

FOR IMMEDIATE RELEASE

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News Release

More than 15,000 Milwaukee-area, SE WI students receive automatic college admission offers as UW, Milwaukee Public Schools, Racine Unified School District leaders urge students to fill out Direct Admit Wisconsin forms

Milwaukee, Wis. – Universities of Wisconsin, Milwaukee Public Schools, and Racine Unified School District leaders are urging students and parents in the Milwaukee area and across southern Wisconsin to review Direct Admit Wisconsin offers and fill out the Direct Admit form so that students can connect with universities for fall 2027 enrollment.

Officials from the school districts, UW-Milwaukee, UW-Whitewater, UW-Platteville and the Universities of Wisconsin announced Friday that new Direct Admit letters have been sent out to students in recent weeks.

"Over the last several weeks, nearly 40,000 students across Wisconsin, including more than 15,000 in the Milwaukee-area and across southeastern Wisconsin, have received letters admitting them to one or more UWs," said Universities of Wisconsin Interim President Renée Wachter. "Now it's time for students to take the next step toward attending a UW."

"Our success is measured by student success," said Universities of Wisconsin Board of Regents President Kyle Weatherly. "Direct Admit Wisconsin helps more young people see themselves in college, discover their potential, and pursue the goals they have for themselves and their future."

Under Direct Admit Wisconsin, qualified, participating students entering their senior year of high school are automatically admitted to participating UWs without ever having to fill out an application. The decision is made based upon a student's grade point average and coursework.

Nearly 40,000 students across Wisconsin have received letters in recent weeks admitting them to UW universities starting in fall 2027.

UW and area school district leaders are urging students and parents to review the letters, sent by email and postal mail, and fill out the Direct Admit form through the UW admissions pathway portal to connect with the UWs they have been admitted to and are interested in attending in fall 2027. The form does not commit students to attending a UW.

"One of the most powerful aspects of Direct Admit Wisconsin is that it removes traditional barriers to college admission and helps students recognize that college is within their reach," said Brenda Cassellius, superintendent of Milwaukee Public Schools. "When our Milwaukee Public Schools students receive an early admission offer, it builds confidence, celebrates their academic accomplishments, and sends a powerful message: You belong in college, and your future is full of possibilities."

"Completing the Direct Admit Form is a simple step that unlocks three important benefits for students: eligibility for merit scholarships, access to financial aid and the ability to reserve housing on campus," said

UW-Milwaukee Chancellor Thomas Gibson. "It streamlines the admissions process while helping students take full advantage of the opportunities available to them at UWM."

"The Direct Admit program is another important way UW-Whitewater fulfills the promise of higher education," said UW-Whitewater Chancellor Corey King. "It helps students recognize their potential and envision a future filled with opportunity. It sends a powerful message: You belong in college, and your future is full of possibilities. This is especially important for first-generation students. At UW-Whitewater, more than one-third of our students are the first in their families to pursue a college degree. We understand the transformative power of a college education, and we know that helping students take that first step can make all the difference."

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About the Universities of Wisconsin

The Universities of Wisconsin serve approximately 163,000 students. Awarding more than 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](https://www.wisconsin.edu).

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