

THE WISCONSIN INDEPENDENT

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

SPRING 2014 VOL. 46 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 Wisconsin
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
Northland College
Ripon College
St. Norbert College
Silver Lake College of the Holy Family
Viterbo University
Wisconsin Lutheran College

INDEPENDENT INSIGHTS

United for Students

For the first time in Wisconsin history—at least, as far as records show—all of the 23 college and university presidents in WAICU, all University of Wisconsin chancellors, and all Wisconsin Technical College System presidents have put their signatures on an open letter to the President of the United States and to the U.S. Congress in opposition to the proposed federal Postsecondary Institution Ratings System (PIRS).

Every public or private, nonprofit college or university in this state already provides comparable, readily accessible information on admission criteria, the financial aid application process, costs of attendance, campus safety, student populations, faculty qualifications, graduation and retention rates, student life, career and internship opportunities, class sizes, and a net price calculator. Creating a new data system is

redundant and a costly unfunded mandate—serving no valid purpose. Students' interests, aspirations, and learning styles, as well as the panoply of courses and majors and the teaching and learning philosophy of the institution should trump the government's one-size-fits-all scheme for pigeon-holing students. We emphatically believe that there is no such thing as a "best college," but there is such a thing as a "best college" or, perhaps, "best colleges" for an **individual student**.

Three of the many criteria advanced for the proposed rating and ranking system are: 1) price; 2) concentrations of low-income students; and 3) starting salaries of graduates. The "carrot and stick" proposed for the PIRS would be increased allocations of federal student aid to "top-ranked institutions." Are these valid measures of which institution is "best?" Or, is the best college the one that has

continued on page 7

College Pays Off...More Fields...More than Ever

A college education strengthens the cultural and civic foundations of society and is linked with stronger families and better health. The sheer joy of learning and of creating that students experience in their college years is as important as it is immeasurable. It takes nothing away from these values to note that a college education results in higher pay and less unemployment.

A new myth-busting study shows that college graduates **in all fields** earn more. The study, *How Liberal Arts and Sciences Majors Fare in Employment: A Report on Earnings and Long-Term Career Paths*, was sponsored by the Association of American Colleges and Universities. The study indicates:

- At peak earning ages (56-60 years old), workers who majored as undergraduates in humanities or social science annually earn, on average, more than those who majored as undergraduates in professional or pre-professional fields.
- Unemployment rates are low for liberal arts graduates—

compared with those with a professional or pre-professional degree—and their unemployment rates decline over time.

- Median annual salaries are highest for engineering graduates, but whatever the undergraduate major, college degrees lead to increased earning over time and protect against unemployment.

In addition, an analysis, *The College Advantage: Weathering the Economic Storm*, released in 2012 by the Georgetown Public Policy Institute, shows the gulf in earnings between young adults with bachelor's degrees and those without them continues to grow. The gap is the widest it has been in nearly a half century. Another study, *The Rising Cost of Not Going to College*,

released by the Pew Research Center in February, supports this claim. Millennial college graduates ages 25 to 32 who are working full-time earn more annually—nearly twice as much more—than employed

continued on page 2

*"Everyone is entitled to his own opinion,
but not to his own facts."
~ Daniel Patrick Moynihan*

Wisconsin Private College Week: July 14-19

It's time for high school students to begin exploring their college opportunities. Scheduled this year from **July 14-19, Wisconsin Private College Week** offers students a chance to "jump start" the college search process.

Students and families can get a feel for the private, nonprofit colleges and universities in Wisconsin, each with its own, unique excitement. During this joint "open house" week, there will be tours on each campus, talks by admission and financial aid officers, and information on majors and extracurricular activities.

