

inside

UNIVERSITY OF WISCONSIN-GREEN BAY | FALL/WINTER 2019

It's Full
STEAM Ahead



Business as Usual

People often ask me what my tenure as interim chancellor is like. During this exciting and extraordinary time in the University's history, I am proud to share that it's business as usual at UW-Green Bay. To any other organization, that may mean a cautious approach to the work at hand. But for this University, business as usual means continuing our momentum and mission, one that includes serving students, inventing, pushing boundaries, solving complex problems and becoming the model of a comprehensive university in the 21st century.

The courage to reinvent ourselves and our teaching methods, while preparing students of all ages for a dramatically changing world, lives in each of us. I am continually impressed by the drive of our students, faculty and staff to come together, meet our region's challenges head-on and convert them to real world opportunities.

We've experienced recent success because of this determined spirit. Together, our community and University created the Brown County STEM Innovation Center, launched over 20 new academic programs in five years, founded the Richard J. Resch School of Engineering, created a four-year nursing program and established an orchestra at the Weidner Center.

We expect a new chancellor to be named during the spring semester. Until then, I vow to be mission and vision focused, continuing to implement the strategic and academic priorities that will move this region forward. Establishing a University presence in downtown Green Bay, delivering critical four-year degrees at our campuses in Marinette, Manitowoc and Sheboygan and creating the Phoenix Innovation Park are key projects that are being aggressively pursued.

While my time in this role is brief, I also intend to leave my mark with the creation of an initiative focused on women, which is currently in the development stages.

We know well that we can't do any of this work alone. It is an honor to join forces with so many of you, leading this University as we fulfill our promises and deepen our commitment to Northeast Wisconsin, its residents and its future generations. For UW-Green Bay, business as usual is generating extraordinary results.

Go Phoenix!

Sheryl Van Gruensven

Sheryl Van Gruensven, Interim Chancellor

inside

UNIVERSITY OF WISCONSIN-GREEN BAY

Fall/Winter 2019

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ON THE COVER

It's full STEAM ahead for the Brown County STEM Innovation Center, which opened in September.

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RICHARD J. RESCH
SCHOOL OF ENGINEERING

INNOVATE



COLLEGE OF SCIENCE, ENGINEERING AND TECHNOLOGY

It's Full STEAM Ahead with New **STEM** Innovation Center

There's something truly special about this place. The brand-new 63,000-square-foot Brown County STEM Innovation Center on the UW-Green Bay campus faces south from the brow of a low hill just west of UW-Green Bay's Laboratory Sciences building. Its horizontal stance is reminiscent of Frank Lloyd Wright's Prairie Style design and is surrounded by open spaces and natural vegetation.

The glass-and-steel frame suggests a modern facility with an industrial flair, open to the world, focused on the future. And that's exactly what its inhabitants plan to deliver.

Inside, the lobby is sun-filled and colorful, with geometric designs on the walls and a vaulted ceiling that opens to second-floor classrooms and offices. A donor recognition wall dominates the west wall, and letters on an overhead bridge welcome you to the Richard J. Resch School of Engineering, with all of its promises.

"We see this facility as a catalyst for STEM education and business partnerships in Northeast Wisconsin," said John Katers, dean of the College of Science, Engineering and Technology. "We want to make this region competitive with other parts of the state and the nation in terms of innovation and sustainability. This facility has the potential to attract the faculty, students and business partners to support that vision.

"This is a \$15-million facility," he continued, "with \$5 million in funding each coming from the State of Wisconsin, Brown County and private donors. "We broke ground in September 2018 and opened the doors in September 2019. That's a really quick accomplishment for agencies like ours, and I don't think it could have happened without the right partners."

Co-location creates many synergistic relationships. The University of Wisconsin-Extension Brown County program shares the first floor with Brown County's Land & Water Conservation department. These agencies often interact with the public and provide complementary programming, so having their offices close to each other enhances public access.

East of the lobby and sharing its wall of windows is a large classroom space with partitionable walls. With the walls in place, the space configures into four classrooms. Without partitions, the space can accommodate up to 120 people for collaboration, symposiums and receptions. Just around the corner marks the entrance to the offices of the Einstein Project, which provides educational curriculum and hands-on materials for teachers and students, with a focus on STEAM: science, technology, engineering, arts and math. The Einstein Project

area includes a warehouse for the hundreds of instructional materials they distribute to school districts across the state and a "makerspace"—a place where people (including engineering students) collaborate to share tools, materials and expertise on all sorts of creative and technical endeavors.

At the east end of the second floor, overlooking the main lobby, are three dedicated laboratory classrooms, one each for fluid dynamics, thermodynamics and instrumentation and controls.

Heading west across the bridge from the engineering labs, a door leads to a small, outdoor patio on the south side of the building. The patio is surrounded by a "green roof" of groundcover-like plants. UW-Extension will maintain the green roof, and participants in its Master Gardener program will maintain the gardens surrounding the building, including the Jim and Doris Madigan Rose Garden. Also, on the second floor, there are faculty offices and small gathering spaces for faculty-student and student-student collaboration.

Another collaborative area is an instructional kitchen shared by the extension staff and the University. The extension staff prepares food samples they take to public schools as part of their FoodShare education program, and the University conducts

classes as part of its Nutritional Science and Dietetics program.

"None of us could have afforded an instructional facility of this quality by ourselves," said Katers. "Together, though, we were able to do it. You can already see the benefits for UW-Extension, our University programs, and students from the Medical College of Wisconsin-Green Bay also receive instruction here. Eventually, this space will support our new Masters of Nutrition and Wellness program, expected to be in place by 2021."

Even as Katers and his partners are racing to get the facility up to full speed, they are looking to the future.

"If you noticed, the sign near the donor wall in the lobby references 'Phoenix Innovation Park,'" said Katers. "We have another 60-plus acres of land in this area for potential use. We don't necessarily want to develop all of it, and we don't have a timetable in mind, but now that we've made this partnership work, we're open to other long-term aspirational partners who might want to develop their research and innovation operations here."

If you can't visit the Brown County STEM Innovation Center in person, take advantage of an online opportunity by searching "Brown County STEM Center Virtual Tour."

—Story by freelance writer

Jim Streed '05

Engineering Program Expanding to Sheboygan and Marinette Campuses

Engineering programs are proving popular at UW-Green Bay. The Richard J. Resch School of Engineering opened in July

97
students enrolled

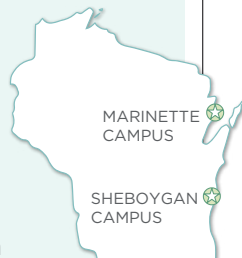
2018, and the mechanical engineering program was projected to enroll 55 students by spring of 2020.

Today (fall 2019) there are already 97 students enrolled.

UW-Green Bay is also expanding its engineering programs to the Marinette and Sheboygan campuses to meet this demand.

"Marinette is home to Fincantieri Marinette Marine, which makes it an ideal community in which to offer Electrical Engineering Technology, which will be done in coordination with NWTC," explained John Katers, dean of the College of Science, Engineering and Technology. "We expect to initiate that program in the fall of 2020."

Sheboygan has previously offered engineering courses for a number of years through its affiliation with UW-Platteville. With the four-campus structure now in place through UW-Green Bay, Katers said the first permanent UW-Green Bay engineering instructor is already at the Sheboygan Campus, and he is working with University leaders to bring more of UW-Green Bay's engineering curriculum there.



Taking Control of the Future

While the greater mission of Women in Technology (WIT) Wisconsin is to attract, grow and retain women of all ages in technology-related careers, UW-Green Bay's student organization by the same name, WIT, holds to those same ideals—and its members are also able to mentor the next generation of technologists. In fall, Computer Science majors and UW-Green Bay's Director of Career Services, Linda Peacock-Landrum, took part in a program at Green Bay West High School called "Seri-

ous About STEM." The college students shared their paths to a technology degree, and Peacock-Landrum talked about careers in STEM. The session was followed by WIT-led activity time with robots, in which the high school students could use drag and drop programming to make the robots smile, meow like a cat, flip, drive forward, and more. UW-Green Bay alumna and teacher Lisa Merkel leads the group at West. The WIT group also participated in "Girls in Science Day" at the Children's Museum of Green Bay.



'DR. K' RECEIVES UNDERKOFLE AWARD FOR TEACHING

For James Kabrhel, helping his students fall in love with science is the joy of his job. The General and Organic Chemistry teacher at the UW-Green Bay, Sheboygan Campus uses current events and news to make subjects that can seem stale and overwhelming both interesting and appealing.

For his efforts, Kabrhel, or 'Dr. K' as his students call him, was recognized with the 2019 Alliant Energy Underkofler Excellence in Teaching Award.

Presented each year to a teacher who personifies dedication, the Underkofler Award is an endowed award from Alliant Energy, presented to three teachers each year within the University of Wisconsin System from the Madison, Platteville, Baraboo, Fond du Lac, Richland, Rock County or Sheboygan campuses. Recipients communicate their subject matter effectively and inspire in their students an enthusiasm for learning.

"More than a decade's worth of teaching chemistry at the UW Colleges has provided me with many different perspectives on education and scientific understanding.

The rise of the internet and a vastly changed political climate has brought a large increase in anti-intellectualism and anti-science sentiment," Kabrhel said. "At the same time, we have made profound advancements in technology and medicines. At the intersection of these two aspects of society are students who are ready to learn. For those students, I have incorporated ways to deal with the aforementioned changes: discussion of how pseudoscience has pervaded our culture, and the use of different media in instruction and presentation of scientific concepts."

For his students, the combining of media in instruction and focusing on current events makes science classes easier to digest.

"I had not anticipated becoming a Chemistry major... however, from the first day of General Chemistry with Dr. K, my faith has been restored," said student Sabrina Maric. "Pseudoscience is a topic that is regularly discussed in class. This is one of the ways that Dr. K is able to keep a bunch of tired college students awake at morning lectures. The conversations around this topic are not only enjoyable in the classroom, but they

manage to establish critical thinking of the outside world."

Kabrhel extends his love of science to the community, inviting people to campus for a show, or with his wife, fellow Professor of Chemistry Amy Kabrhel, taking the show on the road, where mini-explosions and cloud formations help spark curiosity in kids and science-minded adults. His colleagues help as well.

"This is one of the ways that Dr. K is able to keep a bunch of tired college students awake at morning lectures."

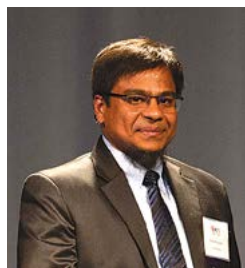
— Sabrina Maric

Kabrhel said he plans to invest his award money by attending chemistry and chemistry education conferences to learn more about the science he loves so much as well as how to better teach it.

"We may talk about any number of things—like gluten-free diets, herbal supplements or the label 'chemical free.'" Kabrhel said. "The best part (about teaching) is that I get to learn about these things, too."

— Feature by freelance writer Liz Carey

HIGHLIGHTS



He's a teacher and an inventor, and now UW-Green Bay Assistant Prof. **Maruf Hossain** (Engineering Technology) is an award winner. He received the 2019 Carl E. Gulbrandsen Innovator of the Year Award, presented by WiSys, this summer. The award is presented to a UW System faculty, staff member or student making exemplary contributions as a WiSys innovator. Hossain's interest in electrical power systems

and renewable energy led him to research and develop wind turbines. Earlier this year, Hossain filed for a patent, working with WiSys to develop an "Integrated Vertical Axis Wind Power Generation System" and recently finished a prototype for his idea.

Student **Kristen Shaver** (Nutritional Science) was awarded the Monato Rural Health Essay Prize for her essay, "Immunizations Among Plain Communities." The work details her research about immunizations in Mennonite communities in rural Wisconsin in light of current public health recommendations for vaccines.

UW-Green Bay undergraduate student **Akanksha Gurtu** (Human Biology, Philosophy) won third place out of 63 poster entries at the Wisconsin Science and Technology Symposium at UW-Stout in summer 2019. Prof. **Mandeep Bakshi** is her faculty advisor.

John Arendt, director of the Environmental Management and Business Institute (EMBI), was appointed in June to serve on the City of Green Bay's Sustainability Commission.

UW extended campuses, including UW-Green Bay, will begin offering a new online Master of Science in Applied Biotechnology degree in January of 2020.

UW-Green Bay Assistant Scientist **Christopher Houghton** and various graduate and undergraduate students are currently working on a Sea Grant-funded project on the benthos of lower Green Bay. This work will shed important light on the food web in lower Green Bay and carry implications for "area of concern" listings in the area.

Concordia University announced the signing of a 3+4 Dual Degree agreement with UW-Green Bay. Students complete three years of undergraduate coursework at UW-Green Bay, and after admittance into CUW's School of Pharmacy, use coursework from their first year of Doctor of Pharmacy

(PharmD) studies to apply toward a Bachelor of Science in Human Biology (health science emphasis) from UW-Green Bay as they continue to work toward their Pharmacy degree.

