

# THE WISCONSIN INDEPENDENT

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

FALL 2010 VOL. 42 NO. 3



WISCONSIN ASSOCIATION OF INDEPENDENT  
COLLEGES AND UNIVERSITIES

Alverno College  
Beloit College  
Cardinal Stritch University  
Carroll University  
Carthage College  
Concordia University Wisconsin  
Edgewood College  
Lakeland College  
Lawrence University  
Marian University  
Marquette University  
Milwaukee Institute of Art & Design  
Milwaukee School of Engineering  
Mount Mary College  
Northland College  
Ripon College  
St. Norbert College  
Silver Lake College  
Viterbo University  
Wisconsin Lutheran College

## INDEPENDENT INSIGHTS

### Working together for educational opportunity

Ordinarily, my “Independent Insights” column is devoted to important issues of interest to our readers—e.g., technology and teaching, the knowledge economy, civic engagement. Today I intend to share my thoughts on the recent WAICU-WFIC merger. Wait...wait...before you stop reading or assume this is merely an insider article about “housekeeping” and not something you should care about...think again.

Our mission statement is “Wisconsin’s private colleges working together to advance



educational opportunity.” This merger strengthens the “working together” part, not only between what were two separate organizations, but also between the staff and the private colleges and universities themselves. Wisconsin’s private colleges and universities view educational opportunity as more than a slogan—it is rather a calling and a cause.

Wisconsin’s private colleges and universities enroll and graduate a higher percentage of low-income, minority, and first-generation students than do our sister institutions in the public sector. Our total

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## WAICU-WFIC merger—change and continuity

On June 15, the board of directors of the Wisconsin Foundation for Independent Colleges (WFIC) voted unanimously to seek to merge with the Wisconsin Association of Independent Colleges and Universities (WAICU).

Jim Nellen, former president of Ameritech Wisconsin and current chair of the WFIC board, noted that it simply makes good business sense to have one organization representing Wisconsin’s 20 private, nonprofit colleges and universities. “There is no question that a combination of the two organizations will yield significant efficiencies and economies. Every dollar saved will go back into programs benefitting students.

“These are two organizations that know one another well; a combination will be a good fit,” Nellen continued. Dozens of similar college organizations across the country have already merged.

David Joyce, president of Ripon College and chair of the WAICU board, praised

Nellen’s leadership in making this combination happen. “Jim Nellen has the vision to see that it is not a question of boxes on an organizational chart, it is about how best to advance the cause of educational opportunity in this state and nation,” he said.

“Supporters of the organizations are assured that the programs of both groups will continue and, we believe, be strengthened,” Nellen and Joyce concluded.

WFIC was organized in 1954 and WAICU in 1961. Both began with the same board—the presidents of Wisconsin’s private, nonprofit colleges and universities. The combined organization will once again have a presidential board of directors. An advisory council of business and community leaders is also planned. The new organization will continue to bear the WAICU name, but the WFIC acronym will be part of the “brand”—known henceforth as the Wisconsin *Fund* for Independent Colleges. ■



Jim Nellen, WFIC  
board chair



David Joyce, WAICU  
board chair

## Wisconsin Mentor is now PrivateCollegeZone.org

After visits from tens of thousands of college-bound students over the last decade, WisconsinMentor has now given way to a more dynamic website, PrivateCollegeZone.org.

"It is a bit like saying goodbye to an old friend," said WAICU president Rolf Wegenke, "but the Zone is going to take us to a new level of providing better information on college entrance and financial aid processes."

The first thing students will notice is a more contemporary design. "It is a small point, but in the Zone, online visitors will see photos of our students on our campuses," said Wegenke. "We think it is important for potential students to truly understand the benefits of a private college education and the help available to make their dreams come true."

Content will still be the driving force behind the Zone. For the first time, students will have the option of accessing a variety of videos, both from WAICU as

well as regular video features from member colleges and universities. Many of the videos will also be aimed at a student's parents and cover a variety of issues from financial aid advice to tips on helping their son or daughter find the college that's the best fit for them.

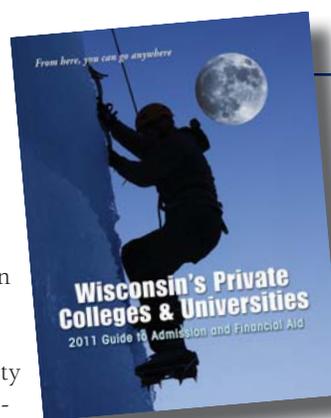
You'll also find many of the hallmarks of WisconsinMentor included in the Private College Zone. Students will still be able to research high school course options, check out career options, and register for free ACT/SAT test preparation assistance.