The place to start is WisconsinsPrivateColleges.org/Private-College-Week, where students and families will find details about Wisconsin's 23 private, nonprofit colleges and universities. They also can **register for drawings to win a \$1,000 "Go Grant"** to be applied to tuition at any WAICU-member college or university. Winning students have up to two years to use the grant, so it's perfect for sophomores as well as juniors. **Counselors can also be winners.** We are offering an iPad as a prize to the person who encourages the most students to sign up for the drawing. Complete rules and how to qualify for the iPad drawing can be found on the website. An added benefit of Private College Week is the waiver of application fees that students will receive at each campus they visit. For more information, call 1-800-433-4733, or just head to WisconsinsPrivateColleges.org/Private-College-Week. ■



Learn and earn credits with the 2014 College Seminar Tour

High school counselors are invited to participate in the twenty-first annual College Seminar Tour to be held June 15-20. Each year this popular seminar explores colleges and universities in different areas of Wisconsin, as well as selected out-of-state institutions near Wisconsin's border. You'll gain valuable insight into the colleges and universities and the college selection process while also earning three graduate credits toward the renewal of your state license. The graduate credits, offered through Marian University, 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 marianuniversity.edu or e-mail cst@marianuniversity.edu.

WAICU SCHOOL COUNSELOR WORKSHOPS

WAICU School Counselor Workshops

Friday, October 3, 2014
Edgewood College, Madison

Thursday, October 23, 2014
Mount Mary University, Milwaukee

Friday, October 17, 2014
Viterbo University, La Crosse

and coming in March 2015
Holiday Inn-
Rolling Meadows, Illinois

Monday, October 20, 2014
Ripon College, Ripon

WAICU continues to offer high school counselor workshops throughout Wisconsin. Learn about applying for college, selecting a college, securing financial aid, and how WAICU can support you and the students you serve.

The program will feature a presentation on Wisconsin's private higher education, tips on the application and financial aid process, updates from each 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.

For more information on this free workshop, visit our webpage just for counselors at WisconsinsPrivateColleges.org/counselors.

College Pays Off

continued from page 1

young adults who have only a high school diploma. According to Pew's economic analysis, "... when today's young adults are compared with previous generations, the disparity in economic outcomes between college graduates and those with a high school diploma or less formal schooling has never been greater in the modern era."

These studies document that college "pays off" more than ever before. WAICU President Dr. Rolf Wegenke reacted to the studies by warning, "Before we disparage particular majors or say 'you don't need college,' we should remember the adage, 'everyone is entitled to his own opinion, but not to his own facts.'" ■

Edgewood receives \$1 million gift to create Nursing Innovation Center

EDGEWOOD COLLEGE

Edgewood College and Group Health Cooperative of South Central Wisconsin (GHC-SCW) have announced a one million dollar gift given to the college to create the Group Health Cooperative of South Central Wisconsin Center for Primary Care Innovation.

The Group Health Cooperative of South Central Wisconsin Center for Primary Care Innovation will engage and enlist Edgewood College nursing students and graduates in innovative, patient-centered models of primary care delivery.

“How the patient is seen, how the patient is heard, and how the patient’s needs are met remain the primary tenets of healthcare,” said Dr. Margaret Noreuil, RN, Ph.D., Dean of the Henry Predolin School of Nursing. “We’ll collaborate with GHC-SCW on how those three pillars can be improved

through innovation and integration in the patient experience. This is a remarkable opportunity for our students.”

Ninety percent of Edgewood College nursing graduates remain in Wisconsin and serve in a wide variety of healthcare settings. Nurses are transforming how primary care will be delivered. Scores of newly insured patients and increasing number of aging patients are entering the health care system. In progressive health care organizations, registered nurses deliver care coordination, education and primary care management most effectively and efficiently.

“As the nursing profession continues to meet the challenge of, perhaps, its most crucial role in day-to-day healthcare, Group Health is committed to active and enthusiastic participation in advancing



Edgewood president Dan Carey and Group Health CEO Kevin Hayden announce a \$1 million gift to Edgewood College.

the future of clinical nursing practice,” GHC-SCW CEO Kevin R. Hayden said. “We believe that one important way to accomplish this is to create a sustaining relationship with the Henry Predolin School of Nursing at Edgewood College. With this gift, we will create relationships that bring progressive educational opportunities to students, our organization and to the communities we serve.” ■

Lawrence student start-up project launches theater company in Door County

LAWRENCE UNIVERSITY

Combining interdisciplinary interests with an entrepreneurial spirit, 23 Lawrence University students spent part of their winter break at Bjorklunden, Lawrence’s “northern campus” in Door County, collaborating on the launch of the new, student-run Greyfell Theater Company.

