

# THE WISCONSIN INDEPENDENT

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

SUMMER 2010 VOL. 42 NO. 2



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

### Technology and/versus teachers?

Some months ago at a meeting of educational leaders I attended in Washington, D.C., a speaker—perhaps carried away with enthusiasm—stated that technology had fundamentally changed the nature of education. He said that “education no longer requires a sage, because technology now performs the task of ‘information sorter.’” I agree that technology has transformed the tools of the educator. Indeed, it has ever been thus; the invention of a printing press with movable type by Johannes Gutenberg circa 1439 had as significant an impact on education as the invention of the internet.

However, the speaker made two serious errors. First, education is about so much more than information. Of course, information—finding and knowing the facts—is essential. But simply heaping up more and more data

is not information without the ability to evaluate, analyze, and apply that information



Does technology in the classroom change the role of teachers?

is not what education is all about. I am not saying such an enterprise is worthless; even collecting bottle caps has its place. However,

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## Out-of-pocket tuition cost of a Wisconsin private college education drops yet again

In spite of some of the most challenging economic times in decades, the net tuition at a Wisconsin private college has dropped again, for the third year in a row.

New figures reported to the U.S. Department of Education, and analyzed by WAICU, show that in 2008-2009, the average out-of-pocket tuition cost paid by students and their families at Wisconsin's twenty private colleges, thanks to dramatic increases in institutional aid from the colleges themselves, was \$4,737—a drop of \$499 from the year before.

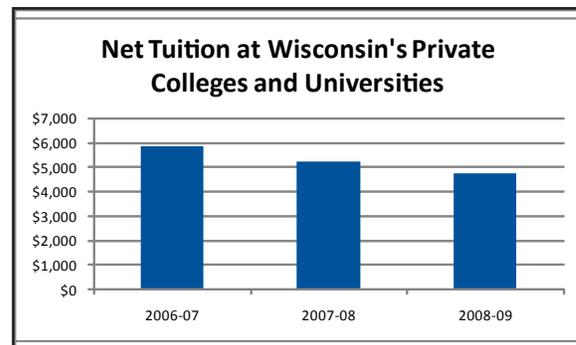
In 2008-2009, the average tuition and fees among the twenty WAICU-member schools was \$23,215, but the average financial aid package was \$18,478, leaving \$4,737 as the net tuition.

For comparison, the average charge for tuition and fees at the UW 4-year campuses in 2008-09 was \$6,523.

It's also important to note that the average private college financial aid package is made up of 71 percent grants—monies that do not have to be paid back—and only 29 percent loans. On top of tuition, students must pay for books and room and

board, but these costs are quite similar in the public and private sectors.

“This generous financial aid is the result of hard work by our colleges and their presidents,” said WAICU president Rolf Wegenke, “and shows we live by the WAICU motto of working together to advance educational opportunity.” ■



## On the road with Private College Week 2010

Students and families are invited to tour the 20 private colleges and universities of Wisconsin during **Wisconsin Private College Week, Monday through Saturday, July 12-17, 2010.**

As in past years, in addition to campus tours, there will be chances to meet with admission and financial aid staff—and a waiver of application fees after the visit.

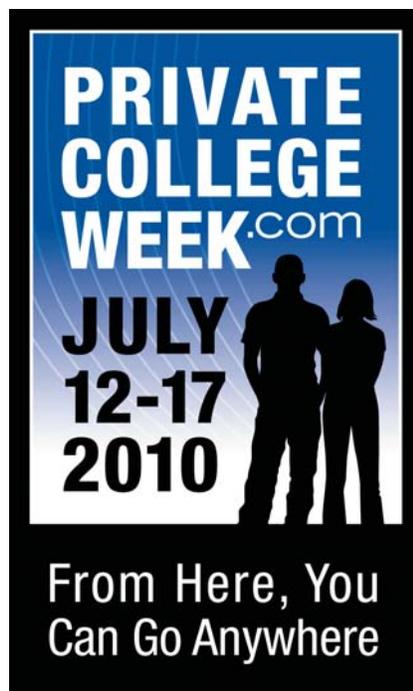
A mixture of traditional and online media will mark this year's Private College Week campaign.