UW-Green Bay, Manitowoc Campus students and faculty shared their work as part of the 2019 Lakeshore Water Summit: Emerging Trends in Manitowoc County Stream Quality. The Lakeshore Water Institute is a collaboration between the Lakeshore Natural Resource Partnership and UW-Green Bay, Manitowoc Campus.

TEACHING MOMENTS

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OCEAN FUN FACTS



Richard Hein,
Professor of Biology

Coral reefs are found in extremely nutrient-poor waters, and recycling dominates in these ecosystems. Even fish waste is recycled. One study found that before settling to the bottom, feces can be eaten and re-defecated by up to six different species in a process called coprophagy!

Barnacles have the largest reproductive organs in the animal kingdom, some that are 10 times the length of their bodies! Why? Since they are sessile (attached in place), they need a long reach to inseminate their neighbors. Each individual is also both male and female.

Corals, the tiny animals that build coral reefs, can photosynthesize as well as capture microscopic prey! With the help of mutualistic algae called zooxanthellae, 85-95% of this animal's nutrition comes from sunlight. This mutualism protects the algae and allows corals to build massive reefs in sunny but nutrient-poor waters.

The ocean is so big, how could we possibly affect it? Consider that there is a layer of lead about 350 meters below the surface that was deposited from heavy burning of leaded gasoline in the mid 1900s. With the leaded gas ban in 1995, the deposition slowed, the lead sank and surface waters are now relatively lead free.

Although they cover less than 1% of earth, coral reefs are the most diverse marine ecosystem. One quarter of all ocean species depend on them for food and shelter, and 32 of the 34 known animal phyla are found there (only nine phyla are found in rainforests)!





Beating the Odds:

UW-Green Bay Helps Wisconsin Win a \$35M GEAR UP Grant to Help Economically Disadvantaged Students Attend College

Jossiel Delgado from Sheboygan South High School is beating the odds, largely because she had a champion in her father, a farm worker. Delgado is a first-generation college student at UW-Green Bay, Sheboygan Campus. “Not many kids would thank their father for making them learn their multiplication

tables instead of playing outside, but he really wanted me to go to college.”

Helping more students like Delgado beat the odds is the reason why UW-Green Bay’s Division of Continuing Education and Community

Students from the highest socio-economic status are five times more likely to earn a bachelor’s degree than students from the lowest socioeconomic status.¹

Engagement (CECE) worked with the Department of Public Instruction (DPI) to write a compelling grant application that eventually won the competitive \$35 million award from the U.S. Department of Education.

CECE used its experience in working with students like Delgado in the College Credit in High School Program to help inform the grant. Delgado took a college-level psychology class in high school. “My psychology class helped me to understand the effort and time management needed to be successful in college.”

GEAR UP—which stands for Gaining Early Awareness and Readiness for Undergraduate Programs—offers state and partnership grants that are designed to increase the number of economically disadvantaged students who are

Underserved students enrolled in early college programs help close the achievement gap with a 15% increase in postsecondary enrollment.²



prepared for and succeed in college. Those awarded the grants are required to work with an entire cohort of students, usually beginning in sixth grade. They follow the cohort through high school to ensure they graduate and are ready for college.

“Using this award, we’ll advance our goal of giving every student the support they need for

an equitable chance to do well in school,” State Superintendent Carolyn Stanford Taylor said. “GEAR UP services will help students succeed in high school and

beyond. Many students will even earn college credit as part of their high school education, a huge benefit and a great cost savings for them and their families.”

GEAR UP funding will enroll and serve 2,500 middle and high school students in eight Wisconsin public school districts: Ashland, Bayfield, Green Bay Area, Milwaukee, Racine Unified, Shawano, Sheboygan Area and Wausau. The program will continue to support participating students after high school, through college scholarships as well as traditional support during the first year of postsecondary education.

In collaboration with UW-Green Bay, students will also have the opportunity to earn college credit or a workforce micro-credential while still in high

school at no cost to the student or family. DPI will administer the program through its Wisconsin Educational Opportunity Programs (WEOP) offices throughout the state.

“We are excited to work with UW-Green Bay in helping economically disadvantaged and traditionally underrepresented students achieve postsecondary success,” said Laiya Thomas, Director of WEOP.

“This funding, will ensure more students like Jossiel are prepared for college and the workforce as they develop the skills necessary to compete in a progressive economy,” said Joy Ruzek, associate vice chancellor for Continuing Education and Community Engagement.

“At UW-Green Bay, we believe every student deserves a champion,” says Meagan Strehlow, executive director of K-12 and Community Relations.

On average students who get college degrees will earn almost twice as much money in their lifetime as those with only a high school diploma.³

¹ “The Condition of Education, (May 2019). National Center for Education Statistics.

² Kaniuka, T. (2017). Early College High School Achievement Outcomes in North Carolina: End of Grade and ACT Performance, International Journal of Research Students in Education.

³ Rugaber, Christer (January 2017). “Pay gap between college grads and everyone else at a record,” The Associated Press.

COLLEGE OF ARTS, HUMANITIES AND SOCIAL SCIENCES

Walking in the Shoes of the Literary Greats

Imagine walking in the shoes of such literary greats as T.S. Eliot, Oscar Wilde, J.R.R. Tolkien, C.S. Lewis and Lewis Carroll; breathing in the urban and pastoral aura that inspired some of the greatest writing works of all time. For Emily Ransom's students, there is no need for literary flights of fancy; they've lived the dream.

Every summer, Ransom, a UW-Green Bay assistant professor of humanities, leads a travel course to Oxford, England. This four-week, six-credit course explores fantasy literature and poetry of authors local to the region. While doing so, they travel to the places that inspired the works and also emulate these authors' techniques in a creative poetry writing class. "It's an English/Humanities course" Ransom explained. "We stay at a medieval college in the heart of the city and take many excursions in Oxford and the surrounding regions."

A typical week during the course

Class time is in the morning. First up is fantasy literature with readings and discussions of Tolkien, Lewis, Carroll and other fantasy literature authors. The second class is creative writing—studying and imitating the form, content and style of such poetic greats as Eliot and Philip Larkin. The afternoon is tour time, filled

with colleges, authors' homes and museums. Twice a week, they take part in theatrical performances and concerts. Friday trips include castles, Stratford-upon-Avon, Bath or Stonehenge. Weekends are free for students to create their own experience. London is only an hour away with access to Ireland and Europe just a train passage, a shockingly-cheap flight, or a Megabus trip away.

Free to do what they want on the weekends, students need to be accounted for by Sunday night when they reconvene in the campus churchyard for a poetry reading. Each student brings one poem written by an Oxford poet and one of their own.

The experience may not transform a student into a great poet, but it is still transformative. "It's a fully-immersive experience," said Ransom. "Our goal is to get the students to feel at home there; for them to feel like they belong in this intellectual hotbed of talent and literary tradition."

The results? Brilliant!

"It was only a month, but it felt so much longer because we experienced so much," said Hannah Majewski, an English major graduating in May 2020. "The history, pub culture, architecture, museums, authors' homes...it was all so stunning. Every morning, I would wake up,

sip on a cup of tea, and look out my dorm room window (at St. Edmund Hall—known fondly as Teddy Hall). I would gaze at the medieval well in the middle of the quad. It was so old, probably built in the late 1100s. It was awe-inspiring. To be a part of so much history and intellect, if only for a month, was unforgettable."

Within Oxford and Cambridge (aptly called the Oxbridge system) lies a network of colleges. Wherever you go, there's a college nearby. "University is all over the city," said Ransom. "Oxford looks exactly like it is always imagined in the writings of its authors; the sculptures, rivers, pastorals, architecture. When you've spent time reading the stories by these authors, it offers a strange sense of being home."

Oxbridge system is a small, tight-knit community, Ransom explained. It provides an atmosphere of chance encounters, story sharing and intellectual conversation. "Oxford is fun, bustling and saturated with culture and beauty," she said. "The colleges throughout the city provide a lot of green spaces, so you also get a pastoral feel that creates a quiet place of refuge."

For students like Majewski, experiencing such a profound sense of history and place not only inspired creativity, but also changed her life. "I have a deeper appreciation and greater

understanding for not only the Oxford authors, their writing and the places that inspired them, but also for the connections that appreciation and understanding continues to create in my own life."

For Professor Ransom, the student outcomes for the course transcend literary appreciation.

"I love watching the transformation in my students. It touches them on so many levels and creates a lasting impact on their lives. These lessons are souvenirs they will keep for a lifetime. On an educational level, students can make connections from a text they read and help them problem solve. On a social level, it impacts their global consciousness and empathy toward other cultures. On a metaphysical level, it transforms their inner selves."

From Hannah Majewski's perspective, she found traveling to another country and time a grounding experience, connecting her to her love of literature, history, imagination and creativity. "When I feel disconnected, thinking back to that experience grounds me. It had such an impact on me that just thinking about it...the beauty, the history, the reverence, the aura...it calms me and inspires me all at the same time."

—Story by freelance writer
Kim Viduski '92



Keshena Hanson '18 (English and Communication) in the dining hall of Magdalen College, Oxford. Dining halls in Harry Potter movies were inspired by those in Oxford.

UW-GREEN BAY IS OFFERING A DEGREE IN 'HOT CAREER' OF SPORT PSYCHOLOGY

From world-class athletes to “weekend warriors” across every area of recreation and fitness, performers are increasingly looking to sport psychologists to get them one step closer to their personal bests. Now, UW-Green Bay will help prepare these dedicated athletes and performers with a new Master of Science in Sport, Exercise and Performance Psychology degree program. Classes begin in fall 2020. It's the first master's degree offered out of UW-Green Bay's College of Arts, Humanities and Social Sciences.

» **Growing demand
for sport
psychologists is #3**
in 10 trends to watch in 2019
(American Psychological Association)

» **U.S. sports market
generates an estimated
\$400 billion in revenue
per year**
(American Psychological Association)

“This program comes at a time that the sport psychology profession is strengthening its certification and the job market is expanding,” said Assistant Professor of Psychology Jana Fogaca, who is serving as the program director. The American Psychological Association describes sport psychology as a “hot” career.

“We now see various university athletic departments and professional teams hiring sport psychologists and an increased demand for these professionals in the military and other performing areas,” Fogaca said. “We built the program with an applied track with this in mind—we will have internship placements with sports teams playing at various levels and also with performing artists on- and off- campus. At the time of graduation, students should be close to completing their hours for certification and have experiences working with various athletes and performers.”

Industry analyst Plunkett Research Ltd.
(American Psychological Association)

estimates that the U.S. sports market—everything from ticket sales for major league games to equipment sold in sporting goods stores—generates \$400 billion in revenue in a typical year. This profitable market brings with it an increase in pressure on athletes to perform at optimum levels. That's where UW-Green Bay's new program comes in.

The program complements UW-Green Bay's sizeable and highly-acclaimed Psychology program and aligns with the city of Green Bay's internationally recognized sport and entertainment industries, UW-Green Bay's Division I athletic classification and ongoing efforts to increase graduate offerings aligned with campus and regional strengths.

Two faculty members, Fogaca and Assistant Prof. Alan Chu, are the only certified mental performance consultants in Northeast Wisconsin. Sport, exercise and performance psychology is an interdisciplinary subfield of psychology that brings together aspects of counseling psychology, health psychology, kinesiology, human biology and other disciplines.





Common CAHSS is a new event in which faculty, staff and students from UW-Green Bay and the College of Arts, Humanities and Social Sciences (CAHSS, pronounced “cause”) strive to generate awareness and conversation on a thematic common cause. The theme is organized around interconnected local and global challenges that require collective solutions spanning disciplinary and geographic boundaries.

This year the theme was “Common CAHSS 2019: Human Rights,” and centered around the Universal Declaration of Human Rights. In a keynote address at the Weidner Center,

“All Human Beings are Born Free and Equal in Dignity and Rights”

— United Nations General Assembly,
Article 1: Universal Declaration
of Human Rights, Dec. 10, 1948

Rais Bhuiyan described surviving a white supremacist hate crime attack and how this experience shaped his dedication to human rights activism and the pursuit of empathy,

understanding and forgiveness. The daylong event included a resource fair, displays and performances.

UntitledTown is Back with an Added Packers Grant

Although not officially a University event, UW-Green Bay faculty, students and alumni devote a tremendous amount of time, effort and energy to the annual UntitledTown Book and Author Festival. This year, they will do it with the help of a Green Bay Packers Foundation Grant, which was announced Dec. 4, 2019. From the University, Prof. Rebecca Meacham is the UntitledTown board president, and Prof. Cristina Ortiz and Diversity Director, Mai J Lo Lee, also serve on the board.

The Festival seeks to expand community in April 2020 with two undervoiced populations of Northeast Wisconsin. First, to address the stories of victims of domestic violence and second to showcase the stories of Latinx people of the Great Lakes. The festival, now in its fourth year, has realized the power of community storytelling through the 4,000 to 6,000 attendees each year who participate in the 100-plus free readings and writing workshops by both legendary talents and local writers. The “dream outcome,” according to Meacham, is a “whole slew of new and meaningful stories being published and hitting the libraries of our areas so others could be inspired, find hope and connect with communities.” For the announcement of headliners and a full line-up of events, see 2020.untitledtown.org.