During a two-week immersion, the students — more than half were non-theater majors — wrote 18 original 10-minute plays, rehearsed and performed four of them, handled all of the direction, technical, design and other behind-the-stage work, as well as all of the business aspects, including marketing and public relations.

The start-from-scratch initiative culminated in mid-December with four public presentations of “Thresholds: A Celebration of 10-Minute Plays” in Bjorklunden’s Great Room. “Thresholds” included four plays penned during the students’ residency.

“I’ve been involved in theater at Lawrence, but the entrepreneurship and business aspect wasn’t something I felt



Lawrence seniors Brian Zender (left) and Erik Morrison perform in a 10-minute play for the start-up Greyfell Theater Company.

comfortable with,” said Madeline Bunke, a senior from Brookfield, whose play “Down the Drain” was one of the four performed. “But with the support of everyone, it felt just as comfortable as things I was familiar with. To watch their work along with mine and the collaboration among everyone come to the forefront on the stage was exciting in a totally new way.”

Future plans call for similar residencies and performances at Bjorklunden.

“This is a two-week, 24/7 immersion course,” said Pat Mangan, a government major from Barrington, Illinois. “The goal is to set the foundation for a theater company here.”

Three Lawrence professors served advisory roles, but basically handed the reins for the start-up to the students.

“They own this completely. It’s their theater company, their plays, their performance. How could you not be excited?” said economics professor Adam Galambos, one of the project’s faculty advisors. “This kind of intense immersion experience will stay with them forever. They will always be the founding members of Greyfell Theater Company.” ■

Stritch to offer state's first bachelor's degree in respiratory therapy

CARDINAL STRITCH UNIVERSITY

Cardinal Stritch University's Ruth S. Coleman College of Nursing has announced plans to begin a post-licensure Bachelor of Science in Respiratory Therapy. This degree completion program will be the first of its kind to be offered in the State of Wisconsin.

The new program will allow existing respiratory therapists to advance their careers by completing a bachelor's degree. The program, which will launch in fall 2014, will be offered online and is designed to take two years to complete.



Stritch program will allow respiratory therapists to complete a bachelor's degree.

Although associate degree programs in respiratory therapy can be found statewide, Stritch will be the first to offer a bachelor's degree in respiratory therapy. These Stritch graduates will fill a critical need in healthcare.

The volume of knowledge and skills that a respiratory therapy student must acquire increases yearly. Current programs limit the amount of hours in the classroom, lab and clinical settings to those required for the associate degree. "Due to the increasing complexity of healthcare and federal regulation changes, the healthcare community is asking for

respiratory therapists to be prepared at the baccalaureate level," said Kelly Dries, dean of the College of Nursing. "Stritch is excited to give practicing respiratory therapists the first opportunity for advancement beyond an associate degree in Wisconsin."

The online format will allow students the flexibility to further their education while maintaining their work schedule. For students who prefer a face-to-face delivery format, the program will offer optional in-person classroom time.

Stritch is establishing an articulation agreement with the seven Wisconsin technical colleges that offer an associate degree in respiratory therapy, allowing respiratory therapy credits to transfer to Stritch.

Also, the College of Nursing will begin a new concentration in nursing leadership within its MS in Nursing program, which has prepared nurse educators for academic, community and service settings since 1999. ■

Lakeland students help power VITA program for lower-income citizens

LAKELAND COLLEGE

Every year during tax time, Lakeland College accounting students power the local Volunteer Income Tax Assistance (VITA) program, which provides free tax return service for lower-income citizens.

"VITA is a wonderful thing," says Lakeland College graduate Brittney Mauk, who completed her degree in accounting last December and now works for Schenck Business Solutions. "Not only did it give me hands-on experience, it also connects Lakeland students to the community. It's such a great feeling to see the joy in people's faces."

