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## The Troubadour, Issue 22 (October 19, 2004)

Cardinal Stritch University

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# THE TROUBADOUR

October 19, 2004

Issue 22

## *Una nueva tradición:* Stitch ventures into Spanish-language advertising

If you happen to watch Telemundo, the Spanish-speaking television network, you may have noticed Stritch's "Ripple Effect" ad in Spanish over the past year. And starting Nov. 1, Stritch billboards in Spanish will be placed around the south side of Milwaukee. Spanish-language versions of a Stritch print ad that focuses on teen-agers have run three times over the past year and are booked for five more in the newspaper *El Conquistador*.



**Comience una nueva  
tradición de la familia.**

CARDINAL STRITCH  
UNIVERSITY  
[www.stritch.edu](http://www.stritch.edu)

"We want to make a special effort to reach out to the Hispanic community, and we believe this is the way to go," said Peter Holbrook, vice president for Enrollment Management, the office that is in charge of advertising. "We feel that the Franciscan nature of Cardinal Stritch University meshes well with this community; many Hispanics are Catholic, and although they may have a lower level of educational attainment than some other segments of the population, they generally exhibit a high level of desire to obtain an education," Holbrook said.

And, according to the 2000 census, Hispanics comprise the fastest growing segment of the population in southeastern Wisconsin, so reaching out to them also makes good business sense.

The billboard's slogan, "Comience una nueva tradición de la familia," is clear enough that most people

who don't understand Spanish can figure out what it means: "Start a new family tradition." The billboard will appear in three different places four times over the coming year: during November in three spots, at three different locations in January, at three more during February, and another three from March 28 to April 24. The billboards are timed to coincide with semester breaks and during enrollment times, and should pretty well cover the south side over those months, said Chris Dresselhuys, who works with Stritch's advertising agency, Meyer & Wallis.

The first round of billboards are scheduled to appear on 6th Street north of Becher Street, on Greenfield Avenue west of 11th Street, on National Avenue east of 38th Street. The Telemundo ads are scheduled to be broadcast through April of 2005.

To assess the effectiveness of the Spanish-language advertising, Stritch will check to see if enrollment inquiries increase in the appropriate ZIP codes. A full round of overall advertising research is scheduled for May of 2005.

"Francis preached in the city, and he reached out to the underserved; we hope this advertising will allow us to do the same," Holbrook said.

# NCA approval sought for 4 new initiatives

Stritch is seeking approval from its accrediting body, the Higher Learning Commission/NCA, for four new initiatives. The University sent paperwork to NCA the first week of October seeking permission to offer:

- A Ph.D. option in the doctoral program, which would be in addition to the current Ed.D. degree. It is hoped the Ph.D. would attract more students from the business world, in contrast to the Ed.D. program, which attracts 70% from education. The Ph.D. also would provide more in-depth research methodology.

- The Bachelor of Science in Nursing completion program off campus throughout the state. This accelerated degree option would help working nurses who find it difficult to earn their BSN degrees because of time constraints, distance from campus or who may feel intimidated by attending classes on a college campus.

- Associate and baccalaureate degrees in education off campus. These options would be aimed particularly at first-generation college students, racial and ethnic minorities, second-language learners and economically disadvantaged individuals. Prospective students include aides or paraprofessionals in the Milwaukee Public Schools or people who work in a variety of child care programs such as Head Start.

- Graduate degree programs in the College of Education online. This option would extend services to people who find it difficult to attend classes in Milwaukee or Stritch's off-campus sites and/or whose work schedules prevent in-person attendance.

"These initiatives continue to fulfill our mission, to allow us to reach out to other populations," said Marna Boyle, academic vice president. "They are an effort to expand the breadth of our degree offerings and to move into distance learning in a more comprehensive way. They are all designed to meet the changing face of higher education and to allow us to stay competitive."



