

THE WISCONSIN INDEPENDENT

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

SPRING 2016 VOL. 48 NO. 1



WISCONSIN ASSOCIATION OF INDEPENDENT
COLLEGES AND UNIVERSITIES

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

INDEPENDENT INSIGHTS

Where the puck is going to be

Hockey great, Wayne Gretzky is credited with saying, “a good hockey player plays where the puck is; a great hockey player plays where the puck is going to be.”

Mr. Gretzky’s insight is applicable to the challenge faced by policy makers, higher education leaders, families, and students alike. Colleges and universities prepare students, not only for their first job, but also for the jobs of the future—and not only for jobs, but for lives of purpose and meaning.

When it comes to jobs, too often we play to where the puck is today. There are in fact shortages today—of family practice doctors and welders, for example. There are also looming shortages in areas such as engineering and teaching. Students entering kindergarten last fall need to be prepared for where the puck will be in 2030. Recent National Governors Association (NGA)

estimates are that 52 percent of the jobs of the future will require a postsecondary degree. For Wisconsin specifically, others prognosticate that 62 percent of the jobs of the future will require postsecondary education. The numbers vary a little—the point is the same! Tomorrow will not be like today.

Also complicating our efforts to locate the puck is the fact that – according to the US Bureau of Labor Statistics – today’s students will change jobs an average of 11 times in their working careers.

Sometimes, it seems that instead of playing where the puck will be, we spend our time arguing about what the puck is. Today’s shortages are real and must be addressed, but we must get ready for tomorrow. Instead of disparaging particular fields of study or occupations, we need to embrace the

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Latest data on access and affordability

Net tuition/out-of-pocket costs

The average price for undergraduate tuition and fees at WAICU-member colleges or universities during 2013-2014 was \$28,533. The average freshman financial aid package was \$23,294 leaving net tuition costs of just \$5,259. For 2013-2014, average UW tuition was \$8,219. (Additional costs for room and board are comparable in the public and private nonprofit sectors.)

For the seventh year in a row, the average out-of-pocket net tuition at Wisconsin’s private, nonprofit colleges and universities has been under \$5,500. The net tuition (list price minus aid) in 2013-2014 at these Wisconsin colleges is 10 percent lower than it was in 2006-07.

Quick Facts:

- In 2013-2014: 98 percent of entering full-time, first-year students at WAICU institutions received financial aid.
- 31 percent of students at WAICU institutions are low income.
- The average financial aid package at Wisconsin’s private colleges is 75 percent grant aid and 25 percent loans

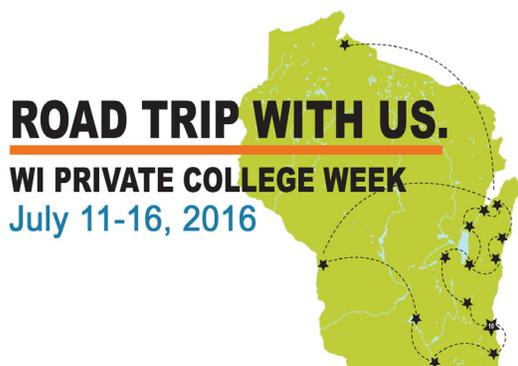


WAICU colleges and universities continue their commitment to making students’ education affordable

- For every \$1 in governmental grant/aid, our students receive \$5 in private or institutional aid.
- 98 percent of WAICU first-time, full-time undergraduates receive grant aid from their college
- 42 percent of that institutional grant aid is based on need
- The average annual institutional grant is almost \$15,000

Private College Week July 11-16, 2016

Temperatures may be chilly, but now is the perfect time to start summer planning! Scheduled this year from July 11-16, Wisconsin Private College Week offers high school students a chance to “jump start” the college search process. Campus visits are an important part of that process.



Private College Week is the ideal time to visit several colleges and discover what’s important in the college that’s best for you. Students and families preview the private, nonprofit colleges and universities in Wisconsin, each with its own, unique opportunities. During this joint “open house” week, visitors can talk to admission and financial aid representatives, sample campus food, meet students, tour the campus, and learn about majors, sports, clubs, and more. Student visitors will receive fun prizes and be entered into a drawing for an iPad. The place to start is WisconsinPrivateColleges.org, where students and families can learn more about Wisconsin’s 24 private, nonprofit colleges and universities.