HIGHLIGHTS

Prof. **Cristina Ortiz** (Humanities) was a presenter at the 24th International Conference on Literature and Hispanic Studies that took place in Valencia, Spain in June 2019. Her topic: “Maternidad y violencia política en la obra de dos escritoras vascas,” an excerpt of her next book dedicated to Basque female authors’ representations of political violence.

Assistant Prof. **Alan Chu** (Sport, Exercise and Performance Psychology) is the second person in Northeast Wisconsin to receive the CMPC® (Certified Mental Performance Consultant) credential. Chair of the program, Assistant Professor **Jana Fogaca**, was the first.

Assistant Prof. **Nolan Bennett** (Political Science) has a new book in publication, “The Claims of Experience: Autobiography and American Democracy.” It provides a new theory for what makes autobiography political throughout the history of the United States and today.

Professor and Associate Dean **Ryan Martin’s** (Psychology, CAHSS) TED Talk received national recognition when it was featured on the TED Talk homepage.

Associate Prof. **Alise Coen** (Political Science, Public & Environmental Affairs) was interviewed on BBC Radio for a segment about the Syrian conflict and international response.

Elizabeth Hintz ’15 (Communication) is the recipient of the Donald P. Cushman Memorial (Scholarship) Award, given by the National Communication Association (NCA) for an essay she co-wrote, “Childfree and ‘Bingoed’: Competing Discourses of Reproductive Normativity and Autonomy Animated in Online Narratives of Conversations about Voluntary Childlessness.” She is a graduate student at South Florida.

UW-Green Bay Associate Provost **Clif Ganyard** received the “Outstanding Contributor Award for Opportunity” from the UW System. The award recognizes the outstanding contributions made by individuals who worked directly on the UW Colleges

and UW-Extension Restructuring Project.

Prof. **Harvey Kaye’s** (Democracy and Justice Studies) newest book “Take Hold of Our History: Make America Radical Again,” was published in fall 2019.

UW-Green Bay Prof. **David Voelker** (History and Humanities) published “The Powhatans and the English in the Seventeenth-Century Chesapeake” with Oxford University Press. The book is part of the “Debating American History” series, which Voelker co-edits.

Prof. **Katia Levintova** (Democracy and Justice Studies, Global Studies and Political Science) received Western Michigan’s Political Science Alumni Achievement Award for 2019.

Professor **David Coury** (Humanities, German and Global Studies) was an invited keynote speaker at the conference “Science Beyond Borders 3” at the University of Priština—Kosovska Mitrovica, North Kosovo. His presentation was entitled “The Winter of our Discontent: Fortress Europe and the Rise of Populism,” dealing with the rise of new borders and the growing backlash against the European Union.

Assistant Prof. **Sarah Schuetze’s** (English) 2018 article “Carrying Home the Enemy: Smallpox and Revolution in American Love and Letters 1775-76,” published in the journal *Early American Literature*, is number 7 out of 10 most viewed articles just a year and a half after its publication.

TEACHING MOMENTS

5

SOCIETY AND THE SUPERHERO (See more about Carr in Campus Conversations, Page 28)



Bryan Carr

Associate Professor, teacher of “Society and the Superhero”



Captain America was ahead of the foreign policy curve. The cover of *Captain America Comics* #1, released in 1941 prior to World War II, featured the hero punching out Adolf Hitler. Co-creators Simon and Kirby received death threats as a result. Despite this, the comic was a massive hit, selling about one million copies.

In 1971, the U.S. government contacted Marvel Comics’ editor-in-chief Stan Lee, requesting a Spider-Man story that tackled drug addiction; however, the (now defunct) self-regulatory Comics Code Authority policy prevented them from publishing on the topic. Marvel pulled the CCA seal from those issues, resulting in a well-received story and change in CCA policy.

In the 1990s, DC Comics partnered with the U.S. government and UNICEF to publish special “humanitarian” Superman, Batman and Wonder Woman comics addressing the problem of active landmines in former war zones around the world. These comics were published in multiple languages worldwide.

In the 1940s, the *Superman* radio show ran a story based on activist Stetson Kennedy’s notes about his infiltration of the Ku Klux Klan. The “Clan of the Fiery Cross” saw Superman do battle with the Klan and is credited with halting recruitment for the Klan by mocking its rituals and code words. It’s now adapted by cartoonist Gene Luen Yang in *Superman Smashes the Klan*.

Several U.S. presidents have appeared within the pages of superhero comics. Nixon was still president in *Watchmen*’s alternate-universe 1985 and the villain of the 1970s *Captain America Secret Empire* storyline. Clinton attended Superman’s funeral in *The Death of Superman*, and Obama appeared on the cover of *Amazing Spider-Man* #583, coinciding with his 2009 inauguration.



A New Provost, A New Symphony, and a Refreshed Spirit



What a beginning! Provost and Vice Chancellor for Academic Affairs, Michael Alexander, had quite the public introduction to campus. He conducted the first piece of music played by the Weidner Philharmonic and its inaugural concert, Sept. 28. It was Aaron Copland's inspiring "Fanfare for the Common Man." It's been a whirlwind start for Alexander, who joined the University July 1, 2019 and says he has been "struck by the power of the innovative spirit and energy of the campus."

"I am very grateful to be working for the faculty, staff, and students at UW-Green Bay. This University has an energy and forward momentum that is undeniable. It is exciting to see how

the University is connecting to our region, building relationships in the community, helping to solve problems that will support the people we serve, and expanding to lead the economic development and quality of life in Northeastern Wisconsin. I have been overwhelmed by the support of our alumni and the pride that the community has for this University. Each day we will continue to strive to support our students, provide access to a great education for all who want it, and use our work for the betterment of our community. We have a crucial role in the development of our region, and I am proud to be working at a University that is embracing the challenges and opportunities that come with that responsibility."



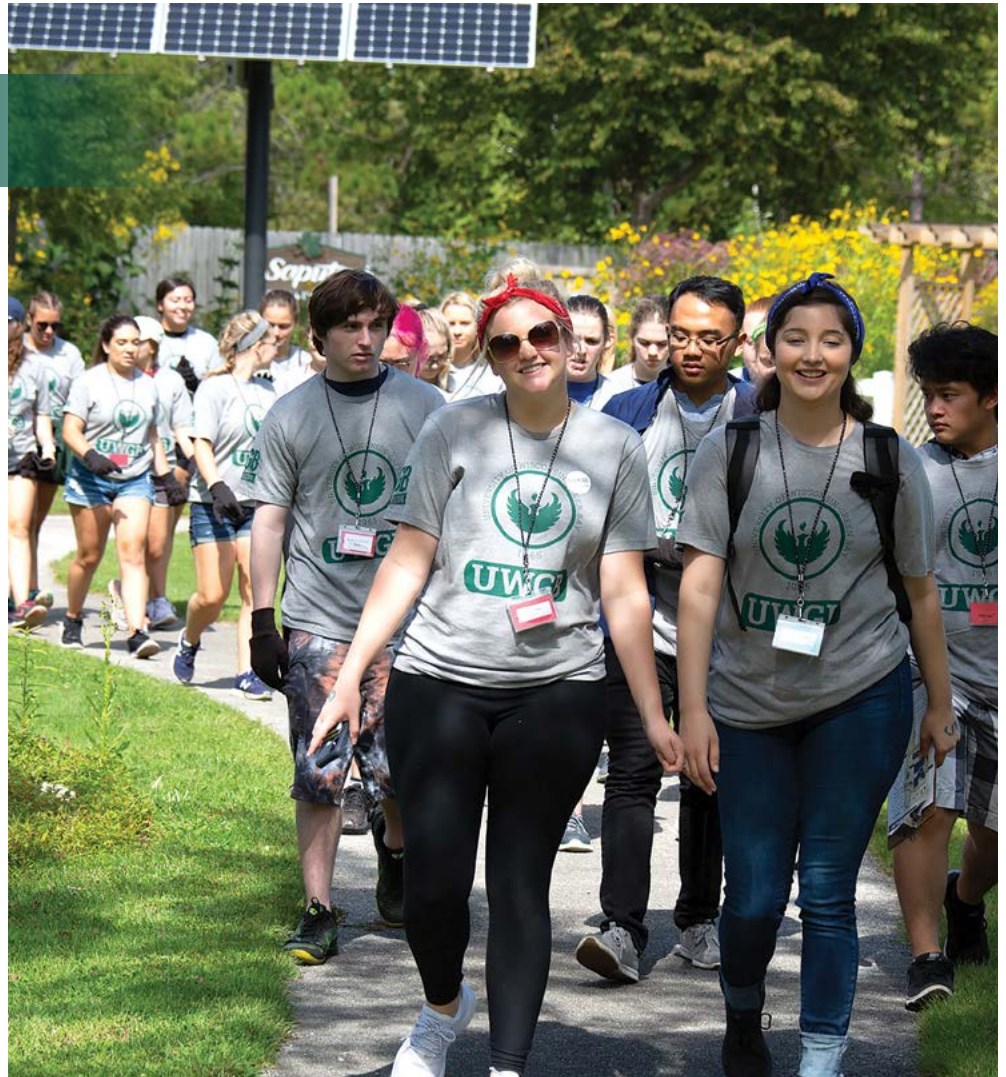
Backstage with Beau

Alumnus Beau Thomas ('16, Art and Design Arts) created a new mural on a backstage wall at the Weidner Center for the Performing Arts. While a student, Thomas also created the 50th anniversary mural on the exterior of the Studio Arts building. This new mural embodies the 'live' nature at the heart of the Weidner Center's identity as a venue for the performing arts.



Here to Serve

What's the first thing UW-Green Bay asks new students to do? Serve. Service day is baked into GB Orientation and is mutually beneficial for a local non-profit—in this case, Barkhausen Waterfowl Preserve in Suamico, Wis.—and the newest members of the Phoenix family. More than 550 students, mentors, student ambassadors and staff logged more than 1,000 hours of volunteer work on Sept. 2, 2019, at Barkhausen. Manitowoc and Marinette Campus students joined in on the hard work, followed by an authentic tailgate at Lambeau Field. Organizers say that volunteering together creates meaningful connections that can help students as they transition to college.



S'more Highlights of GB Week

From kayaking to comedy, Bay Beach to the waters of Green Bay, "GB Week" in September highlighted the many adventures to be had in Green Bay and the surrounding area. All UW-Green Bay students were invited to play along. "The school year really starts with GB Week," says Adam Novotny, program coordinator. And what better way than hanging out with friends, meeting new faces and enjoying what Green Bay has to offer. Go online (search GB Week photos) and experience GB Week through the lens of social media intern Shelby Smith.

{ Celebrating Nature } with Art

Art and nature came together to celebrate 20 years of the Cofrin Arboretum with a Lawton Gallery exhibition titled “Museum of Natural Inspiration: Artists Explore the Richter Collection” in fall 2019. In collaboration with the Richter Museum of Natural History, artists created artwork inspired by the Richter Museum’s collection of specimens. These specimens chosen by the artists were displayed alongside the artwork, showing the duality between art and science.



This Campus Celebrates Culture

Once a blank wall in across from the Help Desk in UW-Green Bay’s Instructional Services building is now an everyday reminder that the University community is more than classes, enrollment figures and graduation goals, it’s an interconnected society that respects the collective cultures of all who call UW-Green Bay home.

“We Are UW-Green Bay,” installed in the summer of 2019, was made possible by the contributions of photos and insights of UW-Green Bay students, faculty and staff, which provided inspiration

for artist Keith Archiquette. Staff members Rosa Serrano and Stephanie Kaponya had their submissions included in the final mural. Serrano submitted a photo that shows two people, one of them her sister, in front of a mural of *La Virgen de Guadalupe*. Kaponya submitted a piece that represents her Hungarian paternal heritage. Many of those submitting photos have graduated, but will have a special reason to visit when they return to campus.

