message from the president

“For service to Christ in the Church and the world.” That is the bottom line. Literally, that is the final line in Concordia University Wisconsin’s mission statement. Moreover, that is the aim of all that we ultimately seek to do at this “Lutheran higher education community committed to helping students develop in mind, body, and spirit.” We prepare students for service.

An Annual Report examines other bottom lines. Herein, you will find that Concordia continues to be blessed with financial resources that enable our expanding mission and ministry. Particular attention is drawn to the Renewed by the Waters campaign and the terrific projects and programs generous donations are enabling. Enrollment numbers continue to increase. A record number of students are studying at Concordia this year, and in these pages you will read more about them and the excellent academic offerings that challenge them.

In the end, however, the dollars to support construction of wonderful facilities, to house outstanding academic programs, to assist talented faculty, to educate motivated students are not ends in themselves. These are the means through which Concordia’s graduates are enabled to serve, and to serve with profound influence and great effect, in the Church and world. Service is what ties our mission together, and service is what ties us to the communities that surround us. Service to others in Christ’s name is our bottom line and the reason we are here!
message from the dean

The School of Arts and Sciences works to uphold the liberal arts charter of Concordia University Wisconsin by supporting faith-based programs of excellence in all departments of the School. Our faith compels us to reach out to the community both individually and corporately.

Departments in the School of Arts and Sciences and the individuals in those departments share their talents within the campus community and in the wider community beyond our campus.

notable accomplishments

- The Graduate Art Education Program has established a relationship with the Cedarburg Community Center to provide a variety of studio classes to the community.
- Undergraduate Art Education students provided weekly art experiences for the children at Concordia University School in Milwaukee.
- The Computer Science Department sent two teams of five students to the 94 Labs Social Cause Hack-a-Thon at Marquette University. Both teams placed in the top three.
- Kammerchor recently performed for 800 professional church workers at the annual Southeast Wisconsin Professional Church Workers Conference.
- The Social Science Department hosted the Faces of Depression, a community-wide art event to draw attention to depression and its effects.

look who’s talking

“I tried to make an impact on the lives of fellow students and children through Children’s Ministry. I made a difference on campus by befriending international students in CHAT and helping young designers in AIGA. Outside of class I participated in Children’s Ministry.”

Kathryn Kindinger - Motion Graphics/Art Multidiscipline/Computer Science ‘11
message from the dean

This year can best be described as the year the School of Business and Legal Studies (SBLS) went “Global.” Global, as the MBA program re-branded itself as the region’s only true Global MBA. The SBLS has always had an outward reach, being the first school to go outside the U.S. to deliver classes and programs. The goal has always been to bring the best and brightest students into the University, often exposing them to the Word, while being aware that many of them have never heard that Word before. This diversity helps all of our students as they learn about other cultures and communities from around the world and helps our University truly become the universal beacon that it should be, not just to those who are Christian, but in a mission sense, to everyone.

notable accomplishments

• To reinforce our Global strategy, we added two new faculty members, Assistant Professors Joey Lynn Bialkowski and Uyi Lawani, both who hail from abroad; Canada and Africa, respectively.

• The SBLS introduced a new program, Sport and Entertainment Management, that will be utilized in the coming year to support our new football, soccer and baseball fields/stadiums.

• Our Global MBA program has partnered with colleges and universities around the world, including: Asia, North America, Latin America, and Europe.

look who’s talking

“CUW helped me grow in my faith and I am able to share that daily in my current role at CUW where I communicate with students as well as the community. I am taking that knowledge and continuing on with my education so I can further serve God in my future endeavors.”

Lyndsey Hyde - Administrative Assistant for Experiential Education, School of Pharmacy, CUW Marketing Management and Finance ’11 MBA ’13
message from the dean

The School of Education (SOE) intentionally builds community ties, particularly within our diverse network of area schools. In the past year, our Office of Field Experience placed over 400 students in a variety of experiences, including student teaching, both domestically and internationally. The Office of Outreach and Innovation identifies ways to serve our community and bring K-12 students to our campus. The Play Institute also connects with the community through the annual Early Childhood Literacy Festival, as well as through other innovative programming.

notable accomplishments

• During National Lutheran Schools’ Week, we hosted 200+ students from community schools. Events included a giant map of Africa (courtesy of Wisconsin Geographic Alliance).

• The SOE sponsored a community urban education forum. Hosted by WMCS radio’s Eric Von, faculty and other educational leaders addressed teacher quality, cultural responsiveness, and student engagement.

