

The Wisconsin Independent

VOL. 55 NO. 3
FALL 2023

Newsletter of the Wisconsin Association of Independent Colleges and Universities (WAICU)

We're Working Collaboratively to Create a College Path for Foster High School Students

The Wisconsin Association of Independent Colleges and Universities (WAICU) and our member colleges and universities work closely with our Wisconsin Technical College System (WTCS) partners in support of a variety of student populations.

WAICU is currently partnering with WTCS on another important initiative to support current and former foster youth students and their aspirations to enroll in higher education and persist to graduation. Statistics show that 80 percent of foster youth surveyed wish to pursue higher education after high school graduation, but only about 13 percent enroll.

Sadly, among all foster youth, only 3 to 4 percent obtain a four-year college degree. To support the dreams and aspirations of these students, WAICU and WTCS have partnered together to remove barriers and to provide a guided transition to a higher education experience.



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shore Technical College, are piloting partnerships to build needed support for foster youth students while still in high school through preestablished dual enrollment programs.

When a student enrolls at a Wisconsin technical college, the partner then provides a supported handoff for these students to the WAICU-member campus in support of a degree pathway. We hope to replicate this partnership through the state.

WAICU members and Wisconsin Technical Colleges have identified trusted stakeholders working closely with foster youth students, such as independent living coordinators, local Court Appointed Special Advocates (CASA) organizations, guidance counselors, career coaches, foster care coordinators, teachers, CESAs, and other groups to share information on college opportunities while students are still in high school.

Our partners have also found that it can be difficult to engage a population of students that are not often trusting, given the many disappointments and changes they have experienced. Therefore, as part of this process, we continue to engage foster youth students to share their experiences.

As is said in the foster youth community—nothing about us, without us—reinforcing that unless the youth we hope to support are engaged in the solution, we will be unable to address the persistently low college enrollment and attainment rates.

Higher education represents an opportunity for all students to define and redefine who they are and what they want to become. Our members stand ready to support career aspirations and self-actualization for a population that has been shuffled through systems and who seek belonging and opportunity.

As is said in the foster youth community—nothing about us, without us—reinforcing that unless the youth we hope to support are engaged in the solution, we will be unable to address the persistently low college enrollment and attainment rates.

Our institutions understand that to reach foster youth, it is critical to engage with them well before they graduate from high school. That is why two WAICU institutions, St. Norbert College and Lakeland University, and two WTCS institutions, Northeastern Wisconsin Technical College and Lake-



Alverno College
Bellin College
Beloit College
Carroll University
Carthage College
Concordia University Wisconsin
Edgewood College
Herzing University
Lakeland University
Lawrence University
Marian University
Marquette University
Medical College of Wisconsin
Milwaukee Institute of Art & Design
Milwaukee School of Engineering
Mount Mary University
Nashotah House
Northland College
Ripon College
St. Norbert College
Viterbo University
Wisconsin Lutheran College

THE WISCONSIN INDEPENDENT

Vol. 55 No. 3 FALL 2023

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The *Wisconsin Independent* is published quarterly by the Wisconsin Association of Independent Colleges and Universities.

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Printed on recycled paper

INDEPENDENT INSIGHTS

Helping Students Find Their Fit

At the Wisconsin Association of Independent Colleges and Universities (WAICU), we play a crucial role in assisting high school students in discovering their ideal fit within Wisconsin's private, nonprofit colleges and universities. With a multifaceted approach, WAICU engages in a variety of activities to provide comprehensive support to students, families, and school counselors throughout the state.

One of WAICU's premier enrollment-related initiatives is the distribution of the annual *Guide to Admissions and Financial Aid*. This publication is disseminated to middle and high school counselors, librarians, military contacts, and other entities. It offers valuable insights into the 22-member campuses, including information about majors, minors, and essential admissions details. This initiative aims to equip students and educators with vital information as they make their college selection. Relatedly, the WisconsinPrivateColleges.org website is another valuable resource, offering in-depth information about majors, application deadlines, scholarships, and transfer policies across all 22 campuses.

WAICU also aids high school students in navigating the transition to college by sharing dual enrollment opportunities. Dual enrollment empowers students to reduce tuition costs and earn college credits while still in high school, providing a significant financial and academic advantage.