Learn and earn credits with the 2016 College Seminar Tour

High school counselors are invited to participate in the twenty-third annual College Seminar Tour to be held June 19-24. Each year this popular seminar offers secondary school counselors the opportunity to explore colleges and universities in different areas. You will gain valuable insight into the colleges and universities and the college selection process while also earning three graduate credits. The graduate credits, offered through Marian University, 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, go to <http://www.marianuniversity.edu/cst/> or email cst@marianuniversity.edu.

WAICU SCHOOL COUNSELOR WORKSHOPS

Save the Dates: Fall 2016 WAICU Counselor Workshops

WAICU offers high school counselor workshops throughout Wisconsin. Learn about the private college difference. New for fall 2016, we have added new workshop locations and dates.

Each workshop will feature a presentation on the access and affordability of Wisconsin’s private nonprofit sector, tips on the application and financial aid process, diverse academic and extracurricular programming, updates from each college’s admission representative, and breakout sessions with the chance to meet with representatives from Wisconsin’s private, nonprofit colleges and universities. Free continental breakfast and lunch will be provided, and professional development certificates will be awarded. Please save the following dates:

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- **Tuesday, October 4: Edgewood College**
 - **Tuesday, October 11: Alverno College**
 - **Tuesday, October 18: Marian University**
 - **Monday, October 24: Milwaukee School of Engineering**
 - **Wednesday, November 9: Holiday Inn & Suites Wausau-Rothschild**
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For more information on these free workshops, visit our webpage just for counselors at WisconsinPrivateColleges.org/counselors.

Bellin College adds new programs and collaborative learning opportunities

BELLIN COLLEGE

New and exciting things are happening at Bellin College: new program offerings, courses, and collaborative partnerships to benefit current and future students for a career in nursing or medical imaging.

On Wednesday, February 17, 2016, Bellin College received accreditation from the Higher Learning Commission (HLC) to offer Diagnostic Medical Sonography beginning in fall 2016 as a new bachelor's degree program. The diagnostic medical sonographer is an essential, highly skilled member of the healthcare team dedicated to preserving patients' health by helping to diagnose injury and disease. The Bellin program will provide excellent opportunities, resources, and state of the art facilities to enhance students' academic and clinical experience. Students will gain clinical, academic, and laboratory training in a small class setting. Students will graduate with a bachelor of science in diagnostic medical sonography after three consecutive

years and be eligible to take the American Registry Diagnostic Medical Sonographers (ARDMS) certification examinations in Obstetrics and Gynecology, Abdomen, Vascular, or Sonography Principles and Instrumentation. Bellin College also received approval from its accreditor, the HLC, to offer distance education courses for their RN to BSN program online.

In addition to these new opportunities, Bellin College continues to offer inter-professional education with the Medical College of Wisconsin-Green Bay. The third of four such inter-professional education events was held at Bellin College on Tuesday, February 16. Historically, nurses, nurse practitioners, radiology technologists, and physicians have been educated separately from each other and do not fully understand one another's roles.

Inter-professional education prepares



Inter-professional education events promote teamwork and collegiality within the healthcare field.

students to understand the value of teamwork and collegiality among professionals. "It has been a very exciting year for Bellin College. Being able to offer new programs, new simulated spaces, and new initiatives will provide students with hands-on learning to better prepare them for the future of healthcare," said Dr. Connie Boerst, President and CEO at Bellin College. ■

Beloit College introducing children to science careers—and yes, robots and cow hearts

BELOIT COLLEGE

For four years now, Beloit College faculty and students have been teaming up with food scientists at Kerry, a Beloit-based food and nutrition company, to get local children excited – if occasionally squeamish – about science. Family Discovery Night, now an annual event on the college (and city) calendar, has been drawing more than a thousand local students and their families to the campus each year.

