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Cardinal Stritch University

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THE TROUBADOUR

DECEMBER 20, 2005

ISSUE 46

IPD STALWARTS LAUWASSER AND HANSEN RETIRING

Two women who have been very instrumental in the success of the College of Business will be retiring from Stritch this month.

Marlene Lauwasser, vice president of enrollment, and Shirley Hansen, enrollment manager, have worked for the Institute for Professional Development (IPD), which handles marketing and recruiting for the college, for more than two decades. They have seen the program for adults grow, eventually become a college, and have played key roles in transforming the lives of thousands of students.

Lauwasser was in on the creation of the college's forerunner, Programs in Management for Adults (PMA), which began in 1982.

After then-President Sister Camille Kliebhan decided to take the leap into accelerated evening programs for working adults, Lauwasser recruited the first students.

"No one was doing accelerated evening programs at that time, and it was a huge move for Sister Camille," Lauwasser said. The contract was signed in February of 1982, and by August Stritch had

400 new students. "We had to put on a moratorium, so that no more than four classes a month could be created! I'd come in on Saturdays to count applications. It was the most exciting, exhilarating time at Stritch, and it took Stritch to new levels."



Marlene Lauwasser and Shirley Hansen

"She was so successful and recruited so many students that we had trouble keeping up with copies of the curriculum, which were run off in Steno," Sister Camille said with a chuckle.

Lauwasser helped set up a Credit for Prior Learning office for the accelerated programs, brought in a team to help assess faculty – all of whom were adjuncts at

that time – did all the advertising and accounting, and helped format curriculum.

Stritch became a flagship program for the Consortium for the Advancement of Higher Education, of which all IPD institutions are a member. "IPD brought people to Stritch to learn how we did things," Lauwasser said.

PMA started by offering two programs, the BSM and MSM. Through the years, new programs, campuses and classroom sites were added. The Madison region was opened in 1986 and Edina, Minn., in 1987. Lauwasser has done marketing research for all new business programs and was very instrumental in opening of the Madison

and Edina campuses, including lobbying a senator in Minnesota to help get approval to move Stritch into that state. Since starting its partnership with Stritch, IPD has assisted in the opening of about 20 sites, Lauwasser said.

She now oversees 38 employees including an accounting staff, enrollment managers, admissions counselors and business

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development specialists, who help to create relationships with corporations.

Lauwasser credits her staff with working hard over the years, and said she owes a special debt of gratitude to Hansen, who she describes as a “consummate trainer.” Hansen makes sure classes are filled and trains individuals on how to recruit students, particularly by stressing relationships.

“The concept is that you let the client speak and you take your lead from them after asking questions of them,” Hansen said. She has been so successful with training efforts that she helped write the training manual for IPD in 1997 and was awarded for her efforts.

Hansen also remembers the early years of PMA, when “my filing cabinet was a box under the desk, we had no fax, no computers and we worked in the basement of Bonaventure.” She also worked in Madison and traveled back and forth to Milwaukee for five years.

“We were pioneers, and we were all mothers with small children,” she said. “We had to believe we could change people, make a difference in someone’s life, and we were empowered to go ahead and do it.”

Both Lauwasser and Hansen said leaving Stritch would be bittersweet, and both hope to continue with IPD in some sort of part-time role.

“When you love what you do, you want to keep on doing it,” Hansen said, adding that because Stritch deals with lifelong learning, “you can’t *not* believe in what you do.”

But after battling breast cancer

for the past year, Hansen said she decided she would like to do something different, probably working with women with cancer in some mentorship capacity.

“There are more things that I can do that will be meaningful, and I can speak from what I know; I can tell them that there is hope.”

Lauwasser said her heart would always be with the Stritch community, where “I always felt extremely valued and have been made to feel a part of the University.” In fact, she received the Stritch medal at this year’s opening convocation, only the second time the medal has been awarded during Sister Mary Lea Schneider’s tenure as president.

“Although she has worked for IPD, she has always been totally supportive of Stritch,” Sister Camille said. “She is one of the most dignified and gracious women I have known, professional to the core, yet always cordial, courteous and sincere.”

Chief Operating Office Peter Holbrook, who has worked with Lauwasser and Hansen his entire time at Stritch, particularly when he was vice president of the former Enrollment Management area, said their legacy will have a long-lasting impact on the life of the University.

“With people such as them, who are so dedicated and productive yet always flexible and cooperative, all of our lives at Stritch have been enhanced,” he said. “Almost since its inception the accelerated programs in business for adults have played a key role in making Stritch what it is today. And we have Marlene and Shirley to thank for a great deal of that success.”

New Stritch staff



Paula Harris
Academic Counselor
College of Business



Karen Henning
Vocation Counselor
Office of Vocation Development



Scott Lehmann
International Coordinator
International Programs

GRANTS SEMINAR SLATED FOR JAN. 18

Consultant Lynn Miner will conduct a seminar on grants and sponsored programs on Jan. 18 in the Sister Camille Kliebhan Conference Center.

The program will focus on finding funding opportunities and grant writing.



Anyone who is interested in knowing more about securing grants for Cardinal Stritch University is welcomed to attend, according to Jim Casey, executive director of sponsored programs.

Miner is founder and CEO of Miner and Associates, Inc., a nationwide firm training successful grant seekers and fundraisers. He also is the retired executive director of research and sponsored programs and associate dean of the Graduate School at Marquette University.

The morning session, from 9 a.m. to noon, will cover finding funding opportunities. The afternoon session, from 1 to 4 p.m., will cover grant writing.

Coffee and donuts will be served in the morning, but lunch is up to participants to provide on their own.

To register, please e-mail Gail Davidson in Academic Affairs at gedavidson@stritch.edu. Any other questions can be directed to Casey, at Ext. 4208 or jjcasey@stritch.edu.



BONAVENTURE STATUE UNVEILED

On Dec. 13, Stritch held a dedication ceremony for the newly expanded Bonaventure Hall at which Milwaukee Archbishop Timothy Dolan gave a blessing and unveiled a life-size statue of St. Bonaventure on permanent loan from the the Franciscan Friars of the Assumption in Burlington.

St. Bonaventure, a distinguished lecturer, writer, and philosopher, was one of the most devoted followers of St. Francis of Assisi.

The statue stands in the second floor of the Student Services Atrium.



ASSISI RAFFLE WINNER ANNOUNCED

In a drawing held on Dec. 15, Joe Hanson of Eagle River was announced as the winner of the Assisi Pilgrimage being raffled off by the office of Alumni Relations. The winning ticket was purchased at the President's Picnic.

At left are Kelly Troyer, alumni relations assistant, and Stritch Chancellor Sr. Camille Kliebhan, who drew Hanson's ticket.

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. If you have feedback or story ideas, please contact Public Relations at prdept@stritch.edu.

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