"I think the biggest difference that students and counselors will notice is that the Zone feels more interactive than Mentor did," Wegenke said. "We are still focused on our primary messages of affordability and excellence on the new website, but we are delivering that

message in a more up-to-date style."

Wegenke added that the Zone will be evolving even more in the future with the addition of podcasts and interactive survey questions.

PrivateCollegeZone.org is sponsored through a generous grant by the Great Lakes Higher Education Guaranty Corporation. ■



Do you need additional copies of the WAICU 2011 Guide to Admission and Financial Aid? Call 1-800-4-DEGREE to order more.

## Private College Week 2010 winners



Incoming Cardinal Stritch freshman Gabriel Olmedo (at right) of Milwaukee was one of five winners of a \$1000 "Go Grant" during the 14th annual Private College Week. The other winners were Ereik Weiss (McFarland) attending Viterbo University, Marlo Vercauteren (Sobieski) attending MSOE, Brooke Muggenthaler (Neenah) attending Carroll University, and Amy Loewen (Reesville) attending Concordia University. Marquette University High School College Coordinator Gail Sahagun (above left) won an iPad for referring the most students to the Private College Week website.

## REGISTER NOW! Fall 2010 WAICU School Counselor Workshops

8:30 a.m. to 1:30 p.m.  
No charge to attend

**Monday, October 11, 2010**  
Edgewood College, Madison  
**Tuesday, October 19, 2010**  
Marian University, Fond du Lac  
**Thursday, October 21, 2010**  
Concordia University Wisconsin,  
Mequon

Agenda includes continental breakfast, breakout sessions with WAICU-member colleges and universities, a presentation from the WAICU Student Access Center, lunch, and a tour of the host campus. Register for the workshop of your choice at [waicu.org/counselors](http://waicu.org/counselors).

## Building a brighter future with College Readiness 21

As a result of the merger between WAICU and WFIC, College Readiness 21 (CR21) joins our growing roster of WAICU student programs.

Launched in 2002, CR21 helps prepare minority, low-income, and first-generation students for educational success by first helping them finish high school and then aiding them to gain access to higher education.

Students begin CR21 the summer before their freshman year in high school and remain in the program until high school graduation.

By engaging students early, the program ensures the students will be better prepared to make the transition from high school to college.

In fact, CR21 students spend more than 1,000 hours on college campuses during their four-and-a-half years in the program. For many of the students, higher education is an abstract concept that often

seems out of reach.

By holding most of the CR21 program-

environment is bridged, then pursuing higher education can become a more tangible, achievable goal.

Currently serving nearly 500 students statewide, CR21 operates in a number of geographic regions across Wisconsin.

Since 2002, 382 students have completed the CR21 program and 321 of those students have either attended, or are planning to attend, some form of postsecondary education after high school.

A CR21 2009 graduate described his experience in the program as being part of a “family,” and said the program helped him get accepted into the college of his choice.

“College Readiness opened so many doors for me to become a successful person in life,” said the student.

“Thanks to CR21, I feel like my opportunities in life have become endless.” ■



ming on college campuses, the students can experience what college life is like. Once that hurdle of being in a college

### MEMBER HIGHLIGHTS ALL WAICU MEMBERS FEATURED IN A REGULAR ROTATION

## SuperMileage vehicle gives new meaning to miles-per-gallon

### MILWAUKEE SCHOOL OF ENGINEERING

In a seemingly impossible feat—and one that is sure to excite drivers everywhere—a group of students at Milwaukee School of Engineering built a vehicle that achieved 758 miles to the gallon.

Students receive an extensive amount of real-world experience in their classes and labs at MSOE, and this group wanted to take their education even further and put it to the test in an international competition.

The students spent about a year planning, designing, and building a SuperMileage vehicle so that they could compete at the international SuperMileage Vehicle competition sponsored by the Society of Automotive Engineers in June. They were the first MSOE team to compete in the event, and they took 11th place overall and eighth place in the mileage category. Other teams who competed came from around the world, including Canada, Dubai, and India.

The MSOE team scored a perfect 100 on the oral review where they were asked questions about various aspects of the car and its design. They sailed through the technical inspection on the first day and were the only team to complete all eight runs (48 laps total) with no “Did Not Finish” runs.

