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# WISCONSIN ACHIEVERS

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## Concordia Senior, Veteran Poised to Give Back Through Sports Therapy

Ever since he was young, Jacob Couillard has been drawn to sports.



Jacob Couillard

"I'm thankful for support like the Wisconsin Grant because it alleviates pressure that I'd have to maintain a job, plus sports, and school."

As he's grown older, athletics have remained an important part of his life, for reasons beyond just the physical. "It helps my mental health to maintain a fitness routine," says Jacob, a senior from Boscobel, Wisconsin. "If I didn't have time for daily activity, I honestly don't know what I would do."

Concordia University Wisconsin gave him the opportunity to do

what he loves twice over—as a football and track/field athlete—while pursuing a career in his area of passion, athletic training. His treasured reprieve was threatened, however, during his sophomore year when he sustained a shoulder injury. Then, last year, his shin splints began to act up. This year, as a senior, he continues to nurse the injury.

The setbacks, while hard, have served to instill an important lesson, one that Jacob says he'll take into his future career.

"I look forward to seeing someone grow and help them get back to what they love doing," says Jacob. "It's being able to put a smile back on peoples' faces by helping them overcome adversity. Because when you're injured or hurt, it can be very depressing. It takes a mental toll on people, and I know that personally."

At Concordia, Jacob is known on and off the field for his glass-half-full disposition and overall leadership qualities. His decision to enlist in the Army

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## MSOE Leader Ready for Data Analytics Summer Internship

As the former president of the Milwaukee School of Engineering (MSOE) Student Government Association, senior Morgan Imhoff of Eagle, Wisconsin, ensured student voices were heard across campus through her leadership.

"My role was to be the advocate of the student body and to serve as the liaison between students and faculty," says Morgan. She served as president from May 2022 to April 2023. The actuarial science major also honed her skillsets at internships with U.S. Bank as well as Johnson Controls. This summer she will be participating in an investment data, analytics and research internship at Northwestern Mutual. "I have dreamed of working at Northwestern Mutual for quite some time, so I am very excited to start this role."

These internships are preparing Morgan for her future dream job, which is to work in data analytics and consulting. "I think managing to tell a story through data and helping executives make the right decision based on the work that you created would be amazing."



Morgan Imhoff

"In receiving the Wisconsin Grant and other scholarships, I have been able to pay my way through college without having to worry about financials as much."

Morgan also served as the student representative for the MSOE Executive Education Council, Alumni Association Board, Campus Safety Committee, Computer User Commit-

tee, and Facilities and Buildings Improvement Committee. She also had weekly meetings with the dean of students to discuss public safety, food on campus, academics, and more.

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## The Wisconsin Grant Program

The twenty-two private, nonprofit colleges and universities of Wisconsin operate without direct taxpayer support, but provide an invaluable public service to the state, educating more than 51,000 students a year. Many of Wisconsin's best and brightest need financial help to attend the college of their choice.

The Wisconsin Grant 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 the Wisconsin Grant Program has made a significant difference.

## Jacob Couillard

straight out of high school, no doubt, helped to develop his sense of self, duty, and respect for something bigger than himself. Originally, however, Jacob admits that his decision to enlist had more to do with helping him offset the cost of a college degree than any personal growth.

"I'm responsible for my own health and dental insurance," Jacob says. "It's up to me to take care of my life expenses," which is where the Wisconsin Grant Program comes in. Even the generous federal GI Bill doesn't fully cover his higher education expenses.

"I'm thankful for support like the Wisconsin Grant because it alleviates pressure that I'd have to maintain a job, plus sports, and school," says Jacob. "I'm very fortunate to have the opportunities that I've been given."

And soon, Jacob will pay those blessings forward to others as an athletic trainer. He'll return to Concordia for one more year to complete his master's degree before he begins his search for a job in the sports realm.

"Being able to connect with someone personally is exciting to me. It's rewarding to be able to help people become physically better and healthier all around."

## Morgan Imhoff

"Some of the items we accomplished were adding body positive media to the vending machines and dining areas on campus, adding a microwave to Rosenberg Hall, adding more whiteboards to the Campus Center, and starting the conversation on streamlining professors' use of Canvas."

Funds awarded through the Wisconsin Grant Program helped support Morgan's journey at MSOE. "It feels amazing to receive the Wisconsin Grant. I am a first-generation college student in my family, so it is even more special to be able to go to such a prestigious university.

"In receiving the Wisconsin Grant and other scholarships, I have been able to pay my way through college without having to worry about financials as much. This has allowed me to focus on school and has given me time to do good things in my community." When she's not at school or work, Morgan enjoys going to concerts with her friends, thrifting, taking film photography pictures, listening to music, and cooking.

"I know many students do not have the privilege or ability to participate as much, whether it is because of work, going home and helping family, or other obstacles. Despite my own personal struggles, it is always important to recognize your privilege and be grateful for being allowed to make a difference no matter how big or small. And after I graduate from MSOE, I will continue to live by this."

## FACT OF THE MONTH

Students over the age of 25 make up 31 percent of all students in WAICU, compared to 19 percent at Wisconsin's public four-year institutions.

Source: IPEDS, Student Financial Aid Survey, 2021-2022.