

THE WISCONSIN INDEPENDENT

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

SPRING 2017 VOL. 49 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 University
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

We get it! Now let's do something about it

This "Independent Insights" essay is an edited version of WAICU president, Dr. Rolf Wegenke's, address at WMC's annual Future Wisconsin Summit.



Higher education "gets it." Talent development and attraction are essential for Wisconsin's future.

Economists believe that Wisconsin needs to have 62 percent of our working-age population with a degree or high quality certification. Today 42 percent have this level of attainment.

We get the problem: In 2012 "middle skill jobs" (more than high school, but less than BA) equaled 56 percent of Wisconsin jobs, but only 49 percent of the working age population had "middle skills."

We get the solution: We need more. . . . Contrary to popular mythology, jobs requiring at least a baccalaureate degree did not decline during the great recession and have exploded in the recovery. Today there are 8.1 million more jobs for Americans with a bachelor's degree or above than existed when the recession began.

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2017 WorkForce Career and Internship Fair

The 26th annual Career and Internship Fair, known as WorkForce, was held on February 21, 2017 at the Wisconsin Exposition Center at State Fair Park in Milwaukee.

More than a month prior to the event, employer exhibitor registrations reached capacity at 188. Over a thousand students and recent graduates of WAICU-member colleges and universities attended, greatly exceeding estimates and surpassing turnout from recent years.

The annual career fair is organized by the career services offices at WAICU's 24 private, nonprofit colleges and universities. The career service offices are known as the Wisconsin Private Colleges Career Consortium (WIPCCC).

WorkForce provides an opportunity for employers to be introduced to the "best and brightest" and for job seekers to learn about exciting opportunities for internships and careers.



Students met and shared resumes with recruiters at the 26th annual WorkForce Career and Internship Fair.

WAICU graduates about 14,000 students every year (about 24 percent of Wisconsin's bachelor's degrees and 37 percent of the advanced degrees), representing 30 percent of Wisconsin's engineering degrees, 28 percent of business degrees, 40 percent of health profession degrees and 53 percent of (BSN) nursing degrees.

WAICU career services offices support and guide students throughout their college years through extensive career planning and job search assistance.

Dr. Rolf Wegenke, president of the Wisconsin *continued on page 8*

Wisconsin Private College Week: July 10 - 15, 2017

Save the dates! Get a jump start on summer planning and mark Wisconsin Private College Week, July 10 - 15, on the calendar. High school students, parents, and siblings are encouraged to find the right fit when searching for a college or university, and one of the best ways to do so is to visit campuses and experience the environments firsthand. Wisconsin Private College Week is an ideal time to make those visits.



Wisconsin has 24 private, nonprofit colleges and universities, each with its own unique campus culture and academic opportunities. Students and their family members (and counselors!) are invited to tour as many campuses as they are able to pack into the joint open house week. Student visitors who complete evaluations at the end of a tour will be entered into a contest to win an iPad - the more campuses they visit, the greater their chances of winning.

Visits include the opportunity to tour facilities, see residence halls, speak with admissions and financial aid officers, meet current students and faculty members, try the food, and learn more about academic programs, sports, clubs, and more.

Online registration for Wisconsin Private College Week will open later this spring, and the place to begin exploring colleges and universities in the meantime is www.WisconsinsPrivateColleges.org.

2017 College Seminar Tour

High school counselors are invited to participate in the 2017 College Seminar Tour: June 19 - 23, 2017. The College Seminar Tour gives secondary school counselors the opportunity to explore colleges and universities throughout Wisconsin while earning three graduate credits through Marian University.

The graduate credits are approved by the Wisconsin Department of Public Instruction and are endorsed by the Wisconsin Association for College Admission Counseling and WAICU.

This tour enables you to learn and pass along unique insights to your students about the colleges and universities that they are interested in. You will also have the opportunity to network with other professionals while earning credits toward the renewal of your state license.

More information can be found at <http://www.marianuniversity.edu/cst>. If you have questions, please reach out to Shannon LaLuzerne, dean of admission at Marian University, at 920.923.7650 or email cst@marianuniversity.edu.