The MSOE SuperMileage Team was formed by 16 mechanical engineering and electrical engineering freshmen, sophomores, and

juniors. They spent an average of 30 hours per week working on the vehicle as a team



The final version of the MSOE SuperMileage vehicle weighed 82 pounds and reached a top speed of 58 miles per hour.

and countless hours on their own, trying out different designs, body styles, and configurations. “We’re addressing problems like carbon emissions and global warming,” said senior team captain, Sven Krause, of Middleton. “We’re excited to share our ideas and our goal is to make the best vehicle possible.”

The team is already looking forward to next year and has plans to build an even better car in 2011. ■

## New college president focuses on growth and community

## NORTHLAND COLLEGE

"I'm not a person who decided at an early age that I wanted or needed to be a president," says Dr. Michael A. Miller, the new president of Northland College.

"As a student and then again as a faculty member I admired a few presidents in their ability to advocate for the colleges they were leading. I started thinking 'that would be a wonderful spot to land before I'm done working.'"

Northland College selected Miller from a pool of applicants because of his leadership experience within higher education and his personal dedication to the environment.

Miller hopes to help Northland further its mission by having an increased voice and influence on environmental and sustainability issues both locally and nationally.

"I see the chance for many more connections to be made between Northland



Dr. Michael A. Miller will be inaugurated as president of Northland College this fall.

and the greater community," says Miller. "The core part of our mission needs to make its way into the rest of society and we're going to be reaching out to make that happen."

Previously the dean of the college of education at Minnesota State University,

Mankato (MSU), Miller began serving as president of Northland College in July, replacing interim president James L. Peterson. Miller has also served on the faculty at MSU and Gustavus Adolphus in St. Peter, Minnesota, and as a school psychologist for districts in Minnesota and Indiana.

"My work as a school psychologist taught me to listen and to seek understanding," says Miller, "to ask questions about what's going on and work with everyone involved."

Miller named three areas where he wants to focus his energy in the first year of his presidency. First, he wants to support the already healthy and vibrant Northland community through improved communication. Second, he intends to put more energy and resources into student recruitment and retention that will increase the overall enrollment of the college. Finally, Miller plans to find new sources of funding to further support the mission of Northland College. ■

## "Best jobs" points to unique Wisconsin medical care program

## MARQUETTE UNIVERSITY

It is one of the fastest-growing professions in America, and *Forbes* magazine recently ranked physician assistant studies No. 1 for "Best Master's Degrees for Jobs."

Responding to the demand, the Physician Assistant Studies program in the Marquette University College of Health Sciences is expanding. The program recently launched a fellowship in emergency medicine. A postgraduate certificate program, the fellowship is a collaboration with clinical partners at Aurora-Sinai Medical Center and Children's Hospital of Wisconsin.

Students will participate in clinical rotations and receive practical training in both hospitals in Milwaukee.

"In today's highly competitive job marketplace, specialized training programs like this one can make the difference in

physician assistant hiring," said Mary Jo Wiemiller, PA program director at Marquette. "This was a response to the increased role PAs are playing in the delivery of primary care in the American health system."

The intensive, one-year training program is the first of its kind in Wisconsin. It is just the second PA program in emergency medicine in the Midwest and only the seventh such program in the United States.

Marquette's PA program is one of only three in the state and is ranked in the top 40 nation-



Expanding the physician assistant studies program at Marquette is a sign of the needs of a job market that is expected to keep growing in the future.

ally by *U.S. News & World Report*, and mean scores on the PA board exam rank the program in the top 10 nationally.

"This profession is booming and students are beginning to recognize that," said Dr. William Cullinan, dean of Marquette's College of Health Sciences. "Over the past year, applications to our PA program quadrupled, and we grew from 35 students per cohort to 50. Offering specialized postgraduate education was the next logical step in preparing excellent physician assistants."

The Bureau of Labor Statistics estimates the number of PA jobs will increase 27 percent by 2016. ■

## Center on Lake Michigan bluff set to become environmental beacon

### CONCORDIA UNIVERSITY WISCONSIN

Transformation continues at Concordia University Wisconsin, as the \$3.5 million Concordia Center for Environmental Stewardship (CCES) will be dedicated in early September. The 13,000-square-foot building, a natural offshoot of the recent \$12 million bluff stabilization project, will serve as a focal point for many activities dealing with the Great Lakes, in addition to sustainability and conservation of the campus and surrounding community.

