

THE *Vision*



TO *Lead*



the Campaign for
WISCONSIN LUTHERAN COLLEGE

Dear Friends,

It's with great pleasure that I invite your participation in a bold undertaking of tremendous importance: *The Vision to Lead – the Campaign for Wisconsin Lutheran College.*

Our campaign, *The Vision to Lead*, is an initiative that is focused on our God – His word and directives for His people's lives, and our commitment to follow His lead. That, in a nutshell, describes *The Vision to Lead*.

We believe we are one of the best colleges in the world, but more important, the best college *for* the world. We are producing well-educated and superbly prepared Christian leaders for the good of our churches, our communities, and our world. The time to do more is now.

With a goal of \$46 million, this campaign is the largest in our history, and will enable Wisconsin Lutheran College to make great strides in educating more well-prepared Christian leaders. The campaign will allow us to advance critical imperatives from our college's strategic plan to which we are committed: *academic enhancements, student financial assistance, and endowment and annual funds.*

Each day, our faculty and administration devote themselves to serving Christ by serving our students, further preparing them to be Christian leaders for life. Through this campaign, *The Vision to Lead*, you can join in that preparation.

Scholarship support is key to giving more students the opportunity to attend Wisconsin Lutheran College. For that reason, a significant component of this campaign's success rests on adequate student scholarship funding.

I'm thrilled to launch this record-setting campaign, confident in its success, certain of its impact, and grateful for the generosity I know our loyal friends will show.

In His Service Together,

Dr. Daniel W. Johnson
President

THE Vision TO Lead

Wisconsin Lutheran College aspires to a bold vision – to become identified as one of America's finest colleges characterized by faithfulness to the Scriptures . . . rigorous pursuit of academic excellence, and dedication to preparing Christian leaders for the Church and the world.

Our strategic plan guiding the efforts and growth of Wisconsin Lutheran College is built around our mission, our vision, and key strategic priorities, most of which will be addressed through this campaign.

- Increase enrollment to reach 1,000 students.
- Grow scholarship, endowment, and annual funds.
- Develop a School for Adult and Graduate Studies.
- Secure naming rights for buildings.
- Complete athletic fields and facilities.
- Implement integrated marketing plan.

1973
Classes began in rented rooms, with a part-time faculty
Enrollment: 24

1977
The purchase of 8.5 acres marks the beginning of a permanent campus

1982
Acquisition of library from Milton College
Enrollment: 106

1984
The Board of Regents approves a four-year program of study

1975
Dr. Gary Greenfield was called as the first full-time president
Enrollment: 25

1987
The first students graduate with baccalaureate degrees
Enrollment: 203

1988
Dedication of the Marvin M. Schwan Library, the first new campus building

1992
Dedication of the Recreation Complex
Enrollment: 322

1996
Dedication of the Center for Arts and Performance

1998
Dedication of the Campus Center and Student Union
Enrollment: 501

2000
Dedication of two Residence Halls, both housing 125 students

2003
Dr. Timothy Kriewall was called as the second full-time president
Enrollment: 706

2004
Dedication of the Science Hall

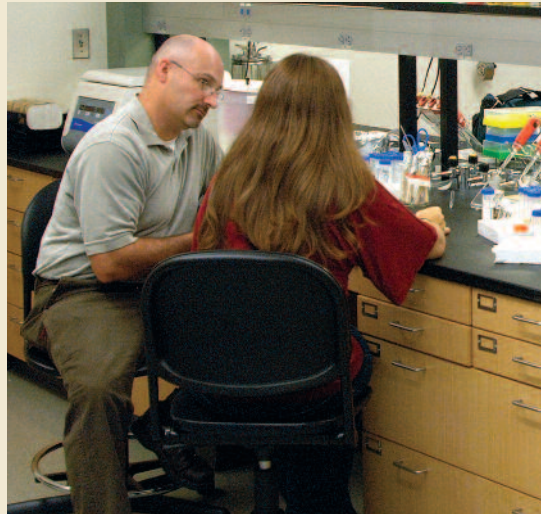
2005
Dedication of Warrior Fields, a 26 acre Outdoor Athletic Complex

2008
Dr. Daniel Johnson was called as the third full-time president
Enrollment: 784

2009
Creation of New School for Adult and Graduate Studies



Your Gifts in Action



GROWING IN EXCELLENCE

At Wisconsin Lutheran College, we believe that our students deserve the chance not only to earn a college degree; but to take advantage of the full range of transforming experiences a great Christian college education offers – from working closely with top faculty, to studying abroad, to conducting undergraduate research, to sharing the gospel through service projects and mission trips. We seek to expand the enriching opportunities we offer as well as to increase the number of students who can participate.