The Sheboygan VITA program, sponsored by Guaranty Bank and Schenck SC, takes place one night a week and on Saturdays at a Sheboygan Salvation Army facility.

For participating Lakeland students, the volunteer work is linked to their

Federal Income Tax 2 class.

Brett Killion, assistant professor of accounting at Lakeland, said his students handled 766 state returns and 665 federal returns last spring.

The average federal return yielded \$1,356 and the average state refund was \$540.

In its first nine years, Lakeland's program has returned more than \$9 million in tax refunds to low income earners in the area.

"You're dealing with live emotions," says Lakeland senior Tara Guell, who will graduate with her accounting degree in May and who works with VITA.

"Happy, sad, angry, confused ... I can relate to the people coming in for help," she added. "As a single mother, I once struggled with some of the things they're going through. It feels good when we can help."

Lower-income citizens bring in their paperwork and go through a short



Lakeland's VITA program has returned more than \$9 million in tax refunds.

interview with an accounting student. Most returns take between an hour and an hour-and-a-half. The returns are then reviewed by the more experienced students and tax practitioners.

"There are people out there who are struggling," says Killion. "We provide that free service and can help put dollars in their pockets." ■

Bellin students, president attend international conference

BELLIN COLLEGE

Four Bellin College students attended the 25th Annual National Forum on Quality Improvement in Healthcare in Orlando, Florida, this December. The Institute for Healthcare Improvement (IHI) Open School's mission is to improve the quality and safety of care provided to patients, increase patient access to care, and to promote patient-centered care in the next generation of health professionals worldwide. The event drew nearly 6,000 healthcare professionals and 245 students from 63 countries.

Executive board members of the Bellin College IHI chapter Hannah Jochman, Abi Cropsey, Amanda Radar and Courtney Feist attended this conference accompanied by Faculty Advisor Karen Van Beek, and chapter leader and college president Dr. Connie Boerst. They had the opportunity to listen to Maureen Bisognano, current President/CEO of IHI, whose presentation focused on why healthcare



Four Bellin College students attended the 25th Annual National Forum on Quality Improvement in Healthcare in Orlando, Florida.

providers should ask their patients where they believe healthcare is headed and how it can be improved.

The highlight of the conference occurred when the students heard founder and former IHI President/CEO Don

for interprofessional learning; starting a student-run, free clinic staffed by nursing and family nurse practitioner students; and shadowing hospitals to eliminate areas of waste, showing how students can make a difference. ■

Berwick, speak on the power of listening and learning.

After the conference, the students sat down to discuss what they learned and how they can use this knowledge to influence and improve the Bellin College IHI Open School Chapter's future initiatives. Future plans include: utilizing the simulation lab

Gap experience at St. Norbert College offers new gateway to campus life

ST. NORBERT COLLEGE

Self-motivated students graduating from high school in 2014 and hoping for a gap experience before settling into campus life can spend an adventurous first semester under a new program starting next fall at St. Norbert College.

Leadership, service and international travel combine in the new Gap Experience venture—an initiative particularly relevant for college-bound students looking for some time to discern their direction in life.

Gap Experience students will travel with staff and faculty to various sites throughout Canada and the United States, as well as to the island of St. Lucia. Their gap semester will begin at an outdoor leadership site along the Canadian shore of Lake Superior, where sea-kayaking and backpacking will be among the offerings. Students then will visit four different United States' locations, working with service organizations to help those in need. Their semester will end with a six-



St. Norbert Gap Experience students travel with staff and faculty to sites throughout Canada and the United States, as well as to the island of St. Lucia.

week international service experience in St. Lucia.

"I'm very excited about this innovative new program," says St. Norbert President Thomas Kunkel. "We recognize that students come to college with different experiences and expectations, and this will be an attractive alternative point of entry to St. Norbert College for a certain

number of them. The program will be a journey of self-discovery, even as it helps prepare these students for college, work and life."

