

# THE WISCONSIN INDEPENDENT

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

SPRING 2012 VOL. 44 NO. 1



WISCONSIN ASSOCIATION OF INDEPENDENT  
COLLEGES AND UNIVERSITIES

Alverno College  
Beloit College  
Cardinal Stritch University  
Carroll University  
Carthage College  
Columbia College of Nursing  
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 of the Holy Family  
Viterbo University  
Wisconsin Lutheran College

## INDEPENDENT INSIGHTS

### Not “either/or” but “yes/both”

Every parent, most students, and commentators of all stripes ask, “but will they get a job?”

It is a valid question, and it should receive a thoughtful answer.

The short answer is yes.

Baccalaureate degree holders are more likely to be employed (in 2010, unemployment was 5.4 percent for those over the age of 25 with a bachelor's degree versus 10.3 percent for those over 25 with a high school diploma) and to earn more over their lifetimes than those without postsecondary education (a person with bachelor's



David Teniers' *Alchemist's Workshop* courtesy of the Grohmann Museum *Man at Work* Collection at Milwaukee School of Engineering

degree working full-time from age 25 to 65 would have \$1 million more in earnings than a similar person with a high school diploma). Most of the jobs of the future will require postsecondary education.

There is a lot of twaddle implying that technical skills and a broadly based, well-rounded education are mutually exclusive. The truth is a quality education encompasses both preparation for careers and preparation for life. Work is part of life. It cannot be a matter of either/or; it must be both. Visionaries from Moses to Solomon to Aristotle to Abraham Lincoln

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## College to Career: WorkForce 2012

The Wisconsin Private College Career Consortium 2012 WorkForce Career Fair was held on February 16 at Marquette University.

This annual event, a collaborative endeavor organized by the career centers on WAICU-member campuses, brings over 100 local, state, and national recruiters to meet prospective employees.

Now in its twenty-first year, WorkForce is the premier opportunity for employers to meet the outstanding undergraduate and graduate students attending Wisconsin's private, nonprofit colleges and universities.

This exclusive event—open only to students enrolled in or graduated from a WAICU

college or university—provides students with an unparalleled opportunity to interact with recruiters and learn about exciting

internship and employment opportunities. Both students and recruiters are enthusiastic about WorkForce, saying they found the fair to be extremely helpful and educational. Many described it as a great experience that helped them gain knowledge of professional interviewing techniques and how to interact with potential employers.

Students looking for information on next year's fair should go to [www.wipccc.org/student.shtml](http://www.wipccc.org/student.shtml). If you are an employer seeking strong candidates for your positions, go to [www.wipccc.org/employers.shtml](http://www.wipccc.org/employers.shtml).



Students from WAICU-member private, nonprofit colleges and universities meet with top employers.

## Visit Wisconsin's private, nonprofit colleges and universities during Wisconsin Private College Week: July 9-14, 2012

As high school seniors are making their final decisions on the college they will attend next year, it's time for freshmen, sophomores, and juniors to begin exploring their opportunities as well. **Wisconsin Private College Week**, scheduled this year from **July 9-14**, offers students a chance to "jump start" the college search process.

It's never too early for students and families to get a feel for the 21 private, nonprofit colleges and universities in the state, each with its own unique excitement. During this "open house" week, there will be tours on each campus, talks by admission and financial aid officers, and information on majors and extracurricular activities.

The place to start is WAICU's dedicated website, [PrivateCollegeWeek.com](http://PrivateCollegeWeek.com), where students

and families will find details about all 21 private, nonprofit colleges and universities in Wisconsin. They can also learn how to **register for drawings to win a \$1,000 "Go Grant"** that can be applied to tuition at any WAICU-member college or university. Winning students have up to two years to use their grant, so it's perfect for sophomores and juniors as well. **Counselors can also be winners.** We are offering an iPad2 as a prize to the person who encourages the most students to sign up for the drawing. Complete rules and how to qualify for the iPad2 drawing can be found on the website. An added benefit of Private College Week is the waiver of application fees that students will receive at each campus they visit.