Groundbreaking for the \$3.5 million center took place just under a year ago and reinforces Concordia's commitment to environmental education, freshwater conservation, and utilizing sustainable energy resources. In addition to laboratories and classrooms, a large seminar room will be able to ac-

commodate upwards of 200 people. The university, in large part because of the bluff restoration and the CCES, now of-



The Center for Environmental Stewardship, a 13,000-square-foot building, is a symbol of Concordia University's dedication to environmental education and sustainability.

fers a bachelor's degree in environmental studies, a minor in environmental studies,

and a master's degree in education with an emphasis on environmental education.

"This center is in line with Concordia's increased and continued interest in green initiatives," said Dr. William Cario, senior vice president of academics at Concordia. "Every one of our recent building projects has been built to increasing environmental standards." The building will initially be certified as a LEED Gold building, with hopes of attaining a platinum designation in the near future.

The Concordia Center for Environmental Stewardship is not the only new building being constructed on the Mequon campus, as work got underway in June on the new School of Pharmacy. The \$12-13 million dollar pharmacy school is scheduled to open next August. ■

## Historic public library re-emerges as Hendricks Center for the Arts

### BELOIT COLLEGE

A building in the center of downtown Beloit is ready for its third act—and its first as part of the Beloit College campus. The building, which got its start as the city's post office and had until recently been Beloit's public library, will open publicly next month as the college's new Hendricks Center for the Arts. The completely renovated building, which bears the name of benefactor Diane Hendricks and her late husband and college trustee Ken Hendricks, will serve as the new, centralized home of the college's performing arts programs.

True to the vision of the Hendricks family, the iconic 48,000-square-foot community building was meticulously re-fashioned and reshaped over the last year while honoring—and even exposing—the site's historical and architectural features. Original support beams, exposed brick walls, and vintage terrazzo floors are juxtaposed with four new studio classrooms,

a state-of-the-art film room, faculty offices, and design and staging labs.

Save the addition of a 10,000-square-foot orchestral room on the building's northeastern side, the building's exterior is almost unchanged, preserving a classical façade that was as well known as it was well liked within the city the building served since the 1920s.

The Hendricks Center, which is just a short walk from campus, sits across the busy intersection from the college bookstore and is a street and storefront away from the college's entrepreneurship

center and downtown art gallery. When



Work on the new Hendricks Center for the Arts at Beloit College is progressing towards a fall opening.

not in use as a classroom and performance facility, the building will be available as a meeting and small performance space for community partners and organizations. ■

## Student project brings a better future to children in Haiti through education

### LAWRENCE UNIVERSITY

It is a close call as to whose education Oliver Zornow was more involved in during the past four years: his own, or those of children in Haiti.

While juggling the rigors of attending Lawrence University, the Appleton native worked tirelessly to establish an elementary school in the Caribbean nation.

"I went to Haiti in 2006 to experience what life was like for people living in extreme poverty," said Oliver. "I never imagined what I saw would affect me the way it did."

Oliver knew he had to do something to change the lives of the children he met. A World Bank report citing education as the single most important determinant of an individual's potential to escape poverty helped him decide. He set about to build a school in rural Caneille, 50 miles from Port-au-Prince.

Oliver embarked on a series of fundraisers to launch his project. In his

freshman year, 130 Haitian children were greeted as the first students of Zornow's School of Grace. Today the school boasts 150 students in six grades.

Although the school still stood after the earthquake, its situation became precarious due to the overwhelming needs of so many thousands of people around it. Price shocks, not earthquake aftershocks, created more challenges. A refugee camp that sprang up near the school after the quake added 23 new students, straining an already tight budget.

While overseeing the school, Oliver often cut back on sleep to support his own educational expenses, working several part-time jobs in addition to his class demands.

With a post-graduation Peace Corps

assignment to Africa awaiting, Oliver says the School of Grace will remain an integral



Oliver Zornow (left), of Appleton, meets with teachers and students at School of Grace of Caneille in Haiti.

