

# THE *Wisconsin* INDEPENDENT

Spring 2003

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

Vol. 35 No. 1

## President's Letter

### Success?

Dear Friends,

Everywhere I go in these difficult times, I am asked by officials, friends, and even strangers, "How are WAICU members doing? Are they successful?"

But what constitutes success? Declaring anything to be a success requires that you first define your objectives; you never will know whether or not you have arrived unless you are clear where you are going.

The 20 private colleges and universities constituting WAICU are clear on where they are going. First and foremost they are teaching and learning institutions. Their goal is the development of students to their full intellectual, moral, and civic potential. While there are clear differences in mission and philosophy among these colleges and universities – they are independent, after all – this focus on students unites them all. Their goal is not making a profit, but rather advancing society through educated citizens in their local communities, across Wisconsin, and around the world. Their graduates will raise income levels, start businesses, cure diseases, compose symphonies, invent laborsaving devices, promote peace, teach our children, conserve our forests and fields, raise families, and help our neighbors.

When people ask about success, they are usually asking whether we are successful in fundraising or in admissions. These are valid concerns, and I am glad that people care (please do not stop asking!). I am always pleased to answer

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## Education: The key to economic development



Governor James Doyle (center) addressed the Wisconsin PK-16 Leadership Council in January. Also shown, left to right: Rolf Wegenke, WAICU president; Katharine Lyall, UW System president; Elizabeth Burmaster, State Superintendent of Public Instruction; Richard Carpenter, Wisconsin Technical College System president.

Hard times have everyone looking to bolster our state's economic situation. Wisconsin's educational leaders are proposing a new tack to turn things around: invest in education, and grow more "brain workers" here at home.

The Wisconsin PK-16 Leadership Council is a voluntary collaboration of the Wisconsin Department of Public Instruction (DPI), the University of Wisconsin (UW) System, the Wisconsin Technical College System (WTCS), and the Wisconsin Association of Independent Colleges and Universities (WAICU), along with other stakeholders in the cause of effective education.

The leaders of the sponsoring organizations elaborated on their idea at the January 2003 meeting of the PK-16 Leadership Council. WAICU president Rolf Wegenke said the idea could be expressed as, "It's the economy, smartie."

"We've all heard the slogan, 'It's the economy, stupid.' But in today's economy, stupidity won't get you ahead.

"I would argue that businesses and government must be entrepreneurial if they are going to succeed in the knowledge economy," he continued. "To

achieve this transformation of old-line companies – and also state bureaucracies – takes education. In the knowledge economy, it is ideas that are bought and sold, and it is education that is adding value and, thereby, generating wealth."

Katharine Lyall, president of the UW System, agreed that education forms an economic cluster in the state. She said Wisconsin has a powerful "education industry" whose product is graduates. "In the process of producing educated citizens, schools, colleges, and universities constitute an economic engine," she contended.

Dr. Lyall cited statistics to show the clout of the education cluster in Wisconsin. "The combined total of the budgets of the UW System, the Wisconsin Technical College System, private colleges and universities, and public K-12 education is \$21.7 billion, which is the equivalent of 15 percent of Wisconsin's gross domestic product. Some 294,000 people are on the combined educational payroll. Education in Wisconsin is roughly the size of a Fortune 500 company, but in impact,

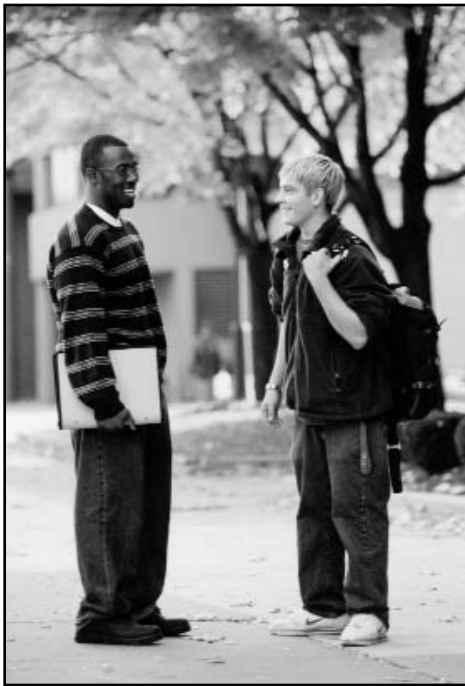
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WISCONSIN ASSOCIATION OF INDEPENDENT  
COLLEGES AND UNIVERSITIES

