Founded in 1868, the University of Wisconsin-Whitewater is a premier regional public comprehensive university known for academic excellence and high-quality, career-oriented undergraduate and graduate programs. As the fourth-largest campus in the UW System, UW-Whitewater enrolls more than 12,000 students in 69 majors and 14 graduate programs. The 400-acre campus includes 40 major buildings, a nature preserve and an arboretum.

“Ranked #12 in Top Public Schools/Regional Universities (Midwest) in U.S. News and World Report 2015 Best Colleges rankings.”

The university has earned a national reputation for innovative programs and facilities, with a number of academic programs ranked among the best in the nation. The Princeton Review has named the College of Business and Economics one of the Best Business Schools. The online MBA program is the largest accredited program in Wisconsin, and is considered one of the top-25 best buys for distance learning MBA degrees by GetEducated.com. Many of the college’s 28 student organizations are ranked among the top in the nation, including the American Marketing Association and the Collegiate Entrepreneurs Organization. The College of Education and Professional Studies provides the most new teachers to the state of Wisconsin.

ACADEMIC ACCREDITATIONS

- American Chemical Society
- American Speech-Language-Hearing Association
- Council on Social Work Education (Undergraduate)
- National Association of School Psychologists
- National Association of Schools of Art and Design
- National Association of Schools of Music
- National Association of Schools of Theatre
- National Council for the Accreditation of Teacher Education
- The Association to Advance Collegiate Schools of Business International
- Council for the Accreditation of Counseling and Related Educational Programs
- The Higher Learning Commission of the North Central Association of Colleges and Schools
The university serves as a regional destination for patrons of the arts, with venues such as the Young Auditorium, Light Recital Hall, Hicklin Studio Theatre and Crossman Gallery attracting 100,000 visitors annually. The athletic department has nine men’s and 11 women’s competitive sports in some of the biggest and best facilities in NCAA Division III.

The College of Arts and Communication offers programs in the traditional areas of study as well as in emerging fields. The college is home to the multimedia digital arts degree program, the first one of its kind in the UW System. The communication program is also one of the largest in Wisconsin and the Upper Midwest.

The College of Business and Economics is Wisconsin’s premier business school. The college offers 14 majors that provide students with the skills and knowledge to succeed in today’s global business environment. Students and faculty frequently work together on college outreach activities to assist regional businesses to start up and in ongoing problem solving.

The College of Education and Professional Studies is known for its excellence in teacher preparation and leadership in developing innovative teacher education programs to meet current educational needs. The college prepares the largest number of teachers among 33 state institutions and graduates more first-time certified teachers than any of the comprehensive schools in the UW System.

The College of Letters and Sciences provides students with the essential elements of a liberal education in humanities, natural sciences and social sciences. Students in the college benefit from a broad selection of programs and nearly 70 majors and minors.

The School of Graduate Studies provides high-quality, practitioner-oriented programs that use knowledge and skills acquired through baccalaureate degrees as a foundation for advanced preparation and professional development.
For the fifth consecutive year, UW-Whitewater is the only public university and only state agency named a Top Workplace in southeast Wisconsin. The regional list, compiled by the Milwaukee Journal Sentinel, ranks public and private organizations based on employee surveys.

Community Engagement

From science exploration and artistic endeavors to entrepreneurship, UW-Whitewater is committed to community engagement. With partnerships in regional businesses, government and nonprofit organizations, our faculty, staff and students actively reach out into the community and collaborate on projects and activities that promote economic development, enrich artistic offerings and provide professional development and lifelong learning opportunities. It’s part of the campus culture and evident in every discipline.

These efforts have garnered national recognition. UW-Whitewater is a recipient of the 2015 Community Engagement Classification from the Carnegie Foundation for the Advancement of Teaching. This designation — bestowed on only 361 colleges and universities in the United States — honors campuses that are improving teaching and learning, producing research that makes a difference in communities, and revitalizing their civic and academic missions.

Campus Centers and Outreach Services

The College of Business and Economics serves businesses in the region through a variety of outreach centers that offer faculty and professional staff expertise and employ student interns. These centers are intended to serve the public as well as give students applied business experience.