For more information, call 1-800-4 DEGREE or just head to [PrivateCollegeWeek.com](http://PrivateCollegeWeek.com) to plan your week and sign up for a "Go Grant." ■



## What students and counselors have to say about using PrivateCollegeZone.org

Since 1999, PrivateCollegeZone has been a dynamic tool for counselors and students.

PrivateCollegeZone.org can guide students' college readiness as early as middle school by identifying the high school courses required for college entrance.

The site also provides access to free high-quality preparation for standardized tests (ACT, SAT, and GRE). Students can research

Wisconsin's private, nonprofit colleges and universities and apply to any one of them through PrivateCollegeZone.org. In addition, there is extensive information on financial aid, and the FAFSA can also be completed on the site.

A school counselor recently told us that "To say that PrivateCollegeZone is amazing is an understatement. Our students use the site for ACT test prep. Students are achieving increased scores as a result of this site. We thank you for proving this valuable FREE re-

source that is making a great difference in the lives of many students."

Students have told us, "I used PrivateCollegeZone.org and its ACT test prep service. I found it to be incredibly helpful. By practicing with PrivateCollegeZone, I was able to get an understanding of what taking the ACT would actually be like. On test day I felt prepared and was not blindsided by the test format. The best feature of PrivateCollegeZone's

test prep service is that if you get a question wrong, it explains your mistake, and gives you another chance to answer the question. When you answer correctly, you are shown the process of reaching the answer in a clear, organized, and complete way. Without a doubt, PrivateCollegeZone helped me do well on the ACT."

Sign your students up today! ■

PrivateCollegeZone.org is supported in part by the Great Lakes Higher Education Guaranty Corporation.



## Learn and earn credits with the 2012 College Seminar Tour June 17-22

High school counselors are invited to participate in the nineteenth annual College Seminar Tour to be held June 17-22, 2012. Each year this popular seminar explores colleges and universities in different areas of Wisconsin as well as selected out-of-state institutions near Wisconsin's border. In 2012, the focus is on Wisconsin and lower Michigan. You'll gain valuable insight into the colleges and universities and the college selection process while also earning three graduate credits toward the renewal of your state license. The graduate credits, offered through Marian University of Fond du Lac, are approved by the Department of Public Instruction and endorsed by the Wisconsin Association for College Admission Counseling and the Wisconsin Association of Independent Colleges and Universities. For more information, contact [cst@marianuniversity.edu](mailto:cst@marianuniversity.edu).



Do you need additional copies of the WAICU 2012 *Guide to Admission and Financial Aid*? Call WAICU at 1-800-4-DEGREE to order more.

## Students gain invaluable experience with own consulting agency

### CARTHAGE COLLEGE

Members of Carthage College's chapter of Pi Sigma Epsilon, the national sales and marketing fraternity, wanted to raise the group's profile on campus and better prepare themselves for jobs after graduation. They accomplished both goals with the formation of Velocity Consulting, a student-run marketing and consulting agency that seeks to serve nonprofit entities and small businesses.

"We provide a range of services in accounting, finance, marketing, graphic design, and web development to businesses and nonprofits in the Kenosha area," says Carthage senior Catherine Rogers.

Rogers and 2011 graduate Lauren Baker shared the title of CEO. "This was done to have one senior and one junior, so somebody would know what's going on next year, and the torch can be passed

on," Baker explained.

During the past academic year, Velocity had three clients: Carthage's Clausen Center for World Business, Carthage student government, and Kenosha County Parks.

Kenosha County Parks asked Velocity



Student-run agency Velocity Consulting took on Kenosha County Parks as one client this year.

to study the advisability of expanding the Petrifying Springs Park golf course from nine to 18 holes. Students researched the cost of an expansion and the economic impact of an expanded course.

If the county chooses to expand the course, a promotional campaign might be a future possibility for Velocity.

"If they're happy with what we did, we'd love to work with them," Rogers said.

J.J. Shields, assistant professor of marketing, said "a few other schools have a similar agency model, but it's just marketing or accounting," and a faculty member is in charge.

"This experience, being part of a startup, is something they may never again go through," Shields said. "I think it's been a great learning experience for the students, seeing how to create a company."

