

Amy Away

Out-of-State Applicant - PharmD Applicant

Residence

Des Plaines, IL

Applicant Type

Doctor of Pharmacy

Extracurricular Activities

- I am a member of a greek society
- I am actively involved with a research lab
- I love outdoor activities such as hiking, camping, and kayaking

Goals

1. I'm considering a career as a ambulatory care pharmacist
2. I am interested in the field of oncology
3. I am excited to pursue a residency

Challenge to UW Messaging

Amy is considering the additional cost of out-of-state tuition in order to attend University of Wisconsin-Madison: School of Pharmacy.

As a student who may not choose the closest or cheapest option, Amy needs to understand that UW is best value for the money she will be spending.

Growth
Opportunity

Segment Importance

23%

ENROLLMENT SHARE

Amy Away

Out-of-State Applicant - PharmD Applicant

Major Concerns

- Admission to her preferred program
- Return on investment for paying out-of-state tuition
- Interested in housing affordability and options

Information Tasks

1. Understand acceptance rates to program of choice
2. Review placement rates
3. Understand out-of-state costs like housing and transportation

Positive Sentiments

"After my interview and talking with UW–Madison Pharmacy School alumni, I realized how the faculty genuinely wanted students to succeed and understand the material rather than just pass a class. Being a large academic center, the UW Hospital and Clinics also has a wide variety of rotations it offers so students can ample chances for real world experience."

"As a top ten ranked program, I am confident that the skills and knowledge I will acquire at UW–Madison will allow me to practice at the top of my license upon graduation. I look forward to getting involved in world-renowned research that will help distinguish me as well-rounded pharmacist."

Application Incentives

- Programs and Offerings
- Hands-on Learning Experiences
- Student Organizations

What Impresses Me About UW-SoP

1. Affordability for the quality of education
2. View of lake from Memorial Terrace
3. Kind and supportive interactions during interview process



Largest
Population Share

Segment Importance

45%

ENROLLMENT SHARE

Maddie Madison

In-State Applicant, Madison
- PharmD Applicant

Residence

Madison, WI

Applicant Type

Doctor of Pharmacy

Extracurricular Activities

- I enjoy cooking for friends and learning about nutrition
- I was involved in the Wisconsin Society of Pharmacy Students
- I like to go for runs at the Arboretum

Goals

1. I want to learn about and explore the different career options of a pharmacist
2. I want to have a positive impact in the community I work in so I'm open to the idea of becoming a community pharmacist
3. I am very interested in learning more about being an inpatient or ambulatory pharmacist

Challenge to UW Messaging

Maddie has completed the prerequisite coursework for admission to the PharmD program at The University of Wisconsin-Madison and is locked into continuing her experience with UW.

Recently, Maddie has been worried about the pharmacy career market as a whole.
Maddie needs to be reassured that her chosen path is the best for her future.

Maddie Madison

Madison, Wisconsin Resident - PharmD Applicant

Major Concerns

- Competitiveness of program
- Current job market for pharmacists
- If career selection is the best for her financial future

Information Tasks

1. Review placement rates and opportunities
2. Learn how to prepare for a financially successful career
3. Learn about personal satisfaction in pharmaceutical careers

Positive Sentiments

"UW-Madison's program was the perfect option for me because of the diversity I get to experience on campus and in the city. I come from an extremely small town and I take every chance I can to dive into experiences that will make me grow"

"The teaching style is unique, advanced, and exemplary for developing students' understanding challenging material."

Application Incentives

- Culturally diverse city and school environment
- Prospect of receiving a PharmD / MPH Dual Degree
- Diversity of experience and degree opportunities

What Impresses Me About UW-SoP

1. Strong student and faculty relationships
2. Strong research community
3. Focus on diversity and inclusion



Competition Risk

Segment Importance

32%

ENROLLMENT SHARE

William Wisconsin

In-State Applicant, Non-Madison
- PharmD Applicant

Residence

Cudahy, WI

Applicant Type

Doctor of Pharmacy

Extracurricular Activities

- I volunteer at a local free clinic
- I am a member of a student interest group
- I like to play sports with pharmacy friends

Goals

1. I am excited to pursue a residency
2. I am interested in emergency medicine
3. I am hopeful for experiences at an academic medical center

Challenge to UW Messaging

William has completed a part of his higher education in a college not far from Cudahy. He is dedicated to staying in his home state and reaping the benefits of in-state tuition. While he is aware of the prestige of a UW-Madison education, he still considering other in-state options that are closer to friends and family.

William needs to understand that UW-Madison is the best in-state option for his pharmacy education, despite that there are closer-to-home options.

William Wisconsin

Wisconsin Resident [Outside of Madison] - PharmD Applicant

Major Concerns

- Competitiveness of program
- Difficulty of the curriculum at UW-M
- Distance to hometown compared to choosing University of Wisconsin: Milwaukee
- Exchanging small-town life for city living

Information Tasks

1. Review placement rates and opportunities
2. Review course workload
3. View critical statistics compared to local competition

Positive Sentiments

"People come from all over the world to attend the University of Wisconsin–Madison, making it an extremely diverse university. Exposure to this diversity will expand my cultural awareness."

"UW–Madison boasts a 90% placement rate into residency or employment within three months of graduation. These statistics indicate that attending this program gives me the opportunity to receive an education I can use to be successful in the real world."

Application Incentives

- Highly regarded school with excellent placement
- Diversity of experience and degree opportunities
- Quiet spaces and peaceful atmosphere of the city

What Impresses Me About UW-SoP

1. Excellence in education
2. Exposure to research and innovation
3. Top ranked school