The Fiscal and Economic Research Center helps area businesses, local governmental agencies and not-for-profit organizations with economic research by tapping into UW-Whitewater faculty expertise to provide outreach services to members of the regional community. In achieving this mission, FERC provides high-caliber students with the opportunity to work closely with faculty experts in applying concepts and theories to practical, real-world cases. Practical project-based work not only enhances students’ educational experience, it also maximizes their value to future employers by providing them with an economic toolset useful to modern firms.

Through a guest speaker series, workshops, certificate programs, job shadowing, day-in-the-field, internships and other activities, the Institute for Sales Excellence creates opportunities for hands-on learning experiences while developing the marketability of our students. The Institute develops strong collaborations between faculty and business, offering opportunities for professional development, faculty internships and scholarly/practitioner research. The Institute serves as a regional resource for businesses and organizations by providing business training, graduates and networking opportunities.
New academic programs and coveted internships offered through the **Institute for Water Business** are producing water-literate graduates who understand both the science and business of this critical natural resource. The Institute, the first of its kind in the United States, assists students and organizations in developing water business acumen and capacity. Through education, research and multi-stakeholder collaboration, participants learn to successfully respond to water business issues, challenges and opportunities. With funding from the UW System Incentive Grant program, UW-Whitewater is working in partnership with UW-Milwaukee and UW-Parkside on $5.4 million in water-related economic development initiatives. These include a research and training center for the commercialization of aquaculture and aquaponics and the creation of a water technology accelerator.

The **University of Wisconsin-Whitewater Launch Pad** is a student startup accelerator program that educates, inspires and assists in the acceleration of startups. Launch Pad is available to undergraduate and graduate students enrolled at UW-Whitewater. Students admitted into the Launch Pad program become Launch Pad Scholars who receive expert training, coaching and mentorship, business model/plan development and viability analysis, access to start-up resources, space at the world-class Innovation Center, the option to take Launch Pad for independent study credit, and more.

The **Wisconsin Small Business Development Center** at UW-Whitewater is part of a statewide network supporting entrepreneurs and business owners through no-cost, confidential consulting and targeted educational programs. Local SBDC experts facilitate improvement and growth for small and emerging mid-size companies and help launch successful enterprises. The Wisconsin SBDC at UW-Whitewater is hosted by the College of Business and Economics. Wisconsin SBDC is a program of UW-Extension funded in part through a cooperative agreement with the U.S. Small Business Administration.

The **Wisconsin Innovation Service Center (WISC)** helps clients make informed decisions by providing research on market opportunities, customers and competition. As a result, inventors can better understand their idea’s market potential, identify licensing partners and solve manufacturing and distribution challenges. Business owners gain a competitive advantage through assessments that provide up-to-date, in-depth knowledge. WISC market research helps companies strategically diversify their customer base and identify target markets for cost-effective growth.

The **Wisconsin Center for IT Services (Wi-CITS)** assists small businesses and not-for-profit organizations by providing IT solutions, including website design and development. Student interns and faculty supervisors help clients with optimizing search engine results, improving website security and creating user-friendly designs and easy updates. Wi-CITS also offers noncredit courses in web design and development and in project management leading to certificates.

Dedicated in 2011, the **Innovation Center** is the cornerstone of the Whitewater University Technology Park. The Innovation Center was specially designed to offer collaborative space, resources and services to entrepreneurs and growing businesses. Those who build or grow their company in the Whitewater community benefit from support from UW-Whitewater, the Whitewater Community Development Authority, the City of Whitewater and the broader entrepreneurial ecosystem of southeastern Wisconsin. The Innovation Center is a 37,500-square-foot LEED Gold-certified building with five conference rooms and three 500-square-foot wet labs that is located near the university and its abundance of resources.
The Center for Students with Disabilities

**UW-Whitewater proudly** provides comprehensive services and cutting-edge success programming for students with disabilities. Since 1972, the Center for Students with Disabilities has provided a wide array of accommodations, support services, auxiliary aids and programs for students, staff and all members of the UW-Whitewater community. Students with disabilities are an essential part of the diversity and accessibility that define the UW-Whitewater campus, and CSD is committed to supporting a diverse and stimulating academic community. As part of our mission, CSD actively collaborates with students, faculty and staff to create an inclusive, accessible university experience. CSD is dedicated to promoting diversity and an equal opportunity for students to fully participate in all aspects of their education and university life.