Alverno College • Beloit College • Cardinal Stritch University • Carroll College  
Carthage College • Concordia University • Edgewood College • Lakeland College  
Lawrence University • Marian College • 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

## MSOE students “get a leg up” on college



Freshmen Justin Snowden (left) and Mike Acker are both already “old pros” in MSOE’s Rapid Prototyping Center, where they experimented while still in high school.

When classes began at MSOE last fall, freshman Jon Anderson wasn’t worried about finding his way around campus, but, he says, “I’m definitely not your typical freshman.” Anderson took computer science courses at MSOE for two years through a state program called Youth Options that allowed him to enroll in advanced computer classes that his high school in South Milwaukee didn’t offer. He also worked part-time on the university’s Web site for a year and a half.

Another MSOE freshman, Justin Snowden, is planning a career in patent law and is seeking an undergraduate degree in mechanical engineering as a base. Always interested in “how things

work,” he decided to check out engineering careers the summer before his junior year of high school. He attended MSOE’s two-week Discover the Possibilities program, where students live on campus and work with faculty and students in the labs. It led to a job in MSOE’s Rapid Prototyping Center on a part-time basis that summer, and then an internship in MSOE’s Center for BioMolecular Modeling the following summer. There, he was part of a team that created the world’s first 3-D models of anthrax proteins – and he’s continuing that work as a college student.

A third freshman, Mike Acker, is the first in his family to go to college, but he didn’t arrive on campus completely clueless. He had already spent a three-week internship at MSOE last spring through his high school, University Lake School in Hartland. During the internship, he spent each day working in MSOE’s Rapid Prototyping Center and researching his project in the library. He eventually fabricated a complex gear system using stereolithography technology. He used several design software programs that have since come in handy in his Introduction to Mechanical Engineering class. “I pretty much got a jump start on everyone else,” he said.

There are several ways middle or high school students can get a leg up on the college experience. Competitions, such as Science Bowl, OPportunities Conference (OP) and Teams, all work to challenge high school students’ minds, while many colleges offer summer programs to help students explore a career or specialization area. Besides getting a glimpse of the campus, students are able to have a taste of college life that helps them determine their future.

## Grant supports energy efficiency

WAICU president Dr. Rolf Wegenke has announced that the Wisconsin Department of Administration’s Division of Energy has awarded a block grant of \$300,000 to WAICU in partnership with Johnson Controls, Inc., to encourage and support energy efficiency in WAICU-member facilities. These funds, provided through Focus on Energy’s Major Markets Plus program, will assist WAICU members to reduce the cost of facility retrofit projects that support energy efficiency and reduce utility costs. This will build upon the services provided through the WAICU Collaboration Project.

Focus on Energy is a public/private partnership offering energy information and services to energy utility customers throughout Wisconsin. These services are delivered by firms (such as Johnson Controls) contracted by the Wisconsin Department of Administration’s Division of Energy. The goals of this program are to encourage energy efficiency and use of renewable energy, enhance the environment, and ensure the future supply of energy for Wisconsin.

With rapid improvements in energy technology, a changing energy market, and tight operating budgets, every college and university has numerous opportunities to save money through energy efficiency.

WAICU administers the WAICU Collaboration Project, which is funded by the U.S. Congress (see *The Wisconsin Independent*, Spring 2002) and is intended to help the 20 members of WAICU collaborate on administrative support functions to control college costs. Dr. Wegenke said this grant adds yet another dimension to that important effort. “Controlling college costs is the ‘other side of the coin’ for our emphasis on providing financial aid to students,” he said. “This grant reinforces another of our values: protecting the environment.”