Voice your support for student aid!



We need your help: the Wisconsin Grant program provides need-based financial aid to Wisconsin students attending a Wisconsin college or university.

WAICU's mission is "Wisconsin's private, nonprofit colleges and universities working together for educational opportunity." Wisconsin Grants play an integral part in achieving our mission of helping qualified Wisconsin citizens to succeed.

We invite you to visit www.wisconsin-grants.org to learn more about the importance of the Wisconsin Grant funding in the state budget. The website includes a tool to identify and send an email to your state legislators. Make your voice heard, and let your representatives in the Wisconsin Assembly and Senate know that you support financial aid for post-secondary students.

President Thomas Kunkel retires from St. Norbert College

ST. NORBERT COLLEGE

St. Norbert College has announced that Thomas Kunkel will be its Commencement speaker on Sunday, May 14, 2017, at 1:30 p.m. in the new Mulva Family Fitness and Sports Center on the college's campus. Kunkel and his wife, Deb, will receive honorary degrees, as will James and Miriam Mulva.

Mr. Kunkel will retire as president of St. Norbert College on May 31, 2017, when he will have served nine years in the position.

Mr. Kunkel recently wrote the critically acclaimed biography "Man in Profile: Joseph Mitchell of The New Yorker." He will continue his writing career after the presidency, and he intends for his first project to be a "short and accessible" biography of the college's namesake and patron, St. Norbert of Xanten. Mr. Kunkel is the author or editor of six other books.

During his tenure at St. Norbert College, Mr. Kunkel has overseen the



Thomas Kunkel will retire from St. Norbert College after having served nine years as president.

construction and renovation of more than \$130 million in campus facilities and infrastructure, including the Gehl-Mulva Science Center and its South Teaching Wing;

Michels Commons; Schneider Stadium; the Mulva Library; Gries Hall; the Ariens Family Welcome Center; Todd Wehr Hall; Dudley Birder Hall; the Cassandra Voss Center; and the new Mulva Family Fitness and Sports Center, a state-of-the-art facility scheduled to open in May. The college's enrollments have reached record levels on Mr. Kunkel's watch, as has the academic profile of its student body; the 2016 class is the most ethnically diverse in school history.

Mr. Kunkel is a member of the Green Bay Packers Board of Directors, Associated Bank's regional advisory board, and board chair of the Wisconsin Association of Independent Colleges and Universities. For three years he served as chair of the Presidents' Council of the Midwest Conference.

Before coming to St. Norbert, Mr. Kunkel served for eight years as dean of the Philip Merrill College of Journalism at the University of Maryland. ■

New technology at MIAD prepares students for the workforce

MILWAUKEE INSTITUTE OF ART & DESIGN

Walking into the Maker Space at the Milwaukee Institute of Art & Design (MIAD) can be like fast-forwarding to the future.

MIAD is right on the cutting edge, acquiring new virtual reality (VR) technology in

August 2016, just before the start of the fall semester.

The VR technology included an HTC Vive headset and controllers, Google Tilt Brush 3D painting and drawing software, Kodon 3D modeling software, and 3D printers.

When asked if it's difficult to learn, Ben

Dembroski, MIAD OpenLab manager, says yes and no. "It's simple to use, but takes a long time to master."

That's why MIAD is getting students started right away.

"The creative industries at large are still figuring this stuff out," Mr. Dembroski said. "By getting our students access to VR now, they'll possess a familiarity with the tech before it becomes established. This will put them ahead of the curve when they enter the job market compared to students at universities who take more of a 'wait and see' approach."

MIAD students can sketch out ideas and go from concept to finished model in a fraction of the time. "This speed enables them to identify potential problems in their work, and rapidly iterate solutions," added Dembroski.

So far, MIAD students in an advanced figure drawing course have used the VR headset and Google Tilt Brush software to take their drawings from 2D to 3D. Others have used the 3D printers for everything from trophies to board game pieces to topographical maps.

