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# WISCONSIN ACHIEVERS

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## Carthage Sophomore Chasing a 'Wild Goose' to Future Success

Along with being an involved student in Carthage College's music program, Aydan Hughes-Massey is a successful entrepreneur helping people find and own their style through his vintage clothing business, The Wild Goose Exchange.



**Aydan Hughes-Massey**

*A big factor in Aydan's college decision was the financial aid package including support from the Wisconsin Grant.*

One of the many inspiring things about Aydan is the intention he has used to turn his passions into a career path. The sophomore from Appleton is a music major with minors in business administration and social justice.

A lot of his time is dedicated to the Carthage Choir and his stores. He plans to pursue a career in music therapy after graduation.

A big factor in Aydan's college decision was the financial aid package he received, including a Fine Arts Scholarship from Carthage and support from the Wisconsin Grant. The assistance takes stress off him financially so he can focus on being innovative and creative.

Grateful for the support both he and his business have received, Aydan gives back by making charitable donations to local nonprofits and providing collaborative space for local makers and small business brands at his stores. A core value of the brand is sustainability. By reusing and recycling clothing, The Wild Goose Exchange can lessen the environmental impact of clothing and overconsumption.

He started the business about three years ago, and it has had a thriving storefront in Appleton. The idea was born after Aydan worked at Goodwill,

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## Writing, Sports Fuel Passions of Lawrence University Junior

Taylor Hughes, a Lawrence University junior from Wausau, knows a thing or two about balancing a busy schedule.

The English/creative writing major is a two-sport athlete—volleyball and softball—while working as a journalist for the student newspaper, The Lawrentian. By the spring of her first year, Taylor Hughes was already a top editor for the newspaper. Now she is serving as the sports editor, blending her love of writing, publishing, and sports.

"When you enjoy the work that you are doing, it isn't really work anymore. It's an adventure," Taylor says. "Maybe it's the storyteller in me, but I love the feeling that I am working toward something important and making a difference to those around me and to myself. I like to think of the things I do

as a small domino in a large, wonderful effect. Because of that, I take a lot of pride and enjoyment out of my time and activities at Lawrence. The "busy" is part of the reward."



**Taylor Hughes**

*"The fact is, I wouldn't be here without the Wisconsin Grant and all the generosity of Lawrence alumni."*

Taylor says she knew she wanted to pursue creative writing and play sports in college. She was drawn to Lawrence's creative writing program and fell in love with the campus and the athletics department on her first visit.

"The only thing I could think was that I must go here," Taylor says. "The classes, the coaching philosophy, the feeling of home away from home, everything felt right. There were other schools and

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## The Wisconsin Grant Program

The twenty-two private, nonprofit colleges and universities of Wisconsin operate without direct taxpayer support, but provide an invaluable public service to the state, educating more than 52,000 students a year. Many of Wisconsin's best and brightest need financial help to attend the college of their choice.

The Wisconsin Grant was enacted in 1965 to help qualified Wisconsin citizens to succeed. Each month, Wisconsin Achievers brings you success stories of Wisconsinites at WAICU-member campuses for whom the Wisconsin Grant Program has made a significant difference.

## Aydan Hughes-Massey

where he saw the need for affordable clothing and the unique style that comes from shopping secondhand. He started to source thrift items and sell them at small pop-up shops. From there, his brand took off.

Aydan recently opened a second storefront in Kenosha, not far from the Carthage campus. He sees Kenosha as an up-and-coming city with a great location but thought it lacked places for college students to build community and have fun. Carthage has supported his entrepreneurial journey by featuring him in events such as the inaugural Innovators Night Out, giving him places to put up posters, and offering opportunities to share ideas with faculty and fellow students.

The business's tagline, "You Never Know Where The Wild Goose Goes," stems from banter between Aydan and his "Bumpa" (grandfather), who would always answer with, "But the wild goose does!" Adding to the family connection in this venture, Aydan's mother is his business partner and another big supporter in his life.

Aydan hopes the brand evokes wonder, inspiring others to "own their style, own themselves." He wants to connect with others through clothing using his buy, sell, and trade business model, and his goals include opening more locations of The Wild Goose Exchange across Wisconsin.

## Taylor Hughes

other tours and other coaches, but I knew I was being called to Lawrence."

The Wisconsin Grant Program and other financial aid helped Taylor make Lawrence a reality. "I knew I wanted to go to school, and eventually I knew that school was Lawrence. But affording school was a whole different battle," she says. "I worked three jobs in high school, often going straight from work to practice, cramming in my schooling at odd hours of the night. I applied for every scholarship I could. I wrote essays and filled out applications," she explains.

"I didn't want to let finances keep me from turning dreams into reality. The optimist in me likes to think I could have somehow worked my way through education. But the fact is, I wouldn't be here without the Wisconsin Grant and all the generosity of Lawrence alumni. I am making this climb now, but they opened the door."

Taylor is looking to use her experiences at Lawrence as a springboard to a writing career after she graduates.

"I want to be a novelist, writing alongside the next generation of storytellers and dreamers," she says. "I want to create stories like the ones that helped me see the world under a brightened light. I will always be a student of the craft, and I want to take everything I will learn and spread that passion and technique to others."

## FACT OF THE MONTH

**29 percent of WAICU undergraduates qualify for federal Pell Grants, compared to 21 percent at four-year public institutions in Wisconsin.**

Source: WAICU Institutional Survey, 2022-2023.