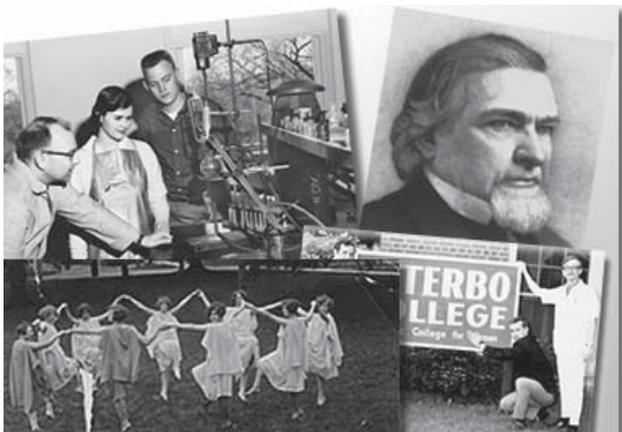
part of his life.

"This is pretty much a lifetime commitment. I don't see how I could push it off. I hope to always remain involved in some capacity." ■

## Collaborative WAICU digital archive brings history to life

Eight years ago, several WAICU university libraries joined together to create an online repository of digital images and information representing some of the most important moments in the early development of each institution.

Today the WAICU site, called Past and Present: A Digital History of Wisconsin



The visual history of Wisconsin's private colleges is being preserved in a successful online collaboration.

Independent Colleges and Universities (at <http://pastandpresent.viterbo.edu/>), has grown to include fifteen contributing institutions. New images continue to be added to the collection all the time. Users can view all of the images at the site at once, limit their searches by institution name or other criteria, and even assemble a slideshow of

their own favorite images. Contact, help, and site information are also provided.

This site has provided one more way for WAICU campuses to increase their statewide and nationwide visibility. There is no cost for colleges to add images. Institutions begin with 50-100 images representing their institution's earlier years, and another 50-100 images representing their later years. Staff from Viterbo are available to scan photos from other institutions,

although metadata is provided by the source library.

The project is hosted by Viterbo University using CONTENTdm software to deliver content over the internet. Any necessary committee work associated with the project is done cost-effectively in an online chat room.

This collaborative digital collection was well represented at the Wisconsin Association of Academic Librarians (WAAL) conference when Jonathan Hinck (Viterbo University) and Sara Shutkin (Alverno College) presented a poster session for the project.

It is hoped that all WAICU institutions will be represented, creating a complete, rich digital history of independent higher education in Wisconsin.

For more information about Past and Present: A Digital History of Wisconsin Independent Colleges and Universities, contact Jonathan Hinck, at the Viterbo University library, at [jhinck@viterbo.edu](mailto:jhinck@viterbo.edu) or (608) 796-3262. ■

# Working together for educational opportunity

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enrollment has grown by 99 percent since 1980, as compared to 13 percent enrollment growth in Wisconsin public four-year universities in the same time period. We also graduate disproportionately higher percentages of knowledge workers in science, technology, engineering, mathematics, healthcare, and education. These are not sterile statistics. We are talking about flesh and blood students for whom we are providing a pathway to a better future.

But our cause is not just the students' future; our future as a state and as a society is also at stake. The Wisconsin Technology Council has said that the state needs 150,000 additional baccalaureate degree holders and 150,000 additional graduate degree holders to come up to the national average and to be competitive in the knowledge economy. Wisconsin used to lead the country and the world, in educational opportunity, but now we are falling behind.

Shakespeare said, "What's past is prologue." We recognize with gratitude the service of Mark Torinus, former president of WFIC, and of all who have gone before.

Together Wisconsin's private colleges are making a difference—and we will continue to make a difference—in this great cause. I look forward to strengthening our partnership—our partnership not only with these colleges and their 60,000 students, but also our partnership with you.

Expanding educational opportunity is an important moral and practical issue—an issue in which students, our state, and our nation have a stake.

With gratitude for your support and optimism for our future . . .

Sincerely,



Rolf Wegenke, Ph.D.  
WAICU President



## WAICU BULLETIN BOARD

### KUDOS

•Several publications are giving positive reviews to WAICU institutions. US News & World Report lists several Wisconsin private colleges in its 2010 "Best of" rankings—**Beloit College, Carthage College, Lawrence University, Marquette University, Milwaukee School of Engineering, Northland College, Ripon College, St. Norbert College, and Wisconsin Lutheran College.** *The Princeton Review* has given Northland College its highest score possible as an environmentally friendly college. The Review also named **Edgewood College, Milwaukee School of Engineering, and Ripon College** as three of the, "Best in the Midwest," colleges. Lawrence University was singled out by the same publication for both its best college theatre program and easily navigable campus. Using the quality of education as its standard, *Forbes.com* has named Lawrence University the best undergraduate university in Wisconsin and 50th ranked nationally. Other colleges placing well in the survey were Beloit College, **Carroll University, Ripon College, and St. Norbert College.** "Overlooked gem," is how Ripon College was described in the new book *Acceptance* by Pulitzer Prize winning journalist David L. Marcus. The book praises Ripon's faculty-student cooperation and the rigor of its courses.