A targeted enrollment effort by WAICU is the organization of Wisconsin Private College Week, where we collaborate with member campuses to provide special visit opportunities. Using diverse social media platforms such as TikTok, streaming platforms, and YouTube, WAICU reaches out to potential high school students, boosting engagement and visit signups. This year, WAICU significantly enhanced our investment in digital advertising for Private College Week, driving students and families to resources that help them learn more about our member institutions.

WAICU extends its support to various constituencies—including veterans, foster youth, and students with disabilities. We provide information about an important veterans' grant available at private colleges for military personnel and their families. Additionally, WAICU works to streamline access for foster youth interested in higher education, collaborating with partners to ensure their smooth transition.

One tangible way that WAICU interacts with school personnel is through hosting workshops for middle and high school counselors. These workshops, conducted in collaboration with member campuses' admissions offices, offer comprehensive overviews of academics, sports, admissions, and financial aid. Furthermore, WAICU's presence at high school career and college nights strengthens our outreach efforts by providing information about student life, admissions, and areas of study.

WAICU's enrollment-related services are an integral part of our work. By interfacing with various stakeholders such as educational partners, businesses, and policy makers, WAICU ensures a holistic approach to fostering educational growth, accessibility, and success for Wisconsin's high school students.



Eric W. Fulcomer, PhD
President



Register Now:

WAICU Fall Counselor Workshops

WAICU's popular workshops for middle and high school counselors are scheduled for the fall dates listed below. Whether you have attended a workshop in the past or are new to Wisconsin's private, nonprofit colleges and universities, get ready to discover something new. Workshops are free and feature a presentation by WAICU on the benefits and affordability of Wisconsin's private, nonprofit sector.

Admissions representatives from WAICU-member colleges and universities and a financial aid representative will also give brief presentations to highlight diverse academic and extracurricular programming. Breakout sessions and roundtable discussions provide attendees the chance to speak directly with the admissions representatives. Complimentary meals will be provided, and optional campus tours are available.

To register for one of these free workshops held from 9:00 a.m. to 12:30 p.m., and for more information, visit our webpage just for counselors:

www.WisconsinsPrivateColleges.org/counselors.

Wednesday, October 18—Alverno College, Milwaukee

Tuesday, October 24—Meridian Conference Center, Schaumburg, IL

Tuesday, October 31—Marian University, Fond du Lac

Thursday, December 7—Virtual

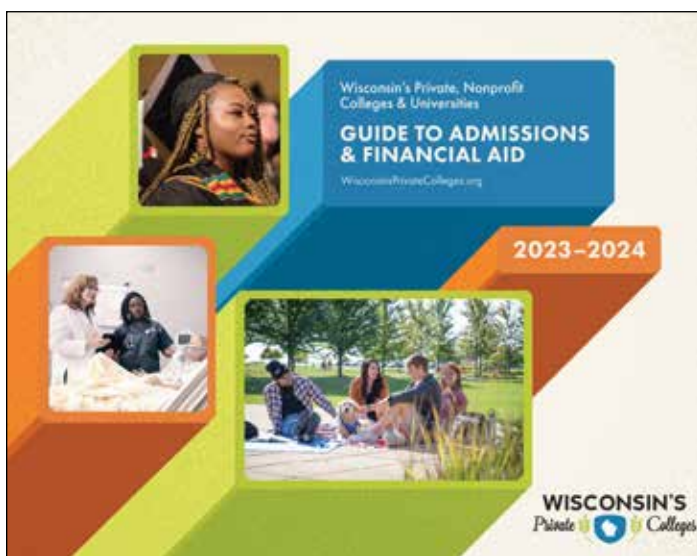
Additional WAICU School Counselor Workshops will be held in the spring.

The 59th Annual WSCA Conference is November 1-3

WAICU is pleased to again support the Wisconsin School Counselors Association (WSCA) Conference. The conference, now in its 59th year, will take place November 1-3, 2023, at the Kalahari Resort & Convention Center in Wisconsin Dells.

The event provides a wide array of professional development opportunities for more than 1,200 school counselors.

[Visit www.WSCAweb.org](http://www.WSCAweb.org) for more information.



The WAICU 2023-24 *Guide to Admissions & Financial Aid* is here!