While she did not have a salary when she was CEO of Velocity Consulting, Baker said her efforts with the agency "paid in experience, which is priceless. Not a lot of students have something like this on their résumé." ■

## Northland students create high school chemistry curriculum using plastic bunnies

### NORTHLAND COLLEGE

The concept of learning by teaching stretches back through the history of pedagogy to the writings of Seneca in ancient Rome who said *docendo discimus* or, loosely, "by teaching we are learning." The idea is simple: gain mastery over a topic by guiding others through it.

That philosophy is at the heart of a project by Nick Robertson, assistant professor of chemistry at Northland College. To help his students grasp the complexity of polymers, Robertson had them develop a way to teach someone about these chemical compounds. Over the past year, students in his chemistry program have not only been learning about polymers in their own course work, but they have developed a curriculum that will teach high school students about polymers as well.

The hands-on laboratory curriculum developed by Robertson and the students includes the creation and subsequent destruction of several plastic bunnies.

The project demonstrates to students how polymer composition affects the strength of a final product. In the experiment, lab groups mix several batches of the same polymer in varying concentrations. These mixtures are poured into tin molds



These plastic bunnies play a central role in Northland chemistry students' learning and teaching.

originally intended for making chocolate bunnies (this particular shape was chosen for the lab because of the availability of the molds). Once fully hardened, students

remove the bunnies from the molds and test the strength of the toys by attempting to break them. The rabbits with the highest polymer concentration are nearly indestructible even when struck with a hammer. The ears of rabbits with lower concentrations will snap more easily and the figures with the lowest concentration nearly crumble in your hands.

The Northland students working on the project not only developed the directions for the high school labs to follow, but also repeatedly tested the processes to ensure that the lab instructions were easy to understand and would yield consistent results. After arriving at a nearly final version of the lab curriculum, Robertson and the students sent their project off to the testing ground: an AP Chemistry Class at Chippewa Falls High School. It passed with flying colors. And now the final step of the process is falling into place: a paper about the curriculum has been accepted for publication in the *Journal of Chemical Education*. ■

## MEMBER HIGHLIGHTS

### Caring counts: a volunteer challenge

#### ALVERNO COLLEGE

In celebration of Alverno College's 125th anniversary, the college announced an ambitious goal that highlights one of its oldest and most valued traditions: service.

When St. Joseph Academy (now known as Alverno College) opened its doors 125 years ago, it was done in the Franciscan spirit that places emphasis on the willingness to serve.

The six students who first enrolled in the teacher preparation program offered at the school more than a century ago soon learned that in addition to mastering English, history, and mathematics, students could also share their time and talents to better the lives of others. This concept—and the importance of service to others—was a cornerstone for the college 125 years ago and remains the same today.

To celebrate its historical milestone, Alverno launched “Caring Counts,” a yearlong program to spotlight and honor the many ways people connected to the



Alverno College is celebrating its 125th anniversary with “Caring Counts,” a campaign to log 125,000 volunteer hours in a year.

college carry on the fulfilling act of community service.

Alverno's goal is to record 125,000 hours of volunteer activity by members of

the Alverno community throughout 2012.

Specifically, Caring Counts invites current and former Alverno students, Alverno faculty and staff, School Sisters of St. Francis, and all other friends of the college to share details of their unpaid service to nonprofit organizations and people in need. Over 27,000 volunteer hours have already been logged.

“More than 12,000 alums began to turn their dreams into realities in our classrooms,” Alverno president Dr. Mary Meehan said. “When you think of the lives they have touched and the good they have accomplished during the past 125 years, we truly have something to celebrate.”

For more information about Caring Counts, including what counts toward service hours and who can report their time, visit [alverno.edu/caringcounts](http://alverno.edu/caringcounts). ■

### New center in Waukesha opens up possibilities

#### CONCORDIA UNIVERSITY WISCONSIN

To meet the rapid growth of adult undergraduate and graduate students in the Milwaukee metropolitan area, Concordia University Wisconsin opened its new Waukesha Center for the spring 2012 semester. Approximately 15 miles west of downtown Milwaukee, the new location primarily will serve the residents of Waukesha, Jefferson, and Dodge counties by offering undergraduate accelerated degree programs, as well as graduate level courses and the BSN (Bachelor of Science Degree in Nursing) completion program.

