

The Wisconsin Independent

VOL. 54 NO. 3
FALL 2022

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

Let's not leave aid for students on the table

Wisconsin has significant workforce shortages in almost every occupational area, but especially in careers such as engineers, physicians, nurses, and teachers. The recession and now inflation associated with the pandemic have only made the situation worse.

WAICU is working with the University of Wisconsin System, the Wisconsin Technical College System, the state's two tribal colleges, and a variety of stakeholders to increase awareness of the student aid processes and to encourage students to apply.

Wisconsin's high school class of 2021 left an estimated \$49.6 million in Pell Grants on the table because students did not complete the Free Application for Federal Student Aid (FAFSA). The U.S. Department of Education uses the FAFSA to determine students' eligibility for federal student aid, including low-cost loans, grants, and work-study. Wisconsin Grants and other Wisconsin need-based aid also are determined using students' FAFSA information. WAICU is working with the University of Wisconsin System, the Wisconsin Technical College System, the state's two tribal colleges, and a variety of stakeholders to increase awareness of the student aid processes and to encourage students to apply.

According to a report recently released by the Wisconsin Policy Forum, "Amid the chaotic conditions of COVID-19, fewer seniors at Wisconsin high schools filled out a key federal



financial aid form, with the number of completions falling by 6.3 percent from 2019 to 2020, and 12.2 percent from 2019 to 2021. The declines were greater than the national drops of 3.2 percent from 2019 to 2020 and 7.8 percent from 2019 to 2021."

Additionally, data released by the Wisconsin Attainment Network found that FAFSA completion is highly correlated to higher education enrollment. Nationally, 92 percent of high school seniors who completed the FAFSA enrolled by the November following graduation, versus 51 percent who did not complete a FAFSA.

Increasing opportunity for individuals who have financial barriers to attend higher education is inextricably linked to filling Wisconsin's employment gaps. Wisconsin needs to "grow our own" to strategically



build our workforce. When students succeed, we all benefit.

Support for student financial aid, such as the Double Pell campaign, WAICU's 2,022 Advocates in 2022 Campaign, and increases in Wisconsin Grants, are WAICU's top priority. However, without a concerted emphasis on FAFSA completion, that money will continue to be left on the table, and efforts to meet Wisconsin's workforce needs also will come up short.



- Alverno College
- Bellin College
- Beloit College
- Cardinal Stritch University
- Carroll University
- Carthage College
- Concordia University
- Edgewood College
- Herzing University
- 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
- Viterbo University
- Wisconsin Lutheran College

THE WISCONSIN INDEPENDENT

Vol. 54 No. 3 FALL 2022

Interim President & CEO/Senior VP for Finance & Operations
Liza Simon

Senior VP for Advocacy
Rebecca Larson

Senior VP for Collaborative Services
Jennifer deHart

Interim Senior VP for Academic Services
Kathy Paul

Director of Communications
Pamela Seelman, editor

The *Wisconsin Independent* is published quarterly by the Wisconsin Association of Independent Colleges and Universities.

To be placed on the mailing list, contact:

WAICU

122 W. Washington Avenue, Suite 700
Madison, WI 53703-2723
608.256.7761, editor@waicu.com
www.waicu.org
www.WisconsinsPrivateColleges.org

Printed on recycled paper

INDEPENDENT INSIGHTS

Both public good and private good

It is an honor to have been selected to serve as the next President of WAICU. I realize that I have big shoes to fill, as I follow one of the longest serving state association presidents in the country. Dr. Rolf Wegenke served WAICU and its member institutions for three decades. I was able to be with him recently at a national gathering of state association leaders where he was recognized for his long tenure. The tributes offered for Dr. Wegenke highlighted the big impact he has made on the independent college sector in Wisconsin and, through his mentorship of others, the wider independent college sector.

I come to WAICU after spending my entire adult life working in independent higher education. I also have served as an elected official in small town government, first as a member of the council, then as Council President and Mayor. The position at WAICU combines my experience in elected office and interest in politics with my nearly three decades of experience in higher education administration. I am excited about getting started and positively impacting the lives of the more than 53,000 students who attend WAICU institutions.

