]

Karla Stoebig, Admin Vmth/Admin-Rcpt [2021]

Students [terms end 2021]

Eryne Jenkins

Peter Monti

Anna Thompson

Cole Wozniak

Ex officio, Non-voting

Helen Faith, Enrollment Mgmt/Dir of Student Fin Aid

Derek Kindle, Enrollment Mgmt/VP for Enrollment Management

Andre Phillips, Enrollment Mgmt/Dir of Admission and Recruitment

Jane Richard, Office of the Secretary of Faculty

Eric Williams, DDEEA/AVP for Student Diversity & Scholarship Programs

Friend

Clare Huhn, Academic Planning and Institutional Research