This year's program was one of the most ambitious yet, with 13 new, interactive stations for children to visit. At the "Chemistry in Ancient Art" station, children used a very mild acid to etch designs into seashells and make paint like those used in cave paintings. In the "Time Travel: Beloit in the Ordovician" lab, children peered 400 million years into the past. Back then,

"Wisconsin was covered by a shallow sea and the ultimate predator was a tentacled, jet-propelled, submarine-shaped nautiloid," said Stephen Ballou, a staffer in the college's geology department.



Programs are developing a learning community around science and discovery.

While parents and students played with lasers in one room, built robots in the lab, and probed cow hearts in another space, over at the Logan Museum of Anthropology

attendees made dolls from corn husks and learned how indigenous Americans "genetically engineered" corn, beans, and squash plant strains.

Michele Caldwell, communications and

community relations coordinator for Kerry, told the Beloit Daily News about the company's involvement and enthusiasm for the event.

"We just think it is so exciting and fun to get people engaged," Caldwell told the paper. "Programs like Family Discovery Night are designed to be components of developing a learning community around science and discovery in the Stateline Area." For Beloit College, it's but another example commitment to the Beloit community. ■

Concordia University nurturing budding entrepreneurs

CONCORDIA UNIVERSITY WISCONSIN

The Concordia University (CU) School of Business Administration, under the leadership of Dr. Daniel Sem, introduced its inaugural CU Launch program last fall, inviting students to pitch their original business ideas (a la the reality television show “Shark Tank”) and compete for \$8,000 in seed money.

Students learned about business basics beyond the classroom through a series of free workshops leading up to the culminating competition and received personalized instruction and mentorship from Dr. Sem—an experienced entrepreneur himself—and other professors in the business program.

The \$5,000 grand prize was awarded to a student who designed a prototype of a self-charging lamp with specialized phosphorescent properties. Runners-up

were encouraged to further their business development with \$1,000 awards.

Concordia University expanded the successful program, extending the offer



Dr. Sem introduced a program for students to pitch original business ideas.

to the communities surrounding the university’s accelerated learning facilities in Madison, Waukesha, Appleton, and Mequon. The events drew significant interest, with over 70 participant registrations. Participants who continue

with the program will be eligible to compete next fall at the second annual CU Launch for \$1,000 in seed funding alongside Concordia students. Teams from each group will be judged by separate panels of expert judges, typically business leaders from each community. Then, the winners from each center will go on to compete for an additional \$4,000 in seed funds in the regional competition.

“We’ve had a tremendous response surrounding these events, especially considering that it was our first year with the program,” said Dr. Sem. “The program demonstrates the innovation and entrepreneurial spirit that exists among our students and within our communities. With a little support, individuals such as these can rise to the occasion and produce some really exciting, practical, and impactful solutions for others. It is all part of our mission of service in the world, and it is also great fun!” ■

Lawrence Remains Focused on Accessibility, Affordability

LAWRENCE UNIVERSITY

With increasing national concern over student debt and the value of a college education, accessibility and affordability to students across the socio-economic spectrum remain at the top of Lawrence University’s priorities.

A matching gift campaign aimed to boost scholarship aid — Full Speed to Full Need — launched in September 2014 by a \$25 million anonymous gift hit its first milestone in November 2015, nearly four years ahead of expectations, by raising more than \$26 million in additional funds. The success of the match challenge allowed Lawrence to establish an endowment of more than \$51 million that will be used exclusively for endowed scholarships to help meet students’ demonstrated financial need.

Among Lawrence’s approximately 1,500 students, 98.8 percent receive financial

aid, with need-based aid packages averaging \$36,595. Of the 373 Lawrence students who are from Wisconsin, 45 percent (168) of them are recipients of the Wisconsin Grant.



Lawrence has prioritized value by increasing student financial aid and remaining conscious of the university’s operating expenses.

In conjunction with increasing student financial aid, Lawrence has been trimming operating expenses while still maintaining

one of the lowest faculty-to-student ratios (1:9) in the country. The strategy of saving while investing has allowed Lawrence to moderate its cost of attendance at a rate of less than three percent in each of the past two years.

