

# ALUMINATIONS

University of Wisconsin-Fox Valley Alumni & Friends Newsletter

Vol. 3, Issue 2, Winter 1998

## Public Higher Education Tax Share is Smaller

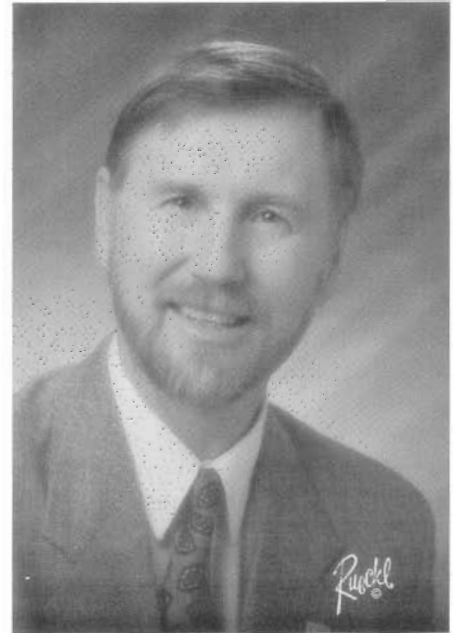
By James W. Perry  
Campus Executive Officer

Concern for rising tuition costs is a fact of life. Nationally, a group called College Parents of America has been started with that as an organizing factor.

I am the first to agree that the cost of higher education has accelerated in the recent past. In effect, this mirrors what is happening throughout the country with services formerly provided by public tax dollars shifting to increased reliance on user fees.

Combine the tremendous increase in spending on prisons, new roads and road repair, and this state's commitment to fund 66% of the cost of K-12 education. The net result of the slice of the pie going to public higher education gets smaller. Now, for good measure, let's throw in the burgeoning expenditures that are truly necessary for technology that keeps our students competitive in the global marketplace. While our operations are restructuring and are "businesslike" (and I add, not just becoming businesslike), the cost of doing business is increasing.

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James W. Perry

## Fund Drive Involves Many Players

By Roger Van Vreede,  
President, UW Fox Valley Foundation, Inc.

Last Spring, the university's foundation was able to increase the number of scholarships it awarded from 33 to 52. That means simply that our fund-raising efforts are going in large part to students to help them pay higher education costs.

We reviewed that success at our 1997 Annual Meeting by inviting the recipients of scholarships to attend with parents or other family members. Several dozen attended and were introduced that night. At the same time we celebrated with them, we -- the UW Fox Valley Foundation, Inc. -- pledged to continue "gifting."

The types of awards available to students is wide-ranging. One student may receive funds to cover the costs of books and supplies. Another might be in line for the Shirley Anders Writing Scholarship. Yet another could earn half to full tuition.

New scholarships in 1997 included awards for students within specific academic disciplines or those who are non-traditional students returning to school after an absence of some years.

Judy Garlock, UW-Fox Valley Foundation vice-president, chairs the fund drive for 1997-98. The overall goal is to raise \$65,000. To do that, Garlock has six division chairs working with her:

Don Kampfer (Business & Industry); Joanne Fischer (Friends); Mark Bastian (Alumni); Carla Rabe (Faculty and Staff); Paulette Laffin (Directors); and Dennis Hultgren (Scholarship Donors). Garlock herself heads the Service Division.

In addition to funding scholarships, the amount raised also provides professional development funding for campus administrators and faculty.

When you are approached by a Fund Drive member or when you receive a letter inviting you to make a donation, please follow through with a gift. The people who spend their days at UW-Fox Valley depend on us for support. We do not intend to disappoint them.

## Alumni Gifts of Time and Treasure Crucial to College's Mission

By Mark Bastian  
Executive Director, Peabody Manor

When my family and I moved back to the Fox Valley in 1994 after six years exploring other areas of the state, one of the first things I noticed was the expansion at the UW-Fox Valley campus. Intrigued, I arranged to see what had happened here since I was graduated in 1988. I felt a mixture of awe and envy as I strode the corridors. What an exciting, alive campus! Oh, if only we would have had this kind of space when I was a student here.

But then I realized the excitement I felt derived not so much from the buildings, but rather the people I met, and their obvious commitment to education. I remember having that same feeling as a student at UW Fox. The enthusiasm of professors, staff, and student leaders was contagious back then, and I soon found myself involved in student government and other campus pursuits. Now that I had returned and had seen how the campus had thrived and grown, I knew I had to get involved again.

I am just finishing my first year as a director on the UW Fox Valley Foundation Board. I have learned the important role played by those who volunteer time and treasure to the College. As chair of the Alumni Division of this year's fund drive, I am seeing first hand the value of alumni gifts. These gifts help students start their college years close to home, assist in ongoing professional development of faculty and staff, and make possible special facilities and programs that enhance education for all students.

Alumni gifts keep former students involved in campus activities. We all paid our tuition, but in return we received so much more than we paid for. Now we have the opportunity to return the favor. I urge you, as alumni, to be generous when you receive this year's fund drive letter. I also urge you to explore the many ways you can give of your time to help UW-Fox Valley fulfill its expanding mission.

Board Member  
UW Fox Valley Foundation, Inc.

**UW**  


**Join  
Us  
On  
Campus**

Sunday  
February 1, 1998

**DEDICATION  
AND  
OPEN HOUSE  
NEW SCIENCE WING  
1 to 4 p.m.**

[www.uwfoxvalley.uwc.edu](http://www.uwfoxvalley.uwc.edu)

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Examine the specifics in Wisconsin. The average cost for tuition has soared to over \$3,000 annually. Only two of the UW System schools come up to that average: Madison and Milwaukee. The other 12 are well below that. And this system is known world wide as one of the premier places to receive a university education.