- Marna Boyle

All four initiatives grew from a number of strategic directions outlined in an academic planning day in June. NCA has three options for dealing with the requests. They could be evaluated

and acted upon by the NCA staff, sent to an evaluator's panel for action, or require a site visit by an evaluation team. An answer is expected in December. Boyle said if a site visit were requested, the University would try to get one scheduled as soon as possible in January.

Kristen Bachman, associate professor in Nursing, wrote the BSN request; Peter Jonas, chair of the doctoral program, wrote the Ph.D. option request, and JoAnne Caldwell, associate dean of Education/Special Education, wrote the two requests from the College of Education.

### Charlie Gets a Voice



We asked what you thought Monica Steele's dog, Charlie, was thinking when this photo of her, Charlie and Father Jim was snapped by Milwaukee Journal Sentinel photographer Jack Orton at the third-annual Blessing of the Animals on the Stritch campus Oct. 2?

We asked you to send in your responses, and the winners are:

1. "Now, did you wash those hands before this blessing?" -- Father Jim Lobacz
2. "Aw, c'mon, you know I'm not Catholic!" -- Anonymous
3. "For the millionth time, NO, I won't play the Wolf of Gubbio again this year!" -- Lance Richey
4. "Noli me tangere" (Latin for "touch me not," said by the Risen Christ to Mary Magdalene, John 20:17) -- Jeffrey Montoya
5. "He's wearing linen. I'm allergic to linen." -- Anonymous
6. "I'm not supposed to accept blessings from strangers, but if you had a treat, I'd consider it..." -- Anonymous
7. "I just had a bath three weeks ago!" -- Anonymous
8. "I can't believe the paparazzi is here again. Can't a dog be blessed in privacy?" -- Anonymous

## New Stritch Faculty & Staff



**Cari Hundt**  
Secretary  
Special Education



**Alecia Perkins**  
Reference Librarian  
Library



**Sue Poston**  
Instructor  
Reading Language Arts



**Robert Simmons**  
Associate Dean of  
Faculty Services  
College of Business

## THE TROUBADOUR

The Troubadour supports the overall mission, goals, and objectives of Cardinal Stritch University, and is meant to serve as a communications tool for the campus community.

**Copy**  
Linda Steiner and Brett Kell

**Design**  
Brett Kell

**Photography**  
Kou Vang and Brett Kell

If you have feedback or story ideas, please contact Public Relations at [prdept@stritch.edu](mailto:prdept@stritch.edu).

**Want back issues of The Troubadour?**

Previous issues of The Troubadour can be found in StritchNet. After logging in, click on the Document Library, then click on All Staff to select the Troubadour link you wish to view.

**Watch for more new faculty and staff in the coming issues of The Troubadour.**

## Meditation Garden Dedicated



### Meditation Garden Donors:

Cheri Frey-Hartel  
Veronica Van Dalen (dedicated to Sadie Dobson, Veronica's mother)  
Gloria Wiener  
Gerald and Mama Boyle (dedicated to Kathryn Wherry, Mama's mother)  
Brian and Rachel Boechler  
Lorilee Stutte  
Colleen Wells (dedicated to the late Anthony Wells)  
Chuck and Sandy Gadzichowski  
Peter Holbrook  
The Philosophy Club  
The Franciscan Mission Office  
Staff Development Committee  
Sister Mary Lea Schneider

Father Jim Lobacz, director of the Franciscan Mission Office, and Charles Gadzichowski, director of Physical Plant, joined with members of the campus community for the dedication of the revamped Meditation Garden held on Wednesday, Oct. 6.

Gadzichowski oversaw the reconfiguration of the garden, which included the removal of many evergreens and planting of boxwoods, impatiens, rose bushes, holly, and vinca, as well as donated day lilies and irises. Three birch trees were removed, and an ironwood tree, in the left foreground at left, was added. Gadzichowski also noted that each of the stone steppers found in the garden represent a Sister who has passed away.

Donations are still being accepted toward costs associated with the building and maintenance of the garden. Send donations to the Franciscan Mission office.