Lawrence also was cited by *The Princeton Review* as one of its “Colleges That Pay You Back: The 200 Schools That Give You the Best Bang for Your Tuition Buck.” It’s the second year Lawrence has been included in this special edition that highlights the nation’s best colleges for

students seeking an exceptional education with great career preparation at an affordable price. ■

Marquette has an exciting wave of new diversity and inclusion efforts underway

MARQUETTE UNIVERSITY



Dr. Welburn is leading efforts to ensure that everyone on campus is respected and valued.

Marquette University is developing and implementing new strategies to foster diversity and inclusion on campus. These efforts are being led by Dr. William Welburn, the executive director of Marquette's new Office of Institutional

Diversity and Inclusion.

"We have to see ourselves as living up to the mission of our institution and our creative environment," said Welburn, who assists Marquette Provost Daniel Myers in creating strategic initiatives for diversifying faculty and academic administrative positions.

"It's not just that everyone is welcomed, but that everyone is respected and valued," he said. "We embrace each other. In this way we ensure a really good quality educational experience."

Welburn wants to bring cohesion to the diversity and inclusion efforts already on campus and hopes to partner with Marquette community members to facilitate new initiatives as an "engineer of new ideas."

In addition, a campus climate study was completed in fall 2015 and a new LGBTQ Resource Center and Center for Gender and Sexualities Studies was developed. Moreover

• Last fall, the inaugural Faculty and Staff Excellence in Diversity and Inclusion Awards were announced with winners named this spring.

• New resident assistant and student diversity training programs were implemented.

• Marquette joined the National Center for Faculty Development and Diversity.

• A new Committee for Recruiting and Retaining Native American Students was formed.

• New course development grants will be offered for the Center for Gender and Sexualities Studies.

• The Office of Institutional Diversity will launch a faculty fellows program.

• A campus-wide forum replacing the First-year Reading Program will begin in the 2016-17 academic year.

• An associate director position will be created for the Office of Institutional Diversity and Inclusion. This person will be responsible for Hispanic student recruitment and community engagement. ■

MSOE graduate students complete Operation Urban Cowboy

MILWAUKEE SCHOOL OF ENGINEERING

Compost is vital to nourishing the soil at Riverview Gardens, a 72-acre urban farm in downtown Appleton. The nonprofit organization's staff often wished for a compost sifter to process organic compost on site, but they never thought it would be financially feasible.

That's when eight Milwaukee School of Engineering (MSOE) graduate students arrived on the scene. They were taking a project management course at MSOE's location in the Fox Cities and offered to design and build a sifter for Riverview as part of their class. The project, which the team dubbed Operation Urban Cowboy, fits well with MSOE's Servant-Leadership principles. Riverview Gardens

is a financially self-sustaining social enterprise that uses urban farming to provide job training for people in need.

The MSOE students faced a formidable challenge: to move the project from conception to completion in just eleven



Graduate students designed and built a sifter to improve soil quality at Riverview Gardens in Appleton, WI.

weeks. "We had to do a lot of research on previous sifters to develop our own design," says Joe DeHaan, the team's

project manager.

The team designed its sifter to work with Riverview's tractor and enhanced it with safety features to protect the machine and users. The final product allows Riverview's staff to sift decomposed organic matter into nutrient-rich compost that can then be added back into the gardens' soil.

"Everything that has gone into the sifter has come from community donations," DeHaan says. The team built the device using in-kind donations of materials and a cash donation.

There were a few stressful days when the team ran into delays, but they ultimately succeeded. "I'm amazed at how well it came together over our tight timeline," says DeHaan, who is working on his master's degree in engineering management. "I really enjoyed the challenge of going from nothing to a final design and then purchasing all of the materials so that by the end of the academic quarter, we could deliver the final product to the customer." ■

Historic agreement builds and preserves

NASHOTAH HOUSE

An agreement between the Faye Gehl Conservation Foundation and Nashotah House Theological Seminary will ensure the preservation of historic agricultural land in the Lake Country area while focusing the mission of a treasured theological institution.

According to Mr. John Gehl of the foundation and the Very Reverend Steven Peay, Dean & President of Nashotah House, “We wish to be good stewards of the land by preserving it.” This agreement maximizes stewardship of the land while preserving a rich relationship between the historic farm and the seminarians during their education at Nashotah House.

