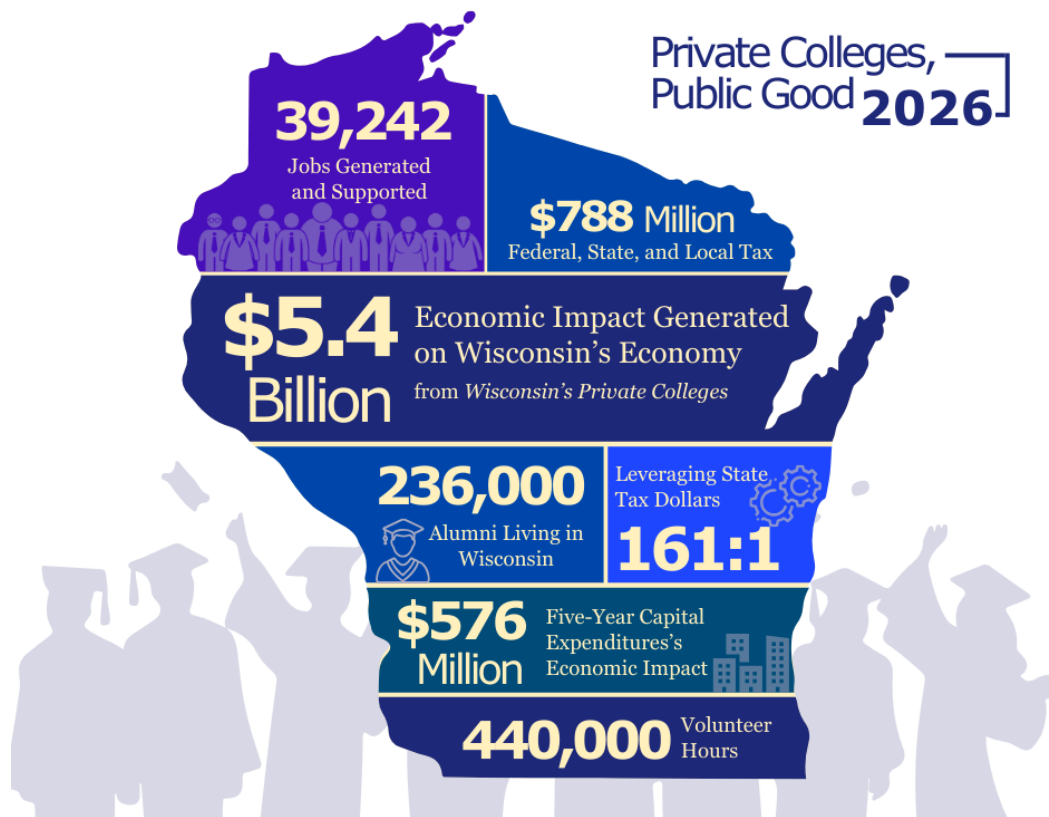


What's New

at Wisconsin's Independent Colleges and Universities

Winter 2026

Vol. 57, No. 4



Wisconsin's Private Colleges: A \$5.4 Billion Economic Impact Engine

Wisconsin's twenty private, nonprofit colleges and universities are more than educational institutions. They are vital contributors to the state's economy, workforce, and civic life.

A recent economic impact study commissioned by the Wisconsin Association of Independent Colleges and Universities (WAICU) reveals

that private colleges generated an impressive \$5.4 billion for Wisconsin's economy in 2024–2025.

This includes \$2.71 billion in direct spending from college operations and purchases by students, employees, and visitors, plus an additional \$2.72 billion in indirect and induced impacts rippling through other sectors. Our private colleges are major employers, with 18,600 faculty and staff directly employed and an estimated 39,242 jobs supported statewide through indirect and induced effects.

When combined, WAICU member institutions rank among Wisconsin's top ten employers. Despite their nonprofit status, these colleges generate \$788 million in federal, state, and local tax revenue, including sales, income, and payroll taxes. Check out the impact of Wisconsin's Private Colleges via the link below.

A \$5.4 Billion Impact

Wisconsin's Strength Is Its People: Their Path Runs Through Our Private Colleges

President & CEO Eric W. Fulcomer's Independent Insights

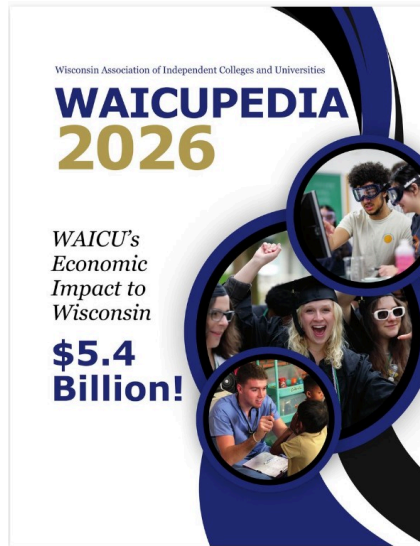
Wisconsin's greatest resource has always been its people. As we navigate a rapidly changing economic landscape, the path to our state's continued prosperity is being paved daily on the campuses of our private, nonprofit colleges.



Our recently released 2024-2025 economic impact study confirms the reality that business leaders and policymakers have long understood: Wisconsin Association of Independent Colleges and Universities (WAICU) institutions are not merely centers of learning. They are powerful, essential engines of economic growth and community vitality.

Powering Wisconsin's Future

Get Excited... WAICUPEDIA 2026 is Here!!



Please take a minute to review WAICUPEDIA 2026, which features messages, statistics, and informative graphics illustrating Wisconsin's Private Colleges' economic impact in our state. We use this publication to:

- Advocate policies that support student opportunities.
- Advance accessibility and affordability of private, nonprofit colleges in Wisconsin.
- Highlight our community projects and alumni volunteer hours.

