

PREPARE *The Way*

Concordia University Wisconsin & Ann Arbor

January 2022



From our interim *president*

Happy New Year and welcome to *Prepare the Way!* I'd like to introduce you to a new communication tool from Concordia University Wisconsin and Ann Arbor. We want you to know about what is happening on our campuses and among our students and employees, and how your support has made many uncommon learning experiences possible. In my role as interim president, I daily have the honor to see evidence of the impact a Concordia education has on our students and alumni. This publication, *Prepare the Way*, will include some of those stories.

Of course, Concordia's uncommon experiences begin with our mission of providing students with a Christian higher education from a Lutheran perspective. That means educating students in a holistic way, in "mind, body and spirit." It also means that our instructors, advisors, coaches, and others emphasize the particularly Lutheran doctrine of vocation as we prepare people for lives of service in both church work and secular careers.

We welcome a wide variety of students into the Concordia community. Some of our students are more "traditional" in that they come to Concordia right out of high school and spend four years (more or less) in full-time, undergraduate education. Many of them live in campus residences away from home for the first time in their lives. Other full-time Concordia students are pursuing graduate degrees in varied programs.

A large number of our students are adults who are balancing careers, families, and their educational goals as post-traditional Concordia students. As you might imagine, we have a variety of stories to share, all of which are tied together by Concordia's mission.

I pray that you find this publication informative, energizing, and uplifting! Thank you for your continued support, including your prayers, for Concordia University.

In His service,

A handwritten signature in black ink that reads "William R. Cario".

DR. WILLIAM R. CARIO
Interim President and Professor of History



Preparing The Way for future generations

Prepare the Way was chosen as the name of this publication because of the forward-looking sense it gives. While looking back is important, it is the future for which we must prepare. Every generation before us has considered what might lie ahead for Concordia and how best to prepare for it. They have prepared the way for us.

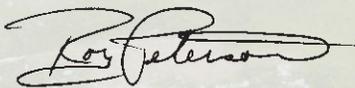
That commitment to prepare the way has helped make Concordia University what it is today, namely, a distinctively Lutheran Christian university that is unapologetic about who we are and what we believe. We are a school that strives for excellence in all we teach and do, while remaining accessible to students from a wide range of backgrounds and economic circumstances. We help our students learn what it means to not only make a living, but to make a life of meaning and purpose.

None of this would be possible had our alumni and friends from decades past not looked to the future and prepared the way for us. They envisioned what Concordia needed to be, and willingly, joyfully, gave of themselves in time and significant resources to prepare the way for us. And today, we are the beneficiaries of their commitment and gifts.

Thanks to their contributions, our endowments that provide student scholarships are at record levels. Our facilities continue to be updated so faculty members have the resources necessary to prepare our students for their chosen vocations. Programs have been added in many areas. Without the generosity of past supporters, none of this would have been possible, and Concordia may have become another statistic in the list of private universities that have closed.

May I suggest that **now it is our turn**. Together, as alumni and friends who care about our students and students to come, and who value high quality Christian education, we will prepare the way for them by providing the resources that they will need. This means supporting the Concordia Fund, as thousands of you already do, to provide current scholarship support. It also means investing for the long term through gifts to scholarship endowments that endure. And it includes remembering Concordia in our estate plans so that future generations will benefit from the gift of Christian education.

Thank you for all that you have done, are doing, and will do to prepare the way for our students.



REV. DR. ROY PETERSON, MBA, CFRE
President
Concordia University Foundation



There are numerous options for alumni and friends to contribute to an endowment. The most common are:

- **Gifts today:** a gift of any size can be made to any of our existing endowments that align with your interest of support. A gift of \$25,000 or more can be used to establish a new, named endowment.
- **Gifts at the end of life:** also known as estate gifts, these are often the largest contributions a person will make as they leave a legacy and testimony to their faith.
- **A mix of gifts:** a director of donor relations at Concordia can help advise you about how to best combine any of these options to achieve your stewardship goals.

Changing student lives through *scholarships*

Without endowed scholarships, many of our students would not be able to attend Concordia University. In fact, nearly 100 percent of our traditional, undergraduate students receive some form of financial aid.