A topic that has held my interest throughout my career has been human capital theory and the related question as to whether higher education is a public or private good. In simple terms, education as a public good refers to the benefits that an educated population brings to society at large. Some examples are higher tax revenue, lower reliance on state support, and higher likelihood of community service and civic engagement. Education as a private good, in contrast, focuses on the individual benefits that an educated individual receives, such as higher income, more career opportunities, and economic security.

While many fall on one side or the other of this question, I believe the answer is that both the individual and society benefit when an individual receives a college degree; it is not an either/or issue. Public investment in students is warranted and benefits society. Likewise, individuals should make a personal investment as the achievement of the degree will benefit them personally as well. Then there is the sheer joy of learning new things and creating new knowledge – hard to quantify, but of high importance.

A long-standing public investment in degree attainment is the Pell Grant. This year, we celebrated the 50th anniversary of the grant, named for its champion Senator Claiborne Pell. The Pell Grant is a need-based grant (based on family income) that allows students to take the funds to the institution of their choice. Since 1972, more than 80 million students have received a Pell Grant, benefiting those individual students and society.

The Wisconsin Grant is a state grant program that mirrors the Pell Grant. Together, Pell and Wisconsin grants provide an efficient way to help low-income and first-generation students access higher education. In 2021, the average Pell Grant was \$4,166 and the average Wisconsin Grant was \$3,160. These funds, combined with other external and institutional grants, allow students to pursue an education at the institution of their choice.

I believe that public investment in higher education is vitally important, and I am grateful for the excellent educational opportunities that Wisconsin independent colleges provide without direct federal or state operating subsidies. I look forward to working to support WAICU member institutions and the students they serve.

Eric W. Fulcomer, Ph.D.
President-Elect





The WAICU 2022-23 Guide to Admissions & Financial Aid is here!

Call WAICU at 1.800.433.4733 or email studentaccess@waicu.org to place your orders.

The free *Guide to Admissions and Financial Aid* includes:

- Profiles of Wisconsin's 23 private, nonprofit colleges and universities
- Information on financial aid, including links to scholarship opportunities
- Admissions requirements and application timelines
- Majors and minors chart: find out what each institution offers
- Housing information

To view the Guide online or to request additional copies, visit www.WisconsinsPrivateColleges.org

College Goal Wisconsin

The Free Application for Federal Student Aid (FAFSA) is the form students need to complete each year to be considered for grants and loans to help pay for college. College Goal Wisconsin is offering in-person and virtual workshops for students and their families filling out the FAFSA in October and November.

Online events will be held every Wednesday on October 5, 12, 19, and 26. In-person event dates will be held on October 3, 4, 6, 10, 11, 13, 17, 18, 20, 24, 25, and 27 and on November 1, 3, 7, and 15. Participants will be entered to win a scholarship. For more information on in-person dates/locations and how to prepare, please visit www.CollegeGoalWI.org



REGISTER NOW: WAICU Fall Counselor Workshops

WAICU's popular in-person workshops for school counselors are back! Whether you have attended a workshop in the past or are new to Wisconsin's private, nonprofit colleges and universities, get ready to discover something new. Workshops are free for middle and high school counselors and feature a presentation by WAICU on the benefits and affordability of Wisconsin's private, nonprofit sector. Admissions representatives from WAICU-member colleges and universities will also give a short presentation to highlight their diverse academic and extracurricular programming.

Breakout sessions and roundtable discussions provide attendees the chance to speak directly with the admissions representatives. Complimentary meals will be provided. To register for one of these free workshop in October, and for more information, visit our webpage just for counselors: www.WisconsinsPrivateColleges.org/counselors Additional WAICU School Counselor Workshops will be held in the spring.

WAICU at the 58th annual WSCA Conference

WAICU is pleased to again sponsor the Wisconsin School Counselors Association (WSCA) Conference. The conference, now in its 58th year, will take place November 2 - 4, 2022 at the Kalahari Resort & Convention Center in Wisconsin Dells. This year's theme is "Rooted in Resilience." The event will provide a wide array of professional development opportunities for over 1,200 school counselors. WAICU's booth will feature resources and information from WAICU-member colleges and universities. Visit www.WSCAweb.org for more information.



