

## About Wisconsin Grants

The twenty-four private, or independent, nonprofit colleges and universities of Wisconsin operate without direct taxpayer support, but provide an invaluable public service to the state, educating more than 56,000 students a year. Many of Wisconsin's best and brightest need financial help to attend the college of their choice.

The Wisconsin Tuition Grant, now known as Wisconsin Grants, was enacted in 1965 to help qualified Wisconsin citizens to succeed. Each month, Wisconsin Achievers brings you success stories of Wisconsinites at WAICU-member campuses for whom Wisconsin Grants have made a significant difference.

Wisconsin Achievers is published by the Wisconsin Association of Independent Colleges and Universities (WAICU):

122 W. Washington Avenue  
Madison, WI 53703-2723;  
608.256.7761;  
mail@waicu.org.

Rolf Wegenke, Ph.D.  
President & CEO

Rebecca Larson  
Senior VP for Advocacy

Cassandra Krause  
Director of Communications  
and Marketing, Editor

## Carroll University student prepares for career in communications

When Caitlyn McGeary began her journey at Carroll University, she had no idea she would join the Black Student Union, develop a deep passion for creative writing and communication, and form lifelong relationships with her most influential professors. Success did not come easily for her, though.

With her mother as the primary caretaker for Caitlyn and her four younger siblings, Caitlyn's family has always been conscious of their finances. When her mother was diagnosed with cancer, however, it placed Caitlyn's family under a new level of financial stress.

Caitlyn's mother began treatment, an expensive and distressing process. Unfortunately, the effects of the treatment made it too difficult for her to continue working, which impacted her family — and Caitlyn's dreams of higher education.

But through hard work, she was able to receive the Wisconsin Grant and make her goal of attending Carroll University a reality. "The grant allows me to passionately work towards my education without the thought in the back of my head of 'How will I be paying for all of this?'"

continued on page 2



Caitlyn McGeary

## Wisconsin Lutheran student promotes civic engagement

Brady Coulthard embraces student life at Wisconsin Lutheran College, and the college has been positively impacted by Brady's voice — as a student in the classroom, a member of student government, and as a performer in the Wisconsin Lutheran Choir. His education is enhanced through his endless involvement in extracurricular and co-curricular activities.

"Attending WLC has blessed me with many opportunities that I do not think I would receive anywhere else," said Brady. "This community allows for every student to thrive."

Brady thrives indeed. He served as the WLC Student Senate vice president of communication in 2019-2020 and will be the executive vice president for the 2020-2021 academic year. He also is the founder and president of two student organizations that seek to promote political and civic engagement among students. As a freshman, Brady became a member of the Wisconsin Lutheran Choir, Warrior Events Board, Ambassador Club, and the Student Cultural Diversity Taskforce. He also worked as an intern in the Wisconsin Lutheran College Office of Marketing and Communications. His greatest accomplishment was establishing the college's Social Media Ambassador Committee to promote the student voice.



Brady Coulthard

continued on page 2

**Caitlyn McGeary** continued from page 1

she said. “Without the grant, it simply was not in the numbers for me to attend college.”

Driven toward Carroll because of the close student-teacher relationships and significant financial aid, Caitlyn applied and was accepted in 2017. “For the past three years, I’ve had many professors take an interest in me, my life, and my success,” she said, citing her relationship with Spanish Professor Dr. Elena De Costa as one of the most important factors in her college career. After exploring Carroll’s programs and discussing them with her professors, Caitlyn decided to major in communication and minor in creative writing.

“Communication is a blanket degree that covers journalism, public relations, and a plethora of other careers. It allows me to pursue higher education but also keep my options open,” she said. Knowing that she did not want to become a full-time writer, Caitlyn said courses like public relations and advertising helped focus her career path.

As a junior expecting to graduate in 2021, Caitlyn looks ahead to life after college. “I hope that I’m able to get a job in public relations with a focus on managing someone’s presence on social media,” she said. “The dream would be to become a part of a public relations team for a social media influencer.”

**FACT OF THE MONTH**

For every \$1 in state grants, students at WAICU members receive \$20 in institutional grants.

Source: WAICU Institutional Survey, 2017–18

**Brady Coulthard** continued from page 1

“WLC is all about putting students first. Our culture is built on encouraging the voices of students to be heard,” said Brady. “Social Media Ambassador Committee extends the student voice to social media platforms for current students and future students.”

At WLC, Brady has also learned a lot about himself. Originally intending to pursue a biology/pre-pharmacy major, Brady changed directions due to the flexibility of the programs at WLC. He is now a double-major in politics and law — with an emphasis on government and politics — and Spanish. He plans to continue his education in public administration post-graduation in 2022.

“I am here to serve our campus,” he said. “Attending a small, private university has allowed me to experience administrative policies and rulemaking firsthand through Student Senate.”

Brady seeks leadership opportunities for other students. Whether through the Students for Political and Civic Engagement or other student advocacy groups, he hopes to inspire students to be more engaged in the political processes that directly affect their lives.

To keep fulfilling his passion, Brady is also serving as the Student Ambassador for WAICU and has advocated for student financial aid at the Wisconsin capitol. He looks forward to continuing to work for the greater good of students and the community. Brady has been appointed to serve as the WAICU student representative on the Wisconsin Higher Educational Aids Board.

“Financial aid, including the Wisconsin Grant, has played a vital role in allowing me to pursue higher education,” said Brady. “As a first-generation college student with two self-employed parents, the Wisconsin Grant was essential in making my higher education more feasible. I am grateful for my experience at WLC because I have grown as a friend, student, and as a leader.”



*Wisconsin's Private, Nonprofit Colleges and Universities*

Alverno College - Milwaukee  
 Bellin College - Green Bay  
 Beloit College - Beloit  
 Cardinal Stritch University - Milwaukee  
 Carroll University - Waukesha  
 Carthage College - Kenosha  
 Concordia University Wisconsin - Mequon  
 Edgewood College - Madison

Herzing University - Milwaukee  
 Holy Family College - Manitowoc  
 Lakeland University - Plymouth  
 Lawrence University - Appleton  
 Marian University - Fond du Lac  
 Marquette University - Milwaukee  
 Medical College of Wisconsin - Milwaukee  
 Milwaukee Institute of Art & Design - Milwaukee

Milwaukee School of Engineering - Milwaukee  
 Mount Mary University - Milwaukee  
 Nashotah House - Nashotah  
 Northland College - Ashland  
 Ripon College - Ripon  
 St. Norbert College - De Pere  
 Viterbo University - La Crosse  
 Wisconsin Lutheran College - Milwaukee