• For the third year, the SOE offered STEAM (Science, Technology, Engineering, Art, Mathematics) Summer Camps to community children here and in Chicago and Fort Wayne.

look who’s talking

“Concordia provided me with a firm foundation on which to build my life. I was nourished in God’s word and now share His love not only in my classroom, but also in my daily encounters with neighbors, friends, and family.”

Casey Miller - Third-Grade Teacher, First Immanuel Lutheran School Elementary Education (minor in ESL)’02 Master’s in Reading ’10
message from the dean

The School of Human Services has strong community ties and most of all works through the Lord as we strengthen these ties. This most prominently shines through our work with Repairers of the Breach, Milwaukee’s only day-time resource center for the homeless. The free clinic allows members of the “Breach” to have access to vital health care services. Students and faculty from CUW’s nursing, physical therapy, occupational therapy, and social work departments provide many of the needed services. Not only do our students help meet the health care needs of this vulnerable population, but they gain so much in return as they learn to serve with the gifts that God has given them.

notable accomplishments

Undergraduate Nursing
• Participated in a health fair in Milwaukee and Ozaukee County, as well as at the CUW campus community.
• Our undergraduate and BSN completion students traveled to:
  - Belize for a global service learning project.
  - Costa Rica for a global Education cultural experience and an opportunity where students provided health promotion service projects.

Occupational Therapy
• Students traveled to Nepal and provided services to children at an orphanage and at a leprosy clinic.
• OT students, supervised by faculty, volunteered at a pro-bono clinic where community members can benefit from OT services and treatment.

Physical Therapy
• PT students conducted screenings with members of the Wisconsin Special Olympics.
• Performed health screenings at 4 Hope Health Clinic.

Graduate Nursing
• Participated in a health fair at SOS Center, a nonprofit social services agency that provides Christian care, educational instruction and life skills activities for children and adults in the Milwaukee area.
• Students traveled to Mexico and India to learn about cultural differences and provided health care services to those communities.

Social Work
• Service Learning, Student Social Work Organization (SSWO), and through the required senior year field placement (internship): CUW students are required to do 20 hours of service learning in an agency of their choice. They have been involved in homeless and domestic abuse shelters, food programs, social service agencies, and phone crisis lines.

look who’s talking

“What fascinated me was that we were half a world away in a culture completely different than the U.S. and we were seeing and treating people with the same conditions that we encounter in the states. India was a very heart warming, wonderful experience.”

Erin Wentland - Nurse Practitioner, Beaver Dam Community Hospital Nursing ’08
message from the deans

The development of the new School of Pharmacy (SOP) continues at a very successful pace. Students from across the nation have already recognized the focus on personalized, quality education at CUW and the interest in our new school came with more than 550 applicants for the Beta Class. The new SOP building is also being acknowledged as one of the most beautiful and efficient pharmacy teaching environments in the country.

notable accomplishments

- Recruitment for the Beta class (second class of future pharmacists) was successful and resulted in a cohort of 85 new students.
- On September 16, 2011 the official Grand Opening Celebration and Dedication of the new SOP building took place.
- Faculty recruitment continued with the hiring of 30 experienced pharmacy educators.
- More than 350 pharmacies and pharmacists in the surrounding communities have partnered with the SOP to assist students with clinical rotations and experiential education opportunities.

look who’s talking

“Concordia University Wisconsin School of Pharmacy provides a small school atmosphere with small class sizes to allow you to build relationships with the professors, faculty and fellow students. This collaboration boosts motivation and inspiration to succeed through the tough pharmacy curriculum.”

Jennifer Dippel - Doctor of Pharmacy '14

Former Gov. and Mrs. Tommy Thompson with pharmacy students
message from the vice president

The 2010-2011 school year was a year of growth in the Centers. This is true not only in terms of new and continuing students, but also in the size and number of Centers. Following the opening of the new Miller Park Way Center last year, in September of 2011 we opened a new Center in Waukesha County. Classes will begin in January 2012. This location is designed to serve students from all of Waukesha County, as well as Johnson Creek, Jefferson, Watertown, and other surrounding communities in Jefferson County.

International education opened doors and expanded our global community by establishing new ties in Vietnam, Malaysia, and Japan. This summer we hosted three groups from Japan as a part of a cultural community exchange between Tomisato and Mequon.

notable accomplishments

• Miller Park Way became the largest Center in the CUW system. Plans for expansion are already in place.

• Visited and established ties with several schools both at the secondary level and the post-secondary level in Japan, as well as launching a student teacher program in Japan in conjunction with the School of Education.