A grand opening for the center was held on February 16. It gave prospective students and the community a chance to visit the location and learn more about the programs Concordia has to offer. This is Concordia's twelfth center to open in the Midwest and the new Center Director, Rolanda Johnson, is excited about the university's newest venture.

“We have already started an active relationship with the Waukesha Business Alliance,” said Johnson. “Our prospective leads are exceptional as we look forward to continued growth and service,” Johnson added.

All programs at the new center are offered in an accelerated format with classes meeting one night per week. Students can work full-time while earning their associate's degree or bachelor's degree in business management, criminal justice management, health care management, or human resource management. Graduate students can pursue a master of business administration in one of 11 concentrations.

“Our goal has always been to offer



Master of Business Administration is just one of many degrees available for adult students at the new Waukesha center.

our programs in locations convenient to the students,” said Dr. Michael Besch, vice president of academic operations at Concordia. “The new Waukesha Center offers possibilities to a whole new population and nicely complements our other centers,” added Besch. For more information, visit <https://www.cuw.edu/locations/waukesha/index.html>. ■

## New social community revamps admission process

### MILWAUKEE SCHOOL OF ENGINEERING

MSOE has taken the college admission process to the next level by launching *Bridge*, a dynamic social community platform where prospective students, parents, faculty, and admission counselors can interact.

MSOE is responding to students' desire



A screenshot of MSOE's new social community, Bridge.

to communicate through social media. More than 1,500 prospective students signed on to *Bridge* in its first month and there are now well over 2,200 members. They have created accounts and quickly become "friends" with each other, MSOE admission counselors, faculty members, and current MSOE students.

Conversations are happening 24/7, and high-schoolers are finding that *Bridge* is the go-to place if they want to become an MSOE Raider. Community members are engaging in talks about life at MSOE and the different majors available, as well as general topics such as their favorite gadget. Hundreds of private groups have been created between admission counselors and prospective students, making it easy for students to ask personal questions

relating to their own situation.

"The MSOE *Bridge* is a unique program that I have grown to love," said Gerald Soriano, a student at Waipahu High School in Hawaii. "It helps me to connect with college students and staff/faculty."

*Bridge* also has an application form that is integrated with MSOE's admission system. It includes an online progress tracker which makes it easy for students to monitor their application and admission progress.

"In the past few years it has become increasingly difficult to reach high school students through traditional methods like the phone, mail, and e-mail," said Tim Valley, vice president of enrollment management. "Our admission counselors and I decided we wanted to meet students where they are comfortable—in an online community."

It's easy to access *Bridge* by visiting [admissions.msoe.edu](http://admissions.msoe.edu). Users can create their own login or simply log in with their Facebook credentials. ■

## Embarking on a historic polling project

### MARQUETTE UNIVERSITY

With the eyes of the nation on Wisconsin during the coming elections of 2012, the Marquette Law School has launched the Marquette Law School Poll, the largest independent polling project in state history. Its first results were released on January 25. The poll will run through the year and study voter attitudes on the presidential and U.S. Senate elections, citizen reactions to current state policy debates and possible recall elections, and a wide range of other opinions among Wisconsin voters.

The poll is completely transparent with all questions, answers, and a detailed analysis published online at [law.marquette.edu/poll](http://law.marquette.edu/poll). It uses the most advanced technology, including cell-phone only respondents, with sufficient sample size to allow detailed analysis of how attitudes and voter choices change over the course of the year.

The poll is led by Charles Franklin, a nationally recognized expert in polling and voter analysis, who is serving as visiting pro-



Mike Gousha and Charles Franklin discuss the Marquette Law School Poll on Gousha's regular "On the Issues" forum.

fessor of law and public policy at Marquette Law School during the 2012 calendar year.

Franklin has been a professor of political science at the University of Wisconsin-Madison for 20 years. At Marquette, he will collaborate with Mike Gousha, distinguished fellow in law and public policy, and Alan

Borsuk, senior fellow in law and public policy, and other Marquette faculty to analyze the survey findings, convene larger discussions of their implications, and make sense of the data for news media and the broader community.