### ***The Wisconsin Independent has a new look!***

Let us know what you think. Write us at [mail@waicuwweb.org](mailto:mail@waicuwweb.org).

*Note: In order to highlight all twenty private colleges and universities in Wisconsin, the Independent follows a regular rotation featuring six or seven colleges in each quarterly issue. Each college or university appears in every third issue.*

## Carthage College formally unveils new Hedberg Library



Carthage College's new Hedberg Library offers beautiful views in addition to an extensive collection and inviting study areas.

Three years ago, Carthage College trustee Donald Hedberg, '50, and the Hedberg Foundation presented the college with a lead gift to begin construction of a state-of-the-art library. Last autumn, Carthage students, faculty and staff, and guests from across the nation gathered to

celebrate the dedication of the Hedberg Library.

The celebration began with an academic convocation that President F. Gregory Campbell called a milestone in Carthage history. The gathering took place in A. F. Siebert Chapel, where Mr. Hedberg received the Carthage Flame award. Librarian of Congress James H. Billington delivered the keynote address and received an honorary doctorate of public service. After the convocation, guests witnessed the official ribbon cutting.

In his speech, Mr. Billington said that when he first entered the building, he had been asked what he considers to be

important characteristics of a well-designed library. He replied that a library should be arranged so people can have easy access to its collection of books. He added that computers, "the new means of communication," should be close at hand. Finally, he said people should be able to

look outside and rest their eyes from reading, seeing the larger world not just in books and computers, but outside in nature and beyond. "At that moment, without any pre-arrangement, the shades in those great windows you have [in the library] went up, and I realized I was in a good place. It has it all right," he said.

When asked what he thought of Carthage, Mr. Billington said, "A liberal arts college that attaches value to human community and to learning, that continues to transmit a cultural heritage and maintains its religious roots is important to everybody, not just for the people of a particular denomination.

"I had lunch with the faculty and had a lively discussion about books. What was interesting to me is that they weren't just reading their specialty; they were reading more broadly. People are reading some really great books here, instead of getting involved in methodological fads of individual disciplines.

"I visit many places. This is one of those places where there's a good spirit. You have a good thing going here. Keep it alive, it's very important."

## The mission of Northland College is new president's passion



Dr. Karen I. Halbersleben, twelfth president of Northland College

"Northland College's mission is what excites me," says Karen I. Halbersleben, twelfth president of Northland College. "I was looking for a presidency that would ignite my passion." Dr. Halbersleben's appointment was announced one year ago at a Board of Trustees meeting after a unanimous vote of approval.

Dr. Halbersleben, the first woman elected president of Northland, was Vice President for Academic Affairs and professor of history at Buena Vista University in Storm Lake, Iowa, prior to her appointment. She received her master's degree and doctorate in history at the State University of New York (SUNY) at Buffalo.

"I've always felt passionate about our calling as educators," says Dr. Halbersleben. "I have been honored to serve the cause of higher education in several different states. Northland allows me to continue that service, but then adds that compelling third dimension of service to our planet through our emphasis on the environment and on sustainability."

Northland College has been acclaimed as a leading environmental liberal arts college. Its academic curriculum, which incorporates an environmental emphasis throughout, and creatively engineered "green" facilities have received recognition for their significant contributions to the environment and sustainability. Along with traditional studies, Northland offers distinctive

majors in environmental studies, geoscience, meteorology, natural resources, and outdoor education.

President Halbersleben says that her first priorities are listening to the core values of the remarkable people of Northland, articulating the vision the Northland community has for the future, determining the best use of resources to serve the learning environment, and exploring the Lake Superior region to get a sense of the larger environment. She wants to discover even more ways in which Northland College can contribute to the region, the nation, and the world.