“A large piece of how we determine how much financial aid we can offer in a given year is based on the generous gifts we receive from donors throughout the year,” said Kevin Sheridan, the university’s director of financial aid. “Scholarships enable students to focus on their studies without having to worry about how to pay tuition. This help is often life-changing.

“A student in my office this semester had been working 30+ hours a week to pay for college,” Sheridan said. “Her family was unable to help pay for school. She was out of options, exhausted from classes and work. Because of our endowed scholarships, we were able to **increase her financial aid package by over \$4,000 to help her cover this semester.**”

Each semester, the financial aid department matches students with endowed scholarships for which they qualify. When a donor creates a scholarship through a gift to the university, often he or she requests that it goes to a student with certain attributes. For example, some funds are set up to benefit students who maintain a certain grade point average in a particular field, like theology or teaching.

Senior Paxton Green receives the Brauer Endowed Scholarship and is majoring in Family Life Education with a minor in Child Life. Her goal is to work with children in a hospital, but she knows this wouldn’t be possible without donor help. “I recently accepted an internship position at the No. 1 child life program in the world,” she said in a letter to her donors.

“This would not be possible without your generosity that has allowed me to continue my education at Concordia.”

To learn more about how you can help students like Paxton realize her dreams and make an impact on the world, please contact us at 262-243-4541.



“By receiving this scholarship endowment award, I am one step closer to becoming a certified family life educator and doing what I am most passionate about, namely being a positive role model for youth and ultimately sharing Christ’s message of love, forgiveness, and salvation with youth and their families.” **RYAN CHRIST, CUA '22 ENDOWED SCHOLARSHIP RECIPIENT**



“I am super thankful for your generous gift. God has blessed us once again.” **KADEN TORRES, CUW '24 ENDOWED SCHOLARSHIP RECIPIENT**

Alumni pay it forward with *endowed scholarship*

"The endowment is a wonderful way for alumni to help future students to enjoy what we experienced. I wanted to help ensure that they have the means to be prepared and I am pleased to give."

**HARLEY BURK,
CLASS OF 1971
CONCORDIA
LUTHERAN JUNIOR
COLLEGE**



"The world is in need of more workers to complete God's mission of getting the word of saving grace into the hearts and minds of His children. We want others to have the education and experiences that we were blessed with."

**SHIRLEY PIEPENBRINK,
CLASS OF 1970
CONCORDIA COLLEGE
MILWAUKEE**

It is such a pleasure to hear all of the stories when alumni gather together for a 50th reunion! Their lifelong friendships are truly inspiring, as 50 years just seem to disappear the minute they arrive on campus. It is also a real treat to observe their interactions with current students on campus. As generations come together and graduates join the ranks of alumni, the narrative continues to grow.

So many of our alumni comment that Concordia is where they grew up into adulthood. For many, attending college was their first time away from home. The bonds of friendship and formative experiences they shared with their classmates have been further strengthened through the establishment of a class scholarship endowment.

Several years ago, alumni from both Concordia University Wisconsin and Concordia University Ann Arbor chose to establish endowed scholarships as class gifts during their 50th reunions. These scholarships, which support church work students preparing for careers in

ministry, have been adopted by subsequent classes ever since, and the endowments continue to grow. It is just one of the many ways alumni are helping CUWAA students attain a Concordia education and answer the call to serve Christ in the Church and in the world.

Alumni view this reunion gift as a way to give back to Concordia for all it has given to them and to prepare the way for future students. **Some alumni have found their Concordia experience so meaningful that they have even designated the class scholarship endowment in their estate plans.**

As our alumni support current and future students, they set an example of what it means to live out the Concordia mission.



"Receiving a scholarship paid for by alumni is one of many things that makes CUW feel like home. I will be forever grateful for the abundance of support I have received from fellow Concordians, both financially and otherwise. I am truly blessed!"

RACHEL OSELL, CUW '22 RECIPIENT OF THE ALUMNI 50TH REUNION ENDED SCHOLARSHIP FOR THE LAST TWO YEARS.

Meet Concordia's *traveling* admission counselor

Jeff Frosch, a Concordia University Wisconsin admission counselor from 1997-2015, has accepted a newly-created enrollment position that will allow him the opportunity to return to his “work family” and represent both Concordia University Wisconsin and Concordia University Ann Arbor from his home in central Texas.