PCW10 will have a heavy web presence utilizing many of the more successful elements from last year's campaign. Our messages of affordability, generous financial aid, and better graduation rates will be featured on Weather.com, Facebook, and many of the state's major online news websites.

On June 5th, WAICU will sponsor the statewide broadcast of Wisconsin Public Television's auction fundraiser. Additionally, our underwriter credits will appear on a variety of PBS shows such as "Antiques Road Show," "This Old House,"

and "PBS Newshour" throughout May and June.

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## 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

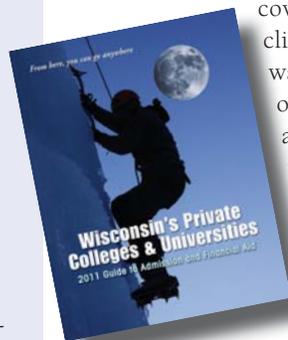
Agenda includes continental breakfast, breakout sessions with WAICU-member colleges and universities, a presentation from the WAICU Student Access Center, lunch, and a tour of the host campus. Register for the workshop of your choice at [waicu.org/counselors](http://waicu.org/counselors).

## New look for the WAICU Guide

The 2011 *Guide to Admission and Financial Aid* will have a distinctly different look than in the past.

Capitalizing on the WAICU brand, "From here, you can go anywhere," the cover will feature a lone climber scaling an ice wall. "It's the strength of the picture that appealed to us and to our focus group of students and counselors," said WAICU president Rolf Wegenke. "We concentrate on the individual student, and help them find the path to their dreams."

Some 140,000 copies of the *Guide* will be distributed statewide over the next year.



**Alverno College:** May 14 and 15. Alverno faculty, administrators, and students were all featured speakers.

**Beloit College:** May 9. David Axelrod, senior advisor to President Barack Obama and a Beloit College parent, addressed the graduating class.

**Cardinal Stritch University:** May 15. Janine Geske, distinguished professor of law, Marquette University Law School, and former state Supreme Court justice, was the commencement speaker.

**Carroll University:** May 9. Gregg Steinhafel, chairman of the board, president and chief executive officer of Target Corporation, and a 1977 Carroll graduate was the keynote speaker.

**Carthage College:** May 23. Rev. Timothy Wengert and Rev. Carl Nelson were given honorary degrees.

**Concordia University Wisconsin:** May 15. Rev. Dr. Karl Barth, a leader in the Lutheran Church-Missouri Synod, addressed the graduates.

**Edgewood College:** May 16. Graduating students Rori Flynn, Sue Orme, and William McCoy were the featured speakers.

**Lakeland College:** May 2. William Younger, Jr., managing director of Sutter Hill Ventures of Palo Alto, Calif., delivered the college's commencement address.

**Lawrence University:** June 13. Lawrence graduate Thomas Steitz, 2009 Nobel Prize winner in chemistry and Sterling Professor of Molecular Biophysics and Biochemistry at Yale University, will be the keynote speaker.

**Marian University:** May 14 and 15. Featured speakers were graduating students Matthew Mueller, David D. Wanless, Aisha Carr, and Joshua Ingrams.

**Marquette University:** May 23. Wendy Kopp, founder and chief executive officer of Teach For America, addressed the graduating class.

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## Strong emphasis on ethics builds trust

### VITERBO UNIVERSITY

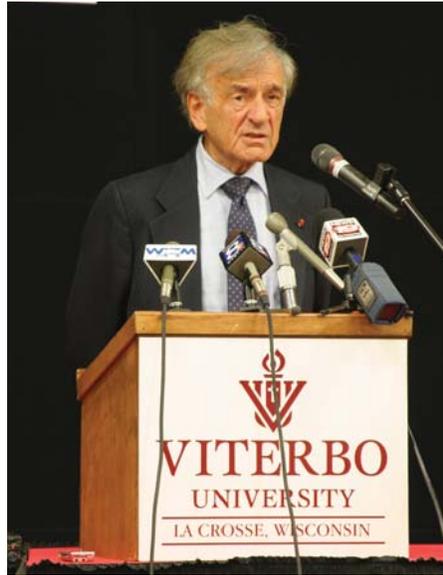
Nobel laureate and Holocaust survivor Elie Wiesel. Rwandan genocide survivor Immaculee Ilibagiza. *Three Cups of Tea* author and Pennies for Peace founder Greg Mortenson.

