

**COMMITTEE ON UNDERGRADUATE RECRUITMENT, ADMISSIONS, AND FINANCIAL AID  
ANNUAL REPORTS FOR 2008-2009, 2009-2010 AND 2010-2011**

**I. Function**

The Committee on Undergraduate Recruitment, Admissions and Financial Aid is charged with representing the faculty in regard to all aspects of the recruitment and admission of students and in regard to all aspects of financial aid for students except those handled by the faculties of individual colleges, schools, or departments. It is further tasked with making recommendations to the faculty concerning (a) the formulation of, or any substantive modification in, university policies on admission and financial aid, and (b) programs directed at enhancing the quality and diversity of the undergraduate student body. It also advises the administration on and review of the implementation and operation of those policies and programs.

**II. Accomplishments during the 2008-2009 academic year.** The committee met eight times. Accomplishments and items of discussion are listed below.

1. The committee reviewed and discussed recent admissions statistics, with reporting from Office of Admissions Director Rob Seltzer. Seltzer noted that the admissions rate is declining due to the increasing size of the applicant pool.
2. The committee discussed recent financial aid statistics with Office of Student Financial Services Director Susan Fischer. Fischer noted the new fundraising campaign for need-based financial aid undertaken by UW Foundation.
3. Professors John Witte and Barbara Wolfe shared with the committee their ongoing research on changes in the income profile of students admitted to and attending UW-Madison over time (e.g., between 1980 and 2010). At that time, their findings indicated that the increases in family income were largely attributable to the growth in the number of out-of-state students, and that changes in income for in-state students were consistent with growth in family income statewide.
4. Graduate student Sara Lazenby reported to the committee on her research on the potential pool of first-generation students statewide, which suggests that the number of potential recruits greatly exceeds the representation on campus.
5. Senior Policy and Planning Analyst Clare Huhn from Academic Planning and Analysis and Rob Seltzer discussed the recruiting process and pipeline with the committee and identified the impact of scarce resources in the admissions office on recruiting efforts.
6. Professor Kathy Cramer Walsh visited the committee to discuss her research on public perceptions of UW-Madison.
7. Professor Sara Goldrick-Rab updated the committee on initial findings from the Wisconsin Financial Aid Study.
8. The committee met with Assistant Dean John Bechtol to discuss veterans' issues.

**Committee Membership, 2008-2009:**

Jon Alfuth, Laird Boswell, Rebecca Duffy, Susan Fischer, Sara Goldrick-Rab (chair), Mary Louise Gomez, Ric Grummer, Melissa Hanley, Awad Hanna, Clare Huhn, Janet Jensen, Han Byul Lee, Benjamin Marquez, Joshua Monifi, E. Alison Rice, Robert Seltzer, Charlie Trevor

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**III. Accomplishments during the 2009-2010 academic year.** The committee met six times. Accomplishments and items of discussion are listed below.

1. The committee reviewed and discussed recent admissions statistics. Office of Admissions Interim Director Tom Reason discussed trends in applicants, admits, and enrollees.
2. The committee reviewed and discussed with Susan Fischer recent financial aid statistics.
3. The committee heard updates from Susan Fischer on the common scholarship application and pending federal legislation.
4. The committee discussed the search and screen process for the hiring of a new admissions director.

**Committee Membership, 2009-2010**

Laird Boswell, Rebecca Duffy, David Finley, Susan Fischer, Sara Goldrick-Rab (chair), Mary Louise Gomez, Ric Grummer, Awad Hanna, Clare Huhn, Janet Jensen, Zi Jin, Emily Kesner, Benjamin Marquez, Rebecca Newman, Michael Peterson, Thomas Reason, E. Alison Rice

**IV. Accomplishments during the 2010-2011 academic year.** The committee met seven times. Accomplishments and items of discussion are listed below.

1. The committee reviewed and discussed recent admissions statistics. Clare Huhn discussed trends in applicants, admits, and enrollees.
2. The committee reviewed and discussed recent financial aid statistics. Susan Fischer described recent changes in her office, including upticks in institutional need-based financial aid stemming from the Madison Initiative for Undergraduates.
3. The committee reviewed a report on destinations of students who are admitted but do not attend UW-Madison. <http://apa.wisc.edu/Admissions/2010FreshmanEnrollmentPatterns.pdf>
4. The committee heard a presentation on current findings from the Wisconsin Scholars Longitudinal Study. Sara Goldrick-Rab, co-director of WSLs, discussed the first two years of results from this ongoing statewide study of Pell Grant recipients. [www.finaidstudy.org](http://www.finaidstudy.org)
5. The committee discussed the results of the 2010 Wisconsin Legislature Special Committee on Higher Education Financial Aid Programs. Sara Goldrick-Rab, committee member, described the actions taken by that group during summer and fall 2010. <http://legis.wisconsin.gov/lc/committees/study/2010/HIED/>
6. The committee met with new Office of Admissions Director Adele Brumfield. Ms. Brumfield described her philosophy and goals for the office.
7. The committee also met with Chief Diversity Officer Damon Williams, who discussed his approach to inclusive excellence and recent activities at the UW.
8. The committee met with Chancellor Bidy Martin, who described her vision for admissions and financial aid as well as her recent activities related to those missions.

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**Committee Membership, 2010-2011:**

Adele Brumfield, Susan Fischer, Sara Goldrick-Rab (chair), Mary Louise Gomez, Awad Hanna, Clare Huhn, Janet Jensen, Jacob Kallman, Clark Landis, Siyuan Ma, Jose Madera, Benjamin Marquez, Bryant Nelson, Michael Peterson, E. Alison Rice, Douglas Rouse, Boan Sianipar

**V. Recommendations**

Over the years, the committee has given a great deal of consideration to the issues facing current and prospective University of Wisconsin-Madison undergraduates with regard to how they are recruited, admitted, and funded. We are primarily concerned with what we think are inadequate levels of equity and diversity among undergraduates, which contribute to a campus climate in need of significant improvement. We believe that the UW-Madison faculty could play a very important role in supporting administrative efforts to generate improvements, and therefore make the following recommendations:

- We recommend that the Faculty Senate continue to amplify its longstanding commitment to all forms of diversity, including socioeconomic, racial/ethnic, religious, political, gender, sexual preference, disability, and otherwise. Diversity has been an explicit goal of campus policies and practices for decades and deserves greater attention and effort to ensure that it is constantly nurtured. As one action in this regard, we recommend that the university's Chief Diversity Officer be appointed in the future as an ex officio member of the committee.
- We urge the Faculty Senate to advocate for enhancing the affordability of a UW-Madison undergraduate education. Dramatic cuts to Madison's budget by the state legislature threaten to put education at the state's flagship campus out of reach for many families—we hope that affordability remains a prime consideration in the university's decision-making going forward, and is a key piece of its platform in making the case for increased state support. We encourage the faculty to become informed of the true costs of college attendance, the limitations on financial aid, and the economic, academic, and social challenges facing undergraduates from financially needy families, and to find ways to ensure their successful pathway to graduation.