For 18 years, Jeff Frosch was the face of the Concordia Wisconsin campus for prospective Lutheran students and their families. Despite a six-year absence—in 2015 Frosch accepted an alumni position at his alma mater, Concordia University Texas—he has never been forgotten by his colleagues and scores of students, who are now alumni.

“When Jeff hosted me for a visit at Concordia as a prospective student, I remember how amazing it was to see him interact with the students,” said Rev. Doug Bender, associate CUW campus pastor. “He really knew everyone we passed in the hallways. Then I realized that he was taking the time to really get to know me, too.”

In his new role, Frosch will represent CUW and CUAA equally as the university’s first dual-campus, fully-remote admission counselor. His trademark enthusiasm and ability to deeply connect with everyone around him made him a memorable and effective ambassador of Concordia.

“My own journey to Concordia was deeply influenced by a handful of people – and Jeff Frosch was one of them,” said CUAA’s Vice President of Administration Rev. Dr. Ryan Peterson. “For a couple of years while I was in high school, searching and wondering about my next step, Jeff was a faithful, committed, and patient admission counselor who walked with me every step of the way.”

Frosch considers it a great privilege to work at a distinctly Lutheran institution like CUWAA, which is dedicated to the mission of preparing students in mind, body, and spirit to serve Christ in the Church and the world.

“I’m very interested in helping students understand and unpack all the different opportunities and possibilities that our merger affords them. It’s incredible,” Frosch said.



2022



1999



2002

37,726+
CUW alumni

224 candidates
most church work
candidates in the
Synod

2nd
largest private
college in WI

6 doctorates
more doctoral
degrees than any
other Concordia

100%
first-time pass rate
on National Physical
Therapy Exam,
7 years out of past 8

200 acres
on the shores of
Lake Michigan

12:1
STUDENT TO FACULTY RATIO

16
AVERAGE CLASS SIZE

TOP-TIER, NATIONALLY RANKED UNIVERSITY
(US NEWS & WORLD REPORT, 2021)

6
DOCTORATES

80+
MAJORS

REPRESENTED AT CUW
42 STATES
16 COUNTRIES

660+
INTERNATIONAL STUDENTS

MILITARY FRIENDLY '21-22 MILITARY FRIENDLY SCHOOL
Most military transfer credits accepted in WI!

ENROLLMENT IN 2020-21 ACADEMIC YEAR
Traditional Undergrad: 2,528
Accelerated Undergrad: 758
High School Dual Credit: 442
Traditional Graduate: 626
Accelerated Graduate: 2,226
Professional: 271
Total: 6,802
81% of new freshmen return for their sophomore year

TOP AREAS OF STUDY

Business	26%
Education	21%
Health Professions	15%
Arts & Sciences	13%
Nursing	11%
Pharmacy	9%
Undecided	4%

>99% OF FIRST-TIME, FULL-TIME STUDENTS RECEIVE FINANCIAL AID

32
VARSITY-LEVEL ATHLETICS
38% of trad undergrads are athletes

12%
OF TRAD UNDERGRADS ARE INVOLVED IN FINE ARTS

Upcoming Events

The university offers a wide range of events to enjoy in a variety of locations or via video conferencing from anywhere. The most current listing and details can always be found at cuw.edu/events or cuaa.edu/events. A sampling of events over the upcoming months is below.

January 31

Leaving a Legacy of Faith Webinar Series: *Plan Now, Benefit Later: The Basics of Long-Term Care Planning*

February 15-24

Series of virtual town hall meetings: University updates featuring CUWAA administration

March 12-19

CUAA Music Ensemble: performing throughout Florida for spring break tour

CUW Kammerchor: performing throughout the Midwest for spring break tour

May 20

Leadership Series community breakfast at CUW featuring: *Chief Justice Annette Ziegler, Wisconsin Supreme Court*

June 10

Cardinal Athletics golf outing

July 22

Regional event at Madison Mallards baseball game

August 5-7

1990s alumni reunion at CUW

August 6-7

Class of 1972 reunion at CUAA

10:1
STUDENT TO
FACULTY RATIO

75%
ENROLLMENT
GROWTH
SINCE 2014

**2020-21
ENROLLMENT
BY STATE**

TOP 6 STATES
Michigan - 1,107
Ohio - 56
Indiana - 36
Illinois - 20
California - 13
Wisconsin - 11