These are just three of the prominent speakers brought to Viterbo University through its D.B. Reinhart Institute for Ethics in Leadership. Now entering its second decade, the ethics institute continues to provide a series of lectures by nationally renowned figures who come to Viterbo to share their perspectives on wide-ranging topics in ethics.

Wiesel, the author of *Night*, a memoir of his Holocaust experiences as a teenager, told the audience, "We are here to help you. My generation had the reasons to give up faith and hope. Instead, we embraced our pain and suffering."

"Our speakers address ethics in a variety of different fields," said Rick Kyte,

director of the D.B. Reinhart Institute. "They are powerful because they can say,



Nobel laureate and author Elie Wiesel is just one of the world-class speakers who have addressed ethical issues at Viterbo University's D.B. Reinhart Institute for Ethics in Leadership.

'This is how I live,' which is much more credible than someone who merely says, 'This is how you should think.' The latter may challenge the audience, but the former both challenges and inspires."

The institute also sponsors a "Leadership at Noon" series with business leaders, an ethics-based radio program, conferences, workshops, and a certificate program.

The ethics institute is a perfect fit for Viterbo because each class at the university includes a moral or values component that emphasizes the ethical issues relative to the particular subject matter.

"I hope that we are looked upon as a place of ideas, where people can raise questions about difficult topics and find genuine, meaningful answers, not propaganda or hyperbole," Kyte said. "After all, deep-seated ethical problems are only resolved through conversations that come out of trusting relationships. We're 10 years old, and when I look back, the growth we have experienced is phenomenal." ■

## Students learn leadership skills through humor and life lessons

### MARIAN UNIVERSITY

Motivation for achievement of goals. Exploration of all opportunities. Development of tomorrow's leaders.

At the spring Marian University Student Leadership Conference, close to 200 students engaged in developing their leadership skills and in learning how their involvement on campus and in the community can benefit their personal growth.

The fifth annual Student Leadership Conference focused on the theme of finding and becoming the leader within. The free conference was open to the Marian community, and both traditional undergraduates and some adult students attended.

Joe Bertolino and Bill Leipold, both student affairs professionals, were the keynote speakers.

Mixing humor and life lessons, Bertolino and Leipold discussed in their

presentation, "The Art of Possibility," how students can become good leaders through understanding their own leadership styles.

Bertolino and Leipold entertained and educated participants in their small-group session, entitled "When Gays Move Into Mr. Roger's Neighborhood," on issues that today's students face in an increasingly diverse world that put their leadership skills to the test.

Kate Candee, director of Curriculum for the First Year Program and chairperson of the planning team, is thrilled how the conference

has expanded in just five years. "We have been very impressed by the growth in the level of student involvement," said Candee.

Overall, the conference gave students an opportunity to learn about themselves and improve their leadership skills, plus the tools to develop the leader within.

The conference was a collaborative effort of the Marian University Office of Learning and Engagement, the Office of Student Life, and other sponsors. ■



Joe Bertolino and Bill Leipold brought their message of finding the "inner leader" to Marian University's student community as part of the fifth annual Student Leadership Conference.

## MEMBER HIGHLIGHTS

### Growth in graduate studies leads to fall opening of new study center

#### CARROLL UNIVERSITY

Last summer, to meet the needs of a growing number of graduate programs and graduate students, Carroll University purchased a 50,000-square-foot former AT&T call center about three miles from Carroll's downtown Waukesha campus. The new Carroll University Graduate Center is being renovated and will open for graduate classes this fall.