The farm is made up of approximately 260 acres and is located adjacent to Nashotah House. It has been owned and operated by Nashotah House since 1842. According to Gehl, the Faye Gehl Conservation Foundation and Gehl Farmland Investments LLC are committed

to saving agricultural land in the Lake Country area. To date they have protected over 700 acres in the area.

Gehl’s values fit well with those of the Nashotah House Board of Directors. Gehl says the intention is to improve soil health by planting multiple crops, eventually converting a portion of the land to pasture, and finally to put a conservation easement on the agricultural portion of the land, so that it can never be developed.

“Given the challenges of theological education, we are no longer able to support the farm and our educational mission” President Peay said. “But under this new agreement, Mr. Gehl is open to including our students in the work of the farm.”

“[T]his opportunity... allows us to enter into a partnership that will enable the House to return to that critical part of its original



The agreement with the Faye Gehl Conservation Foundation allows Nashotah House to work the land for the first time since the 1960s.

mission while ensuring that the land is cared for using the latest conservation techniques available,” he said. “Instead of creating more housing subdivisions, we believe the preservation of open space is important for Nashotah House, the region and the country.” ■

A winning business idea at Northland College

NORTHLAND COLLEGE

A late night meal made from local ingredients is hard to find in Ashland, Wisconsin or anywhere in small town America, for that matter.

Northland College business senior Jesse DiLillo and junior Matt Hoszko set out to solve this problem at the Wisconsin

Innovation Network (WIN)’s Lake Superior Business and Technology Conference in August. The conference, held at Wisconsin Indianhead Technical College in Ashland, is a symposium for business students and entrepreneurial professionals from across the state. WIN is an initiative of the Wisconsin Technology Council.

The conference encourages entrepreneurship and invites professionals to present their best ideas. DiLillo and Hoszko went up against engineers and other professionals when they proposed “A Taste of the North: Taking Advantage of a Food Distribution Gap in North Wisconsin.”

Their idea won the Green Energy prize, the Sustainability award, and tied for first place overall. They were awarded \$2,500 and asked to compete at the state level.

The conference theme, “Shaping Our Future Through Innovation,” encouraged participants to focus

on technological breakthroughs and novel approaches to business.

DiLillo and Hoszko’s winning business idea zeroed in on a niche of late night foods made from locally-sourced ingredients from the Chequamegon Bay region and Wisconsin, creating a restaurant business from the ground up.

Hailing from Ontario, Hoszko wanted to bring a bit of Canada to northern Wisconsin with his home country staple of poutine, a dish of french-fried potatoes topped with curd cheese and a tomato-based sauce or gravy.

DiLillo and Hoszko are both quick to credit the college’s business and the sustainable community development departments for their knowledge and support.

“Entrepreneurship at Northland is expanding to include themes of sustainability and socially responsible business practices,” Hoszko said. “And right now entrepreneurial education at Northland is really starting to take off.” ■



Students DiLillo and Hoszko’s sustainable restaurant business innovation was a success at WIN’s Lake Superior Business and Technology Conference.

interconnectivity of today's and tomorrow's economy. It is not a question of either-or; we need – and need to honor – all occupations.

Back again to how WAICU-member colleges and universities are locating the puck. Two of the many ways:

First, because the puck will always be in motion, we emphasize the importance of “learning how to learn.”

In four years of college, you cannot learn “all you need to know” for the 11 different jobs you will hold or for the jobs that do not yet even exist. A quality education includes content, but most important, develops the students' abilities to pursue a lifelong love of learning and to embrace continuous learning.

Second, employers and colleges and universities recognize that the most important outcome of higher education is what I have called the “4-Cs.” CEOs already “get it,” finding greatest value in communications skills (89 percent) critical thinking/reasoning (81 percent), character (75 percent), and creativity (70 percent). [Source: Raising the Bar, Hart Research Associates]

If we are going to “play to win,” we're going to have to get our facts straight and “play to where the puck is going to be.”

