Dear esteemed stakeholders and UW-Madison community members,

It is my pleasure to present this year’s annual report. In the next few pages, we will share our successes, opportunity areas, and lessons learned from the 2022-2023 academic year.

The Precollege Enrichment Opportunity Program for Learning Excellence, also known as PEOPLE, is designed to serve low-income and potential first generation college students. The program accepts precollege students in grade 8 (Madison) and grade 9 (Milwaukee). Once admitted into UW-Madison, we support our college scholars through degree completion. As I pen this message to you, we prepare to embark upon 25 years of service to the Milwaukee and Madison communities.

During the 2022-2023 programming year, PEOPLE continued to partner with students, families and program stakeholders to advance college access and success. In our ever evolving and uncertain world, I have the honor of leading a group of professionals and scholars who are committed to sustainability, innovation, and success of our program. Some highlights from this year includes increases in the participation of precollege’s PEOPLE Summer University residential program (up 6.9 percentage points), attendance at our Academic Center for Enrichment (ACE) sites (up 7.4 percentage points), precollege students completing at least 8.5 credits of advanced rigor classes (up 1.3 percentage points), the number of precollege students achieving a 3.0 GPA or higher (up 2.1 percentage points), number of college scholars achieving a 3.0 GPA or higher in spring 23 (up 5.3 percentage points), number of college scholars receiving honors in Spring 23 (up 4.3 percentage points), and 119 college degrees conferred.

Thank you for being a part of our PEOPLE family!

Kia Hunter
WHAT IS PEOPLE?

The University of Wisconsin-Madison's Precollege Enrichment Opportunity Program for Learning Excellence, also known as PEOPLE, is housed within the university's Division of Diversity, Equity and Educational Achievement (DDEEA). The program was created in 1999 with 66 high school students from Milwaukee. Today, we prepare Wisconsin students to succeed in the Universities of Wisconsin institutions, with an emphasis on enrollment at UW-Madison. The program has two separate units — one for precollege high school students and one for college students. We have partnerships with the largest school districts in Wisconsin — Madison Metropolitan School District and Milwaukee Public Schools. Each year the program admits approximately 200 new precollege students into our pipeline and once admitted into UW-Madison, support our program participants through undergraduate degree completion. PEOPLE has grown to over 1,000 students in the pipeline. Together, our vision is to be the premier college access program for student success.

PRECOLLEGE — GRADES 8-12

Precollege scholars are admitted in grade eight and assigned a precollege advisor to support them through high school matriculation. The services our precollege scholars receives focus on four competencies: build and master academic knowledge, build cognitive strategies, build self-management skills, and build knowledge about college life through experiential learning. Precollege scholars receive year-round college prep services. A typical year of services include:

- Nine months of afterschool tutorial services at PEOPLE's Academic Centers for Enrichment (ACE) sites
- PEOPLE Summer University — residential summer program
- Four advising sessions with their Precollege Advisor
- ACT and academic assessments prep
- FAFSA workshop and completion
- College application prep
- College Visits

Precollege scholars who are admitted to the University of Wisconsin-Madison and enroll within five years of their graduation date may be eligible for a four-year tuition scholarship and are automatically enrolled in our College Scholar Program. Online degrees are not eligible for the PEOPLE Scholarship.
PEOPLE PRECOLLEGE PROGRAM DEMOGRAPHICS 2022-23

PEOPLE partners with the largest school districts in Wisconsin Madison Metropolitan School District and Milwaukee Public Schools. Each year PEOPLE admits approximately 200 new students.

### PEOPLE PRECOLLEGE STATEWIDE DATA

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Income</td>
<td>76.6%</td>
</tr>
<tr>
<td>First Generation</td>
<td>62.9%</td>
</tr>
<tr>
<td>Assigned Gender: Male</td>
<td>37.9%</td>
</tr>
<tr>
<td>Assigned Gender: Female</td>
<td>62.1%</td>
</tr>
</tbody>
</table>

**Race & Ethnicity Data**
Black or African American 32.1%; Asian 19.0%; Hispanic or Latino/a 41.4%; Native American 2.4%; White (non-Hispanic) 6.6%; 2 or more races 9.7%.

