

# UW-LA CROSSE CHANCELLOR PROSPECTUS



UNIVERSITY OF WISCONSIN  
LA CROSSE **UW** 



# WE ARE EAGLES

|  |   |                              |    |
|--|---|------------------------------|----|
| OPPORTUNITY/ABOUT UWL .....              | 3 | STRATEGIC PLAN .....         | 11 |
| UNIVERSITIES OF WISCONSIN .....          | 4 | FUELED BY PHILANTHROPY ..... | 13 |
| OPPORTUNITIES FOR LEADERSHIP .....       | 5 | CAMPUS AND FACILITIES .....  | 15 |
| CHARACTERISTICS AND QUALIFICATIONS ..... | 6 | ABOUT THE REGION .....       | 16 |
| ABOUT OUR STUDENTS .....                 | 8 | PROCESS FOR CANDIDACY .....  | 18 |
| COLLEGES AND SCHOOLS .....               | 9 |                              |    |



## OPPORTUNITY

The Universities of Wisconsin invite applications and nominations for the position of chancellor at the University of Wisconsin-La Crosse (UWL). This leader will succeed Dr. Joe Gow, who served as chancellor from 2007 to 2023.

## ABOUT UWL

Established in 1909, UWL is a public university enrolling approximately 10,300 undergraduate and graduate students within a vibrant community in one of the most beautiful regions of Wisconsin. UWL is part of the Universities of Wisconsin, a constellation of 13 universities and 26 campuses that promote educational and career opportunities in all corners of the state.

UWL offers 102 undergraduate programs in 30 disciplines, 30 graduate programs and two doctoral programs. Long recognized as a top mid-sized university in the Midwest, UWL is the No. 1 public university in Wisconsin with fewer than 25,000 students, according to *U.S. News & World Report*.

Students, staff and faculty frequently say they were drawn to UWL because of its strong academic reputation, its vibrant and affable culture, and the La Crosse area's abundant natural beauty. These qualities have allowed UWL to stand out among its peers, leading to years of record-setting enrollment at a time when many universities are experiencing declines.

The university's official motto, *mens corpusque* (Latin for "mind and body"), is held as a guiding principle. The UWL campus community is active, involved and engaged – inside and outside the classroom.



## PART OF THE UNIVERSITIES OF WISCONSIN

One of the largest systems of public higher education in the country, the Universities of Wisconsin serve more than 161,000 students each year and employ approximately 39,000 faculty and staff statewide. The leadership team for the Universities of Wisconsin consists of a [president](#) and an 18-member [Board of Regents](#). The Board is responsible for establishing policies and rules governing the system, planning to meet future state needs for collegiate education, setting admission standards and policies, reviewing and approving university budgets, and establishing the regulatory framework for individual units.

UWL's chancellor will report to the president and the Board on a range of topics related to the operations of the university. The chancellor will also regularly meet with [counterparts at the other UW institutions](#), working toward a shared vision to advance higher education across the state.

The Universities of Wisconsin have a longstanding tradition of shared decision-making with faculty, staff and students. This shared governance model includes a University Staff Council and an Academic Staff Committee. These groups participate in policy development, administer awards, represent staff on personnel issues and promote professional development. [Learn more about shared governance.](#)



## OPPORTUNITIES FOR LEADERSHIP

The new chancellor will be tasked with sustaining and building upon UWL's strong reputation for academic excellence, inclusive student success, recruitment and retention, and community engagement.

UWL is seeking an experienced, innovative and forward-looking leader who will be presented with the following opportunities for professional and personal fulfillment:

- Serve as the leader of a top-ranked mid-sized university with stable enrollment, strong finances, and opportunities to grow and adapt.
- Collaborate with an exceptional team of faculty, staff and administrators to enhance the development and delivery of UWL's high-quality academic and cocurricular programming.
- Lead conversations around the development and implementation of strategic planning.
- Interact with students who embrace the opportunity to gain skills and experiences that will help them succeed as people, as professionals and as part of the communities in which they live.
- Work closely with regional leaders – academic, community, government and private sector – to uphold UWL's commitment to improving the lives and well-being of people in Western Wisconsin and beyond.
- Work and reside in one of Wisconsin's most vibrant communities – with a high quality of life, a rich diversity of people, an array of arts and entertainment offerings, and abundant recreational opportunities in a picturesque environment.