"From conferences on the future of public education to major candidate debates, Marquette Law School has become known as a regional commons for thoughtful discourse on the hard problems of public policy," Dean Joseph D. Kearney said. "The Marquette Law School Poll

will provide the public with unprecedented understanding of voter attitudes at this historic time."

"The Marquette Law School Poll will be an outstanding tool for helping us all understand the deeper context of what will be a fascinating election year," Gousha said. ■

## High schoolers get a taste of the liberal arts with Summer Fields program

### BELOIT COLLEGE

From forensic science to political science, from writing to engineering, Beloit College's upcoming second annual Summer Fields program offers four exciting and innovative courses to rising high school juniors and seniors interested in experiencing life at a residential liberal arts campus.

The residential summer program takes place for a three-week period from July 8 - July 27, 2012, and the college began accepting applications on November 1.

"With Summer Fields, the college wants to introduce students to the liberal arts and sciences in an engaging, hands-on context," said Alisa Pykett, director of summer programs. "Students have the opportunity to explore their interests in a rigorous academic setting, meet students from across the country, and earn college credit."

The four courses offered include

Electricity, Electronics, and Power Generation: Designing and Constructing Circuits and Analyzing the Impact of



Summer Fields participants can expect to engage the liberal arts in unexpected ways and spaces.

Power Generation Technology; Fish, Fowl, Flood, Water Lily, Mud: Water in the Literary Imagination; China and America: Mutual (Mis)Understandings; and From Crime Scene to Courtroom: The CSI

Effect.

"We are very excited about the range of course offerings and believe they will attract a dynamic group of students with varied interests," Pykett said. "Although students concentrate on one course during the program, they form a community with all of the Summer Fields students, which really enhances the experience."

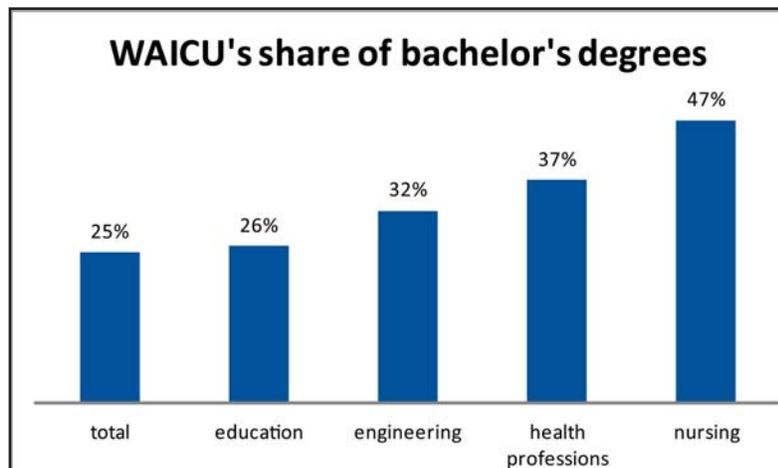
High school students from all locales are invited to apply. Last year, Summer Fields, formerly known as Summer LABS, welcomed students from such places as Washington, Oregon, Minnesota, and the college's own backyard.

Students admitted into the program also get a more personal slice of life at Beloit, eating in the college's dining hall and living in one of the residence halls with current Beloit College students serving as Summer Fields mentors. ■

## WAICU produces graduates in high-demand fields

The U.S. Department of Labor, the Wisconsin Department of Workforce Development, and the Wisconsin Department of Public Instruction have identified critical occupations necessary to keep Wisconsin and the nation competitive.

WAICU-member colleges and universities have stepped forward to prepare people for these crucial jobs. During 2010-2011, there were 40,046 bachelor's degrees granted in Wisconsin. This number includes both first and second majors. Overall, WAICU members accounted for 25 percent of Wisconsin's total bachelor's degree completions. However, WAICU institutions made even more significant contributions in the most crucial fields.



Source: U.S. Department of Education, IPEDS Data Center, *IPEDS Completions Survey, 2010-11*

WAICU members accounted for 32 percent of engineering and 37 percent of healthcare completions. In nursing, WAICU institutions did particularly well, accounting for 47 percent—almost half—of all the state's new graduates with nursing

degrees. Facing a shortage of healthcare workers, the state depends on WAICU members to meet the need.

