

**INFORMATION**  
**November 12, 2025**

**HIGHER EDUCATIONAL AIDS BOARD**

**BOARD REPORT #26-06**

**2024-2025 AES Program Report**



# State of Wisconsin Higher Educational Aids Board

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**Tony Evers**  
Governor

**Tammie DeVooght-Blaney**  
Executive Secretary

September 15, 2025

The Honorable Mark Born, Co-Chair  
Joint Committee on Finance  
State Capitol, Room 308 East  
Madison, WI 53708

The Honorable Howard Marklein, Co-Chair  
Joint Committee on Finance  
State Capitol, Room 316 East  
Madison, WI 53707

Dear Representative Born and Senator Marklein:

Submission of this report follows Section 39.41(7) of the Statutes which requires a yearly report regarding the Academic Excellence Scholarship Program. In addition to presenting final 2024-2025 data, preliminary data is included for the freshmen who will enroll in 2025-2026 as the thirty fifth class of scholars since the inception of the program.

If you have any questions about this report or about the Academic Excellence Scholarship Program, please feel free to contact me by e-mail at [tammie.devooght@wisconsin.gov](mailto:tammie.devooght@wisconsin.gov) or phone at 267-2206.

Sincerely,

Tammie DeVooght-Blaney  
Executive Secretary

CC: Senator Stafsholt  
Senator Bradley  
Senator Quinn  
Senator Testin  
Senator Wimberger  
Senator L. Johnson  
Senator Roys  
Representative Rodriguez  
Representative Dallman

Representative Hurd  
Representative Zimmerman  
Representative McGuire  
Representative Kurtz  
Representative Andraca  
Kathy Blumenfeld, Department of Administration  
Sara Hynek, Department of Administration  
Erin Probst, Legislative Fiscal Bureau  
Bryan Kirschbaum, Department of Administration

**2024-2025**  
**ACADEMIC EXCELLENCE SCHOLARSHIP PROGRAM**  
**Annual Status Report**  
**September 15, 2025**

Ninety-one percent of the freshmen awarded the Academic Excellence Scholarship (AES) in 2024 accepted the scholarship and used it to attend a Wisconsin post secondary institution. The percentage of freshman who used their scholarship is more than that of last year. It may be assumed that the procedures for awarding the AES to alternates have maximized the number of scholarships used, and that an average of 92% of scholarships will be accepted by students in upcoming years.

In 2024-2025, 744 freshmen enrolled in a Wisconsin post-secondary institution. Total AES funds going to these students were \$801,002 with an average per freshman award of \$1,076.

Six tables are attached, showing final figures for 2024-2025, along with preliminary data for 2025-2026.

- Tables I, II, and III present enrollment by sector (University of Wisconsin, Wisconsin Technical Colleges, and Wisconsin Independent Colleges and Universities.) These figures represent the students who received AES program funds.
- Table IV presents a grand total for the three sectors.
- Table V presents general information such as the number of scholars using their award to attend a Wisconsin college or university.
- Table VI gives preliminary information for 2025-2026 freshmen.

<b>ACADEMIC EXCELLENCE SCHOLARS UNIVERSITY OF WISCONSIN INSTITUTIONS 2024-2025 ACADEMIC YEAR</b>						
	Freshman Scholars	Sophomore Scholars	Junior Scholars	Senior Scholars	Total Scholars	Scholarship Amount
Madison	373	341	362	323	1,399	\$1,478,838
Milwaukee	21	18	17	29	85	84,378
Green Bay	13	13	17	12	55	55,126
Parkside	4	5	5	6	20	19,125
Eau Claire	38	42	34	37	151	151,880
La Crosse	63	41	39	51	194	197,443
Oshkosh	10	12	13	5	40	41,625
Platteville	21	27	25	22	95	96,751
River Falls	11	14	9	8	42	45,564
Stevens Point	24	26	27	27	104	100,128
Stout	7	13	13	11	44	41,626
Superior	4	3	2	3	12	12,375
Whitewater	11	18	20	14	63	62,301
<b>UW Total</b>	600	573	583	548	2,304	2,387,160