### PEOPLE MADISON SERVICE AREA

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Income</td>
<td>78.9%</td>
</tr>
<tr>
<td>First Generation</td>
<td>73.0%</td>
</tr>
<tr>
<td>Assigned Gender: Male</td>
<td>36.2%</td>
</tr>
<tr>
<td>Assigned Gender: Female</td>
<td>63.8%</td>
</tr>
</tbody>
</table>

**Race & Ethnicity Data**
Black or African American 24.6%; Asian 21.7%; Hispanic or Latino/a 48.1%; Native American 3.9%; White (non-Hispanic) 3.9%; 2 or more races 12.2%.

### PEOPLE MILWAUKEE SERVICE AREA

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Income</td>
<td>74.2%</td>
</tr>
<tr>
<td>First Generation</td>
<td>51.7%</td>
</tr>
<tr>
<td>Assigned Gender: Male</td>
<td>39.9%</td>
</tr>
<tr>
<td>Assigned Gender: Female</td>
<td>60.1%</td>
</tr>
</tbody>
</table>

**Race & Ethnicity Data**
Black or African American 40.6%; Asian 16.1%; Hispanic or Latino/a 33.6%; Native American 0.7%; White (non-Hispanic) 9.7%; 2 or more races 7.0%.
PRECOLLEGE OUTCOMES ACADEMIC YEAR 2022-23

Unit Mission: To prepare Wisconsin students to succeed in the UW System with an emphasis on enrollment at UW-Madison. The precollege program focuses on four competencies; build and master academic knowledge, build cognitive strategies, build self-management skills, and learn about college through experiential learning.

ACADEMIC KNOWLEDGE

- 636 active precollege students
- 82.4% of students grades 9-12 have a GPA of ≥3.0
- 55.0% Grade 12: +8.5 credits advanced rigor classes
- 20.6 ACT average for Cohort 2023

COGNITIVE SKILLS & STRATEGIES

- 94.7% attended 2023 PEOPLE Summer University
- 82.3% participation in ACT & UW Placement Tests program
- 4.2 ACT scale point improvement

SELF-MANAGEMENT SKILLS

- 70.7% Precollege advising completion rate
- 95.4% reporting at least 1 official ACT score for admissions
- 90.2% ACE afterschool attendance

EXPERIENTIAL LEARNING

- 84.7% students visiting at least 2 UW schools
- 63.4% participated in financial aid workshop
- 96.9% rising high school seniors completed a summer internship
Post-COVID national results for ACT exam outcomes are at their lowest point in 30 years. Despite this, PEOPLE Cohort 2023 finished at or near college readiness levels and with scores equal to or higher than their school districts and state averages.
Overall unweighted grade point average (GPA) of 3.45 for all PEOPLE students indicates graduates are well-prepared for colleges with a selective admissions process.

**AY 2022-23: GRADE POINT AVERAGE**

3.50-4.00  
75th percentile*; attractive for selective admissions

3.00-3.49  
50th percentile*; well-qualified for college admissions

2.75-2.99  
35th percentile*; general and open admission programs

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**GPA Percentiles: All Students**

- 75th Percentile: 7%  
  GPA 3.50-4.00
- 50th Percentile: 10%  
  GPA 3.00-3.49
- 35th Percentile: 52%  
  GPA 2.75-2.99
- GPA < 2.74: 31%  
  GPA < 35th Percentile

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**GPA & STUDENT GROUPS**

Comparisons between PEOPLE students and their school districts cannot be done because Wisconsin DPI does not collect GPA data.