"Teaching these students and challenging them to challenge themselves is such a privilege. Our goal is to prepare graduates to succeed, to set standards, and to serve others, leading by example. It's an awesome responsibility."

DR. JARROD ERBE
PROFESSOR OF BIOLOGY

"Plans have been established to carry Wisconsin Lutheran College forward for the next decade and beyond, in the confidence that God will continue to bless its vision to be the best in the world at graduating thoroughly prepared and highly motivated Christian servant leaders. If we truly care about reaching out to others, what better place to invest in than Wisconsin Lutheran College, whose graduates reflect God's glory in all they do."

KENT RAABE
Retired Business Owner, Milwaukee, Wisconsin
BOARD OF REGENTS MEMBER



DELIVERING VALUE

For the eighth consecutive year, *U.S. News & World Report* ranked Wisconsin Lutheran College as one of America's Best Colleges. WLC is listed in the top three tiers of liberal arts schools. In addition, *Forbes.com* released its second annual **Forbes.com** rankings of America's Best Colleges, based on the quality of education and student achievement. WLC ranked as 128 of the 600 institutions considered for the nationwide list.



"We are truly blessed that WLC has educated our daughters in a climate of vigorous academics coupled with sound Christian values, classmates, professors and staff. We have watched our daughters grow in their faith and education and know that they are well prepared for the challenges of the world. Even though they are far from home we always feel confident that they are well cared for and supported in their educational goals. We couldn't be happier."

JACOB AND JANELLE LAETE
SPOKANE, WASHINGTON

CHANGING LIVES

Wisconsin Lutheran College invites its students to "come here and go far." Whether they are called to destinations across the country or half way around the world, we are committed to providing them with the education they need to succeed – a commitment reflected in the proud stories told by generations of past graduates.



"I have desired to do missionary medicine since high school. Part of the reason I went to WLC was to take theology classes. I thought that as a physician, I could reach people in a way that might not be possible otherwise. Attending WLC strengthened my beliefs, which I carry with me throughout life."

DR. BENJAMIN WILES
U.S. AIR FORCE FLIGHT SURGEON
Shown volunteering at an HIV clinic in Nairobi

ACCOMPLISHMENTS TO DATE!

Celebrate and Praise God

We ask you to join us in celebrating the following accomplishments. By God's grace these programs, purchases, and projects have been funded and completed during the initial phase of the current campaign for Wisconsin Lutheran College.

Your support through the initial phase of our campaign already has allowed the following selected improvements or additions to occur.

CAPITAL IMPROVEMENTS

- Science labs have been furnished with state-of-the-art equipment.
- Phase one construction of the Krauss-Miller-Lutz Athletic Complex, which included Raabe Stadium, Neumann Family Field, and other fields and structures, has been completed.
- The Courtyard Café serving area of the Campus Center has been significantly remodeled.
- Campus expansion has continued with the purchase of nearby properties for future needs.

SCHOLARSHIP FUND

- Annual scholarship giving increased from \$4.7 million in 2004-05 to \$6.7 million in 2008-09.

ACADEMIC ENHANCEMENTS

- Nursing program, as well as majors in China studies, environmental science, sports and exercise science, and several other fields of study have been added.
- Center for International Education and ESL (English as a Second Language) Institute were established.
- Campus technology was substantially improved with major purchases of a campus-wide integrated software system, an online database for the library, and the 2005 redesign of the college Web site.
- The Center for Urban Teaching, the Pathways to College program, and the Academic Success Center were created.
- Co-curricular athletic programming was enhanced by the launching of wlcsports.com.