8,630+
CUAA alumni

10:1
church work student-
to-faculty ratio



only Concordia to
offer Family Life
Ministry and STEPS
(paid internship program
for church work)

>99%
OF FIRST-TIME
STUDENTS RECEIVE
FINANCIAL AID

70+
MAJORS

64% OF UNDERGRADS PARTICIPATE IN ONE
OR MORE OF OUR INTERCOLLEGIATE
ATHLETIC TEAMS

87%
of total enrollment
identifies as Christian

88%
employed within 6
months of graduation

187 acres
of riverfront property
(plus 10 acres at North
Building)



**FASTEST-GROWING
UNIVERSITY**

Since 2015 CUAA enrollment has grown
faster than any university in Michigan,
public or private

**CUAA STUDENT
SATISFACTION
EXCEEDS NATIONAL
AVERAGES FOR**

COLLEGE MET
EXPECTATIONS

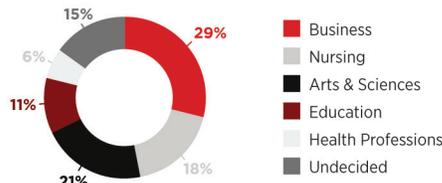
WOULD ENROLL
HERE AGAIN

OVERALL
SATISFACTION

FACULTY/STAFF
TRULY CARED

POST-COLLEGE
SUCCESS

TOP AREAS OF
UNDERGRADUATE STUDY



ENROLLMENT IN
2020-21 ACADEMIC YEAR

Traditional Undergrad: 950
High School Dual Credit: 146
Traditional Graduate: 31
Accelerated Graduate: 204
Total: 1,324

200+
AVERAGE DAILY
CHAPEL
ATTENDANCE

Join Us

CONCORDIA UNIVERSITY
WISCONSIN & ANN ARBOR

**MARCH
MATCHNESS**

Two Campuses—One Day of Giving

MarchMATCHness.cuw.edu

3.9.2022

MarchMATCHness.cuaa.edu

Tapping faculty, staff, and student *creativity*



CU VENTURES

Simple human creativity, fueled by encouragement and incremental incentives, has recently burgeoned into a new enterprise at Concordia University.

An affiliated nonprofit entity called CU Ventures Inc. has been developed in partnership with the Batterman and Haab schools of business and the Robert W. Plaster Free Enterprise Center on Concordia's campuses. This new entity serves as the conduit, developer, and legal vehicle to potentially commercialize the ideas, concepts, inventions, and products produced by the faculty, staff, and students of the university's two campuses.

The university's policy on intellectual property, in which a patent is granted to a faculty or staff developer, allows the employee to obtain a license from the university to develop the idea in exchange for some equity remaining with the university. That university equity is put into CU Ventures Inc. and its job is to then assist in the new start-up's successful launch. Ultimately, Concordia University will benefit financially from the successful ventures of faculty and staff.

Additionally, many CUWAA students are trained and encouraged in entrepreneurship through various classwork and projects, periodic competitions and awards like CU Launch, to become future business owners. The services of CU Ventures are also extended to CUWAA alumni, who might benefit from the connection by receiving assistance and business expertise from their alma mater.

Currently, CU Ventures has equity in six new start-up



This past year, Kylee Marks served as a graduate student researcher for Estrigenix Therapeutics, one of the start-ups that CU Ventures is newly supporting.

companies and has recently held its first "pitch event," in which two new start-up companies presented their businesses to an investment group called the Concordia Angel Network for funding considerations. One of those initial two start-up companies is about to receive \$150,000 in investment commitment from the Concordia Angels, pending due diligence. The entire investment comes from the personal commitment of Concordia Angel members and no university resources are used. Pitch events are planned to be held three to four times a year and recruitment is still underway for more Concordia Angel Network members. If interested in becoming a Concordia Angel Network member, contact Curt Gielow, executive vice president, at curt.gielow@cuventures.com.



Logos of some of the start-ups that CU Ventures is supporting

The blessing of the CUA North Building: Preparing *The Way* for a healthier tomorrow

If you purchase it, they will come. And come they did to the nearly 80,000-square-foot North Building on Concordia University's Ann Arbor campus.