• Sponsored and participated in the Summer of China exhibition in conjunction with The Milwaukee Art Center.

look who’s talking

“Concordia really does a good job in bringing international students into the Concordia community which makes me feel at home. The culture here helps us to connect with God and our community as our international club organizes activities for us. Life is just wonderful here at Concordia.”

Jenny Chen - Assistant Director, Asia Pacific Region, CUW MBA ’11 (far right)
message from the director

Total enrollments have once again exceeded our goals for the year with a record student body, now exceeding 7,500 students.

It’s hard to imagine how we might be able to reach more students each year, and yet with the good Lord’s hand on our shoulder, our community outreach efforts continue to blossom. Not only has the strong community presence become apparent at our Centers away from our main campus, so too has it become most notable in Mequon, as our admission areas are now centrally located. This allows us to better administer to and serve those who walk through our doors.

growth is everywhere!

• Traditional Undergraduate: Increased new freshman class by almost 9%, and a 20% increase in our New Freshman Undergraduate Scholar Banquet attendance.

• Accelerated Undergraduate: 106 more newly enrolled returning adult students than last year, and 55% of them were referred to us by a family or friend.

• Graduate: Increased overall enrollments, the addition of the Applied Exercise Science program, and a new Information Session venue in the School of Pharmacy to name a few.

• E-Learning: Now 17 degree programs offered 100% online, which is only expected to grow exponentially in the years to come.

look who’s talking

“Fellow students and professors have inspired me to grow in my faith since coming to CUW. I’ve served on mission trips to China, Guatemala, Mexico, and New Orleans. I’ve also made a difference with a church youth group as a VBS leader, and working in women’s ministry in my home church.”

Vanessa Zellmer - Elementary Ed/Theology (Minor in English) ’12
life at concordia and in our community

Newly elected Mequon Mayor, Curtis Gielow, teamed up with Vice President of Student Life, Dr. Andrew Luptak, to increase the visibility of the University to the Mequon and Thiensville communities. A committee was formed with representatives from each and the goal was to create a college town atmosphere which would enhance the relationships of both communities, as well as for CUW.

The group organized ways to invite families to University events such as sporting events, drama and music productions, and art shows/exhibits. Likewise, opportunities were explored that would bring student volunteers into the community to conduct service projects. With the aid of both the Mayor’s office and community involvement, the First Annual Homecoming Parade was planned and executed. The parade was an overwhelming success with the participation of more than 30 groups from both the campus and the community.
message from the vice president

It is wonderful to watch the daily growth occurring on campus. From students, faculty and staff to facilities and financial results, as well as relationships with others and our Lord and Savior, Jesus Christ, CUW has truly been blessed.

Fiscal year 2011 was, operationally, a wonderful year for the University! Our first class of pharmacy students as well as growth in student counts in traditional undergraduate, adult, and graduate programs gave us a solid base. Upon that base, we enjoyed strong investment results and continued campaign contributions which resulted in a $16.8 million growth in net assets. Major facility projects included building the state-of-the-art School of Pharmacy building, a renovation of the Chapel of Christ Triumphant, and classroom expansion and upgrading.

financial report

BALANCE SHEET - 3-YEAR HISTORY

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EDUCATIONAL AND GENERAL REVENUES

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EDUCATIONAL AND GENERAL EXPENSES

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Communities grow and thrive as people, businesses and institutions work together for a common good. When the *Renewed by the Waters* campaign was launched, leadership of Concordia University Wisconsin committed itself to reach into the local and regional community to build stronger community ties through service.

### lake michigan bluff & shoreline

**Opportunity:** Limited access to the beauty of Lake Michigan.

**Solution:** Stabilized a ½-mile stretch of Lake Michigan bluff and shoreline to provide public access via the CUW campus.

### concordia center for environmental stewardship

**Opportunity:** Protect and preserve our environment.

**Solution:** Constructed the Concordia Center for Environmental Stewardship. This teaching, learning and research center provides hands-on environmental education not only to CUW students, but also hundreds of elementary and high school students.
Opportunity: Shortage of pharmacists across the State of Wisconsin.

Solution: Launched the CUW School of Pharmacy (just the second pharmacy school in the state) and constructed a state-of-the-art teaching and research facility. The school will eventually graduate 100 students annually with a Doctor of Pharmacy degree, with the vast majority becoming practitioners serving throughout the state.

Opportunity: Protect and preserve our environment.
Opportunity: Athletic fields and affordable family recreational venues.