Wisconsin Education Fairs (WEFs)

WAICU will be among more than 150 exhibitors at the Fall 2022 and Spring 2023 Wisconsin Education Fairs (WEFs). Students, families, and school counselors attending these events will chat with higher education representatives, meet other students, and learn more during their college search. For more information about upcoming WEFs and to register visit www.wefs.org

CARROLL UNIVERSITY

Carroll's school-based nurses innovate at UCC Health Center amid pandemic

"It's not just Band-Aids and ice packs," says Pam Ziolkowski, RN (Registered Nurse), manager for the School-Based Health Center in the United Community Center (UCC). "School nurses are much more than that."

Ziolkowski is a school-based nurse at the UCC, which hosts a collaborative partnership between Carroll Universi-

ty and Bruce Guadalupe Community Schools. She treats students from a holistic standpoint, acknowledging the many dimensions of health in a school setting.

Sonia Pacheco, RN, works alongside Ziolkowski to serve approximately 1,800 elementary and middle school students. Many students that Ziolkowski and Pacheco treat have chronic illnesses, like

asthma and diabetes, along with other disorders, which fall under the category of mental and behavioral health. Pacheco says that school nurses deliver crucial health and wellness information that would otherwise not be communicated to students' parents or their primary care doctors. However, since the onset of COVID-19, both Ziolkowski and Pacheco felt their focus shift

dramatically, leaving little room for the provision of typical levels of care. In just one week, they received 700 phone calls from concerned parents.

Like countless other healthcare professionals, the nurses needed to pivot their focus to COVID-19, and at the same time learn a new operating system so that they could create electronic health records to fit their community needs. Ziolkowski and Pacheco also were required to attend virtual contact tracing classes from Johns Hopkins University to become certified COVID-19 contact tracers for the UCC.

The UCC School-Based Health Center also serves as a clinical placement site for nursing students, where they can learn about a school-based RN role and skills needed in a school setting. The UCC also is home to Carroll's new [Associate Degree in Nursing](#) (ADN) program, which helps underrepresented students become an RN in less than two years.



Carroll University Associate Degree in Nursing students gather for class at the United Community Center.

LAKELAND UNIVERSITY

Lakeland University recently expanded into downtown Sheboygan, Wisconsin, with the opening of Jake's, A Lakeland Community

Jake's, a Lakeland Community, serves as a collaborative "Communiversi-ty" (community university) that combines Lakeland University's Cooperative Education program with university academic resources to create an environment for learning and practice.

It also serves as a resource for community leaders seeking innovative solutions to real-world problems. It will continue to host startups and other businesses in a creative community setting.

"Jake's, A Lakeland Community, will attract new students who are tomorrow's entrepreneurs and create new ways for Lakeland to serve as a broader resource to help elevate our community," said Lakeland President, Dr. Beth Borgen. "Whether a student wants to run a small business or has the next big idea, Jake's will provide a unique laboratory for learning."

Jake's is led by award-winning entrepreneur Stephanie Hoskins, Lakeland's inaugural Herbert Kohler & Frank Jacobson Chair for Business and Entrepreneurship.

Jake's is a hub for experiential learning. Launch: Lakeland Student-Run Businesses, a venture that allows students to develop and run all aspects of businesses, along with Launch's Develop U, which tailors professional development series for employers, will be a part of Jake's business plan.

Funding for the acquisition of Jake's, A Lakeland Community, was donated by Herbert V. Kohler, Jr. on behalf of Kohler Co. and by Richard and Kristin (Jacobson) Bemis.

"Our innovation at Lakeland is fueled and inspired by these entrepreneurs who have helped position Sheboygan County nationally and globally," Borgen said. "We admire the legacies of Herbert V. Kohler, Jr., Richard Bemis, and Frank and



Lakeland held a ribbon cutting at its new downtown Sheboygan presence earlier this summer. Joining LU President, Dr. Beth Borgen, were Stephanie Hoskins, Richard and Kristin Bemis, Tryg Jacobson, and Herbert V. Kohler, Jr.