The former Thomas Cooley Law School is now simply called the "North Building," and it is an integral part of CUA. Scores of students enrolled in Athletic Training, Health and Human Performance, the Ronald and Marvel Jones School of Nursing, as well as additional healthcare programs now call it home.

Five years ago, through the generosity of faithful supporters, Concordia purchased the building and 10 acres of land. The programs that are housed there prepare our students "to serve with excellence, integrity, compassion, and Christ-centered care," said Rev. Dr. Ryan Peterson, vice president of administration at CUA. "Not only has Concordia expanded its geographic footprint, but we have extended our true mission: the development of students in mind, body, and spirit for service to Christ in the Church and the world."

This state-of-the-art learning facility is a place where the Concordia mission comes alive through experiential learning, simulations, and meaningful conversations between faculty and students, Peterson added.

One of the largest programs housed in the North Building is the Ronald and Marvel Jones School of Nursing. The Joneses, for whom the school is named, have supported the university through generous gifts to our nursing program and scholarships for nursing students. Although they are not alumni and had no previous connection to CUA, they have an affinity for the university, its students, and the work being done.

"Ronald and Marvel Jones are dear friends of Concordia University Ann Arbor. Their prayerful encouragement, faithful support, and generous hearts have been a difference maker to our School of Nursing," Peterson said. "They have supported



Take a virtual tour of the North Building at www.cuaa.edu/NorthBuildingTour

our Christ-centered mission with a zeal and passion that is truly uncommon."

Donors such as the Joneses inspire our students. This culture of philanthropy models for students an incredible way to live. It is Concordia's hope that its graduates feel drawn to give back to their alma mater that helped shape who they are.

Peterson added: **"A generous life is a joy-filled life."**



"Regardless of what they are studying, we value the ethics that are instilled at Concordia and are pleased to support them. We've been blessed, and we pray to be a blessing to others."

RON & MARVEL JONES,
Donors, Krieger Society

Preparing *the Way* through estate planned *Giving*



"Students at Concordia get to grow and learn in a place filled with God-fearing people who want to love and serve the Lord."

KAY THUNDER-HAAB,
Donor, Krieger Society

Not only are wills and bequests relatively simple to do, they can also provide a tax benefit. Life insurance proceeds are normally tax free to beneficiaries, but funds in many retirement plans (IRAs, 401(k)s, 403(b)s) can potentially be heavily taxed if those assets are passed to heirs other than spouses. Many tax advisors and attorneys recommend using gifts to charities to mitigate tax liabilities in those instances.

If you have included Concordia University in your estate plans, please contact us. That way, we will know exactly how you would like your funds used. When we receive gifts that are unknown or undesignated, Concordia has to make that decision.

Donors may designate their funds for a particular purpose, department, general use, or an endowed scholarship. Endowments generate funds that are used as scholarships for students. These can be named after the deceased, who may have determined what type of student can benefit from the gift. For example, the scholarship could be for a business administration major who holds at least a 3.0 GPA, or a music major who is going on to teach.

For additional information, please contact Greg Fictum, senior director of donor relations and planned giving at Concordia, at 877-CUWAAGO (877-289-2246). Please note that we cannot give tax, legal, or financial advice, but we will certainly get you pointed in the right direction.



"We are proud of our children and grandchildren, and happy that our three children all graduated from CUW and are Lutheran educators. We realized that establishing an endowment would be a good way to help future students become teachers."

JIM & CAMI JUERGENSEN,
Donors, Heritage Society

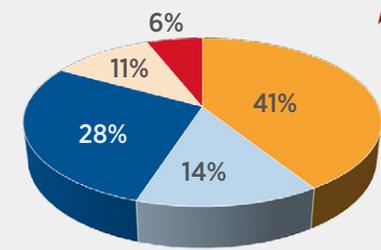
The most significant stewardship decision people will make is what to do with God's blessings when the Lord calls them home. Estate planning can range from very simple to quite complex, and Concordia University is well-equipped to provide educational information about your options.

Following is an overview of estate planning, also known as planned giving. We hope this article offers you a clear explanation. However, please contact us and we will answer any questions you may have. For those who are versed in planned giving, we hope you are inspired to consider Concordia in your estate.