WAICUPEDIA 2026

Check Out These College Highlights!

Investing in First-Generation Futures



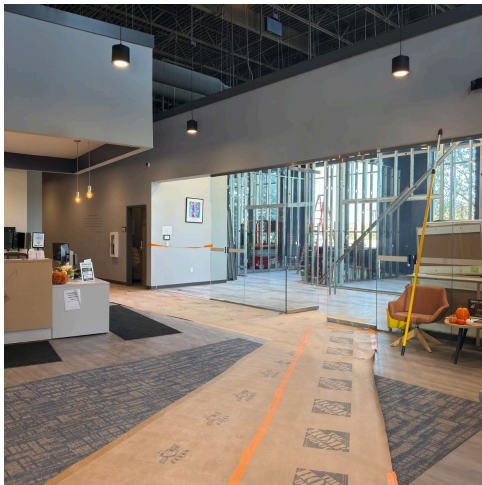
Alverno College has long been dedicated to its first-generation students, and now a series of gifts and grants have made it possible to provide even more support to these students.

Recently the college received a \$1.1 million legacy gift from Gwen and Rudy Godinez, whose lives were enriched by the college's Telesis program, a pioneering adult education initiative that offered non-degree courses in health, wellness, and personal growth.

Carroll University DPT Students Deliver Critical Care Through Service Trips

Carroll University's Doctor of Physical Therapy (DPT) program continued its legacy of global service in 2025, sending two faculty members and nine students to Ecuador for a week of intensive, hands-on clinical care.

Partnering with the nonprofit Hearts in Motion, the team provided essential physical therapy services to communities with limited access to medical care, offering students a powerful experiential learning opportunity.



Connecting Virtually, Online Nursing at Herzing University Brookfield

Herzing University has expanded their Brookfield facilities to provide another location for online nursing students across the country to complete their intensive experience. The site has been upgraded with new

simulation and lab facilities.



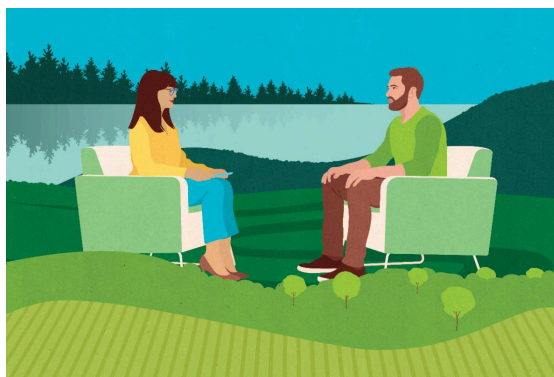
Marian University Nursing Program Ranked #1 in Wisconsin and the Nation

Marian University of Wisconsin's Bachelor of Science in Nursing (BSN) program has earned national distinction after achieving a 100 percent first-time pass rate on the 2024–2025 NCLEX-RN licensure exam.

According to recently released data, Marian ranked first among 46 nursing programs in Wisconsin, first among 1,177 BSN programs nationwide, and first among 2,305 nursing programs of all types across the United States and its territories.

Creating a Counselor Pipeline: Mental Health Care in NE Wisconsin and Michigan's UP

A new partnership between **Emplify Health by Bellin** and **Marquette University** is aimed at providing better access to mental health care counselors for residents in northeast Wisconsin and the Upper Peninsula of Michigan.



The **Resch Mental Health Initiative** is a pilot program that provides fully supported pathways for students from education to licensure to employment.



Eastberg and MIAD: Poised for Transformative Growth

Jodi Eastberg, PhD, the Milwaukee Institute of Art & Design's new vice president for academic affairs, knew when she applied for the position that MIAD is poised for transformation and growth.



Reduced Credit Programs: Helping Students Step into High-Paying, In-Demand Careers Faster

Mount Mary University (MMU) is leading the way in higher education with the launch of new reduced-credit bachelor's degrees, the first of their kind in the state of Wisconsin.

Wisconsin Lutheran College Launches AI Initiatives to Equip Future Leaders

Wisconsin Lutheran College (WLC) is preparing students to lead in an era shaped by artificial intelligence (AI) by weaving AI literacy across its curriculum, campus culture, and community partnerships.



Rather than treating AI as a passing trend or a technical

niche, WLC is asking how students and Christian leaders can use these tools wisely and responsibly in service to others.

Spotlight on Sponsorships

Giving Gratitude to Nine of Our Sponsors

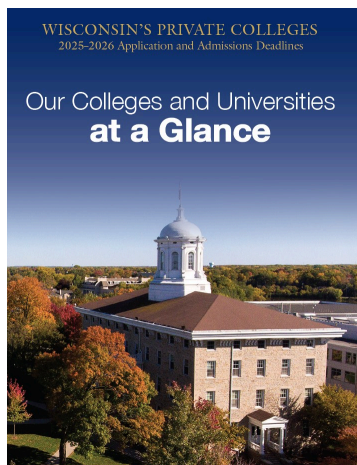
We extend our heartfelt thanks to AccuSourceHR, Baird Private Asset Management, Boldyn Networks, Corpay, DEEP Seas, First American, M3, SecurIT360, and US Bank for their generous sponsorship of our 2025 fall meeting for campus leaders. Their support played a vital role in making the event a meaningful and impactful experience for all who attended.

Thank You Sponsors

Counselor News & Notes

High School Counselors! Having a College/Career Event? Reach Out!

High school counselors, remember to invite WAICU to your winter and spring college and career events.



Check Out Our Online Resources for Students, Counselors

Our **website** is full of helpful information for the college search process.

Visit Wisconsin's 20 Independent Colleges!

608-256-7761
editor@waicu.org
wisconsinsprivatecolleges.org

Connect With Us





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