The Gap program at St. Norbert is designed for students transitioning into college life while still earning college credit. Unlike many gap programs, this experience will earn students college credit and is designed to ensure that students in the program will earn sophomore status

by the end of their first academic year.

The first-year journey will combine their unique first-semester experience with a J-Term class and the culmination of the full first academic year at St. Norbert College. Participants qualify for St. Norbert's four-year graduation guarantee. ■

Wisconsin Lutheran students take part in international science competition

WISCONSIN LUTHERAN COLLEGE

A team of Wisconsin Lutheran College (WLC) students participated in an international research event last fall. They traveled to Toronto in October for the North American iGEM (international Genetically Engineered Machine) competition and came home with a silver – the same medal awarded to M.I.T., Yale, Carnegie-Mellon, and Northwestern universities.

WLC's iGEM journey began two years ago in a genetics class taught by Dr. Robert Balza, associate professor of biology. The team is developing a probiotic strain of bacteria to use as a means to increase calories from plant-based food sources for humans and livestock in developing and impoverished nations.

"The iGEM team experience has been awesome and has allowed us to grow as individuals and as scientists," said senior Nick Goldner. "Our advisors have been

great. They allow us to learn on our own, make mistakes, and problem-solve, with nothing handed to us. Yet if we are



Wisconsin Lutheran students traveled to Toronto to participate in an international research competition.

stuck; they're there to help, suggest, and encourage. It's learning – in a truly liberal arts setting."

When Goldner was considering which college to attend, he was not sure a small,

private institution like WLC could offer him enough research options, since his initial goal was to become a medical doctor.

"But I was so impressed with the relationships WLC had with area hospitals and other institutions," he said. "I interned at the Medical College of Wisconsin, the Veteran's Administration Hospital, and the Blood Center of Wisconsin before I reached my junior year, and was part of a WLC research team off the shores of Grenada last May." These experiences revealed his passion for research and altered his career path.

Goldner, who plans to attend graduate school next year, will pursue a doctorate in biochemistry. "I love the

research, the discovery, and the atmosphere of uncovering future possibilities," he said.

"My experiences and research opportunities at WLC have exceeded my highest expectations." ■

Silver Lake Community enjoys new Franciscan Center for Music Education and Performance

SILVER LAKE COLLEGE OF THE HOLY FAMILY

Students, faculty and community members at Silver Lake College of the Holy Family are enjoying a new 35,000-square-foot facility on the west side of campus, dedicated at the beginning of October.



The new Franciscan Music Center at Silver Lake College

The Franciscan Center for Music Education and Performance houses the College Music Program, founded in 1954, and the Holy Family Conservatory of Music, founded in 1925. Both institutions are sponsored by the Franciscan Sisters of Christian Charity and celebrate the same overriding philosophy— that music is for everyone.

The building's towering glass and stone clad atrium, named for donors Michael and Mimi Ariens, is the first thing guests see as they approach the College on Highway 151 eastbound. The space seats 160-200 and has already hosted gatherings from business meetings to concert receptions. In the center of the

Ariens Atrium is the grand entrance to the heart of the building, the 464-seat concert hall built with generous support from the Bob & Pat Endries Family Foundation. Concert patrons are raving about the warm, comfortable, and intimate atmosphere and the stunning acoustics.

For the students and faculty of the College Music Program and the Holy Family Conservatory, the facilities represent a leap forward into bright, modern classrooms and studios, a dedicated and acoustically ideal performance space, and a towering rehearsal hall with room for all of the College's seven music ensembles to collaborate at one time, should they choose. With the College and Conservatory together under one roof, the community enjoys a seamless offering of quality music programs from prenatal through graduate music education in one location, with faculty whose lives are dedicated to making music available to everyone. ■