– Story by intern **Emily Gerlikovski '20**

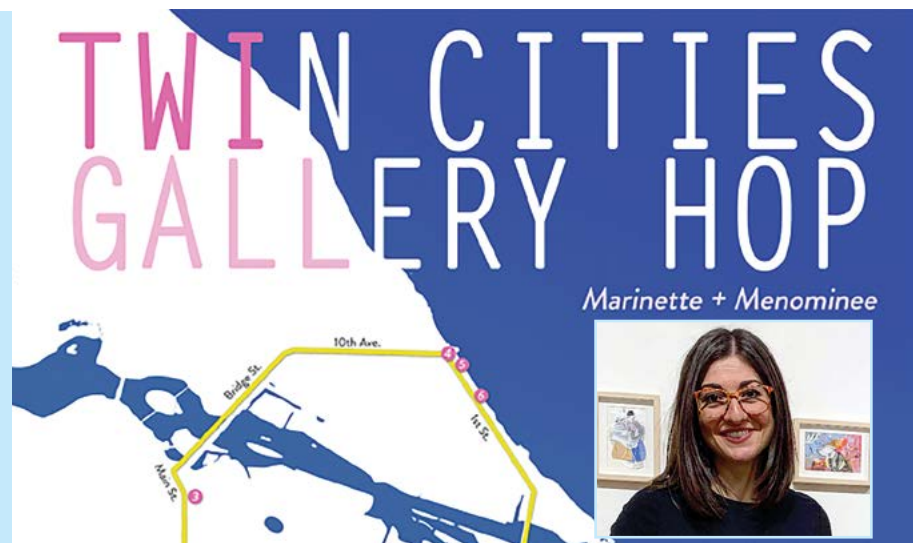


Fine Arts Gallery Exhibit

The paintings in the exhibit “Process ART Pur Sang: Artwork by Chrisje Sanders” are decidedly abstract, but her vision is focused. “My personal experiences, my love for humanity and nature, and my hope for world peace are reflected in my art practice,” explains Sanders. The work was shown at the UW-Green Bay, Sheboygan Campus Fine Arts Gallery located in the Fine Arts Building just outside the Theatre entrance. Throughout the academic year and during the summer months, a variety of art exhibits are rotated through this gallery. All students, faculty, staff and the public are welcome and encouraged to visit the gallery and experience the artwork on display.

Gallery Hop to the Twin Cities

Lydia Dildilian, a new art faculty member and gallery director at the UW-Green Bay, Marinette Campus, spearheaded a collective evening of art in the Marinette and Menominee communities in October. The Twin Cities Gallery Hop was a partnership with NWTC. Local residents could see the work of local artists and tour studios and galleries at both institutions.



A YARN ABOUT THE ARBORETUM

Fall of 2019, jellyfish and dragons and various other creatures roamed the trails of the Cofirn Arboretum. They weren't made of fins or feathers, but the offspring of a "yarn bomb" crafted by students and curated by Prof. Alison Gates (Art and Design). A yarn bomb is a type of street—or in this case trail—art where yarn creations are added to objects in the public, like a purple dragon on a tree. More than 245 creations, including mushrooms, spider webs and flowering vines made by local knitters and crocheters, delighted visitors of the 290-acre plot of land.

Amethystus the Dragon, by alumna Dierdra Stary, now has a permanent home at the Brown County Library.



Photo from Florida Museum of Natural History's post in One Tree, One Planet Premiere

Biodiversity Celebration on Display in Feb. 2020

The community is welcome to attend the "One Tree, One Planet" art display at the Weidner Center on Feb. 3 and 4, 2020. This exhibit features an interactive tree of life celebrating the earth's rich diversity of humans, animals, plants and other organisms. Commissioned by the University of Florida Museum of Natural History and funded by the Cofrin family's 1923 Fund, the display is part of the Center for Biodiversity's year-long 20th anniversary celebration.



‘Phoenix Rising’



Students, faculty and staff gathered on Sept. 4, 2019 to celebrate the introduction of the new “Phoenix Rising” sculpture, designed by Green Bay artist Carl Vanderheyden. Erected in the Cofrin Library circle, the sculpture was created as an “iconic spot for pictures and gathering that clearly exemplifies our campus and is easily recognizable,” according to Vice Chancellor for Student Affairs and Campus Climate, Eric Arneson. Selfies are welcomed, or bring a friend and strike a pose!



{ We're On a Mission }

The start of the academic year also marked the launch of the University's new select mission. Campus leaders say it better demonstrates the commitment across all four campuses and their communities and better aligns with the vision of the institution. On August 21, nearly 500 members of the campus community, including faculty, staff, retirees, board members and Regents, attended convocation to celebrate the upcoming academic year. Following the event, faculty and staff, friends, retirees and students also signed their support on a nearly four-foot-wide stainless steel Phoenix emblem. The stainless steel wall art, crafted by "Phoenix Rising" sculpture creator Carl Vanderheyden celebrates this significant point in time in the University's history. By adding their names, members of the campus community and region pledge of support to the select mission of renewal and rejuvenation.



You grow, GB!

Despite post-secondary enrollment nationwide falling for the seventh straight year, UW-Green Bay now wears the crown as the fastest-growing university in the UW System. On the Green Bay campus alone, enrollment was up 9.7 percent. Together, with the four campuses, UW-Green Bay still had a 3.4 percent growth and 8,873 students enrolled. The University also reported a doubling in underrepresented populations. In the coming year, UW-Green Bay plans to invest in more programs to meet regional demand such as environmental studies, teacher preparation, STEM education and workforce development.



Bakic “Future 15” award winner

When the Young Professionals of Manitowoc County unveiled its “Future 15” award winners in November, Manitowoc Campus CEO Rachele Bakic was at the top of the list.

The Future 15 are young professionals, ages 21-40, “who have given back to the community, showed leadership, and helped in many ways to make the area a great place to live and work.”

Her profile noted that Bakic “worked hard over the last year to immerse herself into the wonderful community she now calls home... (She) has realized the importance of being more externally facing and



the wonderful advantages that come from being involved in the community. In the short time she has been here, she has built partnerships with the local school districts and other higher education organizations. In addition, she is involved in Leadership Manitowoc County, Manitowoc Noon Rotary, Partners in Education, the Two Rivers Business

Association and as a YMCA board member. Community involvement and serving in leadership roles has helped her meet new people, learn great things about the community, and fill her heart with gratitude and a desire to do more.”

Rats! Manitowoc Campus scientists happy to host new campus visitors

UW-Green Bay’s Manitowoc Campus received one-month-old rats for Anatomy and Physiology students to safely work with for the remainder of the year. At the end of the year, these adorable female rats will be put up for adoption, as this strain of rats make for wonderful pets, as they are docile, social and quite intelligent.



{ PEAC Purges Plastics }

Public and Environmental Affairs Council (PEAC), the student organization dedicated to fulfilling the role serving of the university’s Eco-U designation, has taken on the plastic film recycling program at UW-Green Bay. Members work to keep plastic out of the waste stream by collecting, sorting and bailing plastic placed in bins around campus. Members are also working to educate the campus community on best recycling practices.





PACKERS AND PHOENIX HELP KICK OFF TINY EARTH

The Green Bay Packers and the Phoenix are defeating opponents on and off the field, both large and microscopic. The Packers partnered with UW-Green Bay as part of a global research project looking to fight against the rise of drug-resistant diseases. “Tiny Earth” is a global network of college students working to identify new life-saving antibiotics produced by bacteria in soil. The Packers provided soil from, Clarke Hinkle Field at the Hutson Center, that could potentially contain life-saving bacteria strong enough to beat antibiotic-resistant diseases.

While the Center for Disease Control and Prevention reports that at least two million people contract an antibiotic-resistant infection each year, “student-sourcing” events could lead to the next big discovery. UW-Green Bay and local high schools showcased their research at the Tiny Earth Symposium in December at Lambeau Field. Across the globe UW-Green Bay is joined by 10,000 students who are doing similar research. And that’s a good thing, said UW-Green Bay Biology Professor Brian Merkel. “The larger the group of students, the more reasonable it is to expect a greater frequency of discoveries.”



Vikings Invade Green Bay and Manitowoc Campuses

Luckily, it was all in good fun. “Vikings for All Ages”—a festival inspired by the new Viking House—invited one and all to channel their inner Ragnar or Birka. The October event featured Viking storyteller Adrian Spendlow from the UK and the Swedish-based Viking wrestling troupe Telge Glima, who also laid good-natured siege to the Manitowoc Campus.



Logging World Attention

UW-Green Bay Associate Lecturer Katie Burke competed at the Lumberjack World Championships, placing sixth in both the boom run and log roll events. “Life is about balancing,” said the Accounting faculty member and nationally recognized lumberjill, “whether it be debits and credits for a balance sheet, or on a log.” During the log rolling season, Burke trains five or six days a week with the Oconomowoc, Wis. Log Rolling Club. During the academic year she teaches the sport regionally at local recreation centers.



{ Stand-out Student Leader }

Shontrea Hogans '20 (Psychology) is the recipient of the first-ever statewide Wisconsin Leadership Community Choice Award for College Student Leader of the Year. She was nominated by staff of UW-Green Bay. Hogans says she wants to leave UW-Green Bay a better place, especially for multicultural students. "I hope that UW-Green Bay is a better place for them to thrive not just survive."



Prominent Professors

Three faculty members were honored with named professorships this year and recognized at Fall Convocation. Named professorships are created through private gifts that support the study and research of a faculty member with an outstanding record of scholarly achievement. They receive a medallion and a financial stipend, and carry the title throughout their careers.

Assistant Professor Luis Fernandez

Robert and Joanne Bauer Endowed Professorship in Strings

Professor Pao Lor

Patricia Wood Baer Professorship in Education

Professor Michael Draney

Barbara Hauxhurst Cofrin Professorship of Natural Sciences



University Helps Make Back-to-School Easier

Thanks to the hospitality of the Kress Events Center staff and UW-Green Bay employees, the Service League of Green Bay's annual Back-to-School Event was a soaring success. About 800 community and university volunteers served nearly 1,200 elementary school students and their families. Students could pick out clothes, shoes and school supplies, plus have a free dental check-up. "Shopping helpers" assisted students with picking out items.



250 Who Make a Difference

Across the nation, millions of people unite with a common mission—to improve their lives and the lives of others by doing good. On Friday, October 25, nearly 250 UW-Green Bay students, staff and faculty volunteered for "Make a Difference Day" in partnership with the Volunteer Center of Brown County and the Aging and Disability Resource Center. Whether it was going to surrounding neighborhoods to help clean up yards before winter or making cards on campus for veterans, the collective hours made a big difference in the community.



Three...two...one... launch the STEM Center!

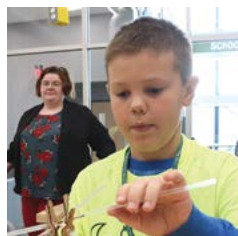
The October grand opening of Brown County's new STEM Innovation Center, was marked with launching of hand-crafted rockets courtesy of The Einstein Project. And that was just the opening act of a collaboration between the state, county and University decades in the making.



A Hot Spot for Tots to Trot

UW-Green Bay's Director of Residence Life, Gail Sims-Auburt, says that the Trick or Treat Tot Trot has grown quite the following. The annual pre-Halloween event hosted 350 children and 265 parents/adult chaperones this year. Student residents in 54 rooms of Roy Downham Hall volunteered to hand out candy, with 75 students and staff volunteering for the event. The tour started at the Mauthe Center, before each tot was given a "tour" through Downham Hall for treats.





PHUTURE PHOENIX 2019

On Oct. 16 and 17, nearly 1,600 fifth-graders from 26 Northeast Wisconsin schools spent their day at the University of Wisconsin-Green Bay touring the campus, visiting classrooms, throwing footballs in the Kress Center gym and enjoying lunch. The 15th annual Phuture Phoenix Campus Day is a partnership with schools to encourage students to graduate high school and pursue a college education. Since 2003 when the program began, about 22,000 fifth-graders have visited the campus as part of this initiative.



Interim Chancellor Sheryl Van Gruensven: A Unique Path to Higher Education

The path to higher education is unique to all who follow it, and Sheryl Van Gruensven is no exception. As UW-Green Bay's first female chancellor, her story is one of determination and perseverance.

"I am not someone who seeks the spotlight," says Van Gruensven. "But I could not turn down the opportunity to be the first female chancellor, and I felt I owed it to my female colleagues at the University and other women in the community and my two daughters to serve as a role model."

She was named interim chancellor following the departure of Gary L. Miller, effective September 30, 2019.

Humble beginnings

The youngest of four, Van Gruensven grew up on the family farm most of her school-age life, where feeding calves and bailing hay instilled a strong work ethic. Reading was equally as important, and through her parents' example she developed a community spirit, curious nature and desire to learn.

Yet, as high school graduation neared, although she had wanted to become a lawyer, Van Gruensven did not consider a four-year institution. After graduation, she attended the local technical college for two years, received her paralegal degree, and her career eventually led her to work at an employment law firm in Wausau.

Through her work writing legal briefs and learning about labor law, she decided to go back to school to earn her bachelor's degree in Human Resource Management. At the same time, she was a single mom and was committed to raising her daughter, mostly on her own. Despite the odds, Van Gruensven completed her degree and took over the human resource function at the law firm. She eventually moved to Green Bay and married her husband, Dennis. In 2004, she was hired as a human resource manager for UW-Green Bay and was quickly promoted to human resource director for the University. She obtained a master's degree with a teenager and toddler at home, while working full-time in her role.

In 2015, then Chancellor Miller asked Van Gruensven to consider the role of vice



chancellor for Business and Finance. "Moving into the vice chancellor role has only enhanced my knowledge of the University," says Van Gruensven. "Both roles have allowed me to deeply understand the University and higher education in general."