•**Thomas Steitz, Lawrence University** class of 1962, and recent Nobel Prize winner in chemistry, was recently honored by his alma mater. The school's science hall was renamed the Thomas A. Steitz Hall of Science.

•**Marian University, Mount Mary College, and Ripon College** were all awarded multimillion dollar grants from the federal government to develop student support services programs. The programs will focus on increasing retention and graduation rates of low-income, first generation, and disabled students. The three grants have a combined value of more than \$3 million dollars.

•**Sheila Schindler-Ivens**, assistant professor of physical therapy at **Marquette University**, was awarded the 2010 Way-Klinger Young Scholar Award for her research in stroke recovery. Also at Marquette, **David Baker**, associate professor of biomedical sciences, has been awarded the 2010 Freedman Award for his work in the area of treating schizophrenia.

•**Anna Czarnick-Neimeyer**, a student at **St. Norbert College**, was given a Wisconsin Campus Compact Student award for innovative strategies in addressing community issues. The group also gave its administrative award to **Dean Pribbenow of Edgewood College** as a leader in developing sustainable infrastructure to support high-quality community-based learning practices at their institution.

•**Carroll University's** education department has been awarded a grant of nearly \$200,000 from the United States Department of Education to internationalize teacher education through field immersion experiences.

•**Alverno College** and **Cardinal Stritch University** were given awards by the Council of Independent Colleges and the Walmart Foundation to strengthen exemplary programs that support the education of first-generation students.

•**Maria Flores of Wisconsin Lutheran College** and **Lara Johann-Reichart of Marquette University** have each won a 2010-2011 undergraduate scholarship from Wisconsin Women in Government.

### APPOINTMENTS

•**Dr. Steven DiSalvo** has begun his tenure as the president of **Marian University.** DiSalvo brings to Marian University extensive experience in Catholic higher education and national philanthropic fundraising leadership. Dr. DiSalvo is the 14th president of Marian; his formal inauguration is set for October 23rd.

•**Thomas Kunkel**, president of **St. Norbert College**, has been named to the board of directors of the Green Bay Packers. The Packers have held their summer training camp at St. Norbert College for 53 years, the longest such relationship between an NFL team and a college.

•**Perry White**, vice president for external relations and admissions at **Silver Lake College**, is the new president of Bethel College in Mishawaka, Indiana.



Dr. Steven DiSalvo

## THE WISCONSIN INDEPENDENT

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•**David Gerard**, associate professor of economics at **Lawrence University**, has been named to a national committee investigating unintended automobile acceleration. The National Academy of Sciences Committee will review evidence to identify acceleration claims connected to several manufacturer's automobiles.

### NEW AND EXPANDED PROGRAMS

•**Viterbo University** has announced plans for a new state-of-the-art nursing facility. The nearly \$16 million dollar construction project should be finished by next fall.

•**Mount Mary College** and Waukesha County Technical College (WCTC) have signed a degree completion agreement. The pact will allow WCTC associate's degree graduates to transfer credits to Mount Mary College to earn a liberal studies bachelor's degree. A total of 64 credits may be transferred.

•**Marquette University** will offer a sports leadership specialization for its master's in leadership studies degree program. The new program will begin classes in the fall. Marquette has also completed a licensing agreement with AviMed Pharmaceuticals, LLC, a Milwaukee-based company, to develop drugs for the treatment of schizophrenia. AviMed was founded by two Marquette professors, **Behnam Ghasemzadeh**, associate professor of biomedical sciences and the company's president and chief scientific officer, and **Daniel Sem**, associate professor of chemistry who serves as AviMed's CEO.

•**St. Norbert College** will launch a textbook rental program this fall that will save students, on average, 50 percent off the price of a new textbook. The program is in partnership with the Follett Higher Education Group. Based on a pilot program at seven other colleges and universities, students saved an estimated \$2 million dollars on their course materials in just one semester.

Education is not the filling of a pail, but the lighting of a fire.  
William Butler Yeats, Poet  
1865-1939

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