"It's tempting to jump on the bandwagon whenever a new technology is released, without really thinking about what its strengths and weaknesses are," Mr. Dembroski said. "With this new technology at MIAD, students are gaining the kind of sophisticated intelligence regarding emerging technologies that's becoming increasingly valuable to employers." ■



MIAD students stay ahead of the curve with new virtual reality technology.

MEMBER HIGHLIGHTS

Alverno offers new Doctorate of Nursing Practice degree

ALVERNO COLLEGE

In response to market demand and the increasingly complex healthcare landscape, Alverno College now offers a post-master's Doctorate of Nursing Practice degree for nurses who are looking to increase their career prospects and maximize their potential for professional growth.

It's the college's first doctoral offering, and it is open to women and men.

"Employers tell me all the time that they can always spot the Alverno graduates, and now we are poised to deliver another level of nursing leadership to our community," says JoAnn McGrath School of Nursing Dean, Ms. Peg Rauschenberger.

The program offers two tracks: Leadership and Direct Care, with 12 courses offered in a flexible format that blends online and classroom education. The cohort model offers year-round courses in eight-week blocks. Students

can attend full or part time and complete the program in 18 months with full-time attendance.

The American Association of Colleges of Nursing reported substantial growth in DNP programs between 2006 and 2014, and the number of programs increased from 20 to 264 during that time.

Nurses with a DNP will be able to assume leadership roles in complex clinical environments, lead the development of health care policy, and serve as expert clinicians in health care.

The U.S. Health Resources and Services Administration expects a shortage of more than 20,000 medical doctors by 2020.

"Alverno has always been responsive to the needs of the community, particularly the sick, the poor, and the outcast; this

newest program carries on that tradition," Ms. Rauschenberger says.



Alverno College's new DNP degree program addresses a growing shortage of doctors.

Educating nurses for more than 80 years, Alverno's JoAnn McGrath School of Nursing is fully accredited and widely recognized as one of the top nursing programs in Wisconsin. ■

Stitch debuts "My Brother's Keeper" for men of color

CARDINAL STITCH UNIVERSITY

Last fall, Cardinal Stitch University debuted its first initiative focused solely on men of color. In an attempt to counter nationwide statistics that document the challenges men of color face in higher education, Stitch introduced "My Brother's Keeper" as the latest program created to help disadvantaged, first-generation minority students make the most of their university experiences.

"Stitch's program replicates national programs that seek to remove barriers to higher education for men of color," said Mr. Teon Austin, Stitch's assistant dean of students for diversity initiatives. "My Brother's Keeper provides social, cultural, and academic enhancement to their experience, all while building a capacity for leadership."

The initiative is creating a community of men of color of all ages who gather for events, speakers, and service projects, and have access to additional re-sources,



Stitch's new "My Brother's Keeper" initiative is a supportive community for men of color.

including mentors who also are men of color in the students' anticipated career fields. Mr. Austin, who created Stitch's program with faculty members Dr. Darnell Bradley and Dr. Corey Thompson, expects the mentoring piece to be a powerful component.

"If you can talk to someone in the industry, especially someone who looks like

you, and you can get them vested in your success, that will help make your journey smoother," Mr. Austin said; "and, it will make the experience feel more relevant and meaningful because you can see what's at the end of the road through the eyes of someone who has experienced it."

Mr. Austin, Dr. Bradley, and Dr. Thompson expected the program to take time to gain momentum and were surprised when the initial gatherings attracted twice the projected number of participants.

"MBK initiative is a wonderful platform for a group of young men of color to experience and gain a brotherhood that will last a long time," sophomore Mr. Anthony Richmond said. "This is a way we can turn our disadvantages into advantages." ■

Scott Flanagan Elected to NAICU Board

EDGEWOOD COLLEGE

Dr. Scott Flanagan, president of Edgewood College, has been elected to the National Association of Independent Colleges and Universities (NAICU) Board of Directors. The announcement came in late January at the close of the 2017 NAICU Annual Meeting in Washington, D.C.