Located close to Interstate 94, the



A former telephone call center is being converted into the new Carroll University Graduate Center that will open this fall.

building provides a convenient location for working adults taking graduate classes. It also frees up space on Carroll's main campus for a growing population of

undergraduate students.

"Our graduate programs have expanded in size recently, plus graduate programming is a growth market for Carroll,"

said Ron Lostetter, vice president of finance and administrative services. "We needed more space."

Initially, physical therapy, business administration, software engineering, and some graduate classes in education will move to the new site.

Starting next summer, Carroll expects to admit the first class of students in its new Master of Science in Physician Assistant Studies degree program. Carroll University is currently seeking provisional accreditation from the Accreditation Review Commission on Education for the Physician Assistant program, and approval from the Higher Learning Commission of the North Central Association to award the degree. Classes in that program will also be held at the new Graduate Center.

In preparation for the move, faculty, librarians, and staff worked with architects to design the interior space. Lecture rooms will be equipped with smart screens and movable furniture, and student common spaces in the lower level will have wireless access—all enhancements intended to encourage the free flow of information and learning. ■

### A legacy of education marks a milestone

#### SILVER LAKE COLLEGE

2010 marks the celebration of a major milestone in Silver Lake College's long educational history.

While the commitment to educating young people dates back well into the 1800s, in 1935 the state of Wisconsin issued Silver Lake College its official charter as a four-year undergraduate institution.

In recognition of the anniversary, Congress approved House Resolution 1142, written by Wisconsin Representative Tom Petri, congratulating Silver Lake College for 75 years of service as an undergraduate institution of higher education.

"Strong institutions help make strong communities, and the people of Wisconsin, especially those in and near Manitowoc, are proud of the 75 years of service that Silver Lake College has pro-

vided. The growth, strength, and vitality of Silver Lake College is an achievement well worth special recognition," Petri told the House of Representatives in a floor statement. "I extend my congratulations to Silver Lake College on its 75th anniversary and wish all its faculty, staff, students, and alumni continued success in their endeavors."

The year-long celebration will include a host of events in honor of the anniversary. The events will take place both on and off campus. Among those events are a statewide performance tour by the Silver Lake Chorale, the launch of a new liberal arts curriculum in the fall of 2010, and a Student Benefit Gala recently held at the Orion Technology Energy Center.

The evening, entitled "A Night to Remember," was designed to highlight student initiatives on campus and showcase the many talents of Silver Lake College

students. Ten students entertained the crowd and offered presentations about the difference a Silver Lake College education has already made in their lives. The night was a rousing success, raising funds



Silver Lake's lengthy legacy of education includes an emphasis on the performing arts.

for student scholarships, activities, and academic programs.

For every year of Silver Lake's history, what has been done today has transformed lives and made for a better tomorrow. ■

## Below the surface—a ‘Skinhead’ autobiography with a human story

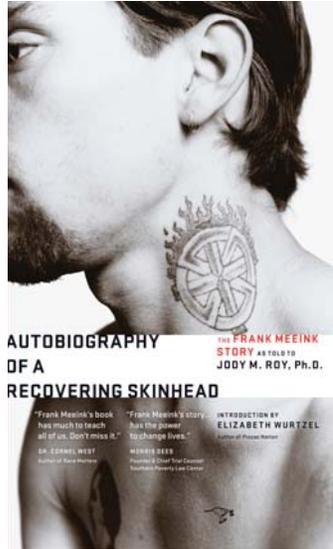
### RIPON COLLEGE

Ripon College communication professor Jody Roy is no stranger to hatred and intolerance.

Having built a reputation over the years as a widely cited expert on violence, gangs, and hate crimes, she had decided it was time to diversify. That was the plan, until she met Frank Meeink.

Frank was to have his own chapter in a new book Jody was writing, but it soon became clear that Frank's story was too big and too compelling for just one chapter. Five years later, her conversations with the man she jokingly refers to as her “other husband” became *Autobiography of a Recovering Skinhead*.