Tryg Jacobson, and we are proud to work together on these shared visions and passions for building our communities."

Lakeland's shuttle will provide free transportation for students on its main campus who need easy access to Lakeland's downtown Sheboygan location.

MEDICAL COLLEGE OF WISCONSIN

Medical College of Wisconsin-Green Bay graduates its 100th doctor

The 2022 Commencement Ceremony at the Medical College of Wisconsin Green Bay (MCW-Green Bay) campus was a celebration filled with happiness for achieving a long-desired goal and excited anticipation about the future. This year's event was especially noteworthy. This class, MCW-Green Bay's fifth, included its 100th graduating physician.

The ceremony also marked the 10th anniversary of MCW unveiling its vision for new regional campuses in central Wisconsin and Green Bay. This historic milestone represented the first new medical school campuses to open in Wisconsin in more than 100 years. Matthew Wheeler, MD '18, GME '21, a member of MCW-Green Bay's inaugural graduating class, returned to his alma mater to deliver the alumni commencement speech. He noted that MCW-Green Bay alumni were about to be spread across 15 states and 12 specialties. "Who would have thought," he asked, "from the seed of an idea that such a widespread reach would be possible?"

That seed was planted in response to a looming crisis. A 2011 Wisconsin Hospital Association report estimated a shortfall of 2,000 doctors in the state by 2030 if 100 physician vacancies weren't filled each year. This deficit would especially limit access to health care services in rural communities where the population tends to be older, and communities have fewer health care providers. MCW proactively addressed the dilemma in 2012, announcing the establishment of its regional campus in Green Bay. The area had the necessary resources, and according to Matthew Hunsaker, MD, founding dean of MCW-Green Bay, the area was home to



The 2022 Commencement Ceremony of the Medical College of Wisconsin Green Bay's fifth class included its 100th graduating physician.

a core group of local public and private sector partners that provided "ideas, enthusiasm, commitment, and most importantly, a 'can-do' attitude."

MILWAUKEE INSTITUTE OF ART & DESIGN

MIAD continues campus improvements with comprehensive campaign goal in sight

As part of a \$10 million comprehensive fundraising campaign, the Milwaukee Institute of Art & Design (MIAD) is working to improve its campus, expand its scholarship offerings, and offer additional resources to its student body. The college has raised more than \$8.1 million toward the effort to date. Visitors to the college, including prospective students, will notice a series of big changes to campus this fall.

During the pandemic, MIAD's fourth floor was redesigned to establish permanent homes for the Lubar Centers for Innovation and Emerging Technology. Through the Lubar Innovation Center, students across all majors work directly with outside companies on paid projects. On the same floor, new studio spaces, classrooms, and production areas were added to accommodate MIAD's growing enrollment in its ranked Illustration and Communication Design programs. Additionally, a new Community Hub was added to the first floor to host a rotating series of community events and exhibi-

tions. The space can flex to accommodate lectures, presentations, and gallery shows.

The main entrance will offer a redesigned lobby, admissions office, and reception area. MIAD is a kind of creative hive, but the entryway long undersold the bustling nature of the work students were doing throughout

the facility. The new entrance will provide visitors with an immediate sense of MIAD's mission through a suite of technology displaying student work, facilities, resources, and campus messaging. MIAD hired RINKA to design the new space, with Greenfire Management Services performing the construction



Pictured above is an artist's rendering of Milwaukee Institute of Art & Design's Community Hub main entrance lobby, which will include the admissions office and reception area. Rendering courtesy of RINKA

MSOE expands AI and machine learning options

The Milwaukee School of Engineering (MSOE) celebrated its first class of graduates from the Bachelor of Science in Computer Science program in 2022. Those students moved on to highly lucrative careers at companies large and small, on the coasts, and throughout the nation, Midwest, and Wisconsin. They all were

in demand for their skills in artificial intelligence (AI), cybersecurity, machine learning, and next generation technologies. Armed with experience using Rosie (MSOE's supercomputer) to solve-real world problems for MSOE's industry partners and guidance from MSOE's expert faculty, they truly were prepared to hit the ground running.