United for Students

continued from page 1

the faculty and courses that match with the individual student's skills, abilities, passions and interests? Should "bonus" Pell dollars be allocated to institutions rather than to students? Consider the true story of the low-income student from rural Wisconsin who aspires to sing opera. Colleges with a music conservatory are labor intensive (most instruction is on a one-to-one basis) and, as a result, more expensive than on-line instruction. Consider a low-income, minority student who wants to become a civil engineer and help re-build his city. Colleges with engineering programs have specialized equipment and instructional costs that are higher than those required in other majors. Consider what a rating and ranking system is saying to these two low-income Wisconsin students; the message is: "forget your passions and talents and career aspirations, you belong with other low-income students in this low-priced college, pursuing the major the government deems worthy of support." **PIRS subverts the intent of student aid and undermines students' control of their own destiny.**

PIRS betrays the fundamental principles underlying the enactment of means-tested student aid programs dating back to the 1960s, and, even further back, to the enactment of the G.I. Bill. Instead of student aid empowering the student to pursue his or her passions and develop her or his talents, funding would go, instead, to students who would be, in effect, forced to attend particular institutions because, in the words of bank robber Willie Sutton, "That's where the money is."

I was proud to put my signature on this letter, and I am proud of Wisconsin's united leadership in standing up for students and against the subversion of student aid.

Sincerely,



Rolf Wegenke, Ph.D.
President



WAICU BULLETIN BOARD

NOTABLE ACHIEVEMENTS

- **Dr. Eileen Schwalbach**, president of **Mount Mary University**, has been elected to serve on the National Association of Colleges and Universities (NAICU) Board of Directors. She was elected to serve a three-year term, beginning in February 2014.
- **Lawrence University** has received a \$1 million gift from an anonymous donor to establish a fund in honor of the late and former long-time president Richard "Rik" Warch and his wife Margot. The fund will cover faculty scholarships, travel expenses, student research support and research materials.
- The student chapter of the Mechanical Contractors Association of America (MCAA) at **Milwaukee School of Engineering** took third place in the MCAA Student Chapter Competition. This is the fourth consecutive year MSOE students have qualified for the national competition.
- **Dan Carey**, retiring president at **Edgewood College**, was given the Lifetime Achievement Award as part of Greater Madison *INBUSINESS* magazine's inaugural Executive of the Year Awards. "In his decade of service at Edgewood College, Carey can boast of a lifetime of achievements that have given the Madison liberal arts college a bright future," *INBUSINESS* wrote in bestowing the award, citing his doubling of the minority student population, helping Edgewood achieve Green Tier status, and building Edgewood's School of Graduate and Professional Studies.
- **Bellin College** has announced two faculty accomplishments. **Karen Van Beek** has been accepted for the National League for Nursing Leadership Development Program for Simulation Educators. **Kimberly Udlis** has been asked by the American Association of Critical Care Nurses to serve on the task force for the implementation of the Doctor of Nursing Practice.
- The **Silver Lake College of the Holy Family** website (www.sl.edu) has received the Gold Award in the Higher Education Marketing's EDMAs (Educational Digital Marketing Awards) under the Institutional Website Category for December 2013. The EDMAs recognize the best educational websites, digital content, electronic communications, mobile media, and social media.
- **St. Norbert College** president **Tom Kunkel** was interviewed about American novelist J.D. Salinger for a documentary film on "PBS American Masters," which first aired in January. Kunkel, who authored a book about *The New Yorker* founding editor Harold Ross, was interviewed by the film's writer and director to talk about the importance of *The New Yorker* magazine to Salinger's career start.
- Three **Ripon College** history majors—seniors **Amanda Gesiorski** and **Naomi Jahn**, and junior **Christian Krueger**—have published a book about the history of Ripon, Wisconsin. *Ripon (Images of America Series)* covers: Ripon's founding in the 1840s; the birthplace of suffragette Carrie Chapman Catt (1859) and department store pioneer H. Gordon Selfridge (1858); the founding of Ripon College (1851); and famous Ripon College alumni such as actors Spencer Tracy and Harrison Ford, Jazz musician Al Jarreau, American physicist and health researcher Elda Emma Anderson, and NASA Flight Director Jeffrey Bantle.
- **Alverno College** has broken ground on a \$30 million expansion and renovation, the most significant enhancement of the physical plant in 126 years. The plans include a new classroom building, improvements to the JoAnn McGrath School of Nursing, and the creation of a new, larger student commons to enhance the student experience. Construction is scheduled to be completed by the end of 2015.
- **Milwaukee School of Engineering** was awarded \$97,000 by the National Fluid Power Association (NFPA) Education and Technology Foundation to establish a mechatronics/fluid power laboratory that will include modular hydraulic, pneumatic, electromechanical, and electrical components. The lab is scheduled to be ready for student use by Fall 2015.
- A two-year, \$50,000 program development grant from the Network for Vocation in Undergraduate Education (NetVUE) will help expand the focus of **Carroll University's** Create a Life of Meaning (CALM) retreat to help students seek a purpose outside of themselves. NetVUE provides such grants with support of Lilly Endowment Inc. through the Council of Independent Colleges.
- **Lawrence University** joined a select number of colleges and universities in the country publicly pledging plans to assist low-income students as part of a higher education summit hosted January 16 by President Barack Obama and First Lady Michelle Obama at the White House. Lawrence and UW-Madison were the only Wisconsin institutions included in the White House-issued report "Commitments to Action on College Opportunity."