*Skinhead* is the story of Frank's descent into America's Nazi underground and his victory over hatred and addiction. A



Jody Roy's book chronicles one man's journey from the life of a skinhead behind bars to community activist.

violent childhood in South Philadelphia led to his recruitment by a small group of skinheads. By 16, he had become one of the most notorious skinhead gang leaders on the East Coast. By 18, he was behind bars in Illinois.

Frank's experiences with African-Americans in prison sparked a radical paradigm shift. Upon his release, he left the white-supremacy movement and began working with the Anti-Defamation League to relate his story to others.

Eventually, he started working with the

Philadelphia Flyers to launch Harmony Through Hockey, a hate-prevention program that brings together children from diverse backgrounds to learn about hockey. He has also worked with the Iowa Stars and the Iowa Ducks.

Roy's experiences writing the book have already had an impact in her classroom. Speakers' Bureau, a group of Ripon College students who relate their experiences at schools and other venues, has started to build upon Frank's theme of personal transformation. Students who have been affected by suicide, alcoholism, and violence are using their life experiences in a positive way, through public speaking engagements.

*Autobiography of a Recovering Skinhead* is Roy's third book. Her other two books are *Love to Hate: America's Obsession with Hatred and Violence* and *Rhetorical Campaigns of the Nineteenth-Century Catholics and Anti-Catholics in America*. At Ripon, Roy teaches rhetorical theory, applied communication, and other special-topic courses. ■

## Harley-Davidson donation allows students to design new look

### MILWAUKEE INSTITUTE OF ART & DESIGN

A \$1.4 million donation of materials from the Harley-Davidson Motor Company is helping students at the Milwaukee Institute of Art & Design transform their learning community.

Interior Architecture + Design students are seeking input from throughout the college community as they re-design spaces in the college's Jane Pettit Bradley academic building by creatively repurposing the fixtures, tables, flooring, lighting, and wall components included in the donation.

“MIAD is deeply appreciative of this unprecedented donation of materials by Harley-Davidson,” said MIAD president Neil Hoffman. “The donation benefits the college by enhancing our ability to create lively social spaces for our students. It also provides a deep learning experi-

ence for students in Interior Architecture + Design who have garnered national awards and whose work has benefited local organizations throughout the community.”

Harley-Davidson president and COO Matt Levatich, who was elected in January to MIAD's Board of Trustees, said, “Harley-Davidson is energized by our growing partnership with MIAD and the opportunity to assist in the development of the college's campus and its students. Harley stylists play an integral role in the college's groundbreaking Industrial Design PowerSports course, which they helped to found in 2008, and, last fall, students from across five majors participated in The Helmet Project, the Harley-Davidson Museum's first feature exhibition. It is especially gratifying to see how the Interior

Architecture + Design students are using the donated materials to transform MIAD's campus for all students.”



More than \$1 million in Harley-Davidson material donations will be used by MIAD students to re-design campus locations.

The point-of-purchase materials donated to MIAD were designed for the Harley-owned Buell Motorcycle Company by DCI Marketing, where MIAD alumnus Jim Wiemer is vice president and creative director. ■

## MEMBER HIGHLIGHTS

### Mount Mary's graduate counseling program earns national certification

#### MOUNT MARY COLLEGE

Mount Mary College has been notified that the Master of Science in Counseling program was approved to participate in the National Board for Certified Counselors' (NBCC) application program.

The Mount Mary counseling curriculum is so closely matched to the National Certified Counselor (NCC) academic requirements that students can fulfill exam requirements for their NCC certification before they graduate. The credential is then earned through the completion of all remaining requirements.

This important certification opportunity further strengthens Mount Mary's program, which already provides students with rigorous preparation in clinical mental health and promotes development of professional skills and attitudes.

The NCC credential is one of two issued by the National Commission for Certifying Agencies, the most prestigious

accreditation available for professional certification boards. Promoting professional accountability, the credential ensures national standards developed by



Dr. Carrie Smith King leads Mount Mary's nationally certified counseling master's program, which now allows students to fulfill certain requirements even before they graduate.

those in the field.