MSOE's supercomputer, "Rosie," pictured at left behind glass, is available for undergraduate use as they work to solve real-world problems.

MSOE continues to be at the educational forefront of AI and machine learning education and is expanding this instruction to all undergraduate programs at the university. Any student at MSOE can earn an Undergraduate Certificate in AI for Emerging Applications. It is an interdisciplinary sequence of asynchronous course work,

combined with a practicum experience that allows students from any major to develop a breadth of skills in the emerging realm of AI and apply it directly to their field of study. A new Data Science Minor will be offered in 2023 for all undergraduates as well.

For those looking to advance their skills and careers, MSOE is now offering a Graduate Certificate in Machine Learning that will prepare them to leverage AI and machine learning domains to create innovative, data-driven solutions to problems. And this is just the beginning. In Fall 2023, students can take their studies another step further and pursue a Graduate Certificate in Machine Learning Engineering or Master of Science in Machine Learning.

At the heart of all of this is MSOE's Dwight and Dian Diercks Computational Science Hall, Rosie the Supercomputer, and the university's longstanding relationships with business and industry, giving students real-world problems to solve using cutting-edge technologies.

MOUNT MARY UNIVERSITY

Exciting changes at Mount Mary University

New leadership and an innovative new program highlight the exciting changes at Mount Mary University.

Dr. Isabelle Cherney began her tenure July 1, 2022 as Mount Mary's 13th President. Cherney, a highly acclaimed social scientist and educator, was previously vice provost for graduate education at Merrimack College in Massachusetts. A nationally recognized researcher, Cherney was invited by the Obama Administration on four occasions to participate in White House conferences.

A native of Switzerland, Cherney speaks four languages and is a world traveler who has spent time in 32 countries on five continents and has visited 48 U.S. states. Cherney is familiar with the transformative power of a Mount Mary education. Her husband Mike and many of their nieces and nephews have been educated by the School Sisters of Notre Dame, the university's sponsoring organization. Her sister-in-law and one of her nieces graduated from Mount Mary. Her husband grew up only one block from

campus.

One of Cherney's first major initiatives is overseeing the launch of Mount Mary's new undergraduate major in User Experience Design (UX). One of the fastest growing fields, UX is the interaction between humans and technology. A UX Designer investigates the human experience with technology and strives to design systems that are functional, accessible, and enjoyable for all users.

Demand for UX designers is booming. However, the representation of women in technology fields continues to lag. Women comprise just 25 percent of technology occupations. Of that, only nine percent are women of color. Mount Mary University is in a unique position to help change those statistics. Mount Mary's commitment to educating women from a diverse population puts the university at the forefront of this booming field. Plus, job prospects for graduates are unrivaled. UX designers are sought after and heavily recruited by major companies. Starting salaries in the Milwaukee area



Dr. Isabelle Cherney began her tenure July 1, 2022 as Mount Mary's 13th President.

can average nearly \$100,000 per year.

Mount Mary University continues to innovate and break new ground. With dynamic new leadership and pioneering new programs, Mount Mary is making a mark as a leader in higher education in Southeastern Wisconsin.

NORTHLAND COLLEGE

Celebrating 130 years of Northland College and 50 years of the Sigurd Olson Environmental Institute

Founded in 1892, Northland College has a longstanding commitment to making the world a better place physically and socially.

As the first college in the country to fully integrate an environmental focus with its liberal arts curriculum, Northland empowers students to create a more sustainable and just future. Through innovative and interdisciplinary experiences, Northland students explore the fundamental interconnections between nature, place, and people and learn how to address complex environmental and social challenges.

This year, Northland is celebrating 130 years of educating students, engaging across the state and region, and generating lasting change through various contributions including faculty and student research, field work, and community partnerships.

Simultaneously, Northland is celebrating 50 years of the Sigurd Olson Environmental Institute (SOEI), named for Sigurd Olson (1899-1982), known as a leader in the American environmental movement,

writer, and teacher. Founded in 1972, the SOEI prepares people to meet challenges with intellectual and artistic creativity by promoting and protecting experiences of wilderness and wonder. The Institute hosts LoonWatch, the Timber Wolf Alliance, the Sigurd Olson Nature Writing Awards, and numerous events for young people and adults.