“Dr. Flanagan was elected by his peers to serve because of his expertise and his strategic and thoughtful approach to leadership in higher education,” said NAICU President, Dr. David L. Warren. “He assumes this role at a time of great challenge and opportunity. We are grateful to Dr. Flanagan and to all our Board members for their service to this nation’s students.”

NAICU board members set the association’s agenda on federal higher education policy, encourage support for association priorities and initiatives, and oversee the organization’s financial administration. Members serve three-year terms. NAICU serves as the unified

national voice of private nonprofit higher education. With more than 1,000 member institutions and state-wide associations nationwide, NAICU reflects the diversity



Dr. Flanagan has been president of Edgewood College since 2014 and was recently elected to the NAICU Board.

of independent higher education in the United States. Since 1976, the association has represented private nonprofit colleges and universities on policy issues with the federal government, such as those affecting student aid, taxation, and government regulation.

Dr. Scott Flanagan became the seventh president of Edgewood College on August 1, 2014.

He has served Edgewood College since 1998, as Dean of Admissions and Financial Aid, Vice President for Planning & Enrollment, interim Chief Financial Officer, and as Executive Vice President. Dr. Flanagan holds a doctorate in Higher Education Management from the University of Pennsylvania, an M.B.A. from the University of Saint Francis, and is a Phi Beta Kappa graduate of the University of Wisconsin-Madison with an undergraduate degree in political science.

Dr. Flanagan is a native of Weyauwega, Wisconsin and is the son of Mike and Nancy, both retired Wisconsin public school teachers. ■

Lakeland University announces new partnership in Ireland

LAKELAND UNIVERSITY

Lakeland University’s School of Business & Entrepreneurship and Ireland’s Dublin Institute of Technology are partnering to create a new study abroad experience for students preparing to enter the hospitality industry.

Lakeland students will have an opportunity to study at Ireland’s leading and

largest university-level provider of hospitality, tourism, leisure, and event programs. DIT students will have a chance to learn as part of Lakeland’s program, which has partnerships with Destination Kohler, Blue Harbor Resort, and The Osthoff.

“Students from both institutions are going to gain so much knowledge and experience through this exciting partnership,” said Ms. Britanni Meinnert,

instructor of hospitality management. “DIT will provide Lakeland students opportunities in hospitality management that we do not offer, including event planning, and practical courses in culinary arts and running a restaurant or hotel. Along with the classroom work, students will have access to internships at some leading

hospitality providers.” Moreover, both American and Irish students will benefit from learning and working in a foreign culture.

The first students will begin studying abroad in the 2017-2018 academic year. All DIT courses transfer to Lakeland and will not delay graduation. Students will pay Lakeland tuition. Financial aid and housing accommodations are available.

DIT Head of School, Dr. Dominic Dillane praised the new partnership. “Both DIT and Lakeland University already have very strong international credentials, and this exchange is part of our ongoing commitment to creating international opportunities for DIT students in the U.S., both as part of their academic courses and also for internships,” Dr. Dillane said.

Last year, a group of nine Lakeland students and two faculty members visited DIT and toured Ireland during a week-long study abroad class titled Irish Business, Culture, and Hospitality. ■



Lakeland University announced a partnership with the Dublin Institute of Technology.

MEMBER HIGHLIGHTS

Record gift expands career preparation at Carthage

CARTHAGE COLLEGE

Thanks to a \$15 million gift from a longtime benefactor, Ms. Jan Tarble, Carthage College plans to create a distinctive career and welcome center that equips graduates for a rapidly changing workforce.



A \$15 million gift will enable Carthage College to build a career and welcome center.

The donation allows Carthage to address four main priorities:

- a dedicated facility that incorporates technology for virtual networking and physical space for in-person interviews and career counseling
- enhanced programs designed to promote career readiness and harness the expertise of alumni/ae and parents
- additional staffing with the ability

to attract leading career development professionals

- increased support for experiential learning, including internships and study away

Administrators emphasize that the center's services will cover all stages of career development.