"We pursued this certification to provide our students with a competitive edge in finding placements for the 3000 hours

post-master's counseling experience that is required for licensure," said program director Dr. Carrie Smith King.

Smith King says Mount Mary's mission of promoting social justice is distinctive in the counseling curriculum. "We prepare culturally competent and skilled clinicians who are dedicated to working for social justice and capable of identifying and removing barriers that impede access to mental health services," she said.

Mount Mary College is only the fifth Wisconsin school to earn this credential.

Developed in 2004, Mount Mary's counseling master's degree offers students three areas of concentration: community, pastoral, and school counseling. Practicum and internship placements occur in a variety of professional settings.

As is the case with Mount Mary College's six other graduate programs, both men and women are admitted. ■

#### COMMENCEMENTS *continued from page 3*

**Milwaukee Institute of Art & Design:** May 15. Will Allen, founder and CEO of the internationally renowned Growing Power, Inc., spoke and received an honorary doctorate.

**Milwaukee School of Engineering:** May 29. T. Michael Bolger, retiring president and CEO of The Medical College of Wisconsin, received an honorary degree and also delivered the keynote address.

**Mount Mary College:** May 15. Mark Thompson, co-author, and Bonita Buell Thompson, research director of the book *Success Built To Last*, spoke and received honorary degrees.

**Northland College:** May 29. Independent filmmaker John Hanson delivered the commencement address and received an honorary degree.

**Ripon College:** May 16. John Bridgeland, president and CEO of Civic Enterprises, was the commencement speaker; he also received an honorary degree.

**St. Norbert College:** May 16. Gwen Ifill, acclaimed journalist, author, and moderator of PBS' "Washington Week in Review," was the commencement speaker and also received an honorary degree from the college.

**Silver Lake College:** May 9. The commencement speaker was Silver Lake alumna Laura Wolf, president of the Franciscan Sisters of Christian Charity HealthCare Ministry, Inc.

**Viterbo University:** May 15. Roland Nelson, Dorie Beres, and John Schroeder were named Professors Emeriti.

**Wisconsin Lutheran College:** May 15. Rev. Paul O. Wendland, Wisconsin Synod Seminary president, gave the commencement address.

# Technology and/versus

teachers? *continued from page 1*

it is not education. The speaker's enthusiasm—and misunderstanding—reminds me of another carried-away individual I heard on a local radio station who gushed, "Why, you can go on the World Wide Web and find out what Abraham Lincoln did after the Civil War!" Indeed, I imagine you could—but nonsense, whether online or on the street, is still nonsense. Nothing can change the fact that President Lincoln died on April 15, 1865. An education worthy of the name will help you evaluate, connect, and analyze the information which otherwise will only confuse and ultimately overwhelm us.

Second—as the television pitchman says—"there is more!" Education worthy of the name is not just about memorized facts or about sorting or connecting facts. These skills and abilities are essential to education, but not sufficient. British scholar C.S. Lewis, author of *The Chronicles of Narnia*, spoke of the use of reason as central to achieving knowledge, but the development of the imagination as the path to true wisdom. By imagination, he meant the creativity and critical thinking skills necessary to comprehend and communicate meaning, to develop new knowledge, and to advance as individuals and as a community—morally and ethically. This is where the "sage" becomes so necessary.

We do, indeed, need the facts; we also need reason; and, most of all, we need imagination. This is where sages—some of whom we call students and some of whom we call teachers—come in. The words "college" and "colleague" have the same root. Those of us who are committed to higher education in the true sense of both of these words invite you to join us—not to build piles of information, but to seek knowledge and wisdom.

