

To Our Counselors

At UW-Whitewater we invite students to be bold.

We are excited for the year ahead and eager to begin working with you once again to provide your students with access to the information and support they need to make their college decisions.

With two inviting campuses, you will find that there are more programs and student support services than ever to meet your students where they are and provide them with the resources to be successful.

Our College of Business and Economics continues to be the largest accredited business school in the state, and the College of Education and Professional Studies graduates the highest number of first-time licensed educators in Wisconsin. Our College of Integrated Studies on the UW-Whitewater at Rock County campus provides students with an affordable pathway to their education and prepares future nurses and engineers for meaningful careers.

This year, we're also proud to be removing barriers for students by participating in Direct Admit Wisconsin, which introduces students across the state to our campus and lets them know they have a home in the Warhawk family.

UW-Whitewater is creating new ways to engage students through transformational and empowering educational experiences that prepare them for success after graduation. Our award-winning tutorial services, our student support models, and the success of our alumni are all examples of this dedication in action.

You — as a student advocate — play a vital role in helping students find their fit, and I sincerely thank you for dedication and service to students. Together, I hope that we can continue to work collaboratively to build the next generation of Warhawks.

Jeremy Smith
Director of Admissions

UW-Whitewater Profile

STUDENT PROFILE: WHITEWATER CAMPUS

Total enrollment	11,752
Average GPA	3.2
Acceptance rate	92%
Percentage of new first-year students who are first generation	36%
States represented	45
Countries represented	25

STUDENT PROFILE: ROCK COUNTY CAMPUS

Total enrollment	710
Acceptance rate	100%
Percentage of new first-year students who are first generation	53%

Our Most Popular Majors

Finance	Biology
Accounting	Elementary/Middle Education
Marketing	Communication
General Business	Computer Science
Psychology	Management

We offer 62 undergraduate majors, and more than 130 minors. Find out more at uww.edu/academics.

Top Undergraduate Minors

Adaptive Education Licensure
Spanish
Human and Social Services
Psychology
General Business

Programs of Interest at URock

Engineering
Medical Sciences
Nursing



Cost | 2025-2026

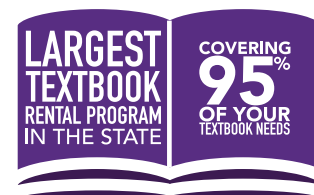
WHITEWATER CAMPUS	TUITION AND FEES	HOUSING AND MEAL PLAN	TOTAL
Wisconsin Resident	\$9,047	\$8,148	\$17,195
Minnesota Resident	\$10,852	\$8,148	\$19,000
Return to Wisconsin*	\$14,754	\$8,148	\$22,902
Nonresident**	\$19,147	\$8,148	\$27,295
ROCK COUNTY CAMPUS (WISCONSIN RESIDENT)	\$6,084	----	\$6,084***

* Discount for nonresident students whose parent or grandparent received a degree from UW-Whitewater.

** Nonresident scholarships offer an annual reduction of tuition based on merit. Incoming new freshmen who meet specific academic criteria will automatically qualify at the time of admission.

*** Rock County campus students are eligible to live in residence halls on the Whitewater campus for the same cost that Whitewater campus students pay.

TOTAL COST INCLUDES



UW-Whitewater continues to provide students with an exceptional value and an affordable tuition and fees rate that are among the best in the Universities of Wisconsin. Warhawks benefit from additional savings including the state's largest textbook rental program at no extra cost.

National College of Distinction Honors



For the ninth year in a row, UW-Whitewater was selected as a College of Distinction — earning badges as a public, career development, business, education, and equity and inclusion college — for demonstrating continued dedication to high-impact educational practices. More recent badges include the affordable, international, and military support badges.

See Where Warhawks Thrive

Daily tours: Campus tours are led by friendly, knowledgeable Warhawks who love sharing all UW-Whitewater has to offer. We offer tours of our Whitewater campus most weekdays and the occasional Saturday. Spanish-language tours are available by appointment as well.

Warhawk Preview Day: This exciting daylong program allows students to explore what it means to be a Warhawk. This comprehensive event allows participants to meet with representatives of our five academic colleges, experience campus support and learn about pathways toward becoming a Warhawk.

LLAVE (Latinos Logrando Altas Visiones Educativas): This event is for Spanish-speaking students and their families to learn more about the college search and admissions process at UW-Whitewater. Sessions include information on academic and campus resources, financial aid, a campus tour, and more on how the university creates an environment focused on student success. For more information about our support for Spanish-speaking students and their families, visit uww.edu/espanol.

Tuesday Tours at Two on the Rock County campus: Every Tuesday at 2 p.m. we offer a campus tour. We also offer individual tours, including Spanish-language tours, by appointment.

Group tours: Bring your group of 10 or more students to visit UW-Whitewater to learn more about our university, academic programs and college life, and then take a tour! Group tours can be crafted to fit your specific needs.

Register for any of our visit opportunities by visiting uww.edu/tour. Questions? Contact the Office of Admissions at uwwadmit@uww.edu or 262-472-1440.