"From exploring potential majors as first year students to joining Carthage's active alumni/ae network, our students can expect to head into the workforce or graduate school confident

and ready for success," said Ms. Evelyn Buchanan, vice president for institutional advancement.

This gift Ms. Tarble provided through her family's foundation — the largest single donation the college has received — allows Carthage to expand its career readiness initiatives. Over the past four years, the college has added a director of employer relations and internships, created almost 200 new paid internships through a \$349,000 grant, launched the Carthage in Chicago semester program, and started a mentoring initiative to pair students with alumni/ae in their fields.

The Tarble family has contributed more than \$51 million to the college.

"As one of the four principal founders of Snap-on, my father had a great appreciation for the power of tools. With the right tools, people work more productively and efficiently," Ms. Tarble said. "Both he and my mother would echo my support of a career center that equips Carthage students with the tools they will need in the decades ahead." ■

MCW names Gregory M. Wesley senior vice president, strategic alliances and business

MEDICAL COLLEGE OF WISCONSIN

The Medical College of Wisconsin (MCW) named Gregory M. Wesley as the senior vice president, strategic alliances and business development.

In this role, Mr. Wesley serves as a key strategic leader, ambassador and advisor for MCW, and is responsible for ensuring the execution of MCW's strategic initiatives through established and emerging partnerships. Mr. Wesley will deepen, nurture and create relationships with strategic partners, burgeoning enterprises and alliances, and others who support and create opportunities for MCW's long-term growth in Milwaukee, Madison and communities partnered with its regional campuses in Green Bay and Wausau.

Mr. Wesley is a former equity partner of Gonzalez, Saggio and Harlan LLP in Milwaukee, and served on the MCW Board of Trustees from 2009-2016. He has a vast amount of legal experience and routinely

advised clients representing a broad range of industries including healthcare, real estate development, financial services, gaming, retail, manufacturing, and food and beverage. He also regularly advised clients on high-level government relations and public affairs issues.

He possesses a visible range of broad leadership experiences, currently serving as co-chair of the Downtown Taskforce for the Greater Milwaukee Committee and as a Milwaukee County Supplemental Court Commissioner. Mr. Wesley is a past president of the Wisconsin Association of African-American Lawyers, a former chair of the Milwaukee Urban League Board of Directors, and a past trustee of the Faye McBeath Foundation. Currently, he also serves as a trustee of the Greater Milwaukee Foundation, Boys and Girls Club of Greater Milwaukee and a member of the Board of Directors of the Metropolitan Milwaukee Association of Commerce, Park Bank, United Way of Greater Milwaukee



Gregory M. Wesley recently joined the Medical College of Wisconsin.

and Waukesha County, Milwaukee World Festivals, Inc. (Summerfest), Wisconsin Historical Foundation and the YMCA of Metropolitan Milwaukee. ■

Since the last Future Wisconsin Summit: WAICU, UW, and WTCS – with the leadership of the Wisconsin Department of Workforce Development (DWD) – have partnered in seven regional workshops on workforce-educational alignment. As is appropriate for education, we are listening and learning from employers.

Over the last 35 years, the three higher education sectors in the state of Wisconsin – the University of Wisconsin System (UW), the Wisconsin Technical College System (WTCS), and the Wisconsin Association of Independent Colleges and Universities (WAICU), have grown their enrollment.

	Fall Enrollment - Total students		
	Fall 1980	Fall 2015	Growth
WAICU	31289	57658	84%
UW	155534	177795	14%
WTCS	66796	104084	56%

Source - IPEDS Fall Enrollment Surveys

The UW, WTCS, and WAICU are working cooperatively to increase attainment in Wisconsin.

Three – MAJOR – initiatives need to be expanded. First, employers need to know how to find these students as interns and graduates as employees. WAICU will launch a WAICUcareerconnect.org platform later this spring.

Second, the State of Wisconsin needs to increase and target student aid to those Wisconsin students who qualify and who otherwise would not attend or graduate. Governor Walker’s current state budget provides an equitable 5 percent increase in student aid for students at UW, WTCS, and WAICU.