This fall we're distributing our free *Guide to Admissions and Financial Aid* to middle and high school counselors, Wisconsin elected officials, military contacts, and other partners in higher education.

Again this year, the *Guide* includes the following:

- Profiles of Wisconsin's 22 private, nonprofit colleges and universities
- Information on financial aid, including links to scholarship opportunities
- Admissions requirements and application timelines
- Majors and minors chart
- Housing information

To view the *Guide* online or to request additional copies, visit www.WisconsinsPrivateColleges.org/counselors/counselor-resources.

DID YOU KNOW?

Adults with a bachelor's degree earn an average of **\$2.8 million** during their careers, **\$1.2 million more** than the median wage of workers with a high school diploma.

Source: Georgetown Center on Education and the Workforce, "The College Payoff," 2021.

ALVERNO COLLEGE

Alverno College Welcomes New President

Alverno College has much to celebrate in the new academic year as it welcomes a new leader, President Christy L. Brown, J.D., who started in her position on July 5.

Before becoming Alverno's ninth president, Brown served as CEO for Girl Scouts of Wisconsin Southeast (GSWISE) since 2012. With more than 17,000 members, GSWISE provides programming in seven area counties designed to build girls of courage, confidence, and character who make the world a better place. Brown sees a comparable goal in Alverno's mission. "I feel like I'm going to be doing the same thing, just in a different environment," she says. "It's on a continuum of building women's leadership and helping women and girls find their voices."

As a first-generation college student herself, Brown brings unique life experience to the Alverno presidency. "To lead Alverno College—embracing its unique identity, Franciscan values, dedication to women's education and commitment to social justice, inclusion, and equity—will be a privilege and extraordinary opportunity to continue to impact the city from which I come," she says.

In the first 90 days of her presidency, Brown plans to listen as she builds a vision for Alverno's future. "To me, you can't make relationships or create a vision if you aren't a listener," she says. "People care that you're listening to what they're saying."

Brown believes there are many things to honor as the community

works to build an inclusive vision for the college's future. One of those things is the 50th anniversary of Alverno's 8 Abilities, which the college will celebrate in a series of events starting this fall. Woven throughout the curriculum, the abilities represent the core transferable skills that employers sought 50 years ago and continue to seek today.



Alverno's new President Christy L. Brown, J.D., began her tenure with the college on July 5.

EDGEWOOD COLLEGE

Key Partnership with International Leader Positions Edgewood College to Advance Their Mission, Globally

Earlier this year, Edgewood College announced a business partnership with upGrad, a global leader in online higher education. Access to upGrad's expertise in emerging technologies in online education will enable the college to expand the work that first began with the Dominican Sisters of Sinsinawa in 1927. William Mangan, Provost/Vice President for Academic Affairs, shared, "The partnership between Edgewood College and upGrad will help transform the lives of students and build a more just and compassionate world, just as Edgewood College has been doing for more than 95 years."

A hallmark of Edgewood College, lifelong learning, is the foundation of its mission. What started as an all-girls college in the early 20th century, has evolved to respond to today's changing needs in greater Madison, Wisconsin, and the United States. This decision aligns with the school's core values and demonstrates a shift in thinking. President of Edgewood College, Andrew

Manion, believes, "As we position for our centennial year, this agreement with upGrad—an international company that reflects shared values—positions us to serve our mission both here on campus and around the globe."

Leveraging technology, pedagogy, and partnerships, upGrad delivers best-in-class learning and career outcomes for students. "As we considered companies to help us expand our degree programs, it was critical for Edgewood College to find a partner that shares our values about academic outcomes, affordability, and accessibility for students," Mangan said. "They stood out to us as the premier global company for development and deployment of high-quality academic programs. The

online Master of Arts and online Master of Science degree programs were among the first to be introduced through this new partnership and delivery initiative. A brand-new online Doctorate in Business Administration (DBA) degree is next in the queue to be available for students worldwide.



Aerial view of the Edgewood College campus.

HERZING COLLEGE

Herzing-Kenosha Earns DOE's "Hispanic-Serving Institution" Designation

Successful higher education institutions rely on the continued trust of their community to serve local needs.