Since she officially assumed the presidency last summer, Dr. Halbersleben has made herself available to all of the staff and faculty on campus in one-on-one meetings. She has also initiated a campus-wide dialogue to determine Northland's core values and challenges.

"To be able to work on behalf of our students and, through them, to serve the planet is tremendously exciting to me," said Dr. Halbersleben. "There is a real nobility in the mission of Northland College that I find truly inspiring."

## Low-income families lack information on financial aid for higher education

Lower-income families, who most need information about financial aid for college, have the least information about how to pay for higher education, according to a recent poll commissioned by The Sallie Mae Fund.

Among families making less than \$50,000 per year, 60 percent said they need more information about how to pay for college, versus 37 percent of those making more than \$75,000 per year. Nearly half (45 percent) of parents surveyed with incomes less than \$25,000 per year said they have “no idea” how they are going to pay for college for their children.

Significantly, the survey found that knowledge about financial aid is a key predictor of whether a young adult is likely to attend college – the more a young adult knows about financial aid, the more likely he or she is to pursue a higher education.

Minority families who were part of the survey expressed a greater need for financial aid information, with 66 percent of African-American parents and 62 percent of Hispanic-American parents saying they do not have enough information about how to pay for college, versus 44 percent of white parents. On

average, Hispanic-American parents also receive financial aid information more than two years later than other parents do (child’s average age was 17 for Hispanic families, versus 15 for white and African-American families).

According to the survey, many parents and young adults are not aware of even basic sources of financial aid. For instance, 62 percent of all parents and 65 percent of young adults planning to attend college did not name grants as a source of financial aid.

At the same time, news stories about rising tuition costs may also lead parents and students to conclude that higher education is not affordable for them.

The report notes that the population of college-age youth is expected to grow by nearly five million, or 16 percent, between 2000 and 2015, with 80 percent of the increase being non-white youth, and 50 percent of that growth Hispanic.

In response to the findings, Sallie Mae plans to launch a series of efforts over the next three years titled Project Access. Underserved populations will be targeted through public-awareness campaigns in English and Spanish, increased scholarship support, and Paying for College workshops around the country.

## Guidance Counselors

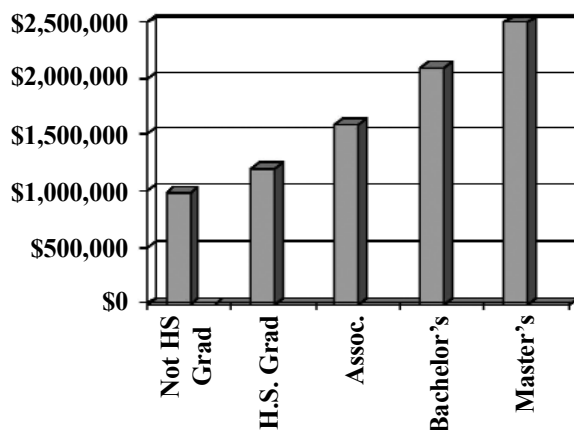
*This page is for you!*

In each quarterly issue, *The Wisconsin Independent* provides information on events of interest to guidance counselors, as well as the latest research on financial aid and college attendance. We encourage you to submit ideas for this page. Don't forget:

- **College Seminar Tour, June 22-27, 2003:** Tour colleges in Wisconsin and Iowa and earn 3 DPI-approved graduate credits. Co-sponsored by WAICU and WACAC. Registration deadline April 25, 2003. Call 920-923-7650 or e-mail [cst@mariancollege.edu](mailto:cst@mariancollege.edu).
- **Wisconsin Private College Week, July 7-12, 2003:** Students receive a waiver of application fees at each campus visited.
- **Wisconsin WEF Fairs, Fall 2003.** For a schedule, go to [www.wefs.org](http://www.wefs.org).
- **Free private-college workshops for guidance counselors, Fall 2003.** 10:00 a.m. - 1:30 p.m. in Appleton on October 6, in Madison on October 17, and in Milwaukee on October 20.
- **Wisconsin Private College Fair, Monday, October 20, 2003, Sheraton Milwaukee Brookfield, 6:30 - 8:30 p.m.** All private colleges and universities in Wisconsin will be represented.