Business as usual

When asked to serve as interim chancellor, upon Miller's departure Van Gruensven was both honored and humbled; since September, she and the University's executive team have continued with business as usual. Positive momentum and a "dynamic, exceptional leadership team," allows Van Gruensven to manage the high priority items within the institution, while continuing to develop relationships within the community.

In fact, she plans to further explore ways for women to have access to leadership roles such as hers, by connecting the university with the community. "The University needs to serve as the conduit to help develop a

sustainable partnership to nurture girls as future leaders for this community." As a member of the Girl Scouts of the Northwestern Great Lakes board of directors and the mother of two daughters, her passion for this initiative is palpable. "We need to go above and beyond to develop women leaders, encourage them to advocate for themselves, encourage men to advocate for them and ensure growth and new opportunities exist for women."

"The goal of a regional, comprehensive university is to provide not only a workforce, but be a leading innovator for change..."

— Sheryl Van Gruensven
Interim Chancellor

Members of the communities in which UW-Green Bay resides—Green Bay, Marinette, Manitowoc and Sheboygan—are excited about the University's impact on the region. "It has been very eye-opening for me to see how engaged the

community is with our University and they are 'hungry' for us to be a part of the community." As for it's mission... "The goal of a regional, comprehensive university is to provide not only a workforce, but be a leading innovator for change by conducting extensive research, providing resources, knowledge and expertise to the community, and to provide opportunities for intellectual development through the arts, humanities and social sciences, she says."

Perseverance. Hard Work. Determination. Van Gruensven's path to chancellor is a testament to the value of higher education and to keep moving forward even when there are barriers or setbacks in life. "Everyone has a story and a path forward. I did not plan to be in my current role, but my life-long education, along with pushing myself to do better, provided me with experiences and opportunities I would not have had otherwise."

Being ready when opportunity knocks can make all the difference.



A Serious Look at Fun

Can one develop critical, analytical thinking and research skills while still (gasp) enjoying the learning process? Associate Prof. Bryan Carr believes so. Carr is a faculty member in the Communication and Information Science programs where he is teaching a new first-year seminar course called “Society and the Superhero.” In this course, first-year students explore how the superhero genre reflects and shapes social reality while they

work to develop skills that will carry through the rest of their academic experience and beyond. Carr also hosts a popular podcast called “Serious Fun.” Whether it’s comic books, video games or reality TV, “Serious Fun” examines the media that shapes and reflects our current culture. Find it at www.uwgb.edu/podcasts. See more about Carr and his reflections on “Society and the Superhero” in Teaching Moments, on page 12.



Generous donors support students

The Annual Tony Galt Phuture Phoenix Scholarship donor, Janice Galt, meets 2019-2020 recipient, Carlos Zuniga at a fall reception designed to connect donors and recipients. Galt established the scholarship in memory of her late husband, a former UW-Green Bay professor of Social Change and Development. Zuniga will graduate in May 2020 with a Bachelor of Social Work degree. The Galt scholarship is one of more than 350 annual and endowed scholarships sponsored by generous donors to support students attaining higher education.



{ A Giving Family }

Crystal Sandmire met some of the nearly two-dozen recipients of the Herbert F. and Crystal J. Sandmire Endowed Scholarship and Research Award in fall of 2019. She and her late husband Herbert, who passed in 2018, are the University's longest-running donors, and then surpassed even their own generosity with a \$1 million gift to support scholarships and research opportunities in 2014 for students who intend to pursue a career in medicine or related medical fields. Joining Crystal for the reception was (back right) grandson Kyle Sandmire with great-granddaughter Chloe.



Music from all campuses C.H.I.M.E-In

UW-Green Bay's expanded four-campus footprint inspires collaboration across many programs and majors, but few as public as an October event on the Sheboygan Campus called Concert Hour Involving Music Educators, or C.H.I.M.E.

"This concert provides an opportunity for high school and college music educators to showcase their own musical talents to audiences who might never have seen them on this side of the

baton," Sheboygan Prof. Christy Talbott, the concert organizer, says. "Each of these individuals has spent years training on a specific instrument, but it can be difficult to find the time to put together a program alone. This concert allows them to share the spotlight with other talented teachers in the area. Green Bay Campus faculty members Luis Fernandez (on violin), Michael Rector, Adam Gaines and Bill Salak, were joined by Sheboygan Campus lecturer Paul Sucherman (on piano).



The Ed.D. in First Nations cohort of learners gathers for a meal following a Saturday class.

COLLEGE OF HEALTH, EDUCATION AND SOCIAL WELFARE

Community of Learners

Developing leaders in First Nations Education

Transformative. Intense. Rigorous.

These are the words students use to describe UW-Green Bay's first-ever doctoral program—the only one of its kind in the state of Wisconsin—the Doctorate Degree in Education (Ed.D.) in First Nations Education. The four-year program enrolled its first cohort of 12 students in the fall of 2018.

This is exactly what UW-Green Bay Associate Professor and Program Director Lisa Poupart, Ph.D. had in mind as she and her colleagues developed the program. Born out of feedback from First Nations communities throughout the state, leaders asked for a very specific, rigorous program that would balance relational, face-to-face learning with concrete, usable outcomes requiring graduates to further promote cultural resurgence and the vitality of future generations.

"There's a rigor to the program," says Poupart. "The listening sessions provided this feedback—they want graduates who understand difficult concepts and can talk about them and write grants, etc. We are telling the students that their communities set a high standard, and we are going to hit those marks."

Building Community

The Ed.D. in First Nations Education program is centered in indigenous knowledge systems and draws upon indigenous teaching and learning methods from elders and oral scholars, as well as faculty expertise. Classes consist of a set of core courses

offered primarily in face-to-face settings, reflecting the strong commitment to the oral tradition rooted in First Nations culture. UW-Green Bay was a natural fit to host the first-of-its-kind doctoral program because of its 20-year history of teaching First Nations education at the University, and its tribal Elders in Residence program.

The inaugural cohort of 12 began its second fall term in 2019. According to Poupart, the cohort model accurately reflects indigenous teaching and learning, and reflects a true community. "We've built something within a community, and the group learns with and supports one another. To have these experiences together is really central to their success in the program."

Bawaajigekwe Andrea DeBungie, a current student in the cohort, describes her 14 months within the program as transformative. DeBungie is a special education teacher in Ashland, Wisconsin and the recipient of the 2020 Special Services Teacher of the Year in Wisconsin. "The program is very different than anything I have ever experienced, as a teacher or anything," says DeBungie. "The experiences have helped shape and reshape how I function as an educator, mother, human being."

The group clearly considers itself a family of support for each other. "There is such encouragement and support within the cohort, and that 100% includes the instructors," says DeBungie. "I would not be able to do this program otherwise. We all agreed and had

conversations about this. We are stronger together."

Transferring Knowledge

Her experiences have already had an impact in her classroom, specifically as it relates to what she calls the four R's - relationships, respect, reciprocity and responsibility. "(The program) focuses on relationships, and all students benefit from teachers who invest into them. It has helped me become more intentional as an educator," says DeBungie, "and work to shift the power dynamic in the classroom from one expert to a community of reciprocal learners and reciprocal relationship."

"That has been the biggest thing for me. It's so empowering and so liberating for me as an individual and for the students."

Fellow cohort member, Waqnahwew Ben Grignon, is a traditional arts teacher at Menominee High School in Keshena, Wisconsin and the 2019 Wisconsin Teacher of the Year. A lifelong member of the Menominee Nation, he works to bridge the regular, traditional curriculum with indigenous thinking. His students recently discussed the geometric designs found in traditional beaded belts to help students remember geometric formulas.

The doctoral program challenges all students to think differently, reconnect with their original ancestral teachings and apply it to indigenous education right now. "One weekend we had a small group presentation of a book we were reading," says Grignon.

"This group chose to talk about the book while we were sewing baby moccasins." Their discussion evolved into radical topics including governance and the state of education in indigenous communities.

"I'm now able to look at a material object (the moccasins) and think back to the discussions we had about the book and what it meant to sit together in community while doing a traditional art," says Grignon, "and reconnect to the things our ancestors have been doing for thousands of years."

Exceptional Learning

This type of learning opportunity is at the heart of the program. A weekend class, for instance, focused on generational healing, inviting a plant medicine elder to work with students. The group took plant medicine walks, participated in conversations about healing and cooked traditional, non-addictive pain medicine from student-gathered ingredients. "This was not a western formalized classroom," says Poupart, "but indigenous formal learning."

While intense and time-consuming, the program gives a place and space for these highly motivated and extremely committed learners to expand, grow and talk about similar challenges and experiences.

"We are creating a space for them to explore what they are already capable of doing," says Poupart, "and the energy of that? They are unstoppable."

—Story by freelance writer
Kristin Bouchard '93



Reducing the Teacher Shortage

In the urban districts of southern Wisconsin and the rural districts of Wisconsin's north, classrooms are desperately short on teachers. Possible contributing factors? Lower salaries compared to other professions, few incentives, teacher burnout, a lack of support, the burden of standardized assessments.

UW-Green Bay's Professional Program in Education is working to fill the gaps, and

although it will take some time, measures are in place to recruit a larger and more diverse pool of candidates and prepare them for an environment that is ever changing in K-12 education.

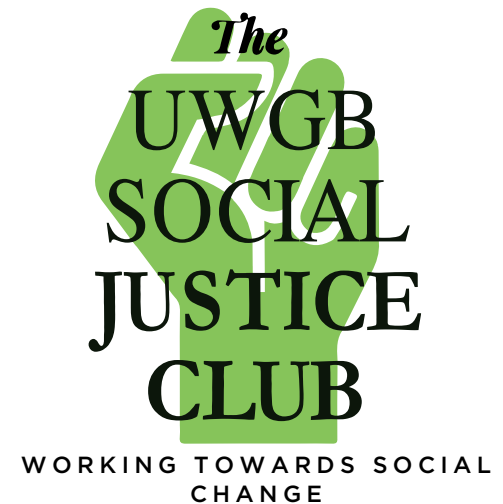
"We're working with our Advancement Office to provide more resources to students who are interested in teaching, and we are also increasing our number of faculty so that we

can take a greater number of candidates through the program," said Associate Dean, Scott Ashmann. "At the same time, the University is looking into a new administrative rule that governs educator licensing, PI 34, which allows greater flexibility for school districts to hire teachers with a broader base of knowledge and not just specialized subjects—math, science, English, etc."

"We're working with our Advancement Office to provide more resources to students who are interested in teaching, and we are also increasing our number of faculty so that we can take a greater number of candidates through the program."

— Associate Dean, Scott Ashmann





Social Work Club becomes the UW-Green Bay Social Justice Club

More than a name change, the "Social Work Club," which had existed on the UW-Green Bay campus for well more than two decades, is taking on a broader interest. Now called the "Social Justice Club," the Social Work students opened its membership to other majors in fall 2019. The club, made official in 2014, has promoted service, celebration of diversity and social justice, advocacy and com-

munity in accordance with Social Work's mission. Inclusion of other disciplines and misconceptions about social work led to the name change to "Social Justice Club." Abby Borseth, president, notes that while activities change annually, members are emphasizing advocacy this year. An example is the recent screening and discussion of "When They See Us," a powerful vehicle for starting conversations about youth justice and racial

injustice. The club brought Aprill Turner, the communications director of the Campaign for Youth Justice in Washington D.C., to campus for the screening. Advocacy efforts will be determined by membership in upcoming months. The club is open to any student interested in promoting social justice and working toward social change.

Getting Back in the Swing!

The campus with the golf-course view is now offering physical education courses in golf. After four years without physical education courses at UW-Green Bay, the College of Health, Education and Social Welfare brought back these courses in the fall 2019 semester. While many UW-Green Bay alumni have fond memories of physical education courses, such as scuba diving, sailing, racquetball and martial arts, the new semester began with golf and rhythmic aerobics. The golf class filled up quickly with students eager to play at Shorewood Golf Course on the Green Bay Campus.

The courses are taking aim at developing healthy students and offering them ways to de-stress in a hectic environment. Many course options are being explored for future semesters including outdoor recreation sports, racquetball, badminton, personal conditioning and weight training. The goal is to offer a variety of classes each academic year, with the hope that students will find a lifelong interest in physical activity.

Golf instructor and Cofrin School of Business Administration Lecturer Gary Christens said while he enjoys instructing the game he loves, campus partnerships made it possible, acknowledging Shorewood Golf Course Superintendent Nate Rusch and his staff. "They blocked tee times and allowed us to use equipment all at no cost."



HIGHLIGHTS

Associate Lecturer **Heather Herdman** (Nursing and Health Studies) was inducted into the American Academy of Nursing in Washington, D.C. in fall of 2019. Selection to the Academy is considered the highest honor in American nursing. The Academy is comprised of about 2,800 Fellows worldwide.

Jamie Froh Tyrrell, student services coordinator in Education, completed a Ph.D. in Curriculum & Instruction Leadership from Marian University in spring 2019.