<b>Table II ACADEMIC EXCELLENCE SCHOLARS WISCONSIN TECHNICAL COLLEGES 2024-2025 ACADEMIC YEAR</b>						
	Freshman Scholars	Sophomore Scholars	Junior Scholars	Senior Scholars	Total Scholars	Scholarship Amount
Fox Valley	4	3	1	0	8	6,751
Chippewa Valley	1	1	3	0	5	2,251
Southwest Wisconsin	2	2	2	0	6	6,750
Moraine Park	1	1	0	0	2	2,250
Northeast Wisconsin	1	1	0	0	2	1,125
Gateway	3	1	0	0	4	3,375
Western	0	2	1	0	3	2,203
Madison College	5	4	1	0	10	7,875
MATC-Milwaukee	2	1	0	0	3	563
Lakeshore	2	0	0	0	2	1,125
Waukesha	2	1	1	0	4	3,938
Northcentral	1	1	0	0	2	1,125
Blackhawk	1	2	0	0	3	2,812
Mid-State	1	0	0	0	1	1,125
Nicolet	0	0	0	0	0	0
Northwood	0	2	0	0	2	2,250
<b>WTCS Total</b>	26	22	9	0	57	45,518

<b>UW &amp; WTCS Total</b>	626	595	592	548	2,361	\$2,432,678
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Note: Tables I and II show actual net spent amounts and the scholars with those net spent amounts.

Table III						
ACADEMIC EXCELLENCE SCHOLARS INDEPENDENT COLLEGES AND UNIVERSITIES 2024-2025 ACADEMIC YEAR						
	Freshman Scholars	Sophomore Scholars	Junior Scholars	Senior Scholars	Total Scholars	Scholarship Amount
Alverno	2	2	1	1	6	\$6,750
Beloit	1	0	2	1	4	2,250
Cardinal Stritch	0	0	0	0	0	0
Carroll	14	5	10	9	38	39,375
Carthage	5	2	5	7	19	0
Edgewood	1	4	2	2	9	9,000
Silver Lake	0	0	0	0	0	0
Lakeland	1	0	3	0	4	4,500
Lawrence	4	6	7	11	28	29,625
Marian	2	2	4	3	11	9,001
Marquette	19	18	22	17	76	78,186
MSOE	15	17	15	14	61	61,672
Mount Mary	1	1	2	0	4	3,375
Northland	1	0	0	0	1	1,125
Ripon	4	7	4	5	20	21,938
St. Norbert	17	17	12	10	56	59,626
Viterbo	6	5	4	7	22	24,750
Concordia	10	11	7	4	32	30,937
MIAD	0	1	1	2	4	2,914
WI Lutheran	11	6	1	7	25	27,001
Maranatha	2	0	1	1	4	4,500
Bellin	2	2	0	1	5	5,625
<b>Independent Total</b>	118	106	103	102	429	\$422,150

Table IV						
ACADEMIC EXCELLENCE SCHOLARS ALL SECTORS 2024-2025 ACADEMIC YEAR						
	Freshman Scholars	Sophomore Scholars	Junior Scholars	Senior Scholars	Total Scholars	Scholarship Amount
<b>UW</b>	600	573	583	548	2,304	\$2,387,160
<b>Technical</b>	26	22	9	0	57	45,518
<b>Independent</b>	118	106	103	102	429	422,150
<b>Grand Total</b>	744	701	695	650	2,790	\$2,854,828

Note: Tables III and IV show actual net spent amounts and the scholars with those net spent amounts.

<b>Table V</b>				
<b>General Scholar Data</b>				
	2021-2022	2022-2023	2023-2024	2025-2025
Total Scholarships Available	3,255	3,255	3,255	3,255
Total Scholars Enrolled In-State	2,803	2,801	2,805	2,790
Total Freshman Scholarships Available	802	811	811	803
Scholars Enrolled as Freshmen in Wisconsin	741	786	730	744
Alternate Scholarship Recipients	150	155	213	194
% of Eligible Freshmen Enrolled In-State	92%	96%	90%	92%

<b>Table VI</b>	
<b>Preliminary Data – 2025-2026 Freshman Scholars as of September 15, 2025</b>	
Total Freshman Scholarships Available	810
Alternate Scholarships (of 810 Available Scholarships)	113
Total Scholars Enrolled in Wisconsin Institutions	641
Percentage of Scholars Enrolled in Wisconsin Institutions	79%
Scholars Enrolled in UW System Institutions	536
Scholars Enrolled in Independent Colleges	79
Scholars Enrolled in WTCS Institutions	26
Scholars Enrolled in Out-of-State Institutions	166
Scholars Who Have Not Yet Specified College Choice	169