From those not in the profession, we all too often hear that salaries result in the upward spiral of costs to students. Salaries are a matter of perspective but the fact is that many of our most talented faculty are being lured away to other states by offers that are higher than Wisconsin's. We can let them go, but not only have we lost known quality, the cost for searches for replacements is thousands of dollars.

Now, if parents and students are really concerned about the cost of higher education, they can at least opt for the least expensive start in the system by choosing a campus like UW-Fox Valley. Our annual tuition just reached the \$2,000 level. Living at home significantly reduces the cost of housing and meals compared to dorm or apartment life. Valley Transit serves our campus, so maybe there's no need to drive, either.

Many, many students want to live away from home to experience dorm life for non-academic reasons. Clearly, that's

a more expensive choice. There are lots of reasons for choosing a particular school, among them quality. I've never heard any faculty or administrator say, "My campus is mediocre." Recently several of our area four-year schools have been rated very highly. I'm proud to be a part of a system that can claim this excellence. But I will also point out that two-year schools, including UW-Fox Valley, are *not* included in the surveys that do the rankings.

What UW-Fox Valley can substantiate is that students who transfer to one of our four-year schools do equally well, often better, than the students who started at the four-year school in the first place. I will make the leap that UW-Fox Valley is equally as good academically as the schools that have been rated. And our cost is moderate.

Higher education is an investment in life. Unlike a new car that is certain to rust out, the investment of \$10,000-\$12,000 in tuition and fees for a baccalaureate degree pays for itself many times over. Knowledge for life and living never goes to the junkyard.

I congratulate those who have formed College Parents of America. I hope the clout that they wield results in renewed emphasis on increasing the pie slice for higher education. And for those individuals who are genuinely interested in getting a good start on their university education for the lowest cost, choose UW-Fox Valley.

## Want a Lasting Gift? Buy-A-Star Campaign Offers Something Bright

MENASHA -- To arrive at the opening of the Barlow Planetarium at the University of Wisconsin-Fox Valley in mid-March, a final phase of the fund drive campaign was undertaken in the Fall.

"People can buy a star -- choose a star and put their name on it -- for \$25," said Roy Valitchka, chair of the fund drive board.

They receive a certificate documenting their purchase and star "owners" become part of a permanent database established at the Barlow Planetarium.

"We expect that many of the stars will be sold as gifts and that many of them will be purchased/donated by schoolchildren who pool their funds to adopt a star for their classroom," Valitchka said.

Working with the schools has historically been the foundation of the campus planetarium, Jim Perry, campus dean, explained. Use of the new facility will be expanded, but K-12 districts are working closely with the university. An educational council of advisors from school districts is consulting about curriculum with people on the Barlow Planetarium team.

The Buy-A-Star Campaign is designed to generate interest in the projects but also to acquaint buyers with the heavens.

On campus, a group of students and William Bultman, associate professor of computer science, have identified 9,000

stars with names or designations (some are labeled with number-letter combinations).

With that database, star buyers will be listed permanently. While work on the Buy-A-Star Campaign will be concentrated in the next six weeks, star purchasing options (for birthdays, holidays, and anniversaries) will continue during the lifetime of the planetarium.

"We hope that ultimately means adding more of the thousands of stars to the database," Valitchka said, optimistic both about the campaign being a success and the star buying becoming a tradition in the Fox Cities.

The Buy-A-Star Campaign is especially designed for the science education component of the Barlow Planetarium. It provides teachers, students, classrooms, and school organizations with a chance to be included in the development of this project and reaches out to the community for the finishing touches of the planetarium.

Parents might want to reward a child's good work with a star or grandma or grandpa may get a star for a special birthday. Classrooms are a natural place to discuss the solar system. To "own" a piece of the night sky will strengthen interest for all involved, Valitchka speculated.

Those interested in putting their name on a star or buying a gift star, should contact the Barlow Planetarium by calling 920-832-2848.

## Watch For Upper Level Course Offerings at UWFox

In an effort to make the university as affordable and accessible for everyone, UW-Fox Valley is actively engaged in discussions with four-year universities to bring selected baccalaureate programs to our campus.

"Those who choose the high quality, least expensive option (UW-Fox Valley) can finish their degree without ever having to leave the area," according to Jim Perry, campus executive officer.

At least three such programs exist in other areas of the state.

To make this a reality, we are installing high technology distance learning classrooms where students and professors at different sites will be able to interact in real time. With that technology, we'll be able to link to the high schools, giving qualified students a jump (read: save money) on higher education. Additionally, we are seeking to utilize the talents and expertise of our faculty to teach junior and senior level courses in these programs. The technology is expensive, but it brings more affordable education to the community.

-- JamesW. Perry

### BARLOW PLANETARIUM

at UW-Fox Valley  
Opens to the Public  
with "Planet Quest"  
on March 20, 1998

Call: (920) 832-2848





Kelly Helein from the UW Fox Valley Foundation Board briefed 30 community chefs in September to prepare them for the Foundation's first educational assistance through scholarships (e. a. t. s.) fund-raising event on campus on Sunday, Oct. 18. Helein is pictured in the new front lobby of the campus. Artwork behind her was there temporarily prior to the completion of the science gallery. Tables were set up with decorations and special cloths and serving pieces to prepare for e. a. t. s. Chefs donated, prepared and served food to more than 200 guests. Proceeds from ticket sales and silent auction sales were \$5,658.98.

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*A Campus of the University of Wisconsin Colleges*

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