I’m pleased to report some exciting news …

Campaign St. Norbert: Full Ahead has been making remarkable strides of late. The generosity of our donors, large and small, has been gratifying to witness. The campaign’s momentum is truly evident.

In fact, with our donors’ help, we have just met the campaign’s original goal of $90 million! This is an extraordinary achievement at a small college in a difficult economy, and I salute all of those who have brought us to this milestone; you are good friends indeed of St. Norbert College.

Even as we celebrate this great success, however, there is much left to do. In particular, while our overall goal has been met, several focal areas of the campaign have not been fully funded. We have almost reached our goal for the science facility at the heart of the campaign, and we are nearing 80 percent of our target for financial aid, but our funding for faculty support, and for enhancement of the student experience, remains significantly short of goal.

It is impossible to overstate the importance of a strong faculty to our institution – and we cannot neglect the campus experience essential to educating the “whole student,” in the best liberal arts tradition. So, along with scholarships, it is to those areas that we now turn our attention – and the campaign’s.

I am confident that the same spirit that has propelled the campaign beyond its initial target will inspire us to meet these remaining goals, and set the stage for St. Norbert to assume its place in the very highest echelon of Catholic liberal arts colleges.

My confidence is bolstered by the announcement of a remarkable gift from Pat Schneider – the largest ever in support of our curriculum. You can read more about it in this newsletter.

Great days lie ahead for Campaign St. Norbert: Full Ahead and for St. Norbert College. We have tremendous momentum to leverage. Thank you for being part of this remarkable story.

Cheers!

Phil Oswald
Vice President of College Advancement

St. Norbert students and alumni consistently point to professors who had a transformative effect on their lives. Recognizing the unique place our faculty hold in the life of the college, Campaign St. Norbert: Full Ahead seeks $15 million to support their work.
A New School – and a New High-Water Mark for Faculty Support

Pat Schneider, wife of Don Schneider, has donated $7 million to establish the Donald J. Schneider School of Business and Economics, as well as a new Master of Business Administration program. It is the largest donation ever received by the college to endow academics, and a remarkable show of support for the faculty who do so much to define our institution.

A portion of the Schneider gift will allow the college to launch the MBA program, which is expected to begin in the fall of 2015. But the lion’s share will be used to endow the business school and its operation. The new school will be composed of the college’s existing business administration and economics departments, joined by new faculty and staff who will be hired in conjunction with the launch of the MBA program. Kevin Quinn, associate academic dean and professor of economics, has been named founding dean of the Schneider School, which will also feature an advisory board made up of prominent area business leaders.

Business classes have been offered at St. Norbert almost from the time it opened in 1898. But St. Norbert President Tom Kunkel notes that the creation of the Schneider School and the MBA program will allow the college’s strong business and economics programs to reach an even higher level of excellence, as well as better serve the northeast Wisconsin region.

“The Donald J. Schneider School of Business and Economics will provide the highest-quality education for business and not-for-profit leaders,” he said. “Building on St. Norbert’s firm grounding in the liberal arts and its commitment to ethics instruction, the new MBA program will position the college as the intellectual center of values-based business education in northeastern Wisconsin.”

An Iconic Figure in Our Community

Anyone familiar with the name Donald Schneider knows a school devoted to business and economics is a fitting legacy for this giant of the Wisconsin business world. Few figures in the state have had the impact on their company and their community that Don did.

In his years at the helm of Schneider National, Don led the company to become a trucking and logistics leader – one of the largest transportation companies in America, and a $3.5 billion multi-national business driving economic development in our region and far beyond.

As his own organization looked to Don for leadership, so did others. He was a trustee of St. Norbert College for nearly 35 years, until his passing in 2012. He also taught here, as a longtime adjunct in finance and business administration.

The Packers valued his expertise, as well; he served on their board of directors and executive committee for many years. Fort Howard Paper Company and Franklin Electric also named Don to their boards. At Northwestern University’s esteemed Kellogg School of Management, Don was a member of the advisory board, and he was a director on the Federal Reserve Board in Chicago.

In these and all of his business dealings, Don held fast to a set of values anchored by integrity and professional excellence – values we will seek to impart to students in the Schneider School.

The Donald J. Schneider School of Business and Economics is both a tribute to the generosity of the Schneider family, and an apt salute to a man who has had a lasting impact on the business community of northeast Wisconsin.
Endowed Positions: A Critical Investment in Our Faculty

The generosity of our donors has allowed St. Norbert to invest in our infrastructure – that much is evident in the cranes and other construction equipment that have taken up seemingly permanent residence on campus.

But Campaign St. Norbert: Full Ahead is also making it possible to invest in people – specifically, in the faculty who are the linchpins of our quest for excellence. The campaign seeks to raise $15 million to support them in their careers, their research, and their good work in transforming the lives of our students.

One of the ways we can best invest in our faculty is through the establishment of endowed chairs and professorships. These funded positions make it more attractive for outstanding faculty prospects to consider working at St. Norbert, and for those already thriving here to stay.

Endowed chairs and professorships provide several benefits. Perhaps most obviously, they help us offer the competitive salaries that the very best professors command.

But endowed positions can also help fund the research of the faculty who hold them, and since so much research at St. Norbert is done collaboratively with students, that’s ultimately of great benefit to faculty and students alike.

These chairs and professorships can also support faculty education and development … provide summer stipends … underwrite classroom equipment … pay for support staff … and more. In all these respects, they provide the means to encourage and recognize faculty excellence.

The gift provided to establish the Schneider School of Business and Economics will include funding for endowed chairs – critical to the school’s success, because competition for outstanding educators in the fields of business and economics is especially acute.

At the same time, many other disciplines in our college could benefit from the kind of commitment made by the Schneider family, albeit not necessarily on that scale: Large gifts can establish endowed chairs, but smaller gifts can help maintain, enhance and expand them.

Invariably, when St. Norbert graduates are asked how the college changed their lives, faculty members figure prominently in the response. Through Campaign St. Norbert: Full Ahead, we can continue to attract faculty who can so shape young lives – and endowed chairs and professorships will be critical to that effort.