continued on page 8



122 West Washington Avenue, Suite 700
Madison, WI 53703-2723

Address Service Requested

Non-Profit
U.S. Postage
PAID
Permit #1508
Madison, WI

*"It is the mark of an educated mind to be able
to entertain a thought without accepting it."*

Aristotle, philosopher
384-322 BC

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

THE WISCONSIN INDEPENDENT

Vol. 46 No. 1, Spring 2014

PRESIDENT & CEO

Rolf Wegenke, Ph.D.

EXECUTIVE VICE PRESIDENT

Wendy Wink

The Wisconsin Independent is published quarterly by the Wisconsin Association of Independent Colleges and Universities (WAICU). To be placed on the free mailing list, contact:

WAICU
122 W. Washington Avenue, Suite 700
Madison, WI 53703-2723
608-256-7761, fax 608-256-7065
www.waicu.org
www.WisconsinsPrivateColleges.org

♻️ Printed on recycled paper



WAICU BULLETIN BOARD *continued from page 7*

EDUCATIONAL COLLABORATIONS

- The Greater Plains Collaborative will link 10 medical centers, including the **Medical College of Wisconsin**, in seven states to build a data set from electronic medical records that will be used to contribute to new research in the fields of breast cancer, obesity and amyotrophic lateral sclerosis (also known as ALS, or Lou Gehrig's disease). A \$7 million grant from the Patient-Centered Outcomes Research Institute will fund the collaborative for 18 months.
- A national academic conference that will focus on women in sports, "A Mirror of Our Culture: Sport and Society in America," will be hosted by **St. Norbert College** and the Green Bay Packers May 19-21 at the college. The conference will feature award-winning journalist Christine Brennan who writes for *USA Today*, and Hall of Fame coach Ann "Muffet" McGraw, who is in her 27th season as head women's basketball coach at the University of Notre Dame.
- **Michael McCrea**, Ph.D., professor of neurology and neurosurgery and director of brain injury research at the **Medical College of Wisconsin**, will use his expertise to study concussions in a new Head Health Challenge funded by General Electric and the National Football League. The two entities founded the Head Health Challenge to improve the safety of athletes, members of the military, and society overall by supporting research into the diagnosis and treatment of mild traumatic brain injury.
- **Concordia University Wisconsin (CUW)** announced it received a \$50,000 grant from the Anthem Blue Cross and Blue Shield Foundation for its Health Mobile program. The program is a collaborative effort between CUW's Schools of Nursing and Education in which, beginning next year, a retrofitted RV will be used to deliver interactive health and wellness education to citizens in the underserved Milwaukee and surrounding areas.

APPOINTMENTS

- **Scott Flanagan**, executive vice president of **Edgewood College**, has been named the new president and will take office in August 2014.
- **Mike Lovell**, chancellor of the University of Wisconsin-Milwaukee, will become president of **Marquette University**.