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More than your average Joe

Joe Chilsen brings unique love for teaching to marketing classes

There's not a student who has ever taken one of Joe Chilsen's classes who would argue that the College of Business Administration lecturer hasn't made an impact. And, it would be hard to find a colleague in the college who doesn't feel the same way.

"Joe Chilsen is by far the most popular instructor in the College of Business Administration," says Associate Professor of Management Andrew Stapleton, who nominated Chilsen for the 2003 Academic Staff Excellence Award. "He is exceptionally talented and students love him. He is the best instructor I have ever met."

This year's excellence award recipient for teaching loves his students, and his job, too. "I believe I have the greatest job in the world," says Chilsen. "I love coming to work every day and really try to pass that on to all people on campus."

That desire shows. Chilsen has scored the highest student evaluations in the marketing department for 17 consecutive semesters, scoring about 4.85 on a scale of 5 each semester. Students have nominated him as the "most accessible" instructor three times. And, he has been named by

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many students as someone who has made a difference in their lives.

Chilsen's contributions to the College of Business Administration are extensive. He serves as adviser to fraternities, gives presentations to colleagues' classes, works with the college's professional development seminar and advises nearly 90 students. In 1996, he developed the college's alumni group, Silver Eagles. The group, open to those who graduated at least 25 years earlier, mentors current students, among other things.

Chilsen takes his job as a mentor and motivator seriously. "If I may in some way be a catalyst for positive attitude, and that makes everything go a little easier, then I have made UW-L a better place," he explains.

The never-ending challenge of change is just one of the topics in Chilsen's lesson plan. He works hard to prepare students

to deal with change. He leads by example, uses leadership and a positive attitude. "I regularly utilize student projects in the community to give the students a view of 'real life' situations and give the community a view of the caliber of students we have at UW-L," says Chilsen. "This has landed jobs for several students and that makes the extra work worth every minute."

Chilsen takes his desire to help students out of his classroom, extending it to students throughout campus. He serves as a link for students on campus from Merrill, Wis., his hometown. "It's nice for parents to know someone local and it's nice for the students to know they have a friend — and advocate — on campus," he notes. "It's fun. I've gotten more out of it than I have put in it."