The 130th anniversary of Northland College and the 50th anniversary of the SOEI will be celebrated at the College's Fall Festival, September 21-24, 2022. Northland alumni and the local community are invited to participate in four days of celebratory activities on campus. The celebration kicks off with a two-day environmental conference hosted by the SOEI with speakers, Rocky Barker, an accomplished

environmental journalist, and Kendra Atleework, author of the Sigurd Olson Nature Writing Award winning book *Miracle Country: A Memoir of a Family and a Landscape*. The milestone celebrations continue with receptions, outings, and the 130th Convocation, including special recognition of the graduating class of 2020, whose commencement was virtual due to the pandemic.



Many of the activities for Northland's Fall Festival will take place in the tent on the Campus Mall outside the Ponzio Campus Center.

VITERBO UNIVERSITY

Viterbo University Designated a Top Ten Gold Military Friendly® School

Viterbo University has been designated a Top 10 Gold Military Friendly® School for 2022-23.

"Viterbo University is committed to giving back to and serving those who have selflessly given so much of themselves for our nation through their military service—and this includes military family members," said Keith Purnell, director of military aligned student support and recruitment. "Being a veteran myself, I consider it a privilege to be able to assist and support those who have served, are still serving, and their families. We are proud to earn the Top 10 Gold Military Friendly® School designation because it means we are doing right by our military aligned students."

The Military Friendly ratings program began in 2003 as an advocacy vehicle to encourage civilian organizations to invest in programs to recruit, retain, and advance veterans as employees, entrepreneurs, and students.



Lt. Col Erik Archer and Eagle Battalion ROTC cadets participate in a Sept. 11, 2001 memorial service in the FSPA Prayer Garden at Viterbo University.

Institutions earning Military Friendly® Schools Awards distinctions were

evaluated using public data sources and responses from a proprietary survey on a variety of criteria, including retention, graduation, job placement, repayment, persistence, and loan default rates for all students and specifically, for student veterans. More than 1,800 schools participated in the 2022-23 survey.

Viterbo's commitment and gratitude to the nation's veterans is reflected in the many services offered to military and veteran students. The university offers competitive financial aid packages, an academic resource center with a wide variety of tutoring services, and a career services office to help students land internships and employment. The university also has an active Student Veterans Association and a center exclusively for military aligned students. Viterbo President Rick Trietley is a combat veteran who retired with the rank of Lieutenant Colonel after a 22-year career in the U.S. Army.



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

122 West Washington Ave., Suite 700
Madison, WI 53703-2723

Address Service Requested

*“Education is our passport
to the future, for tomorrow
belongs to the people who
prepare for it today.”*

MALCOLM X

WAICU BULLETIN BOARD

NOTABLE ACHIEVEMENTS

Marquette University, Lawrence University, Beloit College, and the Milwaukee School of Engineering were ranked in the Top 10 Best Colleges in Wisconsin by AcademicInfluence.com

This past summer, **Cardinal Stritch University** marked the 85th anniversary of the founding of the university by the Sisters of St. Francis of Assisi.

Fortifying its commitment to provide mental health care for students who need it, **Carthage College** has secured a \$475,000 gift from the Elinor Beidler Siklossy Foundation.

The Grohmann Museum at the **Milwaukee School of Engineering** will celebrate its 15th anniversary in October.

Edgewood College, Concordia University, Herzing University and Viterbo University, earned gold rankings in the national Military Friendly® Schools list for 2022-23. More than 1,800 schools participated in the 2022-23 survey, with 665 earning the designation in Gold.

Marquette University's Klingler College of Arts and Sciences has received a \$1.17 million grant from the National Science Foundation to study sex chromosome evolution in lizards and snakes.

RIP

Dr. Robert Callahan, former president of **Holy Family College** (formerly **Silver Lake College**, which closed in 2020) in Manitowoc, a former member of the WAICU Board of Directors, and recently on the faculty of **Lakeland University**, passed away in July.

WAICU:
Wisconsin's private,
nonprofit colleges
and universities
working together
for educational
opportunity