For areas with a strong Hispanic population, like the community surrounding Herzing University's Kenosha campus, having a federally designated "Hispanic-Serving Institution" nearby has transformative potential. The Department of Education's (DOE) Hispanic-Serving Institution designation expands educational opportunities for Hispanic populations to pursue degree and diploma programs and serve as part of a well-trained workforce. An important enrollment driver for low-income students and groups such as Deferred Action for Childhood Arrivals (DACA), this status can address challenges like retention rates, inclusive learning environments, academic assistance, mentoring programs, and cultural support services.

"This is a significant milestone for Herzing-Kenosha and communities we serve across Wisconsin," said Dr. Jeff Hill, Herzing's regional president—Wisconsin Campuses. "To be recog-

nized as a Hispanic-Serving Institution underscores our continuing dedication to empowering and educating students from all backgrounds."

Herzing is looking to reinforce its commitment to inclusive education standards by applying for the DOE Title V Developing Hispanic Institutions Grant. This grant would create advanced funding options, making a Herzing education more affordable, while ensuring that future graduates can better represent and serve their communities.

"The grant would represent a new opportunity to develop the nurturing environment that we want every Herzing student to experience," explained Erin Ginn, senior director of Admissions for Herzing's Wisconsin-based campuses. "We want to have the capacity to better serve the needs of all Hispanic students by offering a clear pathway for them to make a lasting impact in Kenosha and beyond."

As Herzing continues to provide exceptional education and support, the designation of a Hispanic-Serving



Herzing University proudly offers high-quality skills training and flexible career paths for nursing and healthcare students of all backgrounds.

Institution provides Southeast Wisconsin with a local educator that embraces diversity, nurtures talent, and fosters empowerment for the next generation of healthcare, nursing, business, and technology-driven professionals.

LAKELAND UNIVERSITY

Lakeland's New Partnership Expands Access in the Milwaukee Area

Lakeland University is moving its Milwaukee Center to Waukesha County Technical College (WCTC) this summer in a move that will solidify their relationship and bring the two institutions together under one roof.

Lakeland's Waukesha County Center will open at WCTC's main Pewaukee campus in time for fall classes. The center will be housed in Building B and include an office presence and dedicated classroom.

Lakeland has had a satellite location in the Milwaukee area since 1979. This move allows the university to continue serving an area that's come to know Lakeland for the past 40-plus years. The move also expands the university's reach in Southeastern Wisconsin, said Lakeland University President Dr. Beth Borgen.

The relocation creates a strong

synergy between Lakeland and WCTC, as both institutions are focused on workforce development, hands-on learning, and providing students with multiple opportunities to advance their education.

"Lakeland and WCTC share a vision for a more educated region, and we are passionate about creating easier access for students to achieve their educational goals," Borgen said. "For WCTC students interested in a bachelor's degree, they can continue on the pathway at a campus that already feels like home."

WCTC President Dr. Richard Barnhouse said since the landscape in higher education remains ever changing, it is critical for institutions to work in tandem to provide students with a broader range of options.

Through its Waukesha Center, Lakeland will offer more than a dozen

bachelor's degree programs and four master's degree programs, which are available online, in person, or through the flexible BlendEd® format.

WCTC graduates can enroll at Lakeland as juniors, receive a 20 percent tuition discount for undergraduate courses, and gain access to credit for prior learning. Students also receive academic credit for work completed through Lakeland's Cooperative Education program.



A new partnership expands Lakeland University's outreach in the Milwaukee area.

MARIAN UNIVERSITY

Marian University Celebrates Nursing Renovation with a Bash

Marian University of Wisconsin kicked off its renovation of the new home for its Nursing Program with a bash. Executives, faculty, and students took a swing at a wall, as part of the demolition.

Even the Sisters of the Congregation of St. Agnes (CSA), the order that founded Marian University, took aim and found their mark. The renovation by C.D. Smith Construction will transform the first and second floors of the Stayer Center on Marian's main campus, with state-of-the-art simulation laboratories, classrooms, and study areas. The previous location was Marian's Center for Health Professions in downtown Fond du Lac.

"This move will be a significant convenience for nursing students, because it puts them just steps away from the Ridenour Science Center, where they have many of their core-curricular science courses," said Cheryl Seelig, Marian's program director for Nursing. "This helps us focus even

more on providing students with a high-quality education in one place."