## CHARACTERISTICS AND QUALIFICATIONS

The ideal candidate for chancellor will embody many of the following characteristics and qualifications:

- A demonstrated history of navigating the trends, challenges and opportunities within the local and global landscapes of higher education.
- A track record of financial stewardship, with the ability to balance wishes, needs and priorities within a finite budget.
- A willingness to engage and embrace diverse perspectives in strategic decision-making.
- A commitment to diversity, equity and inclusion and the critical role these values play in student success, workforce development and community enrichment.
- A dedication to keeping students at the center of day-to-day operations and decision-making.
- An entrepreneurial approach to problem-solving, and a knack for generating support for innovative ideas.
- An analytical mindset that leverages data in both long-term and short-term planning.
- A strong political acumen that will serve the university in its legislative advocacy and navigation of the political process.
- A willingness and capability to drive fundraising efforts, positioning the university for aspirational philanthropic success.
- An eagerness to engage and collaborate with the community, underscoring UWL's importance to the local culture, economy and workforce.
- An intellectual curiosity that reinforces a culture of self-discovery and academic exploration on campus.
- An enthusiasm for telling the university's story through media, marketing, outreach and legislative advocacy.
- An executive disposition that commands respect and conveys confidence, positivity, accountability and compassion.
- A down-to-earth persona that establishes a sense of relatability and approachability among the campus and greater La Crosse communities.
- Strong academic scholarship, teaching and/or research credentials, or equivalent professional experience.
- A successful record of leadership in higher education or equivalent professional administration experience.



**I could not have predicted my college experience because the journey is just too good to pre-plan. I'm leaving with memories, life lessons and an abundance of knowledge in my field and stories to share.**

**Audra Geis, '20**  
**Communication Studies**



## ABOUT OUR STUDENTS

UNDERGRADUATE:  
**9,379**  
GRADUATE:  
**935**

OUR STUDENT BODY  
COMES FROM:

**36** STATES

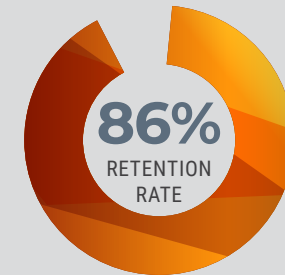
**30** COUNTRIES

**79%** WISCONSIN  
RESIDENTS

NEW FRESHMAN FACTS

**60** VALEDICTORIANS  
**3.69** AVERAGE GPA  
(UNWEIGHTED, 4.0 SCALE)

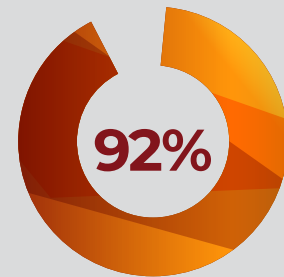
**97%**  
LIVE ON CAMPUS



RETENTION RATE: NEW  
FRESHMEN WHO RETURN TO  
UWL THEIR NEXT YEAR

AVERAGE  
CLASS SIZE:

**29**



OF CLASSES HAVE FEWER  
THAN 50 STUDENTS

**93%**

CAREER  
PLACEMENT  
WITHIN 6  
MONTHS OF  
GRADUATING

**19:1**

STUDENT-FACULTY RATIO

ACADEMIC PROGRAMS

**102** **30** **2**  
UNDERGRADUATE GRADUATE DOCTORAL



**21** NCAA DIVISION III ATHLETIC TEAMS

**74** NCAA DIVISION III ATHLETIC TITLES

## COLLEGES AND SCHOOLS

UWL comprises three colleges and two schools that seek to prepare and inspire the next generation of scientists, business leaders, creative thinkers, artists, educators and engaged global citizens.

### COLLEGE OF SCIENCE & HEALTH

The **College of Science & Health (CSH)** provides transformative educational experiences that integrate high-impact practices and inclusive teaching approaches. Its high-quality major and minor programs include disciplines in the natural and physical sciences, mathematics and computer science, exercise science, recreation and select allied health professions. The CSH is home to more than 4,600 undergraduate students and 11 academic departments.

### COLLEGE OF BUSINESS ADMINISTRATION

The **College of Business Administration (CBA)** equips students with the skills and experiences they need to excel – whether they plan to join an existing business or start their own from the ground up. In 2023, the CBA extended its global accreditation through the Association to Advance Collegiate Schools of Business – a signifier of the highest standards in business education. The CBA enrolls approximately 2,700 undergraduate students across six academic departments.

