

FOR IMMEDIATE RELEASE

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News Release

Direct Admit Wisconsin offers to be delivered next week to qualified high school seniors

MADISON, Wis.—High school seniors will begin receiving admissions offers from the Universities of Wisconsin next week under the new Direct Admit Wisconsin program, UWs President Jay Rothman announced today.

Listen: [President Rothman audio message about Direct Admit Wisconsin](#)

Wisconsin seniors who have met Direct Admit Wisconsin requirements will be notified of their Direct Admit offers beginning next week and continuing into September. Participating students should check their high school email accounts for these notices, Rothman said.

“Direct Admit Wisconsin makes it easy to enroll in and pursue a UW education,” Rothman said. “We want students and their families to know there is a place for them at the Universities of Wisconsin.”

Rothman said some students don’t see themselves as succeeding at the college level. Direct Admit Wisconsin tells them otherwise and makes enrollment as easy as possible.

Rothman is urging members of the Class of 2025 to be vigilant in checking their high school email accounts and to follow the instructions for next steps to learn more about the Universities of Wisconsin that have admitted them. Students will need to complete a Direct Admit form to connect with UWs they are interested in and accept their admission offers. There is no fee to complete the Direct Admit form.

Under Direct Admit Wisconsin, qualified high school students from participating schools are automatically admitted to up to 10 UWs without ever having to submit an application. Students must choose to participate in the program and are admitted based upon their grades and coursework after completion of their junior year. They must meet all admissions requirements, enroll for their senior year of high school, and stay on track to graduate.

Students must have been enrolled in one of the nearly 350 participating public and private high schools across Wisconsin. All UWs are participating in Direct Admit Wisconsin except UW-Madison, UW-Eau Claire, and UW-La Crosse. Students, including those receiving Direct Admit offers, may still submit an application to those universities.

In addition to the notifications via high school email accounts, students will also receive Direct Admit offer letters through the U.S. mail in the coming weeks. Rothman urged parents and students to be on the lookout.

“It’s summer, and we know students are busy with work, vacation, sports, and other activities so we want to call attention to these important communications,” Rothman said. “It could be life changing.”

Students interested in any of the Universities of Wisconsin can also go to Wisconsin.edu any time to learn more about the constellation of 13 public universities.

The Universities of Wisconsin look forward to expanding the number of participating high schools and students in the coming year. Juniors at currently participating high schools will be asked to sign up for Direct Admit Wisconsin later this fall.

Rothman also thanked Infinite Campus, Skyward, and PowerSchool, which operate student information systems at the participating high schools, for their partnership with Direct Admit Wisconsin.

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The Universities of Wisconsin serve more than 162,500 students. Awarding nearly 37,000 degrees annually, these 13 public universities are Wisconsin's talent pipeline, putting graduates in position to increase their earning power, contribute to their communities, and make Wisconsin a better place to live. Nearly 90 percent of in-state Universities of Wisconsin graduates stay in the state five years after earning a degree. The universities provide a 23:1 return on state investment. The Universities of Wisconsin also contribute to the richness of Wisconsin's culture and economy with groundbreaking research, new companies and patents, and boundless creative intellectual energy. Learn more at wisconsin.edu.

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