The Professional Program in Education and Green Bay Area Public School District (GBAPSD) have partnered to provide licensure pathways for teachers desiring English as a Second Language (ESL) licensure. Support for this project comes from the Wisconsin Fast Forward Program, a state funded grant program through the Department of Workforce Development (DWD). The \$250,000 grant, which covers course tuition and books for participants, will run over a two-year period. UW-Green Bay ranked #9 out of 25 best colleges for the top Health, Information Management

and Technology programs found across the U.S. Ranking factors included Academics and Learner Support, Affordability, and Online Programming.

RegisteredNursing.org ranked UW-Green Bay's RN to BSN program the top online nursing program in the state.

Nursing and Health Studies new Healthcare Management Certificate (and emphasis) began in fall 2019 with strong enrollment.

Senior Lecturer **Becky Hovarter** (Nursing) walked across the UW-Green Bay commencement stage in May 1999 earning

her Bachelor of Science in Nursing (BSN) Completion degree. Twenty years and two degrees later—she hooded graduating MSN students on that same stage in spring 2019.

The Bay Area Medical Center Foundation made a generous donation to the UW-Green Bay Nursing & Health Studies program, including hospital beds, storage units, blood pressure cuffs, thermometers and more. All of the donated items will benefit the new Bachelor of Science-Nursing Traditional program.

CHESW Dean **Susan Gallagher-Lepak** and

Assistant Prof. **Heather Herdman** (Nursing), gave a three-day workshop on Clinical Reasoning in Nursing in September 2019, in Bucharest, Romania.

UW-Green Bay was the first stop for a delegation of health professionals from Azerbaijan visiting Green Bay from Oct. 12 to 18, 2019. Five visitors—all care clinicians or nursing educators in Azerbaijan—along with a facilitator and translator, visited UW-Green Bay to learn about our nursing education practices, as well as build lasting connections to their counterparts in the U.S. for an ongoing exchange of information.

TEACHING MOMENTS

5

3 DO'S AND 2 DON'TS FOR EDUCATORS (OR ANYONE)



Pao Lor
Chair, UW-Green Bay Education



Do hold students accountable. A student I gave a "zero" to because of cheating told me 20 years later that it was one of the best lessons learned in high school. The person thought my trust had been lost and committed to never do that again.

Do hang up the phone. When a student was misbehaving in my class, I called the parent who was rude and uncooperative. After a few warnings, I hung up. The parent called and apologized. There was more to the student behavior than I could have anticipated but teachers don't deserve to be abused.

Do not butt in line. I once jumped to the front of a lunch line, when one of my students reminded me, "Mr. Lor, of all people, I figured you would be the only person who would not take advantage of such privilege." Enough said. I preached social justice, equality and equity, and need to model it.

Do expect the unexpected. The tragic car accident that claimed the life of one of my former students, just 19 years old, taught me to appreciate each of my students more, and to appreciate the precious and sacred time we have together; about an hour each day, a few days a week, nine months out of the year.

Don't under estimate your unique gift. A former student who had been making poor life choices told me that having me—a Hmong American teacher—shifted his view for the better on his cultural identity. He learned that being a Hmong American has no limitations on dreams, hopes and who one chooses to become. The impact you can have is immeasurable, and it has nothing to do with well-designed lesson plans.



The inaugural performance of the Weidner Philharmonic made quite a statement on September 28, 2019. The new orchestra fills a void left after the Green Bay Symphony disbanded in 2015 after 100 years of existence.

"The Weidner Center's Cofrin Family Hall was built to house a symphony orchestra, and it should have one. This community should have one," said UW-Green Bay Provost, Michael Alexander, who conducted the opening piece, "Fanfare for the Common Man."

Without amplification, and under the leadership of the UW-Green Bay music,

accomplished musicians from the faculty and the region collaborated with community members for the inaugural concert that didn't disappoint. New faculty member Luis Fernandez served as concertmaster, and renowned conductor Victor Yampolsky wielded the baton for two works.

It was an evening worthy of a thunderous standing ovation at the end. The Weidner Philharmonic will present its next concert, 'Casablanca' on February 22, 2020, performing the lush, Oscar-nominated score as the classic movie is projected on a big screen.

Not to be missed at the Weidner in Spring 2020!

- February 14** The Q Brothers present
Othello: The Remix
- February 20** (M)iyamoto is Black Enough
- February 22** Weidner Philharmonic:
**Casablanca—An American
Film Classic with Live
Orchestration**
- March 27** Broadway Princess Party
- March 28** Speakeasy on Stage
- April 6** Beautiful: The Carole King
Musical



Photo by Joan Marcus

www.weidnercenter.com for more



BRINGING THE WORLD AND THE KIDS TO THE STAGE

The lights dim; talking turns to whispers and eventually to near silence while the audience sits in quiet anticipation for what is to come. But this audience is unique—young students from grade school to high school congregated to witness an amazing theatrical experience. The Weidner Center's Stage Door Education Series has been in place for more than 25 years, complementing classroom curriculum with creative and imaginative learning and live performances. For many of these students, UW-Green Bay could be the very first college they ever visit, and the show could be one of their first introductions to the world of theatre.

Jill Huguet, The Weidner Center's Education and Community Engagement Coordinator, believes this first exposure to theatre is very important for young, curious visitors. Hundreds of thousands of students in the region have participated through the years.

"I truly believe that any time children get to see live theatre, the experience not only educates and entertains, but opens their minds to unlimited possibilities," Huguet said. "Stage Doors opens the way to learning through the arts."

Last year, the Weidner Center expanded programming to go beyond just a theatrical experience. "UWGB Extend the Day," allows students to see a show, have lunch and attend a planned academic program from the UW-Green Bay Colleges. The Extend-the-Day program also collaborates with outside partners, like Heritage Hill State Park, and the National Railroad Museum, further intersecting art and learning outside the classroom.

—Story by **Emily Gerlikovski '20**



Green Bay Athletics Celebrates a Half Century of Sports and Sportsmanship

Green Bay Athletics is in the midst of its 50-year celebration! The first competition on record featured a brand-new men's soccer team led by Head Coach Lou LeCalsey with the opening kick on Sept. 12, 1969 against Colorado Springs.

Soccer was one of only four sports on campus in that inaugural year. The others? Men's basketball, men's wrestling and men's tennis. Through the year's athletics increased in number of programs, added women's

programs and attained success across multiple levels of competition including WWIAC, NAIA, NCAA Division II and currently NCAA Division I. The success off the field is just as impressive, with 39-straight semesters of student-athlete GPA above a 3.0!

Green Bay Athletics started the anniversary year with a kickoff party in October 2019 at Aldo Santaga Stadium (photo above). The celebration continues with a special Hall of Fame Weekend welcoming back

all letterwinners in January 2020. A culminating event will be the 20th Annual Phoenix Packers Steak Fry on April 22, 2020. And throughout the year, University supporters are able to follow along on social media and GreenBayPhoenix.com for a weekly feature on the program's top 50 "Most Influential Leaders." That list features people who helped change the trajectory of Athletics, shaped the brand of the Phoenix program, set a standard for excellence, or provided key investment that changed the program for the better.

Coaches Borseth and Sutherland Earn Hall of Fame Status



Green Bay Athletics celebrated a newly-inducted pair of hall of fame coaches: women's basketball Head Coach Kevin Borseth (left) and volleyball Head Coach Abbey Sutherland, who were each welcomed into select Halls of Fame. Borseth was inducted into the Wisconsin Basketball Coaches Hall of Fame on Saturday, Sept. 28. Sutherland (below, holding the League Championship trophy) was recognized by St. Norbert College for her standout career as a player at the neighboring college. She was named Midwest Conference Player of the Year in back-to-back seasons as a Green Knight. Among her professional honors, she led the Green Bay volleyball program to the 2019 Horizon League Championship.

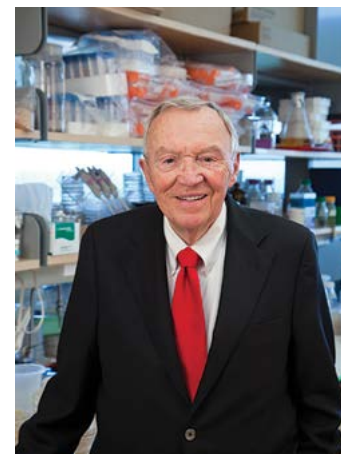


SOFTBALL HITS HOME RUN WITH RENOVATION

Construction of a brand-new softball facility is currently underway. The Associated Bank Field at King Park, named after UW-Green Bay Alumnus Mark King '81 who provided special funding for the project, will be unveiled in spring, ahead of the softball program's 2020 campaign.

The facility will feature the only full-turf field in the

Horizon League, allowing the team to play more home games given the Midwest climate. The facility also creates the opportunity for all home games to be streamed on the ESPN family of networks. The Green Bay softball season begins in March 2020, with the home opener slated for the 27th against Oakland.



Remembering Friend and Philanthropist Bob Bush

In fall of 2019, Phoenix supporters mourned the loss of longtime fan and dedicated University supporter Robert "Bob" Bush. Bush passed away on October 10, 2019 and will always be remembered as a pillar in the Green Bay community for both his business leadership as President and CEO of Schreiber Foods and as a philanthropic visionary for the region. He provided key leadership for UW-Green Bay as a member of the Council of Trustees and various roles throughout the years for Green Bay Athletics.

Bush was a visible and vocal fan, home and away, of the Phoenix women's basketball program. In 2002, he and his wife, Carol, received the University's highest honor—the Chancellor's Award. Often recognized together, the Bushes were inducted into the Green Bay Phoenix Hall of Fame in 2005. A reception and visitation was held in his honor Friday, Nov. 29, on "Carol's Court" at the Kress Events Center.

AUSTIN E. COFRIN SCHOOL OF BUSINESS

From GB to GP:

UW-Green Bay Students Turn Internship into Gainful Employment

Heading into her internship with Georgia-Pacific, Madelyn Skalecki hoped it wouldn't be just a 'go-fer' coffee and bagels position. She, and intern Elizabeth Johnson got their wish.

For 12 months Skalecki was credited with an internship, but worked as a full-time employee, getting to know the company, its supply chain practices, and what each step of the supply-chain process would cost the company. The December 2019 graduate began working at Georgia-Pacific as an employee of the company's supply chain division immediately following graduation.

For students from UW-Green Bay and managers at Georgia-Pacific, the program is a win-win. Students are able to put what they learn into practice, and managers at the company are able to recruit and retain key talent. It's the high-impact, problem-solving approach for which the University and the Cofrin School of Business is known.

"I would be doing something in the office, and I'd think to myself 'I remember learning this in a book,'" Skalecki said. "And then after I was finished with the internship, I'd be sitting in class during a lecture learning about something and think 'Oh my gosh! I did this!'"

Skalecki said her past internship experiences were more like busy work. But this experience was different.

"The previous intern's project was to create a timeline of what our team, Supply Chain Outsourcing, did on a day-to-day basis," she said. "My project was to take the previous intern's project and develop a time and cost analysis for it, which had not been done prior. This transformed how my team understood the impact of their day-to-day work and educated the other cross-functional teams we worked with on a daily basis. The project also provided a value-added comparative advantage for us as we are now able to test scenarios that can be more cost and time efficient."

Skalecki's manager, Jason Danforth, said the internship program is a way for Georgia-Pacific to create a hiring pool that the company already knows is worth the investment.

"I think the program allows our company to create a pipeline for future talent," he said. "We look at it as a six-month interview."

The competitive internship and co-op experiences are utilized throughout the company. "It is definitely competitive regardless of what college or university a student comes from, but Georgia-Pacific actively recruits from UW-Green Bay and attends all its career fairs. We have different departments that attend those career fairs such as Georgia-Pacific's transportation

team called "KBX Logistics," along with our sales team "GPXpress®," which play the biggest roles in recruiting from the University.

Danforth has been with Georgia-Pacific for six years and a manager of the Supply Chain planning and purchasing team for more than two years. Over that time, he's seen a number of interns go through the program that started before he began working with the company. While the program helps the interns build their professional resume and learn about working in the corporate culture, interns help the company by bringing new insight and a fresh perspective into processes as well as provide system improvements to help streamline the organization.

"The biggest payoff for me personally has been serving as a role model and a coach for these students," he said. "I get to not only develop their softskills, but also to develop their supply chain knowledge of processes."

Georgia-Pacific is a worldwide leader in making tissue, pulp, packaging and building products, producing everything from paper towels to bath tissue. Danforth works in the supply chain planning and purchasing department, which supports the buying of finished goods from outside suppliers. When one of its mills is over capacity or does not have the capabilities to make a product, his team secures the finished goods

from outside suppliers, then stores the inventory at Georgia-Pacific's fulfillment warehouses for their customers. His team's main responsibility is to manage outside supplier production requirements with domestic and international suppliers—from the purchasing of raw materials to be converted into finished good or just straight buying of finished goods.

"The internship in the supply chain of Georgia-Pacific is a six-month program that provides interns with a job offer at the end of the time period if they are successful within the program," Danforth said.