ENDOWMENT GROWTH

- During the initial phase of the campaign, more than \$13 million in gifts and pledges was received for the endowment fund.

ANNUAL FUND

- During the initial phase of the campaign, nearly \$8 million was received for the annual fund. These funds were used for faculty and staff salaries, facility maintenance, equipment purchases, and improvements in student services.

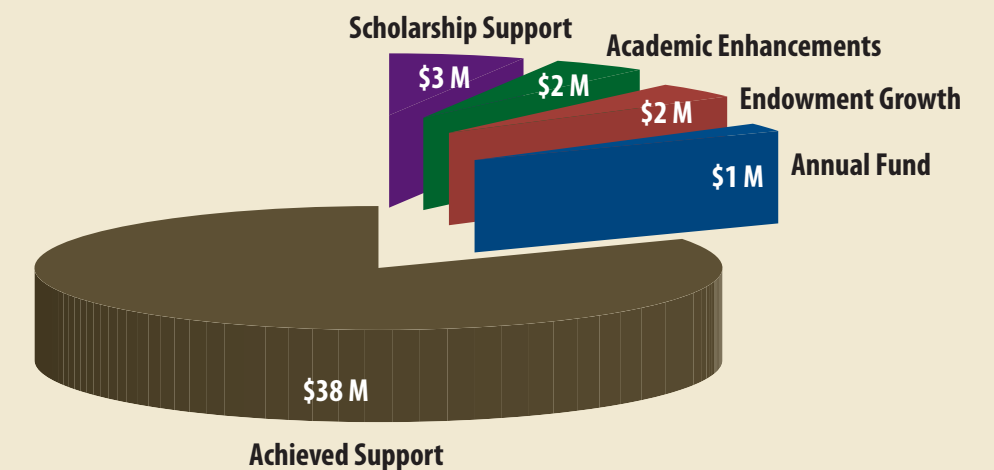
TOTAL GIFTS AS OF JULY 1, 2009: \$38 MILLION



THE Vision TO Lead

MEETING THE \$46 MILLION GOAL ... \$8 MILLION TO GO

We ask you to participate in our final \$8 million phase of the total \$46 million campaign, focused on our greatest needs: scholarship assistance for students; academic enhancements; endowment; and annual fund.



- **SCHOLARSHIP SUPPORT:** To continue attracting and retaining quality students irrespective of financial capacity, WLC must offer competitive financial aid packages, including scholarships.
- **ACADEMIC ENHANCEMENT:** Develop a School for Adult and Graduate Studies; broaden academic programs such as business, nursing, urban teaching, and the sciences and health care fields; and expand the academic success center.
- **ENDOWMENT GROWTH:** A robust endowment will support the long-term financial stability of the college, while keeping tuition at a reasonable level.
- **ANNUAL FUND:** Essential funding for the daily operations of the college.



Hopes & Dreams

As we look ahead, our immediate and urgent capital needs are clear:

- ◆ Secure naming rights for buildings and facilities.
- ◆ Complete the athletic complex.
- ◆ Build a sophomore residence hall.
- ◆ Expand the Center for Arts & Performance.



JOINING A SHARED EFFORT

In recent years, the college has benefited from strong, broad-based, and growing support from friends, foundations, and alumni who believe in the mission and vision of this Christian college. By making your commitment to *The Vision to Lead – the Campaign for Wisconsin Lutheran College*, you will join in sustaining this remarkable momentum.

PROVIDING A MARGIN OF EXCELLENCE

Since our founding more than 36 years ago, Wisconsin Lutheran College has been fortunate to receive substantial financial support from donors and friends. This support has enabled us to keep tuition low and funded many landmark capital projects over the decades.

MAKING YOUR COMMITMENT

The college welcomes gifts in many sizes and forms – from those made outright to those payable over several years and those planned as part of estates. To discuss the form your gift might take, the priorities it will support, and the impact it will have, please contact our institutional advancement staff. We are eager to help you achieve the greatest benefit for Wisconsin Lutheran College and our students.

OFFICE OF INSTITUTIONAL ADVANCEMENT

Wisconsin Lutheran College
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