The bash was also an inauguration of Marian's new Construction Management Program. Marian President Michelle Majewski liked the idea of involving students in the bash. "We're having both nursing students and construction management students take part in the demolition, to symbolize Marian University's many breakthroughs in higher education," said Majewski. "The Nursing Program shows our longevity, and the Construction Management Program shows we are constantly innovating."

Marian University has been training nurses and nursing leaders for almost sixty years. But the CSA Sisters' history with nursing education goes back fur-



Marian University Nursing students Lauren Heisdorf, left, and Sarah Day, right, hold up the Nursing Renovation map as they are flanked by members of the CSA Sisters and Marian University faculty and staff.

ther, with the founding of the St. Agnes Hospital School of Nursing in Fond du Lac in 1910. Marian University, founded as Marian College in 1936, first offered its Bachelor of Science in Nursing in 1964. Two years later, the St. Agnes School merged with Marian.

MARQUETTE UNIVERSITY

Marquette Business Moves Into New 'Game-Changing' Home

The 2023-2024 academic year will be the first full year of operation for Dr. E. J. and Margaret O'Brien Hall, the new home of Marquette University's College of Business Administration and Graduate School of Management.

"This is a transformational investment for both the college and Marquette University as a whole," says Tim Hanley, acting Keyes dean of Business Administration. "I like to describe this building as a 'game changer'—something that elevates the already outstanding work done around this university to another level."

Opened in January 2023, O'Brien Hall is the largest fully donor-funded project in Marquette history at \$60 million. The 110,000-square foot facility has an event space, coffee shop, specially designed rooms for pitch sessions and corporate board meetings, an applied investment management laboratory, and a dedicated career center.

O'Brien Hall sits at a prominent

intersection of Marquette's urban campus, anchoring the western gateway to campus and providing easy access to the Milwaukee business community. Its location across from Marquette's Engineering Hall allows for close collaboration between the two colleges.

"Business is not done in a vacuum," Hanley says. "Our students' development is greatly accelerated when they have opportunities to work across disciplines and with outside professionals. Our new building is set up to allow for both of those things to happen in ways our old space couldn't have accommodated."

Access to technologically advanced classrooms,

designed for remote and in-person learning capabilities, will be a boon for Marquette business' nationally ranked programs. Four undergraduate specialty programs—accounting, supply chain, real estate, and finance—are ranked in the Top 40 nationally by *U.S. News & World Report*. The Graduate School of Management's executive MBA program is ranked 27th overall and the part-time MBA program is ranked 53rd.



Dr. E. J. and Margaret O'Brien Hall, the new home of Marquette University's College of Business Administration and Graduate School of Management.

Major Milestones Help Mark 125th Anniversary

As St. Norbert College celebrates its 125th anniversary this year, it welcomes a new president, starts construction on a new building, and launches new academic programs.

Laurie M. Joyner, PhD, became the ninth president of St. Norbert College in July, taking over for Thomas Kunkel, who led the college on an interim basis for one year.

"I am honored and humbled to have been selected as the ninth president of St. Norbert College. The college's rich Catholic, Norbertine tradition and deep commitment to the liberal arts is powerful in preparing graduates for lives of meaning, leadership, and service," Joyner said. "SNC is a well-respected college based on its reputation of academic excellence, engaged students, an abundance of faculty and staff talent, a strong sense of community, and successful graduates who maintain

strong connections with the college."

Thanks to a lead gift from the Schneider family, the college will soon have a new home for the Schneider School of Business & Economics. Construction on the new Donald & Patricia Schneider Family Hall will begin this winter. It's expected to open in fall 2025.



Laurie M. Joyner, PhD, began her term as St. Norbert College's ninth president in July 2023.

Situated on a high-profile location on the Fox River, the 45,000-square-foot, multi-use facility will include classrooms and workspaces designed for contemporary learning, space for executive education and conferencing opportunities, and a connected terrace along the river. Schneider Family Hall will be home to the college's undergraduate and graduate business and economics programs, including a new sports management program that launches this fall. The college will also launch a new broadfield social studies major in fall.

The gift from the Schneider family advances the college's Support What Matters campaign, a \$125 million fundraising initiative timed to align with the college's 125th anniversary. It focuses on preserving, enhancing, and amplifying the things that make a St. Norbert education unique.