Questions? Call 1-800-4-DEGREE or contact us at [mail@waicuweb.org](mailto:mail@waicuweb.org)

## Work-Life Earnings Estimates By Educational Attainment



Work-life earnings estimates for full-time, year-round workers by educational attainment, 1997-1999.

Not H.S. Grad: \$1,000,000  
 H.S. Grad: \$1,200,000  
 Associate's degree: \$1,600,000  
 Bachelor's degree: \$2,100,000  
 Master's degree: \$2,500,000

Source: Census Bureau, 2000.  
 Work-Life: 25-64 years.

## President's Letter Continued from page 1



Dr. Rolf Wegenke  
WAICU President

that a number of WAICU members are completing successful campaigns and that enrollment is at record levels. Figures just in show that we have gone from 52,000 students last year to more than 54,000 students this year. In 2000-2001, the

20 members of WAICU raised and distributed over \$166 million in financial aid to students. This is on top of state and federal aid and is an increase of nearly \$13 million from the year before.

Even these figures beg the question. Is all of this help for students making a difference? Are we successful? Emphatically, yes.

According to the most recently available statistics, the average family income of students at Wisconsin's private colleges and universities is actually lower than it is at our public counterparts, while

indebtedness at graduation is not much more. Financial aid makes the difference.

A study by Howard University showed that 55 percent of first-generation college students completed their degree in five years or less at private colleges and universities as opposed to 34 percent at public institutions.

So, are we successful? YES! But we measure success not by "inputs," but rather by results. Wisconsin's private colleges and universities provide a public service to Wisconsin. Even though they are not supported by taxpayers, Wisconsin has a stake in the success of these colleges and universities.

Again, I am glad you asked.

Sincerely,

Rolf Wegenke, Ph.D.  
President

## What others are saying

**“Sixty percent of new jobs created between now and 2010 will require some post-secondary training, and reducing the college participation gap between low- and high-income young adults could add \$250 billion in gross domestic product and \$80 billion in tax revenue to the U.S. Treasury.”**

— Advisory Committee on Student Financial Assistance, 2002. This independent committee serves as a source of advice and counsel to Congress and the Secretary of Education on student financial aid policy. It was established by Congress with the enactment of the Higher Education Amendments of 1986 and began operation in 1988.

## — WAICU BULLETIN BOARD —

**KUDOS** – **Marian College** associate professor **Jeffrey G. Reed** has been appointed state diversity director for the Wisconsin Society of Human Resource Management . . . **Carroll College** senior **Jessica Hofman** received an Outstanding Citizen Award from the Waukesha Fire Department for saving a 2-year-old boy from drowning.

**GRANTS** – The Lilly Endowment will give \$1.8 million to **Cardinal Stritch University** to encourage students to consider church vocations . . . **Ripon College** has received a \$100,000 grant from The Lynde and Harry Bradley Foundation for residence hall renovation . . . Motorola has awarded \$19,000 to **Joshua Donaldson**, a graduate student at **Milwaukee School of Engineering**, to investigate dynamic modeling of electrohydraulic actuators for vehicles . . . Selected students at **Marian College** will benefit from a \$900,000 Working Families Grant to cover tuition and living expenses . . . The Wisconsin Geriatric Education Center, based at **Marquette University**, has received a \$2.1 million grant from the federal Bureau of Health Professions to expand partnerships with other programs.

**NEW PROGRAMS AND MAJORS** – **Marquette University** is launching a new nursing Ph.D. program to prepare more teachers for desperately needed RNs . . . **MSOE's** newly accelerated Master of Science in Engineering Management degree can be completed in as little as 15 months . . . **Viterbo University** now offers an online course

of study called the Leadership Program, leading to a Bachelor of Business Administration degree . . . **Lakeland College's** Kellet School of Lifelong Learning has expanded to Madison . . . **Marian College** has begun an alternative teacher certification program in Appleton.