Solution: Installed all-weather athletic surfaces for football, soccer, softball, baseball, and lacrosse. Developed a partnership for a summer wooden bat league franchise to offer affordable, family-friendly events.

Projects in Progress:
- Football Stadium
- Track
- Baseball Stadium
- Tennis Courts

Opportunity: Improve the educational experience through scholarships and financial aid to help qualifying students earn their degree and reduce college loan debt.

Solution: Grow the CUW Endowment to offer scholarships of $1,000 or more depending on academic ability and need. Increase the Concordia Annual Fund to meet the greatest needs of the University and students.
To see Fitting Field today serving the CUW soccer program and the broader community gives us great pleasure. Soccer has been a big part of the Fitting Family life since Ryan began playing at an early age. It was always great to see the families and community come out to support the youth soccer programs. Ryan’s soccer playing days continued through his college years at Concordia University Wisconsin and relationships established during that time continue to be deeply meaningful to our family.”

- Dean and Francine Fitting (Parents), Dedication of Fitting Field

“Sandee and I are honored to be a part of the Renewed by the Waters campaign. Every time we visit the campus we are excited to see the transformation taking place. We are equally excited to see CUW offer new programs to an expanding student body. Besides the educational opportunities for our students, we are inspired to see community groups enjoying and benefiting from the University’s facilities and programs. CUW provided me a wonderful education. We cannot think of a better way to say thank you than supporting the School of Pharmacy, the endowment and the annual fund.”

- Terry and Sandee Donovan (Alumni), Endowment signing

“Shopko is delighted to partner with Concordia University Wisconsin in developing their Pharmacy School program and facility with its emphasis on preparing pharmacy practitioners. CUW goals for building a better community fit naturally within the mission of the Shopko Foundation. Their community emphasis will really help bring pharmacists to rural areas and other areas of the State outside of Milwaukee and Madison where the need is great.”

- Michael Bettiga, Shopko (Corporate)

how can YOU help?

Generous gifts from individuals, families and corporations to the Renewed by the Waters campaign continue to impact our students and community in truly miraculous ways. The new facilities will serve thousands of future students, endowment gifts will provide scholarship dollars into perpetuity, and CUW graduates continue to be a blessing to the communities where they live and work.

Please join with others in making your gift to the campaign. Your contribution will help Concordia University Wisconsin build stronger community ties as the University develops students in mind, body and spirit for service to the church, community and the world.

alumni meet your match!

From now until the end of June 2012, all first-time alumni gifts will be matched dollar for dollar!

Made possible by anonymous CUW donors.
### CUW Board of Regents

**Chairman** - John F. Polzin - President, Wyoming Consulting, LLC, Cheyenne, WY

**Vice-Chairman** - Robert Schjerven - CEO (retired), Lennox International, Inc., Highland Village, TX

**Secretary** - Robert Seefeld - Director of Building Services, Wisconsin Center District, Milwaukee, WI

**CUW President** - Rev. Patrick T. Ferry, Ph.D., Mequon, WI

**Members**

- Barry K. Allen - President, Allen Enterprises, LLC, Thiensville, WI
- Mary Dittmar - Nurse, Aurora VNA of Wisconsin, Sheboygan, WI
- Terry M. Donovan - Vice President (retired), UPS, E-Ventures, Marietta, GA

**CUW Foundation Board**

**Chairman** - Mark F. Polzin - President, Wyoming Consulting, LLC, Cheyenne, WY

**Vice-Chairman** - Robert Schjerven - CEO (retired), Lennox International, Inc., Highland Village, TX

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**Members**

- Larry Floyd - President, CEO, COB, Plastic Molded Concepts, Inc., Eagle, WI
- Dcs. Lynnette Fredericksen - Deaconess/Teacher, Mount Hope Lutheran Church, Casper, WY
- Susan Groth - Board Member, Johannesen-Farrar, Inc., Delavan, WI
- Susan Duda Hansa - Chairman, Duda Family Council, Oviedo, FL
- Robert Knox - President, Epsilon Lambda Electronics Corp., W. Chicago, IL
- Ruth Koch - Self-Employed, Mental Health Educator, Denver, CO
- Dr. Karl Kreft - CEO (retired), Bohle Manufacturing, Clarendon Hills, IL

**Advisories**

- Larry Floyd - President, CEO, COB, Plastic Molded Concepts, Inc., Eagle, WI
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*Front cover photo taken by: Bruce Prom, PKA Marketing*