WISCONSIN LUTHERAN COLLEGE

Wisconsin Lutheran College Marks Its 50th Anniversary

On January 31, 2023, Wisconsin Lutheran College (WLC) turned 50 years old, celebrating this milestone anniversary with a special chapel service and public proclamation ceremony in the Center for Arts and Performance—Schwan Concert Hall.



Special thanks to the event's speakers for their support of the college and their participation in our celebration: WAICU President Dr. Eric W. Fulcomer, Wauwatosa Mayor Dennis McBride, Regional Director Orlando Owens from U.S. Senator Ron Johnson's office, and State Senator Rob Hutton. WLC's Provost, Dr. John D. Kolander, read proclamations from the State of Wisconsin and the Milwaukee Common Council.

A citation of commendation from the State of Wisconsin stated, "State Senator LaTonya Johnson, State Senator Tim Carpenter, State Representative Evan Goyke, and State Representative Daniel Riemer, on behalf of the State of

Wisconsin, hereby honor and congratulate Wisconsin Lutheran College on 50 years of excellence and thank the college for its service to our community."

A proclamation from the City of Milwaukee said, "The Common Council of the City of Milwaukee herewith congratulates Wisconsin Lutheran College on the occasion of its 50th anniversary, thanks the college for its valuable contributions and service, and wishes it continued success and excellence."

WLC's President Dr. Daniel W. Johnson, said, "When I see our graduates making a difference in the world, those are moments when I want to say to our founders, 'We've made it.' And God willing, we're going to continue our mission for the next fifty years and beyond, as we boldly and courageously prepare our students for lives of Christian servant leadership."

During its 50th anniversary academic year of 2022-2023, WLC enrolled 309 first-year students, the college's highest-ever freshman enrollment. The college also set a record for undergraduate



WAICU President Dr. Eric W. Fulcomer spoke at Wisconsin Lutheran College's 50th anniversary celebration.

enrollment, with a total of 982 students. More than 37 percent of freshmen were first-generation college students, and nearly 27 percent were students of color. Two-thirds of first-year students were from Wisconsin.

Founded in 1973, Wisconsin Lutheran College is an independent, residential, nationally ranked Christian college in Milwaukee serving undergraduate and graduate students through its on-campus and online programming.



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WAICU:
Wisconsin's private,
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working together
for educational
opportunity

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WAICU BULLETIN BOARD

NOTABLE ACHIEVEMENTS

More working, single parents will take the next step to get their degrees, thanks to a generous gift by SSM Health to **Marian University of Wisconsin**. The \$50,000 gift was for Marian's Working Families Grant program, which provides financial assistance to single parents pursuing their dream of a college degree.

Francesca Marassi, PhD, professor and chair of Biophysics at the **Medical College of Wisconsin (MCW)**, has been awarded a five-year, \$13 million program project grant by the National Institutes of Health to study misplaced calcification in the eyes and brains of patients suffering from age-related macular degeneration (AMD) and Alzheimer's disease (AD).

Marquette University has received a second two-year, \$3.8 million U.S. Department of Defense grant for an ongoing interdisciplinary program titled "In Defense of Water" to develop novel, sustainable technologies to protect human health and the environment, treat sewage, and provide clean drinking water and a framework for emergency response to water contamination.

Ripon College celebrated its second largest fundraising year ever in fiscal year 2023 with almost \$19 million in new gifts and commitments. This contributed to Ripon's Forever Ripon campaign reaching more than \$61 million—82 percent of its \$75 million goal—by the end of the fiscal year on June 30, with two years remaining in the campaign.

NEW PROGRAMS AND PARTNERSHIPS

Beginning in Fall 2023, **Wisconsin Lutheran College** will offer a Bachelor of Arts degree in Digital Marketing, a Bachelor of Science degree in Fermentation Science, and a Master of Science degree in Sport and Recreation Management.

Marian University of Wisconsin is launching a Bachelor of Business Administration (BBA) in Risk Management and Insurance this fall. The new Risk Management major continues Marian's trend of launching new, innovative majors with a high market demand, following closely on the heels of Marian's new Construction Management major. Marian's program will help students identify, assess, and mitigate risks effectively and prepare them for a pivotal role in multiple industries, including insurance, the financial sector, healthcare, manufacturing, technology, or entertainment.