<table>
<thead>
<tr>
<th>UNWEIGHTED GPA</th>
<th>Overall Average</th>
<th>GPA 3.50-4.00</th>
<th>GPA 3.00-3.49</th>
<th>GPA 2.75-2.99</th>
<th>GPA &lt; 2.74</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Students</td>
<td>3.45</td>
<td>51.7%</td>
<td>31.4%</td>
<td>9.6%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Economically Disadv.</td>
<td>3.40</td>
<td>46.6%</td>
<td>33.9%</td>
<td>11.3%</td>
<td>8.2%</td>
</tr>
<tr>
<td>American Indian</td>
<td>3.28</td>
<td>33.3%</td>
<td>40.0%</td>
<td>13.3%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Asian</td>
<td>3.58</td>
<td>70.2%</td>
<td>16.5%</td>
<td>8.3%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Black</td>
<td>3.36</td>
<td>39.7%</td>
<td>38.7%</td>
<td>14.2%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>3.43</td>
<td>47.9%</td>
<td>34.2%</td>
<td>8.4%</td>
<td>9.5%</td>
</tr>
<tr>
<td>White (non-Hispanic)</td>
<td>3.55</td>
<td>61.9%</td>
<td>23.8%</td>
<td>4.8%</td>
<td>9.5%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>3.53</td>
<td>58.1%</td>
<td>32.3%</td>
<td>0.0%</td>
<td>9.7%</td>
</tr>
</tbody>
</table>

*GPA percentile rankings based on published research.
Mekhi Murphy  
Riverside University High School  
Milwaukee, WI  
Cohort 2024  
"This program has played a huge role in my future aspirations and goals through mentorship opportunities, guidance lessons, exposure to many professional fields and valuable insight on the steps needed to achieve my dreams.”

Sofia Ruffin  
MacDowell Montessori High School  
Milwaukee, WI  
Cohort 2024  
"PEOPLE has impacted me by ensuring my future would be replete with opportunities resulting in success. The program is making my biggest dreams come to life.”

Avery Chedda  
Rufus King IB High School  
Milwaukee, WI  
Cohort 2024  
"PEOPLE has made a huge impact on my life, teaching me to value my education and strive for more in life. I’ve also had the chance to foster relationships with academic experts and my peers alike.”

Maryangeliz Acosta Mass  
East High School  
Madison, WI  
Cohort 2024  
"It has given me the opportunity to experience different colleges, which helped me make my decision to attend UW-Madison. Thanks to PEOPLE, I often find myself ahead compared to other students in my school due to all the support I received.”

Sabah Khondaker  
La Follette High School  
Madison, WI  
Cohort 2024  
"PEOPLE has many great tutors, academic leads, and an amazing PCA that would help me with my homework assignments, or just be a buddy to talk to. PEOPLE Program had many positive effects on me and I am thankful for everyone who has supported me during my high school career.”
College scholars start with our college unit the summer before freshman year at UW-Madison. Scholars attend a six-week bridge program — Summer Collegiate Experience (SCE) — to help them transition to college and gain early college credits. In addition to advising and the tuition scholarship, PEOPLE builds student capacity in four areas:

- **Academic Success:** Facilitate and help PEOPLE College Scholars progress toward graduation and ensure their college experiences enrich their lives intellectually, socially, personally, and professionally.
- **Bridging Community:** Create a sense of belonging by connecting students to campus resources and other support systems, as well as developing, implementing, and facilitating programming that directly serves the needs of PEOPLE Scholars.
- **Advocacy:** Empower students to be critical thinkers and voice their personal, academic, and social values to address key issues affecting communities.
- **Global Leadership:** Promote research, study abroad, and professional development opportunities to assist students in developing the skill sets and experiences needed to influence communities locally, nationally, and globally.

**Featured Programs & Highlighted Experiences**

- **First-Year Experience Course:** A one-credit course for all incoming PEOPLE freshman to help them persist through freshman year.
- **Level-Up Conference:** Annual leadership conference for college scholars to develop leadership skills and build professional networks.
- **Empower PEOPLE:** The student leadership team that advises program administration, provides mentorship, and creates programming for their peers that align with our guiding principles.