**Teacher Preparation Programs**

Since its founding, UW-Whitewater has distinguished itself as a leader in teacher education. The College of Education and Professional Studies is known for its excellence in teacher preparation and leadership in developing innovative teacher education programs. The mission of the teacher education program is the preparation of effective teachers and other school personnel in order to meet the needs of diverse student populations in the public schools and in other educational settings throughout the state of Wisconsin. In fulfilling its mission, the college emphasizes quality and excellence and embraces the Wisconsin Teacher Standards as well as the standards set forth by the National Council for the Accreditation of Teacher Education. The Future Teacher Program is designed to increase student learning and provide practical application of the knowledge that students gain in their teacher education courses with the goal of increasing student retention and graduation rates. The Minority Teacher Preparation Program strives to increase enrollment, retention and graduation rates of undergraduate multicultural students who major in education.
Undergraduate Research

The Undergraduate Research Program at UW-Whitewater was established in 1995 and is one the oldest programs of its kind within the UW System. The number of participants increased tenfold to well over 200 students per year, including increases among students in arts and communication and business majors and students of opportunity.

In addition to traditional undergraduate research grants that support student-initiated research projects, UW-Whitewater supports a wide variety of faculty-mentored projects and entrepreneurship training in regional business incubation programs.

One such program, the Research Apprenticeship Program, has supported over 200 students in the last four years as paid research assistants and has significantly increased participation from students from underrepresented minorities and low-income and first-generation backgrounds. Participation from underrepresented minority students in this program is 36.4 percent (compared to 14.8 percent on campus overall), students from low-income households represent 42.7 percent of program participants (compared to 32.3 percent overall), and 46.2 percent are self-identified as first-generation students (compared to 44.3 percent overall). The Research Apprenticeship Program was awarded the 2015 Board of Regents Diversity Award and recognized as having a significant impact in promoting equity in educational outcomes from historically underrepresented student populations.

UW-Whitewater also awards up to 15 Summer Undergraduate Research Fellowships each year to allow students to immerse themselves in full-time research and applied learning experiences, and provides support for students to disseminate their work in the National Conference for Undergraduate Research, UW System Symposium of Research and Creative Activity, and various international, national and regional professional conferences.

UW-Whitewater is routinely among the most prolific presenters at the National Conference on Undergraduate Research, typically only second to the host institution for the number of presenters. UW-Whitewater also hosts two annual Undergraduate Research Days a year with student presenters from all four colleges represented.

STEM Education and Programs

**UW-Whitewater's commitment** to and accomplishments in STEM education include unique undergraduate research opportunities, development of STEM educators and support/mentoring for groups that are underrepresented in STEM. With support from the Wisconsin Alliance for Minority Participation, UW System Growth Agenda Institutional Change program, federal STEM-related grants and UW-Whitewater Academic Affairs funding, UW-Whitewater has developed and maintained several programs aimed at enhancing student preparation in STEM fields and retention in STEM majors:

1. **Science Boot Camp** includes a two-week intensive summer program that prepares students for STEM courses.

2. **Academic Year Research Assistantships in STEM majors** allow students to build relationships with faculty mentors.

3. **Summer Independent Research** funds 10 weeks of summer research for undergraduate students.

4. **The Science Academy** provides comprehensive support and unique learning opportunities to STEM students in the first two years of their college career.

5. **The Science Outreach Program** combines the expertise of faculty, students, K-12 teachers and community partners to provide high-quality science educational opportunities to area schools, the university and the community.

6. **UW-Whitewater actively recruits underrepresented minorities to major in STEM teacher education.** This is an active part of the Future Teacher Program, proven to have a high retention and graduation rate.
Faculty Accomplishments

**International reputation**
Robert Benjamin, associate professor of physics, and Andrew Eagon, a physics major, were awarded access to the Hubble Space Telescope for a total of 21 hours. They are studying a cluster of stars in one of the most ancient parts of the galaxy to deepen scientific understanding of the cosmos. Since coming to campus, Eagon has had hands-on experience with biophysics, computer programming and computer systems. But this may top that. “The biggest kick is being able to say you are doing research for NASA,” he said.