Sincerely,



Rolf Wegenke, Ph.D.
President



NOTABLE ACHIEVEMENTS

- **Northland College** has been selected to participate in the 21st Century Conservation Corps, which aims to fast-track veterans and students on the path to a federal conservation career. Students and veterans who have interned, volunteered, or worked seasonally with the U.S. Forest Service will be able to apply for jobs in the agency with preferential status.
- **Marquette University** will partner with Aurora Health Care in constructing its state-of-the-art Athletic Performance Research Center. The center will serve as a national destination for scientific research in human performance and is receiving a \$40 million investment from Aurora.
- The National Institutes of Health's National Institute of Neurological Disorders and Stroke has granted the **Medical College of Wisconsin (MCW)** and the University of Wisconsin-Madison \$5 million over four years for epilepsy research.
- **Marcia Bjornerud**, professor of geology and environmental studies at **Lawrence University**, was recognized as a Wisconsin Academy Fellow for 2016 by the Wisconsin Academy of Sciences, Arts & Letters.
- **Edgewood College, Marian University, and the Milwaukee School of Engineering (MSOE)** have been awarded the designation of a Top School in the 2016 Military Advanced Education & Transition Guide to Colleges & Universities, measuring best practices in military and veteran education.
- **Jessica Jubelirer**, a trustee for the **Milwaukee Institute of Art and Design**, has been selected as a Milwaukee Business Journal 2016 40 under 40 winner.
- **St. Norbert College** president **Thomas Kunkel** was selected as the recipient of the 2015 Council for Advancement and Support of Education (CASE) V Chief Executive Leadership Award for outstanding efforts in promoting and supporting education and institutional advancement.
- **Medical College of Wisconsin (MCW)** received a Healthcare Heroes award for Corporate Achievement in Healthcare, honoring the successful implementation of an innovative health care product, process or service. The award is sponsored by GE Healthcare and presented by BizTimes Media.
- **Edgewood College** was named to the Sustainable Endowments Institute “Best of Green Revolving Investment Tracking System 2015” list.
- **Beloit College's** Department of Athletics was recognized with the January NCAA Division III Diversity Spotlight Initiative.
- **Carroll University** received a \$1 million gift from Prairie Springs: The Paul Fleckenstein Trust to support environmental education and research.
- **Brian Smith**, professor of religion; Charles and Joan Van Zoeren Chair in Religion, Ethics and Values; chair of the department; and co-director of the Center for Politics and the People at **Ripon College**, received a grant to present a one-day workshop on the use of technology in teaching religion.
- NVIDIA, a leader in visual computing technology, has selected **Carthage College** to be a GPU Education Center. Carthage College receives access to hardware, software, NVIDIA experts and educational resources in the emerging field of parallel programming.
- *Money* magazine included Lawrence on its list of its top 25 “great schools for good science students,” a ranking based on good graduation rates, an acceptance rate of at least two-thirds of its applicants, and recent alumni who majored in science, technology, engineering or math (STEM) earn, on average, more than \$50,000 a year.

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WISCONSIN ASSOCIATION OF INDEPENDENT
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*“Logic will get you from A to B. Imagination
will take you everywhere.”*

Albert Einstein

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

THE WISCONSIN INDEPENDENT

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WAICU BULLETIN *continued from page 7* BOARD

APPOINTMENTS

- **Sr. Andrea Lee, IHM, Ph.D.**, was elected the eighth president of **Alverno College** by the College's Board of Trustees. She will take office at the start of the 2016-2017 academic year.
- **James Oppermann**, senior vice president of finance and management services at **Alverno College**, has been appointed as a Public Member on the Wisconsin Health and Educational Facilities Authority.

NEW DEGREES AND PROGRAMS

- **Silver Lake College** is now offering a four-year bachelor of science in nursing program.
- **Bellin College** is launching a new bachelor degree program in Diagnostic Medical Sonography.
- **Alverno College** has introduced new flexible degree programs in Business, Communication, and Liberal Studies, enabling students, including nontraditional students, to complete a four year degree in three years.

RIP

- **Bishop Donald James Parsons**, thirteenth dean and president and professor of New Testament at **Nashotah House**, died on January 4, 2016.