70% of precollege scholars who applied to UW-Madison in 2023 were offered admission.
PEOPLE Cohort 2023 had an admit percentage of 70% despite UW-Madison only admitting only 44% of all applicants - it's most selective cohort in a decade.**

Since 2018, PEOPLE has a yield rate of 86.6% with admitted students enrolling fall semester. UW-Madison's rate for in-state residents during that same period is 64.1%.**

**Academic Planning and Institutional Research

HISTORICAL ADMISSIONS: PEOPLE COHORTS 2017 TO 2023

<table>
<thead>
<tr>
<th>Category</th>
<th>Cohort 2018</th>
<th>Cohort 2019</th>
<th>Cohort 2020</th>
<th>Cohort 2021</th>
<th>Cohort 2022</th>
<th>Cohort 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEOPLE Students</td>
<td>135</td>
<td>119</td>
<td>152</td>
<td>146</td>
<td>120</td>
<td>131</td>
</tr>
<tr>
<td>PEOPLE Applications</td>
<td>133</td>
<td>112</td>
<td>148</td>
<td>130</td>
<td>113</td>
<td>125</td>
</tr>
<tr>
<td>PEOPLE Admit Offers</td>
<td>79</td>
<td>71</td>
<td>111</td>
<td>109</td>
<td>87</td>
<td>87</td>
</tr>
<tr>
<td>PEOPLE Admit Offers % (of applicants)</td>
<td>59.4%</td>
<td>63.4%</td>
<td>75.0%</td>
<td>83.8%</td>
<td>77.0%</td>
<td>65.6%</td>
</tr>
<tr>
<td>PEOPLE Matriculate</td>
<td>69</td>
<td>58</td>
<td>52</td>
<td>95</td>
<td>80</td>
<td>77</td>
</tr>
<tr>
<td>PEOPLE Matriculate Yield %</td>
<td>87.3%</td>
<td>81.7%</td>
<td>82.9%</td>
<td>87.2%</td>
<td>92.0%</td>
<td>86.5%</td>
</tr>
<tr>
<td>PEOPLE Deny</td>
<td>41</td>
<td>34</td>
<td>29</td>
<td>20</td>
<td>12</td>
<td>22</td>
</tr>
<tr>
<td>PEOPLE Deny % (of applicants)</td>
<td>30.8%</td>
<td>30.4%</td>
<td>19.6%</td>
<td>15.4%</td>
<td>10.6%</td>
<td>17.6%</td>
</tr>
</tbody>
</table>

Data as of Aug. 10, 2023, compiled PEOPLE Precollege and College.

HISTORICAL RETENTION AND GRADUATION RATES

PEOPLE College Scholars has maintained a first-year retention rate of 92% or better in eight of the past 10 years.

Retention and Graduation Rates of New Freshmen by Fall Semester Entrance Cohort

<table>
<thead>
<tr>
<th>Cohort</th>
<th>Retention Rate After -</th>
<th>Cumulative Graduation/Retention Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 Year</td>
<td>2 Years</td>
</tr>
<tr>
<td>2013</td>
<td>90</td>
<td>96.7</td>
</tr>
<tr>
<td>2014</td>
<td>56</td>
<td>94.6</td>
</tr>
<tr>
<td>2015</td>
<td>74</td>
<td>95.9</td>
</tr>
<tr>
<td>2016</td>
<td>92</td>
<td>96.7</td>
</tr>
<tr>
<td>2017</td>
<td>96</td>
<td>92.7</td>
</tr>
<tr>
<td>2018</td>
<td>85</td>
<td>91.8</td>
</tr>
<tr>
<td>2019</td>
<td>80</td>
<td>93.8</td>
</tr>
<tr>
<td>2020</td>
<td>114</td>
<td>95.6</td>
</tr>
<tr>
<td>2021</td>
<td>122</td>
<td>84.4</td>
</tr>
<tr>
<td>2022</td>
<td>96</td>
<td>88.5</td>
</tr>
</tbody>
</table>

Notes: Fall semester entrance cohorts include new freshmen who enrolled in the fall or in the immediately preceding summer term.

Academic Planning and Institutional Research, Office of the Provost, clh
COLLEGE SCHOLARS ACADEMIC YEAR 2022-23

Unit Mission: To support PEOPLE Scholars toward graduation and ensure their college experience enriches their lives intellectually, socially, personally, and professionally.