**EDUCATIONAL COLLABORATION** – Many WAICU schools have agreements allowing technical college students to transfer easily to a private college. The most recent agreements link **MSOE** with Gateway Technical College, **Marian College** with Moraine Park Technical College, and **Viterbo University** with Western Wisconsin Technical College, Southwest Wisconsin Technical College, and Moraine Park Technical College . . . The Sigurd Olson Environmental Institute at **Northland College** is partnering with the City of Ashland to study comprehensive forestry planning in the area.

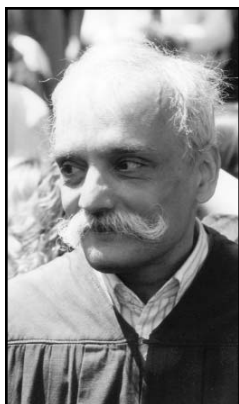
**NEWS HONORS** – Campus papers at WAICU colleges and universities were recently recognized by the Wisconsin Newspaper Association (WNA) in its "Better Newspaper Contest." **Marquette University** won first-place honors in photography, investigative reporting, and feature writing, and third-place honors in general excellence, general reporting, feature writing, and column writing. **Ripon College** won second-place awards for feature writing and column writing. And Marquette senior **Tim Cigelske** won a WNA Foundation scholarship for the second year.



## Beloit College offers math and science education ahead of the curve



Science students at Beloit College (left) are rapt in the classroom. Beloit math professor Ranjan Roy (right) has won national honors.



professors in mathematics in the nation to be honored as “extraordinarily successful both in their home institutions and also in a wider setting.”

The MAA noted that “Ranjan Roy teaches mathematics as a body of deep and beautiful ideas, as a way of thinking that can improve the lives of all who study it.” Students reported that

“Ranjan is the kind of teacher who changes your life,” and called him “funny and brilliant . . . a great combo.”

Beloit’s innovative chemistry curriculum was highlighted in a recent issue of *Chemical and Engineering News*. The story cited a modular program to teach chemistry that introduces real-world problems such as dietary fat, global warming, and acid rain, and helps students develop the chemical knowledge

and skills to address these issues. The Chem-Connections modules were developed by the Beloit College-based ChemLinks, which includes 15 Midwestern colleges and universities.

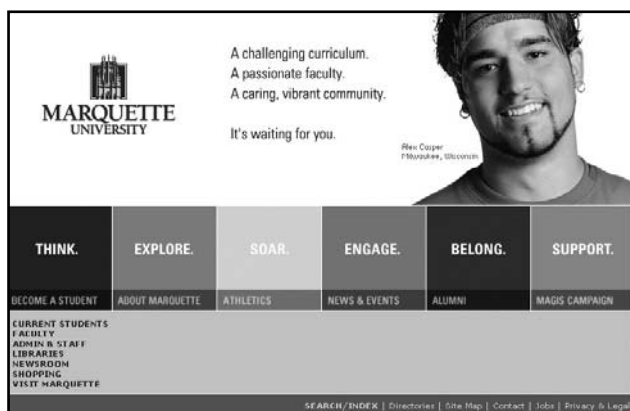
A study in *The Journal of Geo Science Education* indicates that Beloit College’s geology department is one of the top 50 programs nationwide. The study cites data from the U.S. Department of Education and the National Science Foundation in identifying the Beloit College geology department as a leader in the preparation of students for doctoral studies.

And Beloit’s BioQUEST program received a \$1.4 million grant from the NSF to fund “Bioinformatics Education Dissemination: Reaching Out, Connecting, and Knitting-Together” (BEDROCK). The use of computer-based analytical tools is fundamentally changing life science research and its application to medicine, agriculture, conservation, and forensics. In light of this “information revolution,” the undergraduate biology curriculum at Beloit is being redesigned to prepare those who will pursue careers in the life sciences.

