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# WISCONSIN ACHIEVERS

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## Grant Fuels Beloit College Student's Passion for Marketing

Lily Hess '28, from Beloit, chose the small liberal arts college in her own backyard. As she pursues her education at Beloit College and considers



**Lily Hess**

*"With this Wisconsin Grant, I am able to take advantage of more and different options available for students on and off campus."*

what's next after graduation, the Wisconsin Grant Program is supporting Lily's exploration of campus enrichment opportunities that will help her discover her passion and achieve success.

As a first-year student at Beloit College, Lily initially planned to major in business management. The flexible course offerings, along with encouragement from

advisors to pursue courses that interested her, allowed her to explore new areas, and she ultimately changed her plans. After taking content creation and marketing courses, Lily realized that economics and math would provide the foundation for building a career rooted in her passion for the creative process and connecting with audiences through a variety of strategies.

As a result, she combines her time in the classroom with valuable student club experiences aligned with her interests. She is vice president of the Marketing Club and communications coordinator for the Art Club, through which she develops her graphic design, organization, and audience outreach skills.

Lily also participates in Design for America, a student-run initiative focused on social

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## From Viterbo to Dermatology: Grant Makes the Difference

With a lifelong passion for both the sciences and helping people, Viterbo University student Aubrey Dorn has set a goal of becoming a dermatologist. The science faculty at Viterbo University, along with financial aid such as the Wisconsin Grant, have her well on her way.

"I chose to study biochemistry because I've always been fascinated by the human body and how it works," says Aubrey, a sophomore from Chipewa Falls. "Science has always felt like a place where I can explore, question, and understand the world around me, especially through hands-on learning in labs."

Her interest in dermatology stems from experiences in her family. Aubrey's mother is battling skin cancer, and both Aubrey and her sister have struggled with acne. An



**Aubrey Dorn**

*"The Wisconsin Grant Program and other financial aid have been a big help. It has allowed me to focus on academics, athletics, and being connected to the campus community as a whole."*

exceptional student, Aubrey has already been accepted into the competitive Medical College of Wisconsin's Advocates in Medicine Pathway (AMP) program. AMP is a year-long medical school pathway program that supports the professional development of individuals from rural and economically or environmentally disadvantaged backgrounds who are interested in attending medical school and ultimately

practicing primary care medicine in rural Wisconsin.

"It's very rewarding for me to help others be happy, especially when they've had to go through

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## The Wisconsin Grant Program

Our private, nonprofit colleges and universities operate without direct taxpayer support, but provide 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.

Since 1965, the Wisconsin Grant has helped qualified Wisconsin citizens succeed. Wisconsin Achievers share success stories of Wisconsinites at WAICU-member campuses for whom the Wisconsin Grant Program has made a significant difference.

## Lily Hess

innovation, where students tackle local community challenges, as well as participate in other activities organized by the School of Business, such as the Business Networking Summer. Her involvement continues to grow through her student worker position as a Student Engagement and Leadership (SEAL) programmer. Through the SEAL office, students can join or start clubs and organizations, design events, forge partnerships, and shape programming at the college.

In her role, Lily surveys her peers to identify high-interest events, develops budgets, and manages event logistics and promotion. Her most successful events have resulted from engaging the campus community to build on her ideas and paying attention to authentic details that resonate with participants. She now plans to declare a marketing major, a new program at Beloit College, with a minor in visual studies.

Lily attributes the Wisconsin Grant Program to increasing her access to resources that broaden her perspective and strengthen her skills as a future professional. "I work two jobs. I save and plan," she says. "With this Wisconsin Grant, I am able to take advantage of more and different options available for students on and off campus."

## Aubrey Dorn

challenges in their lives," adds Aubrey. When she graduates from Viterbo, Aubrey will be the fourth and youngest child in her family to earn a college degree. Her oldest brother is a travel nurse, another works as a packaging engineer, and her sister is an accountant. With four students recently in college, financial aid is especially important to Aubrey and her family.

"The Wisconsin Grant Program and other financial aid have been a big help," Aubrey says. "It has allowed me to focus on academics, athletics, and being connected to the campus community as a whole."

That focus, combined with excellent time management skills, is necessary for Aubrey to successfully maintain her very busy schedule. In addition to her academically rigorous major and career path, she is also a two-sport collegiate athlete, in volleyball and basketball, and works as a campus tour guide.

Aubrey wanted to attend a college with small classes and more one-on-one time with her professors to match her preferred learning style. She found that and more at Viterbo. "I'm very happy here. The professors really get to know you and want you to succeed," she says. "The university is like a second home."

## FACT OF THE MONTH

**WAICU-member campuses produce 22 percent of bachelor's degrees and 33 percent of advanced degrees statewide with no direct operating taxpayer support.**

Source: IPEDS Completion Survey, 2023-2024.