Likewise, Wisconsin's private, nonprofit colleges and universities are producing highly qualified teachers for the state's elementary and secondary schools through WAICU teacher preparation programs licensed by the Wisconsin Department of Public Instruction. WAICU colleges and universities educate disproportionately high percentages of Wisconsin's future teacher corps at 26 percent. During 2008-2009 (the most recent year for which data are available), WAICU colleges and universities educated 26 percent of the newly licensed teachers in the high-demand areas of science and math. ■

## Not “either/or” but “yes, both”

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to John Paul II to the band Alabama have celebrated the inherent dignity of human work as an end in itself and as a means to enrich personal lives and to support our families and our religious, civic, and cultural communities. American founder John Adams famously said, “I must study politics and war that my sons may have liberty to study mathematics and philosophy. My sons ought to study mathematics and philosophy...in order to give their children a right to study painting...” Adams was a farmer, a lawyer, a diplomat, and President of the United States, while at the same time he was a practicing philosopher and scientist.

The false dichotomy between college and careers is rooted in the equally false premise that only specific technical skills = jobs. A survey found the characteristics employers value most in college graduates they hire are effective communication (89 percent), critical thinking and analytical reasoning (81 percent), and creativity (70 percent). Acquisition of specific skills rated lower. Does this mean colleges do not or should not develop specific skills? Of course not! Too many look down their noses at technical education. As John Gardner said, “An excellent plumber is infinitely more admirable than an incompetent philosopher. The society which scorns excellence in plumbing because plumbing is a humble activity and tolerates shoddiness in philosophy because philosophy is an exalted activity will have neither good plumbing nor good philosophy. Neither its pipes nor its theories will hold water.” Again, it is not “either/or,” it is “yes/both.”

The graduates of the 21 private, non-profit colleges and universities in WAICU have careers and are meaningful contributors to their communities, states, and country throughout their lives. WAICU members have an untiring commitment to excellence and to developing the whole person. And when these graduates succeed, we all win.