Some say the U.S. is falling behind other countries in math and science education. However, at Beloit College, science and math education is ahead of the curve.

In January, Ranjan Roy, professor of mathematics and computer science at Beloit College, was honored by the Mathematical Association of America (MAA) with its highest national award for teaching. Dr. Roy is one of three

## Marquette University launches new interactive Web site



The new Web site at Marquette University allows students to explore choices allowing them to “Be the Difference.”

Marquette University has a new way of getting the word out about its challenging curriculum, passionate faculty, and caring, vibrant community. It’s a new Web site that is packed with information about this Jesuit, Catholic university, located in downtown Milwaukee.

Marquette challenges its students to “Be the Difference” during their college years and beyond, by providing them with the tools to make positive changes in

themselves and in the world around them. With 11,000 students and over 50 majors, Marquette is a place that develops minds in order to change lives.

Marquette chose “Be The Difference” as the university’s new tagline because students said that’s what makes a Marquette education unique: that you are challenged to be the difference in your community and in the world.

Students and parents interested in Marquette can access valuable information on the school’s newly redesigned Web site: [www.marquette.edu](http://www.marquette.edu). The site offers easy-to-find information about everything from applying to the school to picking out a residence hall to finding out what fun activities are taking place on a Saturday night.

High school students, parents, and guidance counselors use the Internet as a

primary source of information in their college searches. Visitors will notice the Web site is not an encyclopedia of facts, but rather a dynamic, engaging and relevant resource.

By using the link, “Getting into Marquette,” students can learn how to apply or how they can schedule a visit to campus. “Affording Marquette” outlines the tuition and room and board costs, plus ways to offset the costs. More than 90 percent of Marquette students receive financial aid.

“Studying at Marquette” links students to information about life in the Marquette classroom. Students can also use the “Do we have your major?” link to identify whether their area of interest is offered.

Since students spend a lot of time out of the classroom, the “Living at Marquette” link provides essential information about residence halls, student activities, and community service opportunities. With seven residence halls and more than 160 student organizations, Marquette University offers every student the chance to find ways to “Be the Difference.”

## Concordia University graduates first Doctors of Physical Therapy



Zachary Sommermeyer, Michele Komp, and Melanie Eggebrecht (left to right) were three of the four Concordia University students to earn Doctor of Physical Therapy degrees in December. Not shown: Jeremy Normington.

Concordia University Wisconsin graduated the first Doctors of Physical Therapy from any university in Wisconsin during commencement exercises last December. The Doctor of Physical Therapy (DPT) degree was conferred on Melanie Eggebrecht, Michele Komp, Jeremy Normington, and Zachary Sommermeyer.

Melanie Eggebrecht, DPT, currently a physical therapist at St. Nicholas Hospital

in Sheboygan, recognized this degree as “my greatest personal achievement thus far. The DPT degree has given me a wider foundation on which to base my critical thinking skills.”

Michele Komp, DPT, a physical therapist at Luther Hospital in Eau Claire, recognized that “the DPT is a natural progression

for our profession, allowing us to occupy niches in the medical arena not previously filled.” Her current work with physicians from the Pain Clinic of Northwestern Wisconsin will be enhanced now that “I have a greater knowledge base to answer questions and to guide patients toward appropriate resources.”

Zachary Sommermeyer, DPT, a physical therapist working with persons with brain injury and spinal cord injury

through Careerstaff Unlimited in Houston, Texas, recognizes that “the demands on physical therapists have changed over the years, and the education provided by the DPT helps us to meet those demands.”

The program at Concordia is the only one in the state to offer the Doctor of Physical Therapy degree to practicing physical therapists. Offered in both traditional and distance-learning format, the program is designed to meet the needs of the working physical therapist.

Marsha Konz, Ph.D., the Dean of the Graduate School at Concordia, supported the faculty in developing this program. “With the first DPT program in the Concordia University System and in Wisconsin, Concordia University Wisconsin has been able to support the mission of the church and society to advance physical healing. We are delighted to welcome Concordia’s first four graduates to their professional work life,” she noted.