### COLLEGE OF ARTS, SOCIAL SCIENCES, & HUMANITIES

The **College of Arts, Social Sciences, & Humanities (CASSH)** helps students develop into global citizens prepared to solve the complex issues of the 21st century. The CASSH blends innovative coursework and strong connections with faculty and staff to foster skills in critical thinking, communication, problem-solving and collaboration. More than 2,300 undergraduate students are pursuing career opportunities across 15 academic departments.



## COLLEGES AND SCHOOLS



### SCHOOL OF VISUAL & PERFORMING ARTS

The *School of Visual & Performing Arts* provides students with guidance and freedom to pursue their passions in art, music, theatre and dance. It offers campus and the community abundant opportunities to experience award-winning exhibits, performances and shows – all reflecting the unique creative talents of students, faculty and staff.

### SCHOOL OF EDUCATION

The *School of Education* helps tomorrow's teachers gain the knowledge, skills and experiences they need to become tomorrow's outstanding teachers. Faculty and staff work in close collaboration to train effective, compassionate and globally responsive educators who will go on to make a positive difference in students' lives, inside and outside the classroom. The SOE is a state-accredited institution.

[Learn more about UWL's organizational structure.](#)

## STRATEGIC PLAN

The UWL Strategic Plan consists of four pillars focusing on students, employees, diversity and community. The original planning and implementation process took place from 2016 to 2020, and the pursuit of the identified goals and values continues today. Learn more about each of the four pillars below.

The new chancellor will lead efforts to build upon the success of the most recent strategic plan, while developing and implementing a new plan that will carry UWL into the future.

### INCREASING COMMUNITY ENGAGEMENT

UWL embraces community engagement and leadership as a key component of our teaching, scholarly and service mission.

#### GOALS

- Initiate strategies that promote increased opportunities for students' academically grounded community engagement.
- Measure, assess and create accountability structure for community engagement across UWL.
- Market mutually beneficial relationships between UWL and private/public organizations in the greater La Crosse community, state, region, and globally; in particular, focus on the importance of public/community engagement in advancing UWL's mission centered on the value of a Liberal Arts education.
- Integrate community engagement into UWL policies and procedures.
- Secure funding to support continued community engagement.

### ACHIEVING EXCELLENCE THROUGH EQUITY & DIVERSITY

UWL is committed to being an equitable & welcoming community to maintain our status as a high quality & competitive university.

#### GOALS

- Achieve demographic equity in access and retention for students, staff, faculty, and administrators.
- Provide fully inclusive educational experiences for all students.
- Ensure that all employees are engaged in creating a dynamic and welcoming campus community.
- Make UWL's Equity & Diversity efforts highly visible and coordinated across campus.





## STRATEGIC PLAN

### INVESTING IN OUR PEOPLE

UWL recognizes that our status as a high-quality and competitive university depends on our faculty and staff.

#### GOALS

- Prioritize employee compensation.
- Promote an environment of employee inclusion, ownership and engagement.
- Create clear and consistent assessment and accountability policies for all employees.

### ADVANCING TRANSFORMATIONAL EDUCATION

UWL prioritizes high-impact teaching & learning opportunities that are proven to aid student success across diverse backgrounds.

#### GOALS

- Increase the opportunities for students to engage in high-impact practices by graduation.
- Monitor persistence and retention rates with the goal of improvement.
- Expand international/global learning opportunities for all students.
- Enhance graduate education.
- Increase opportunities for cross-disciplinary teaching and learning.
- Evaluate and revise the General Education program.

## FUELED BY PHILANTHROPY

The UWL Alumni & Friends Foundation fosters lifelong relationships between the university and its students, alumni and friends.

Donations to the Foundation directly support UWL students, keeping education affordable and creating opportunities for internships, fellowships and other experiential learning opportunities. Thanks to the Foundation's engaged and generous donors, UWL is preparing students to thrive in their careers and communities. The Foundation has \$42 million in total assets, while the university has 85,000 alumni in all 50 states and 57 countries.

