INFORMATION
October 27, 2026

HIGHER EDUCATIONAL AIDS BOARD

25-26 AES Program Report

#27-07

State of Wisconsin
Higher Educational Aids Board

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Tony Evers
Governor

Tammie DeVooght Blaney
Executive Secretary

October 20, 2026

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:

This is a REVISION of the previous report submitted on July 31, 2026. HEAB implemented a new system in academic year 2025-26. Due to this system upgrade, some of the reporting didn't reflect accurate data as we had funds for 25-26 returned in 26-27 and weren't included in the initial data pull.

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 2025-2026 data, preliminary data is included for the freshmen who will enroll in 2026-2027 as the thirty sixth 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 or phone at (608) 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

2025-2026
ACADEMIC EXCELLENCE SCHOLARSHIP PROGRAM
Annual Status Report
July 31, 2026

Ninety-eight percent of freshmen awarded the Academic Excellence Scholarship (AES) in 2025 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 94% of scholarships will be accepted by students in upcoming years.

In 2025-2026, 802 freshmen enrolled in a Wisconsin post-secondary institution. Total AES funds going to these students were $893,358 with an average per freshman award of $1,113.

Six tables are attached, showing final figures for 2025-2026, along with preliminary data for 2026-2027.

- 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 2026-2027 freshmen.

ACADEMIC EXCELLENCE SCHOLARS UNIVERSITY OF WISCONSIN INSTITUTIONS 2025-2026 ACADEMIC YEAR						
	Freshman Scholars	Sophomore Scholars	Junior Scholars	Senior Scholars	Total Scholars	Scholarship Amount
Madison	405	360	327	311	1403	$1,513,443
Milwaukee	30	17	19	15	81	86,906
Green Bay	19	14	13	13	59	58,502
Parkside	5	3	6	6	20	20,814
Eau Claire	40	35	42	22	139	150,754
La Crosse	50	54	38	33	175	189,004
Oshkosh	7	8	12	8	35	38,813
Platteville	28	21	27	21	97	102,937
River Falls	16	10	13	9	48	51,003
Stevens Point	25	21	25	21	92	96,753
Stout	13	8	12	12	45	48,841
Superior	2	4	2	1	9	9,563
Whitewater	21	11	15	15	62	68,063
UW Total	661	566	551	487	2,265	2,435,396

Table II ACADEMIC EXCELLENCE SCHOLARS WISCONSIN TECHNICAL COLLEGES 2025-2026 ACADEMIC YEAR						
	Freshman Scholars	Sophomore Scholars	Junior Scholars	Senior Scholars	Total Scholars	Scholarship Amount
Fox Valley	3	3	0	0	6	6,750
Chippewa Valley	7	1	0	0	8	7,816
Southwest Wisconsin	2	2	1	1	6	5,063
Moraine Park	1	1	0	0	2	2,250
Northeast Wisconsin	3	2	0	0	5	3,939
Gateway	1	2	0	0	3	3,375
Western	3	1	1	1	6	6,188
Madison College	6	2	2	1	11	11,250
MATC-Milwaukee	0	0	0	0	0	0
Lakeshore	0	0	0	0	0	0
Waukesha	0	2	0	0	2	1,688
Northcentral	2	0	0	0	2	2,250
Blackhawk	1	0	1	0	2	1,411
Mid-State	1	1	0	0	2	1,124
Nicolet	1	0	0	0	1	1,125
Northwood	1	1	1	0	3	3,375
WTCS Total	34	18	6	3	61	57,604

UW & WTCS Total	695	584	557	490	2,326	$2,493,000

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 2025-2026 ACADEMIC YEAR						
	Freshman Scholars	Sophomore Scholars	Junior Scholars	Senior Scholars	Total Scholars	Scholarship Amount
Alverno	0	2	2	0	4	$4,500
Beloit	2	1	0	0	3	3,375
Cardinal Stritch	0	0	0	0	0	0
Carroll	7	13	5	7	32	34,876
Carthage	9	1	3	0	13	14,625
Edgewood	1	3	2	2	8	7,875
Silver Lake	0	0	0	0	0	0
Lakeland	3	2	1	1	7	6,751
Lawrence	5	4	6	6	21	22,875
Marian	3	1	2	3	9	9,563
Marquette	30	19	18	12	79	86,064
MSOE	18	14	15	12	59	63,002
Mount Mary	0	1	1	2	4	3,938
Northland	0	0	0	0	0	0
Ripon	5	4	7	4	20	21,938
St. Norbert	10	15	13	6	44	48,376
Viterbo	3	6	5	4	18	20,250
Concordia	5	8	7	5	25	27,001
MIAD	0	0	0	1	1	1,125
WI Lutheran	4	11	6	1	22	23,626
Maranatha	1	1	0	1	3	2,813
Bellin	1	2	3	0	6	6,188
Independent Total	107	108	96	67	378	$408,761

Table IV ACADEMIC EXCELLENCE SCHOLARS ALL SECTORS 2025-2026 ACADEMIC YEAR						
	Freshman Scholars	Sophomore Scholars	Junior Scholars	Senior Scholars	Total Scholars	Scholarship Amount
UW	661	566	551	487	2,265	$2,435,396
Technical	34	18	6	3	61	57,604
Independent	107	108	96	67	378	408,761
Grand Total	802	692	653	557	2,704	$2,901,761

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

Table V				
General Scholar Data				
	2022-2023	2023-2024	2025-2025	2025-2026
Total Scholarships Available	3,255	3,255	3,255	3,255
Total Scholars Enrolled In-State	2,801	2,805	2,790	2,690
Total Freshman Scholarships Available	811	811	803	811
Scholars Enrolled as Freshmen in Wisconsin	786	730	744	795
Alternate Scholarship Recipients	155	213	194	235
% of Eligible Freshmen Enrolled In-State	96%	90%	92%	98%

Table VI	
Preliminary Data – 2026-2027 Freshman Scholars as of July 31, 2026	
Total Freshman Scholarships Available	815
Alternate Scholarships (of 810 Available Scholarships)	95
Total Scholars Enrolled in Wisconsin Institutions	603
Percentage of Scholars Enrolled in Wisconsin Institutions	74%
Scholars Enrolled in UW System Institutions	536
Scholars Enrolled in Independent Colleges	48
Scholars Enrolled in WTCS Institutions	19
Scholars Enrolled in Out-of-State Institutions	137
Scholars Who Have Not Yet Specified College Choice	55