Third, we need to attract the “best and the brightest” from out-of-state to attend our colleges and universities and to remain here and work after graduation.

Sincerely,



Rolf Wegenke, Ph.D.
President



WAICU BULLETIN BOARD

NOTABLE ACHIEVEMENTS

- **Edgewood College** was named to the *Military Times*’ “Best for Vets: Colleges 2017” list.
- Ray and Kay Eckstein have pledged \$10 million in matching funds to help fund a new residence hall at **Marquette University**. The hall is to be named after one of Marquette University’s recent presidents, the **Rev. Robert Wild, S.J.**
- **Dr. Doug Hastad**, president of **Carroll University**, received the Council for Advancement and Support of Education (CASE) District V Chief Executive Leadership Award for 2016.
- **Beloit College**, **Lawrence University**, and **Ripon College** were ranked on Alliance College-Ready Public Schools’ “Power 150 Index”: The Best Colleges for Students of Color.
- The **Viterbo University** biochemistry and molecular biology programs have received accreditation from the American Society for Biochemistry and Molecular Biology (ASBMB).
- **Beloit College** and **Lawrence University** were named to The Princeton Review’s “Colleges That Pay You Back: The 200 Schools That Give You the Best Bang for Your Tuition Buck.”

Carroll University has received a \$1 million challenge grant from two trustees, Joseph Zvesper and Timothy Sullivan, and a \$1 million challenge grant from the Bucyrus Foundation of the Greater Milwaukee Foundation for its new Doug and Nancy Hastad Hall, which is scheduled to open for the spring semester of 2018.

- Student loan default rates below the national average were reported by the *Student Loan Report* for WAICU members: **Alverno College, Bellin College, Beloit College, Cardinal Stritch University, Carroll University, Carthage College, Columbia College of Nursing, Concordia University Wisconsin, Edgewood College, Lakeland University, Lawrence University, Marian University, Marquette University, Medical College of Wisconsin, the Milwaukee Institute of Art and Design, the Milwaukee School of Engineering, Mount Mary University, Nashotah House, Northland College, Ripon College, St. Norbert College, Silver Lake College, Viterbo University, and Wisconsin Lutheran College.**

APPOINTMENTS

- **Dr. Brian Bruess** has been named the eighth president of **St. Norbert College** and will take office July 1, 2017.
- **Dr. Christine Pharr** has been named the twelfth president of **Mount Mary University** and will assume her duties as president in July 2017.
- **Dr. Rolf Wegenke**, WAICU president, has been re-elected as chair of the Wisconsin Educational Communications Board (ECB) Board of Directors.

EDUCATIONAL COLLABORATIONS

- **Concordia University Wisconsin** has signed an articulation agreement with the Milwaukee Area Technical College (MATC) that allows MATC students to reside in Concordia University student housing.

NEW PROGRAMS

- **Marian University** is partnering with ThedaCare Medical Center-Berlin to offer a combined online and classroom bachelor’s degree program in nursing for nurses with associate’s degrees who live in the Berlin area.
- **Concordia University Wisconsin** is now offering a bachelor’s degree in pharmaceutical sciences, which is designed as a three plus four program in combination with the Doctor of Pharmacy (Pharm.D.) degree.



WISCONSIN ASSOCIATION OF INDEPENDENT COLLEGES AND UNIVERSITIES

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or overeducated."*

Oscar Wilde
1854 - 1900

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

THE WISCONSIN INDEPENDENT

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WORKFORCE CAREER AND INTERNSHIP FAIR

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Association of Independent Colleges and Universities (WAICU) commended WIPCCC for its leadership and hard work. "Connecting highly qualified talent with attractive employment opportunities is essential to the growth of our economy," Dr. Wegenke explained. "While the purpose of a college education cannot be reduced to only getting a job, securing a relevant and fulfilling career in the workforce after graduation is one of the top priorities."



Over a thousand students and recent graduates took advantage of the opportunity to connect with employers and graduate schools.