Between May and November of 2019, Elizabeth Johnson served as an intern at the Georgia-Pacific plant in Green Bay. Handling day-to-day operations helped her utilize her education in business with a focus on human resources and supply chain management. After graduating in December of 2019, she took a position at the company's Atlanta headquarters.

From there, she was assigned a mentor, also a former intern, who helped her to get acclimated to the plant and working for the company, as well as to encourage her through the process.

"When I took the internship, I didn't think it would lead to a position," Johnson said. "It's been a really great opportunity. I would encourage anyone to take the chance and do it."

— Story by freelance writer
Liz Carey



Once Georgia-Pacific/UW-Green Bay interns, Madelyn Skalecki (standing) and Elizabeth Johnson (seated) were able to land full-time employment with the company. G-P Manager Jason Danforth (middle) says mentoring is the favorite part of his job.



Similarly, Andrew Kim, who graduated in December of 2019 as a Business Administration major with an emphasis in Finance, followed his own path to a degree. He came to UW-Green Bay as a transfer student from Northeast Wisconsin Technical College (NWTC). Along his journey he began working for Aspire Real Estate Group in Manitowoc. Being able to keep his job at Aspire, where he says he gained tremendous mentorship, while completing his bachelor's degree in Manitowoc was essential.

Kim already graduated as a Phoenix in December 2019, and as for Pitz, she said she's already feeling as though she's part of the Phoenix family.

Students who want to take advantage of the multi-campus opportunities at UW-Green Bay or who wonder about transferring into the Austin E. Cofrin School of Business are encouraged to contact Student Success Advisor Kay Voss at 920-465-2259 or vossk@uwgb.

The Choice of Journey is the Reward

Making students feel they are part of the Phoenix family has been a focus of the Green Bay Campus since the four-campus merger in the summer of 2018. This means that regardless of hometown, or the way a student's academic journey brings them to UW-Green Bay, they should feel welcome and connected.

At the Marinette, Manitowoc and Sheboygan campuses, students were rightly nervous about what the change would mean to their degree path. However, a growing number of students are beginning to enjoy the benefits of the four-campus university structure. And many are finding they have a choice—to stay close to home and take classes, easily transfer into the four-year environment or complete their degree online.

One student making the most of these opportunities is Autumn Pitz, a junior majoring in Business Administration (Human Resources emphasis). The Sheboygan Falls, Wis., native

has her sights set on a career in a corporate setting, preferably in Northeast Wisconsin, and maybe even across the road from the Sheboygan Campus at Acuity Insurance.

"My path is not a traditional one," Pitz said. "I am a UW-Green Bay student and take one class online, two at the Sheboygan Campus and one at the Manitowoc Campus. I chose to take this route because I'm trying to stay as close to home as I can. The transition to UW-Green Bay, for me, was terrifying at first. I was so used to student life at a two-year campus, I wasn't sure how well I was going to do at a four-year campus. Fortunately, I was able to easily find people to answer my questions and help relieve my anxiety.

"Thanks to the help I received from Kay Voss (student success advisor for the Cofrin School of Business) and others, I was able to make my transition to UW-Green Bay with confidence," she said. "I know with time I'll find my footing here and be as successful, if not more successful, than I was at my two-year campus."



Not your grandfather's MBA

Austin E. Cofrin, the namesake for our business college is at it again, at least in spirit. Which is pretty impressive for someone who would be celebrating his 137th birthday this year. As an entrepreneur and innovator in the paper industry, he was awarded the first corporate award for national recycling in 1991 by the United States Environmental Protection Agency.

It's in that spirit of innovation that the University's Austin E. Cofrin School of Business launches an executive Master of Business Administration (MBA) degree program, the Impact MBA.

"This is not your father's MBA," explains the school's Dean Mathew Dornbush. But the program is attracting the attention of area CEOs. "Our goal is to shift the mindset of our business leaders from a linear to an exponential adoption of new ideas and technology." Which means cultivating business leaders and influencers ready and able to adapt to an explosion of technology that's driving "the fourth industrial revolution"—a fusion of physical, digital and biological advances. This is not an ivory tower view of the world, but an effort to lead conventional business mindsets into the 21st century—or risk being left behind.

"At one time it was relatively easy for late adapters to catch up with new linear technology advances—think adding mechanization to an existing business," explains Dornbush. "But now technological capabilities are doubled every two years—artificial intelligence, robotics, the Internet of Things, nanotechnology, biotechnology, quantum computing, and more. Just consider how much faster the gap in business practices, and thus competitive advantages, grows between these two models. In an exponential world, it is really hard for late adapters to stay competitive."



The mission of the program is not to create experts in these constantly emerging fields, but help build any organization's culture, from virtual start-ups to family businesses, to gain a

"Our goal is to shift the attitude of our business leaders from a linear to an exponential adoption of new ideas and technology."

– Mathew Dornbush, Dean
Austin E. Cofrin School of Business

comfort level with market disruption and emerging technology. As far as making an "impact," Dornbush sees a future that stays true to true Midwestern values but is turbo-charged with early-adaptive energy seasoned with a dash of the revolutionary and disruptive. "You can already see pieces of new technology all over the place, our Impact MBA connects all the dots."



Take it from Titledown Tech's Entrepreneur-in-Residence

Who better to get business students and other entrepreneurs fired up for "StartUp Wisconsin Week" than Titledown Tech Entrepreneur-in-Residence, Aaron Kennedy. The founder and chief executive officer for Noodles & Company is now focusing his efforts on Northeast Wisconsin. Kennedy spoke to UW-Green Bay's entrepreneurial-focused students, staff and faculty in November on the Green Bay Campus. Said one staff member, "He literally rocked my world."

The job calls for him to "bolster the community's standing among startups and prepare the next generation of business starters for the challenges ahead." It's a tall order, but he's uniquely positioned, smack in the middle of Green Bay's strongest entrepreneurial hub—Titledown Tech—and a parking lot away from one of the world's most powerfully branded sports teams, the Green Bay Packers. TitledownTech has a 3-in-1 goal: launch new companies, develop existing businesses, invest in companies that need capital infusions.

"Aaron makes entrepreneurship even more of a reality to students," said UW-Green Bay lecturer Ryan Kauth in a story for the Journal Sentinel. Everyone knows Noodles & Company," Kauth said. "Asking students 'Hey, how would you like to meet the founder of Noodles & Company? He works here,' is about the same as when I say 'The CEO of Taco Bell is a UW-Green Bay alumnus.' Lofty aspirations seem more reachable."

Kennedy said he was impressed by the UW-Green Bay students as well. "You can see the spark when you engage them. That's not always the case where I've been. These students want to make an impact on the world."

HIGHLIGHTS

UW-Green Bay Outreach Specialist (Cofrin School of Business) **Dave Stauffacher**, a business counselor for the Small Business Development Center (SBDC), was named the 2019 State Star Award winner for the State of Wisconsin.

UW-Green Bay Frederick E. Baer Professor in Business **Gaurav Bansal** (Business Administration, MIS, Statistics, Cofrin School of Business) was invited to serve as a special issue co-editor for *AIS Transactions on HCI*

(*THCI*) Journal, focusing on AI fairness, Trust and Ethics. *THCI* is a premier Association for Information Systems (AIS) journal with an A* rating from the Australian Business Deans' Council.

Twins **Kody** and **Kyle Klumb**, both UW-Green Bay Business Administration students, have begun a collection of prestigious awards and recognition. In spring, each received a \$2,500 scholarship that comes with the Weyenberg Prize for Excellence in Business.

In summer of 2019, each received a \$5,000 scholarship from Phi Eta Sigma National Honor Society.

UW-Green Bay student **Alexander Alberts** (Accounting, Business Administration and German), has been selected as one of the German Academic Exchange Service Young Ambassadors for the 2019-2020 academic year.

With consultation from the Small Business Development Center at UW-Green Bay and the

Door County Economic Development Corporation, **Gregory** and **Jamie Schab** created the winning business plan for the 2019 Door County Entrepreneur Training Program Business Plan Contest.

UW-Green Bay Dean of the Cofrin School of Business, **Mathew Dornbush**, is newly appointed to the Greater Green Bay Chamber's economic development board of directors, Sept. 9, 2019.

UW-Green Bay Assistant Prof. **Heather Kaminski** received the "Excellence in Lean Accounting Award" presented by the Lean Enterprise Institute. She was recognized for her research and insight into lean accounting and its impact for the lean enterprise.

UW-Green Bay student **Marissa Dyess** (Business Administration) and her team of fellow college students recently placed first at The Commons innovation skills-building program in Milwaukee.

TEACHING MOMENTS

5

COST-EFFECTIVE WAYS TO AVOID THE CHILL AND FOLLOW THE SUN



Sampath Ranganathan
Associate Professor of Marketing

It's a great time to travel. Outside of the Midwest, the rest of the continental U.S. is expected to be warmer than normal during winter months. Economy wise, travelers can expect a strong travel season for three reasons: the job market is at historic heights, inflation is low and gas prices are low.

Travelers should consider a good hotel or airlines credit card. Miles accumulated during the year can be used for a year-end vacation. Airbnb (short for "air mattress bed and breakfast") is a good option to save money on hotels. Adventurous people can try websites like petsitters.org to stay at a house for free, provided they take care of the house owner's pet.

Consider the top five indicators for winter holiday travel: How safe is the city? What entertainment options are there for all family members? What are the costs of overnight stays? Does the city have public transportation? What is the forecast?

Families can benefit if they make their travel plans in advance. Since gas prices are low, it's an ideal time for trips in automobiles or RVs.



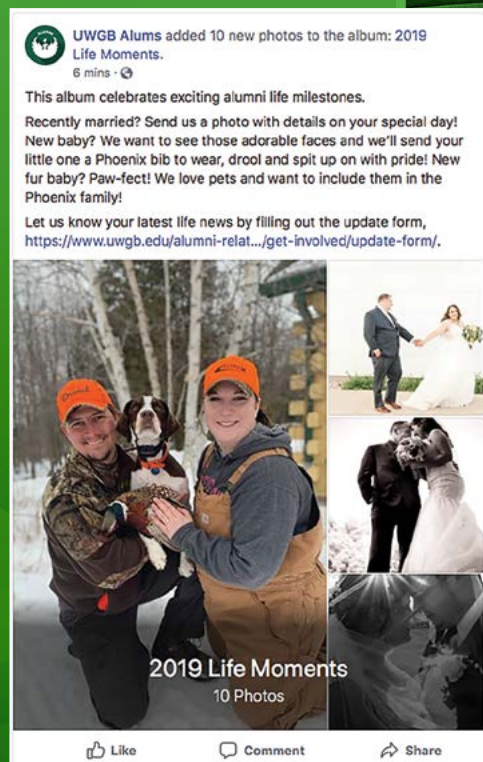
Mind your "do's and do not's" when traveling. Do respect speed limits. Do travel lightly. Do check restaurants' ratings at Yelp or other review sites. Do not forget to enroll in car towing services like AAA. Do not forget to check for cellphone coverage in the area you are traveling.



Check Out Our New Additions!

“Phoenix Rising” is a new art installation on campus, located near the circle entrance of the Cofrin Library, and a great landmark to visit with your family and friends when you return to your alma mater. (See more about the sculpture on page 18.) In the photo, alumni **Dan Schrickel** (Information Sciences) '07 and **Jenny Kuhn-Schrickel** (Human Development) '07 (married with children) shared this photo of their family taking advantage of the new photo-op spot. Share your photos with **#uwgb**.

Alumni aren't the only ones enjoying “Phoenix Rising.”
The statue has been a high-traffic area for campus tour visitors and UW-Green Bay students who shared on social media.



We want to hear about your family additions and alumni milestones.

We've started a new Facebook album call “Life Moments.” Births, engagements, marriages, pets, etc. Share with your Phoenix family:
<https://www.uwgb.edu/alumni-relations/get-involved/update-form/>.
We will then share on social media!

BE SOCIAL, ESPECIALLY WITH YOUR FELLOW UW-GREEN BAY ALUMS...



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uw-green bay alumni

SOCIAL media

Legacy Toast

Did you know there are more than 700 legacy students attending UW-Green Bay this year? Entire families are choosing UW-Green Bay as their school! This past September, we celebrated these Legacy Families at the Annual Legacy Toast, where we brought together alumni and their current students. University leaders toasted this important legacy, and alumna Carrie Witt spoke about her UW-Green Bay experience and how it helped her find career success. Carrie's daughter, Erin Witt, spoke about being a new student at UW-Green Bay.



Join Us

for the Alumni Awards

Congratulations to these remarkable alumni selected to receive alumni awards on Friday, Feb. 28, 2020.

Outstanding Recent Alumni

Diana Delbecchi '10, Human Development and Psychology, Green Bay Area Public School District, community school resource coordinator

Amanda Reitz '08, Elementary Education and English, Happily Ever After Animal Sanctuary, founder and owner

Distinguished Alumni

Neil Diboll '78, Science and Environmental Change, Prairie Nursery, president

Todd Jadin '84, Business Administration, senior vice president of human resources, Schneider

Lisa Merkel '00 and '11, Biology and Masters in Applied Leadership for Teaching and Learning, science teacher, Green Bay West High School

Paul Northway '90, Business Administration and Political Science, American National Bank, president and CEO

To share in the evening,
register at
<https://bit.ly/34ndrQs>



Volunteer!