### SCHOLARSHIPS

The recently completed "Share the La Crosse Experience" campaign raised over \$18 million for scholarships, exceeding the goal of \$15 million. This means UWL students have access to nearly \$1.4 million in scholarship support annually – double what was available before the campaign began in 2012.

### ONE DAY FOR UWL

One Day for UWL, held annually during the third week in October, is the university's annual giving day. Established in 2020, this event has continued to grow in scale and impact. In 2023, the Foundation raised \$476,000 from approximately 1,900 donors during One Day for UWL.

### NEW ALIGNMENT

On July 1, 2023, the UWL Foundation and the UWL Alumni Association joined forces to become the UWL Alumni & Friends Foundation. This new alignment offers several operational efficiencies as well as new ways for alumni and friends to engage with the university.







## CAMPUS AND FACILITIES

The UWL campus occupies 128 acres of rolling, park-like land in a residential neighborhood of La Crosse. It is framed by towering bluffs to the east and the Mississippi River to the west. A blend of new construction and century-old architecture, the campus has expanded and evolved to meet the educational needs of the 21st century. Newer buildings, such as the Prairie Springs Science Center, provide state-of-the-art learning spaces where students gain career-ready skills and experiences. Older buildings, such as Wittich Hall, the new home of the College of Business Administration, were recently renovated to meet the ever-evolving needs of students and employers.

UWL has marked the completion of several new buildings in recent years, including the Student Union (2017), the Prairie Springs Science Center (2018) and the Fieldhouse (2023). UWL is currently advocating for the **second and final phase** of the Prairie Springs Science Center, which includes classrooms, offices, instructional labs, research labs and other specialized spaces.

The chancellor's office and various other administrative departments are located in Graff Main Hall, the original building on campus, completed in 1909.

**Take an aerial tour of campus.**



## ABOUT THE REGION

The UWL campus is located in southwestern Wisconsin, nestled in a residential area of the city of La Crosse and positioned as part of a larger metro area with a population close to 140,000. The area, known as the 7 Rivers Region, is famous for its exceptional natural beauty, which includes the Mississippi River on one side, majestic bluffs on the other, and views of rolling farmland and forested valleys in between. Abundant water, woodlands and varying terrain provide ample opportunities for year-round outdoor recreation. Approximately 150 miles from both Minneapolis and Madison, La Crosse enjoys the affordability and charm of small-town living with larger city benefits. Three institutions of higher education, two world-class medical institutions, the La Crosse Symphony Orchestra, a restored 19th century downtown business district, and a number of galleries and art centers have made La Crosse a regional hub for culture, entertainment, medical care, shopping, sports and recreation. More information about the La Crosse metro area can be found at [Choose La Crosse](#) and [Explore La Crosse](#).



“ My time here at UWL has been nothing short of amazing. I am happy to call this beautiful city my second home.

Hannah Schwartz, '22  
Exercise & Sport Science



## PROCESS FOR CANDIDACY

The executive search firm Storbeck Search/Diversified Search Group is assisting UW-La Crosse in the search for its next chancellor. The search team of Steve Leo and Chris Lee, Managing Directors, and Vicki Henderson and Kamilah Allen, Senior Associates, will be assisting in the search.

Inquiries, nominations and applications are invited and can be directed to Storbeck Search at [UWLChancellor@storbecksearch.com](mailto:UWLChancellor@storbecksearch.com).

- For formal consideration, applicants should submit materials including the following:
- A letter of application addressing the leadership opportunities and qualifications articulated within this document.
- A curriculum vitae or resume.
- A list of at least five references with contact information.

The position will remain open until filled. Complete applications received by Jan. 2, 2024, are assured full consideration. Nominations and expressions of interest will be treated in confidence. References will not be contacted without prior knowledge and approval of candidates. The university will not reveal the identities of applicants who request confidentiality in writing, except as required by Wis. Stat. § 19.36(7), which requires disclosure of those identified as final candidates for the position of chancellor. Employment will require a criminal background check. It will also require applicants and references to answer questions regarding sexual violence and harassment. Material presented in this leadership profile should be relied on for informational purposes only. Salary will be commensurate with experience and includes a generous benefits package.



**I've gained confidence in myself and my ability to solve problems on my own... which I'll need in the job market. I'm so grateful for the undergraduate research experiences I've had with my faculty mentor, Dr. Niti Mishra.**

**Jackson Radenz, '19**  
**Geography & Earth Science**





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