Sincerely,



Rolf Wegenke, Ph.D.  
WAICU President



## WAICU BULLETIN BOARD

### KUDOS

- **Beloit College** alumnus **James (Jim) Simon** ('77) and his colleagues at *The Seattle Times* have been awarded a 2010 Pulitzer Prize. The newspaper was recognized by the Pulitzer committee for its breaking news coverage of the murder of four police officers in the Seattle community of Lakewood in November of last year.
- **Edgewood College** has been named to the 2009 President's Higher Education Community Service Honor Roll, the highest federal recognition a college or university can receive for its commitment to volunteering, service-learning, and civic engagement.
- An electric van project undertaken by students at **Marquette University** will receive a \$65,000 grant from Wisconsin's Clean Transportation Program to continue development, allowing conversion of the van to a fully functioning, electric-powered vehicle by the end of 2011.
- **Milwaukee School of Engineering** students won first place in three events and finished in second or third place in seven other categories at the 43rd annual Wisconsin Future Business Leaders of America/Phi Beta Lambda (FBLA/PBL) Conference.
- Along with 2,500 students from 340 schools on five continents, students from **Marian University** participated in the 2010 National Model United Nations-NY conference in New York City, representing the People's Republic of China and Bosnia Herzegovina. Marian University received a Distinguished Delegation Award for its eight-member delegation's accurate representation of the small war-torn Eastern European country of Bosnia and Herzegovina. This is the third consecutive National Model UN Conference at which Marian students have received an award.
- Three physical therapy professors in **Marquette University's** College of Health Sciences have been honored by the American Physical Therapy Association. **Dr. Lawrence Pan**, chair and professor of physical therapy, was elected a Catherine Worthingham Fellow, the professional organization's highest honor. **Dr. Tina Stoeckmann**, clinical associate professor, won the Dorothy Briggs Memorial Scientific Inquiry Award; and **Dr. Guy Simoneau**, professor, was selected as a recipient of the Lucy Blair Service Award. In other Marquette news, **Amanda Stageman**, first-year graduate student and research assistant in Marquette's J. William and Mary Diederich College of Communication, has been honored with the prestigious Grunig PRIME Research Fellowship for applied research in public relations.
- **Lindsey Mathewson**, a mathematics and Spanish double major at **Carroll University**, is one of 12 undergraduates in the United States to receive a National Science Foundation award to attend the Wabash Summer Institute in Mathematics.

### APPOINTMENTS AND ELECTIONS

- The **Northland College** Board of Trustees has named **Dr. Michael A. Miller**, dean of the College of Education at Minnesota State University, Mankato, as the next president of the college.
- **Dr. William Hynes**, former president of **St. Norbert College**, will assume the presidency of Holy Names University in California.



Dr. Michael A. Miller

### NEW PROGRAMS AND DEGREES

- Starting this fall, the College of Professional Studies at **Marquette University** will offer a sports leadership specialization in its master's in leadership studies degree.

### EDUCATIONAL EVENTS

- **Edgewood College** and **St. Norbert College** will host Business World events. Business World, sponsored by Wisconsin Manufacturers and Commerce (WMC), is a program that strives to better educate students about the real-world skills they need to enter the workforce.

## THE WISCONSIN INDEPENDENT

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# On the road with Private College Week

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Our website, [PrivateCollegeWeek.com](http://PrivateCollegeWeek.com), is up and running and we are once again awarding our popular "Go Grants." Students can register online to win one of five weekly \$1,000 "Go Grant" drawings.

We're also offering an iPad as a prize to the person who convinces the most students to sign up for the drawing. Complete rules and how to qualify for the iPad drawing can be found on the website.

Thanks also to EdVest, the state's official college savings plan, and the Great Lakes Higher Education Guaranty Corporation for their generous support of Private College Week.

We invite you to take advantage of this "open house" week! For more details, visit [PrivateCollegeWeek.com](http://PrivateCollegeWeek.com), call 1-800-4-DEGREE, or simply contact the admission department of any of the twenty private colleges and universities of Wisconsin. ■



A Spanish-language billboard emphasizing generous financial aid is one of several that will be featured as part of the PCW10 campaign. *Design by Stream Creative of Brookfield.*

“Education is the will of civilization.”  
Ariel and Will Durant  
1898-1981, 1885-1981  
Authors, *The Story of Civilization*

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