Whether it's the Green Bay Cellcom Marathon water station or recruitment events such as Packers Draft Day, we love our alumni volunteers. Often times, it's conversations with alumni that secure a visit, or encourage a conversation with an admissions officer. There are many opportunities to volunteer, either by yourself or as a family. If interested, please contact your alumni office at alumni@uwgb.edu.

Krash the Kress Tailgate –
Saturday, February 29, 2020

Destination Imagination –
Saturday, April 18, 2020

WSMA Solo and Ensemble –
Friday, May 1, 2020

Cellcom Green Bay Marathon water station –
Sunday, May 17, 2020

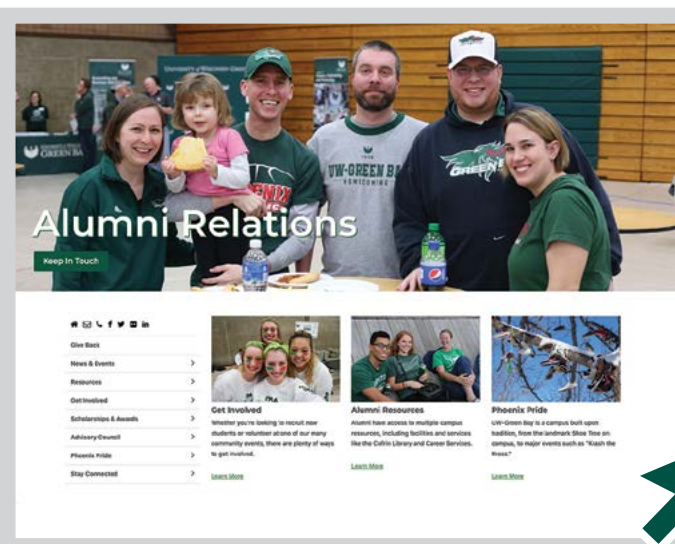
Scholarship Golf Outing –
Friday, June 12, 2020

ADMISSIONS EVENTS

Health and Helping Professionals Open House –
Feb. 28, 2020

Sophomore Visit Day –
March 3, 2020

Social Science Open House –
April 17, 2020



A New Website, Just for Alumni

In late fall, the UW-Green Bay alumni website received a complete overhaul with you in mind. The site is easier to navigate and has all the updated information on alumni events and opportunities.

Check it out!

www.uwgb.edu/alumni-relations/

Every Friday is PHOENIX Friday!



Take pride in being a Phoenix every Friday. Whether you are an alumnus, a fan or a friend, help us spread the word about what it means to be a Phoenix on the rise by wearing green, or your favorite Phoenix gear, every Friday. Specifically, the Friday during Homecoming Week, Feb. 28, we would like to see the campus, the region and the world celebrating Phoenix Friday! Once the big day arrives, we're packing in additional incentives to wear your Phoenix gear. Share a photo of you and your coworkers wearing your Phoenix gear on social media with the hashtag #uwgbphoenixfriday for a chance to win an office pizza party and other great prizes.

To help you get the latest gear, The Phoenix Bookstore is holding a pop up shop at Hagemeister Park on Tues. Feb. 25. You can also purchase gear online @ the phoenixbookstore.com.

#uwgbphoenixfriday

Share a photo of you and your coworkers wearing your Phoenix gear on social media with the hashtag #uwgbphoenixfriday for a chance to WIN an office pizza party and other great prizes.



Shop online at www.bkstr.com/uwgbstore/

Get Your Phoenix Gear, Here

We're stocked with alumni baby bibs, vehicle window clings, license plate holders and other alumni goodies. This year, we have special alumni clings for your laptop, phone and more! You definitely want one, and we're not shy about giving them away. Contact the Alumni Relations Office at alumni@uwgb.edu to request any of these promotional items. Take a photo and share it on social media with the hashtag #stuckonuwgb for a chance to win great prizes.



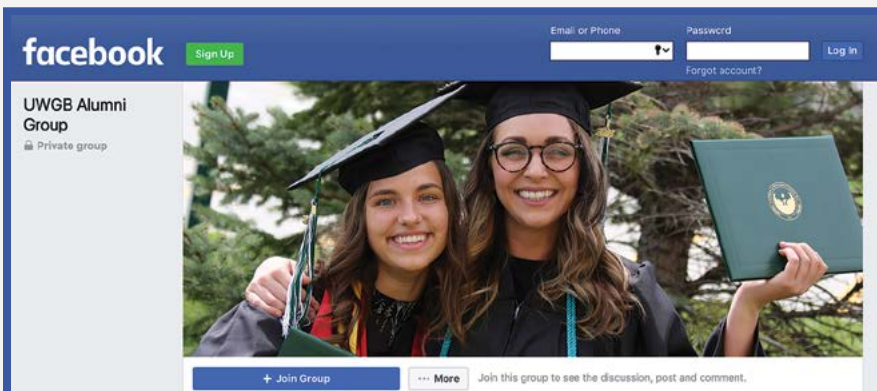


Life Moments

Moving Online

www.facebook.com/uwgbalums

Twice a year just isn't enough to celebrate your best moments. From now on, class notes, family additions (including fur babies) and marriages/engagements will be posted at the start of each month on the alumni Facebook page at www.facebook.com/uwgbalums. "In memoriam" will be posted there as well. To provide your updates, visit www.uwgb.edu/alumni-relations and click on Keep in Touch. If you wish to be featured on our Facebook page, a photo of the special event is required with the update.



Join the new Alumni Facebook group!

We've created a Facebook group for UW-Green Bay alumni, by UW-Green Bay alumni. This group serves as a collaborative community for alumni career networking, sharing updates and having fun.

Feel free to post career opportunities, questions, personal updates and share with alumni friends!

www.facebook.com/groups/uwgbalumni

TO PROVIDE YOUR UPDATES, VISIT
www.uwgb.edu/alumni-relations
AND CLICK ON KEEP IN TOUCH



HOMECOMING IS BACK

Homecoming returns February 2020 and is bigger and better than ever! UW-Green Bay has been working hard to rebuild a Homecoming tradition. With the featured event, beginning with Rock the Resch in 2017 and Krash the Kress the past two years, efforts have gotten even bigger for 2020, with more opportunities to connect and reconnect with those who love this campus the most. Thanks for helping us build tradition and pride! We are always looking for ways to provide lifelong opportunities for alumni to return to campus and reconnect with other alumni, students, faculty, staff and friends. Get details and register at www.uwgb.edu/homecoming.



HAPPY
HOMECOMING



#uwgbhoco

SCHEDULE

Check out our initial list of events and visit uwgb.edu/homecoming often to see the latest and register!

Feb. 24 Noon	Pep Rally, Cloud Commons
Feb. 25 TBA	Phoenix Gathering, Hagemeister
Feb. 26 5 p.m.	Phoenix Backstage (Backstage at the Meyer Theatre)
Feb. 27 TBA	Women's Basketball, Kress Center
Feb. 27 5 p.m.	Communication Week Dinner (Communication Reunion), Weidner Center
Feb. 27 6 p.m.	Alumni Reception before Theatre Opening, Weidner Center
Feb. 27 7:30 p.m.	This Random World (The Myth of Serendipity), Jean Weidner Theatre
Feb. 27 7 p.m.	Men's Basketball, Resch Center
Feb. 27 8 p.m.	Dueling Pianos, Phoenix Club
Feb. 28 All day	#UWGB Phoenix Friday, Around the World
Feb. 28 5 p.m.	Alumni Awards Dinner, Phoenix Rooms
Feb. 28 7 p.m.	Homecoming Dance, Phoenix Club
Feb. 28 7:30 p.m.	This Random World (The Myth of Serendipity), Jean Weidner Theatre
Feb. 28 7:30 p.m.	Orchestra, Wind Ensemble and Symphonic Band, Cofrin Family Hall
Feb. 29 2 p.m.	Women's Basketball, Kress Center
Feb. 29 4 p.m.	Krash the Kress Tailgate Party, Kress Center
Feb. 29 7 p.m.	Men's Basketball, Kress Center
Jan. 20-Feb.28	Christine Style Art Exhibition, Lawton Gallery
Feb. 24-29	Self-Guided Mural Tours, Downtown Green Bay





Fourth
Annual!

HOMECOMING

FEBRUARY 24 - FEBRUARY 29

2020

This year's t-shirt
design by alumnus
Jenna Bares '20



Homecoming 2020!

There's something for everyone! Take part in music, theatre and art events, tailgate fun, and cheer on your Green Bay Phoenix basketball teams.

KRASH THE KRESS

Saturday, Feb 29

4 PM Kress Center

Register at

uwgb.edu/homecoming

Visit

UWGB.EDU/HOMECOMING

for more information and schedule updates.

Questions? Email alumni@uwgb.edu | 920.465.2226

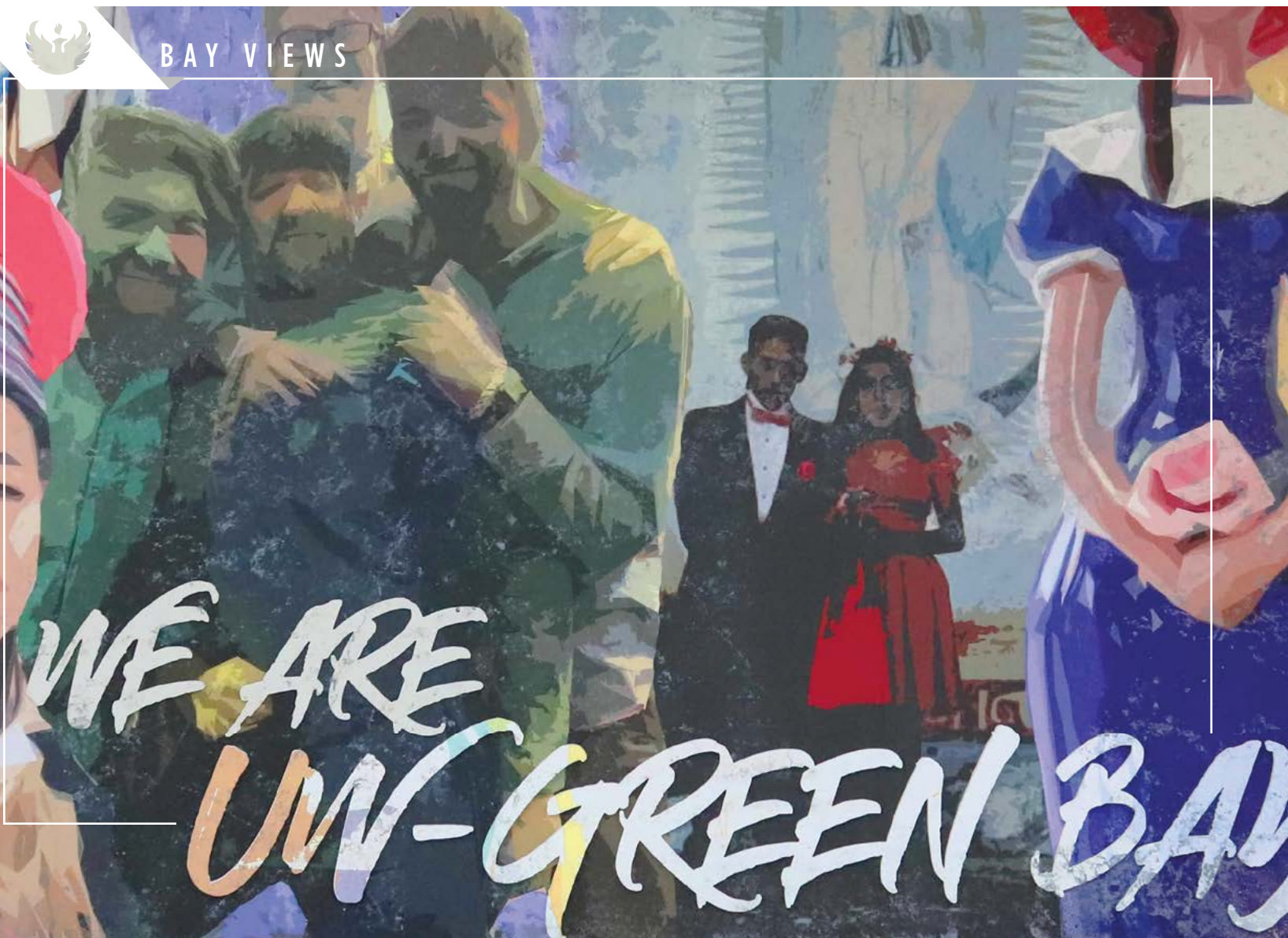


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GREEN BAY

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BAY VIEWS



WE ARE
UN-GREEN BAY