Sincerely,



Rolf Wegenke, Ph.D.  
President



## WAICU BULLETIN BOARD

### KUDOS

- Congratulations to **Lawrence University** president **Dr. Jill Beck** on her announced retirement. Dr. Beck plans to stay at Lawrence until June 2013.
- **Sister Joel Read**, president emerita of **Alverno College**, has been honored with a national award named after one of the most influential figures in higher education. Read received the Reverend Theodore M. Hesburgh, C.S.C. Award for her outstanding contributions and extended service to Catholic higher education from the Association of Catholic Colleges and Universities.
- **Carthage College** alumna **Laura Kaeppler** was crowned Miss America 2012 in January. Miss Kaeppler graduated from Carthage in 2010 with a degree in vocal performance.
- The **Carroll University** Office of Alumni Relations was honored with two awards from District Five of the national Council for Advancement and Support of Education for its 2011 National Day of Service campaign, a goal-shattering food drive that benefitted Feeding America.
- **Lakeland College** professor of economics and business **Dr. Scott Niederjohn** was one of 14 individuals honored by Governor Walker for their efforts in promoting financial literacy among Wisconsin citizens. The recipients were selected from 45 nominations submitted for consideration. Criteria used in the screening process included innovative implementation, demonstrated measureable results, collaboration with partners, whether the effort was statewide or had the potential to be statewide, and whether the effort was focused on needs-based groups.
- **MSOE's** Mechanical Contractors Association of America student chapter is one of four team finalists in the MCAA Student Chapter Competition. More than 30 universities from across the nation submitted entries. Teams had to design the plumbing systems for the Asian Art Museum in California and develop a project plan, price, and schedule for all of the mechanical work in the building.
- The **Marian University** Student Nurses Association has received the Wisconsin Student Nurses' Association award for “Most Community Projects.”
- **Carthage College** alumna **Deanna Love** of Kenosha has been awarded a Fulbright U.S. Student grant to teach English as a foreign language in Argentina. Ms. Love majored in Spanish, English, and accounting.
- **Carroll University** students in the business policy capstone course participated in the national Educational Testing Service Major Field Test for the Bachelor's Degree in Business. The class averaged 157.8 of the possible 200 points, scoring in the 82nd percentile. The national average is 150.3.
- Teach for America, a nonprofit organization that recruits recent college graduates to teach for two years in urban and rural public schools, has accepted two **Beloit College** seniors into the program. **Ashley Lanham**, a double major in economic management and Russian will be teaching in Phoenix next year; **Gus Graves**, a literary studies major, will be teaching in Hawaii.
- **David L. Maack**, Racine County Emergency Management coordinator and **Carthage College** alumnus, was among 17 leaders from communities around the nation who were honored by U.S. Secretary of Homeland Security Janet Napolitano in January as Champions of Change.
- A **Milwaukee Institute of Art & Design (MIAD)** alumni collective has received a prestigious Nohl Fellowship in the emerging artist category. The Nohl Fellowship program annually awards individual artist grants of \$5,000 and \$15,000, helping local artists continue to develop work and show it to larger audiences.
- As their senior design project, members of **MSOE's** 2010-11 Society of Automotive Engineers (SAE) Formula Hybrid Team designed, fabricated, and tested a Formula 1-inspired electric-hybrid race car. The students competed at the SAE Formula Hybrid International Competition at the New Hampshire Motor Speedway and won first place in the Hybrid-Electric Class and the second place GM Best Engineered Hybrid Systems Award. They also stopped in Indianapolis to participate in the Indy 500 Emerging Tech Day. While there, they took first place in the “Hybrids in Progress.”
- The **Mount Mary College** student news publication, *Arches*, has been designated a First Class Newspaper with three marks of distinction in “Coverage and Content,” “Layout and Design,” and “Leadership” from the Associated Collegiate Press. The ACP granted the awards after a review of *Arches* newspapers published in the 2010-11 academic year.
- **Northland College** was named one of the ten best college environmental programs in the country by Treehugger, a Discovery company. Cited in the decision were Northland's environmental

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sciences department, natural resources department, the Sigurd Olson Environmental Institute, and an eco-friendly residence hall, among other campus features.

### PROGRAMS AND DEGREES

- **Mount Mary College** expanded its Master in Science in Counseling program to include a clinical mental health counseling concentration. This 60-credit program is designed to meet the growing need for mental health counselors specializing in trauma and substance abuse issues.
- **Concordia University of Wisconsin's** School of Business and Legal Studies recently announced its new undergraduate sport and recreation management program. Students will be immersed in a learning environment that balances the integration of sport and recreation management theory with practical application.
- The Society for Human Resource Management (SHRM) has added **Marian University's** human resources degree to its list of programs that fully align with SHRM's HR Curriculum Guidebook and Templates. The HR Curriculum Guidebook and Templates were initially developed by SHRM's 2006 academic initiative to define the minimum HR content areas that should be studied by HR students at the undergraduate and graduate levels. SHRM has identified just 263 programs in 213 educational institutions throughout the world as being in alignment with its curriculum.

### APPOINTMENTS

- Milwaukee County executive Chris Abele named **Silver Lake College of the Holy Family** alumna **Kerry Mitchell** to lead the county's personnel operations as head of its newly created Human Resources Department.
- Retired Bucyrus, Inc., CEO, **MSOE** regent, and **Carroll University** alumnus **Tim Sullivan** has been named Special Consultant for Business and Workforce Development for the state of Wisconsin. Sullivan will also serve as a member of the College and Workforce Readiness Council, working closely with the Wisconsin Economic Development Corporation. Sullivan is serving the state as a volunteer.
- **Dr. Rolf Wegenke**, president of the **Wisconsin Association of Independent Colleges and Universities**, has also been named to the Wisconsin College and Workforce Readiness Council. The council will recommend policies and programs to improve students' college and career readiness.

WAICU: WISCONSIN'S PRIVATE, NONPROFIT COLLEGES WORKING TOGETHER TO ADVANCE EDUCATIONAL OPPORTUNITY

*"Education is all a matter  
of building bridges."*  
Ralph Ellison  
1914-1994

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