STUDENT DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Active College Students AY 2022-23</th>
<th>Pell Grant Recipients</th>
<th>First Generation Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>420</td>
<td>68.6%</td>
<td>66.0%</td>
</tr>
</tbody>
</table>

HIGHLIGHTS & ACCOMPLISHMENTS

<table>
<thead>
<tr>
<th>Of students persisted through the academic year</th>
<th>Received semester honors for spring 2023</th>
<th>Finished Spring 2023 with GPA &gt; 3.00</th>
<th>Degrees conferred during AY 2022-23</th>
</tr>
</thead>
<tbody>
<tr>
<td>91.4%</td>
<td>21.3%</td>
<td>57.3%</td>
<td>119</td>
</tr>
</tbody>
</table>

STUDENT GROUPS: RETENTION & GRADUATION

PEOPLE Program Participants

Trend in 1st-Year Retention Rate

Trend in Graduation Rates

Underrepresented New Freshmen of Color (UW System Definition)

Trend in 1st-Year Retention Rate

Trend in Graduation Rates

Academic Planning and Institutional Research, Office of the Provost, clh
Michael Gilpin
Major: BS in Environmental Sciences
Certificate: American Indian Studies

"The PEOPLE program is a great program and without it I would not have even considered coming to UW. PEOPLE gave me the opportunity to come to UW and receive a great education. Every step of the way PEOPLE has been there for me."

Bee Robbins
Major: BS in Community & Nonprofit Leadership

"I have absolutely loved being a part of the PEOPLE Program. I began this journey in 6th grade and have been enriched ever since. I’ve met wonderful people and have flourished. PEOPLE will always have a place in my heart. I am undeniably grateful for all the opportunities PEOPLE has provided."

Isaac Zaman
Major: BS in Horticulture
Certificate: Computer Science

"I had all the chances to get all the help and support I would need. ... I felt I could divulge things I normally wouldn’t to other people on campus, and I felt like I wasn’t restrained by the administration around me when I wanted to do things out of the ordinary."

Selma Aly
Major: BS in Community & Environmental Sociology
Certificate: Public Policy

"As a non-traditional student coming back to school, the PEOPLE program invited me back in with open arms. I know that I will always be a part of this community no matter where I go in life."

Kayana Adams
Major: BS in Education Studies
Certificates: Afro-American Studies and Gender & Women’s Studies

"PEOPLE was a phenomenal program that granted me the opportunity to pursue a higher education and have a chance at acquiring a different social class than the one I grew up in. It gave me friends, a support system, and a world wind of networking opportunities. I will always be grateful for PEOPLE!"
2022-23 PROGRAM STAFF

Kia Hunter – Director

Goodson Vue – Associate Director College
Luz Arroyo Calderon – Associate Director Precollege Madison
Simone Sease – Associate Director Precollege Milwaukee

Daniel Alurralde – Program Manager Madison Precollege
Monica White – Program Manager Milwaukee Precollege

Donnell Brice – Precollege Advisor
Brenda Florencio-Reyes – Precollege Advisor
Kristina Jackson – Precollege Advisor
Paul Ly Tong Pao – Precollege Advisor
Pilar Olvera – Precollege Advisor
Denasha Osborn – Precollege Advisor
Ana Ramos Contreras – Precollege Advisor
Carl Wesley – Precollege Advisor

Miriah Barger – College Advisor
Margarita Campos – College Advisor
Simon Ly – College Advisor
Dhool Siad – College Advisor
Kimberly Vue – College Advisor

J.J. Andrews – Assessment & Data Specialist
Bukky Leonard – Educational Content Specialist
Sandra Vega-Semorile – Educational Content Specialist
Matthew Zeller – Educational Content Specialist

Rickesha Jewell – Financial Specialist
Jazmine Zuniga-Paiz – Office Manager
Traviance Witherspoon – Office Administrator

Lina Martin – Native American Outreach Liaison

peopleprogram.wisc.edu