**Banking on research**
Two faculty members received a substantial financial endorsement to continue their research into minority banking. W.K. Kellogg Foundation awarded Russ Kashian and Richard McGregor a $400,000 grant. Kashian, a professor of economics, and McGregor, assistant vice chancellor for multicultural affairs and student success, will research best practices for encouraging young people of color to use banks for their financial needs in an effort to improve communities.

**Assessment through art**
Kristin Goble and College of Education and Professional Studies colleagues received a $565,000 grant from the prestigious Margaret A. Cargill Foundation. It will allow faculty to study arts-based methods that lead to excellence in teacher preparation and performance assessment.

**Distinguished scholarship**
Professor of Sociology Jim Winship was awarded a Fulbright Scholar Teaching/Research award that took him to Cartagena, Colombia, to teach undergraduate courses at the Universidad de Cartagena and to research communities marginalized by armed conflict. This is Winship’s second Fulbright award. His first, in 2005, launched his research in El Salvador.

Athletic Accomplishments

**For the fifth straight year, UW-Whitewater finished among the top 10 in the Directors’ Cup standings, ranking sixth out of 450 Division III institutions. The Warhawks totaled 877.75 points to post the highest finish of any Wisconsin Intercollegiate Athletic Conference school for the fifth straight year and place among the nation’s top 15 for the eighth consecutive season. Awarded annually by the National Association of Collegiate Directors of Athletics, the Directors’ Cup honors athletic success in men’s and women’s college sports in the United States.**

**Wheelchair basketball**
The Warhawks won their 12th title in program history after defeating the University of Illinois 68-55 in the National Intercollegiate Wheelchair Basketball Tournament final in Columbia, Missouri.

**Gymnastics**
Sophomore Katie Fiorilli captured the 2015 National Collegiate Women’s Gymnastics all-around and vault titles. The UW-Whitewater Gymnastics team tied for second overall in the tournament, just three-tenths of a point behind event host UW-La Crosse.
Supplemental Narrative

Student Accomplishments

Groundbreaking cell research lands Warhawks in the journal ‘Science’

Science, one of the largest and most prestigious journals in the world, published an article co-authored by a group of Warhawk researchers. Larry Williams, a biology major from Milwaukee, and Christopher Veldkamp, associate professor of chemistry, along with recent grads Gary Chaffee and Andrew Phillips, were part of an international collaboration involving research on immune cells and how they move within the body. Their work could lead to new cancer treatments.

“Most scientists dream of getting published in Science, and your average scientist would be extremely thrilled to be published in Science just once,” Veldkamp said. “This is a really big deal for the researchers that contributed to this work as UW-Whitewater undergraduates.”

Student wins national CEO startup competition

Sam Lukach’s business idea came to him as he was looking for a way to use the space in his residence hall room more efficiently. After realizing his TV didn’t fit, he went to the hardware store and bought two pieces of metal and bent them into specialized TV mounts for his lofted bed. “Then my roommate and roommates wanted to buy them, and that’s when I knew this was a need,” said Lukach. In that moment, HUK TV Mounts was born, and now Lukach, a communications major from Pewaukee, is busy promoting one of the hottest student business ideas in the nation. He won first place at the Collegiate Entrepreneurs’ Organization national conference, held Nov. 5-7 in Kansas City, Missouri.

Art student wins Tiffany & Co. scholarship

The Rhode Island School of Design in Providence only accepts up to six students per year to its rigorous graduate program in metalsmithing. Art major and recent grad Neta Ron earned one of the coveted spots and is continuing her education there. Ron, who focuses on metals and jewelry making, also received a prestigious Tiffany & Co. Foundation scholarship. “I make because I make. Because I have to make. Because I can’t stop making,” she said. “It is not about the object. It is about the process. It’s the journey.”

Alpha Sigma Phi fraternity best chapter in the country

At the Alpha Sigma Phi national conference, the Warhawk chapter took home the Grand Senior President’s Cup — the fraternity’s highest honor — which recognizes excellence in community service, philanthropy, recruitment and professional development. David Kroeze, a mathematics education major from Milton, said, “Our guys understand that we’re never done growing. It’s your job to develop yourself intellectually, socially and morally.” Academically, they’ve achieved huge gains. In just one semester, Alpha Sigma Phi raised its cumulative GPA from 2.79 to 3.14. In a visible and popular annual tradition, members grow facial hair each autumn for the “Movember” fundraiser to create awareness for men’s health issues.