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Carroll University Junior Thriving at the 'Best Fit'

For many students, choosing the right college is a pivotal decision. For Jensen Cooley from Rosholt, Wisconsin, the choice was clear. Drawn to Carroll University for its inviting atmosphere and countless ways to get involved, the warm and inclusive campus culture played a key role in solidifying Jensen's decision to attend.



Jensen Cooley

"The grant helps ensure my educational goals—and those for other students—remain within reach."

"The people at Carroll sealed the deal for me when I took a tour my junior year of high school. Everyone I interacted with that day was extremely friendly and welcoming," Jensen says. "Everything about Carroll is amazing and the opportunities are endless."

Coming from a small town, Jensen was accustomed to being surrounded by people with similar backgrounds and lifestyles. However, upon transitioning to Carroll, she found herself interacting with individuals from diverse walks of life, an eye-opening experience that broadened her worldview. Carroll's size struck the perfect balance—small enough to feel intimate, yet large enough to offer exposure to a variety of perspectives.

Jensen is studying criminal justice and sociology in the hopes of working directly in the juvenile justice system. She will graduate in May of 2026 with a Bachelor of Science degree in both criminal justice and sociology.

Her relationships and conversations with a variety of students on campus will be an advantage as she gets closer to her professional goals. For Jensen, Carroll has felt like the place to perfectly blend academic,

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MIAD Student Aims High at Milwaukee Bucks Internship

Milwaukee Institute of Art & Design (MIAD) Communications Design major Emma Jenkins, slated to graduate in the spring of 2025, has literally reached for the stars.

Throughout her senior year, Emma is working for the Milwaukee Bucks as a graphic design intern. "Being a Bucks fan myself," she says, "I have followed the Bucks social media presence closely the last few years. I never dreamed that one day I would get to design for them and have my work pop up on their page, let alone see it around town!"

The Bucks aren't the only ones who have taken notice of Emma, from Berlin, Wisconsin. Graphic Design USA magazine (GDUSA) named her a 2024 Student to Watch, and recognized MIAD's Communication Design major as one of the top programs in the nation.

Like many MIAD students, Emma says she has always been passionate about creating. "What I love about Communication Design is that it lets me use this creativity to solve real-world problems. It's exciting to know that the possibilities are endless."



Emma Jenkins

"The Wisconsin Grant really means the world to me. It has given me the chance to focus on my future."

Emma is receiving funds through the Wisconsin Grant Program to help offset costs of college. "The Wisconsin Grant really means the world to me," says Emma. "It has given me

the chance to focus on my future. Every penny from this grant helps me achieve my goal of pursuing graphic design, something I love and couldn't see myself without."

As of August, Emma said she had already worked on logo designs for the Deer District 5K, created graphics for

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WISCONSIN ASSOCIATION OF INDEPENDENT
COLLEGES AND UNIVERSITIES

122 W. Washington Avenue
Suite 700
Madison, WI 53703-2723
608.256.7761
editor@waicu.org

Eric W. Fulcomer, PhD
President & CEO

Rebecca Larson
Executive Vice President for External
Relations

Pamela Seelman
Director of Marketing
and Communications

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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 51,000 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.

Jensen Cooley

personal, and, eventually, professional success.

Prior to selecting Carroll, Jensen earned a generous scholarship to support her tuition expenses. She was still unsure how to manage the overall cost of college. According to Jensen, Carroll's dedicated faculty stepped in and broke down the details of the Wisconsin Grant Program, which significantly reduced her tuition costs.

"Thanks to the guidance of Carroll's staff and the value of the Wisconsin Grant, I was able to cut the costs by more than half," says Jensen. "The grant helps ensure my educational goals—and those for other students—remain within reach."

As Jensen begins her junior year, she is confident Carroll was always the best fit. She has cherished the unique and enriching experience, something she basically believed would happen from Day One.

"College is a big transition as it is, and Carroll made it so much easier for me," Jensen adds. Once I stepped onto campus my first day of freshman year, I knew I made the right choice."

Thankfully, the Wisconsin Grant helped Jensen attend the university of her choice.

Emma Jenkins

the 2024 Summer League games and various Deer District advertisements, and packaging for Bucks retail items. She also finished designing a logo and bus wrap for a new campaign the Bucks were working on.

"One thing I really enjoy about this internship is how much hands-on experience I am getting to do via all sorts of different projects," Emma says. "It's been fun pushing the boundaries of my creativity while also sticking within Bucks brand standards."

"The most exciting part of the job," she shares, "is getting to see my work applied in real life. It is so rewarding to know that the Milwaukee Bucks like my work enough to trust me with such awesome projects. I'm extremely excited for the season to start so that I can get experience working games. Also, I'll even get to help design this year's All-Star campaign."

Emma's senior year promises to be a busy one. In addition to her work for the Bucks, Emma says, "I will be doing some other freelance design jobs. I also have my senior thesis show, so I plan on spending a lot of time developing my idea and creating something amazing."

After graduation, Emma's next dream is to work at a creative branding agency. "I have grown to love identity design and telling a brand's story through design and would love to make a career of it."

FACT OF THE MONTH

Seventy-nine percent of undergraduate financial aid packages at WAICU-member institutions are made up of grants and scholarships that do not need to be paid back.

Source: WAICU Institutional Survey, 2022-2023.