For information on the Doctor of Physical Therapy program at Concordia University Wisconsin, please call (262) 243-4433 or visit [www.cuw.edu/DPT](http://www.cuw.edu/DPT).

## Education: The key to economic development *Continued from page 1*

education exceeds most other employers. If education were a private industry, the state would be working to attract and keep us,” she asserted.

Elizabeth Burmaster, State Superintendent of Public Education, said PK-16 education is the best investment we can make. “We must ensure that every child receives a quality education. We must close the achievement gap that separates children on the basis of race, economic status, or disability.”

Annual salary data show that high school dropouts have at least an annual \$7,000 “earnings gap” when compared with high school graduates. This expands to a \$15,800 earnings gap when compared with the earnings of an average adult. “With 518,000 Wisconsin residents without a high school diploma, over a 40-year working career the aggregate earnings gap represents a total potential loss of \$3.6 billion per year in state income and \$225 million in lost state sales and income tax revenues per year,” said Superintendent Burmaster.

Dr. Lyall and Superintendent Burmaster called attention to the growth of the state’s criminal justice system, and

noted that the average annual incarceration cost is nearly \$27,000. “While there may not be a ‘dollar-for-dollar’ tradeoff between education and corrections, there is an inverse relationship between educational achievement and incarceration rates,” they said, noting that 51 percent of the offenders entering adult correctional institutions read below the ninth-grade level, and 75 percent test below the ninth-grade level in math.

“It’s important to see the chain of consequences involved in budget decisions,” said Dr. Lyall. “We can invest in education at the front end, or invest in incarceration on the back end.”

Richard Carpenter, president of the Wisconsin Technical College System, called for greater dialogue and collaboration between K-12 and postsecondary faculty members. “We need to make seamless educational transitions a reality for students by fostering stronger partnerships between high school and postsecondary faculty.”

Dr. Carpenter also called for stronger links between two-year and four-year institutions in the state. “Transfer needs

to be more transparent and parents, students, and taxpayers should not have to pay twice for coursework completed at a technical college that then must be repeated at a 4-year institution,” he said.

Dr. Carpenter said economic development is inextricably tied to the educational attainment of the state’s workforce. “By building stronger links between our technical colleges and our colleges and universities, Wisconsin could increase the number of residents with baccalaureate degrees. With increases in educational attainment will come increased earnings. These in turn will provide the state with a greater tax base needed to support the quality of life that makes Wisconsin a great place to live, work, and raise a family.”

At the January 2003 meeting of the PK-16 Leadership Council, each participating organization identified specific opportunities for doing more to move Wisconsin forward through education (see meeting minutes at [www.wisconsin.edu/pk16](http://www.wisconsin.edu/pk16)). If Wisconsin is to thrive in the knowledge economy, we need the active participation of all educational stakeholders.

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## Alumni of WAICU schools fill leadership roles in new state administration

Alumni of WAICU-member schools are filling prominent roles in the new administration of Wisconsin Governor James Doyle.

Barbara Lawton, elected as Lieutenant Governor, is a 1987 graduate of Lawrence University. Marc Marotta, appointed as the new Secretary of Administration, graduated from Marquette University in 1984. The new Executive Director of the Wisconsin Housing and Economic Development Authority is Antonio Riley, a former state representative and an

alumnus of Carroll College (1987). Secretary of Commerce Cory Nettles received his bachelor's degree from Lawrence University in 1992. And Martin Henert, a 1971 Beloit College graduate, is Executive Assistant in the Department of Agriculture.

"National statistics consistently indicate that private college graduates show up disproportionately in leadership roles. We are proud of the success of all of our alumni," said WAICU president Rolf Wegenke.

## Wisconsin Private College Week July 7-12, 2003

Receive a waiver of application fees at any campus you visit! Call 1-800-4-DEGREE for details.

*"Truth has no special time of its own. Its time is now - always."*  
- Albert Schweitzer, 1875-1965

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