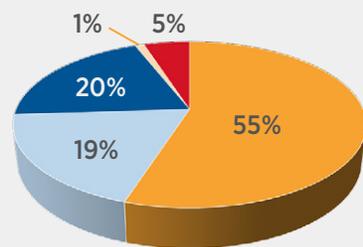
We are grateful to the many alumni and friends who have already included the university in their estate plan. **When the decision is made during your lifetime, you are in full control of deciding how your gift will be used in the future**—whether to fund current needs, scholarships, or endowments.

Here are a couple of ways to do planned giving that can benefit you and Concordia at the same time.

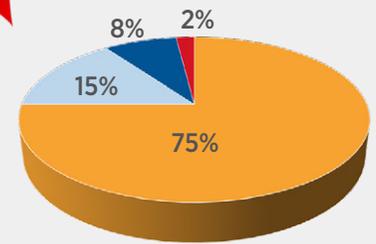
- Beneficiary Designations – Many people have some type of retirement plan or life insurance with designated beneficiaries. When determining your beneficiaries, consider making Concordia a partial beneficiary.
- Bequest – A bequest is the act of giving assets (cash, stocks, bonds) or possessions (jewelry, collectibles, family heirlooms) to heirs or organizations by means of estate documents like a will. Because of their simplicity, bequests are one of the most popular ways to leave a gift in your will. In many estates, people leaving bequests will give 90 percent to family or other heirs, and allocate 10 percent of their estate to a ministry like Concordia, following the biblical guideline of tithing.



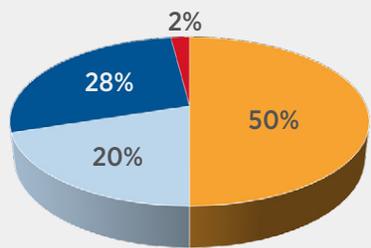
1982 / As Concordia moved into its second century of preparing students for service to Christ in the Church and the world, alumni and friends, especially members of the “Century Club,” gave generously in support of our mission. Additional support from the LCMS allowed Concordia to make the transition from downtown Milwaukee to its new campus just 16 miles north.



2000 / Entering the millennium, rising costs pushed up tuition along with room and board. While the percentage of support from the endowment doubled from 1982, gift income and support from the LCMS were in decline.



2019 / The challenges of providing Christ-centered education have continued to rise and have outpaced endowment and gift income. It is time to prepare the way for the future, where every student seeking a Christian education is able to afford it.



2035 / Our hope is to bring the student and family’s share of tuition down to 50% in the next 15 years. That is truly an ambitious goal, but one that we believe is worth our best efforts and prayers for God’s blessings. With renewed support from alumni, friends, and congregations, we can prepare the way for tomorrow’s students as they prepare to serve Christ in the Church and the world.

- Net Tuition & Fees
- Room & Board
- Endowment Earnings & Gifts
- LCMS Support
- Federal, State, & Other Support

LCMS Foundation provides gift planning counseling

Provide for the people and the ministries you love. Julie Burgess and Craig Toerpe, gift planning counselors for the LCMS Foundation, are currently visiting congregations and hosting presentations in Michigan and Southeast Wisconsin to help God’s people live out the gift plan the Spirit has laid on each Christian’s heart.

The LCMS Foundation has been serving the Church for more than 60 years by providing gift planning and investment resources to our churches and other ministries, while also crafting charitable gift plans to financially benefit

both families and ministries. Our straightforward process begins with a meeting to help you establish goals and take full advantage of tax benefits, while thoughtfully providing for your family and expressing your faith.

To develop a thoughtful plan, at no cost, so your financial gifts can provide for the people you love and the ministries that are meaningful to you, contact:

Burgess at 713-822-5284 or julie.burgess@lfnd.org
 Toerpe at 262-707-3005 or craig.toerpe@lfnd.org

GIVE ONLINE AT CUW.EDU/GIVE or CUAA.EDU/GIVE

Refer a Student Please mail completed form to CUW or CUA, Attn: Office of Advancement

Student Name _____

Student Address _____

City _____ State _____ Zip _____

Email _____

Name of High School _____

Student is currently a Sophomore Junior Senior



PREPARE *The Way*