The Liberal Arts Advantage
Last year, gifts to the Letters & Science Annual Fund provided funding for classics professor and archaeologist William Aylward, working with a team of UW-Madison students, to launch an unparalleled research expedition at the historic site of Troy.

To read more about the Troy expedition, turn to page 12.

Your support makes a difference.
The Liberal Arts Advantage

COLLEGE OF LETTERS & SCIENCE ANNUAL REPORT, 2012–2013

FROM THE DEAN’S DESK
John Karl Scholz, a member of the UW-Madison faculty since 1988, became the 12th dean of the College of Letters & Science in July, after serving as chair of the Department of Economics.

THE SANDEFUR LEGACY
Gary Sandefur, who served as L&S dean for nine years, leaves his post after increasing faculty retention, boosting financial support for students, and helping to raise and steward more than $240 million in gifts.

THE HEART OF A GREAT UNIVERSITY
L&S faculty make research discoveries that change the world, help preserve culture under threat, and prepare students for the jobs of the future — and none of it would be possible without the support of our alumni and friends.

EMERITI VOICES
Professor Emeritus Yi-Fu Tuan, the father of humanist geography, remains at home on the UW-Madison campus 15 years after retiring.

LIBERAL ARTS ACHIEVERS
A liberal arts education prepares students for success by exposing them to eye-opening research and giving them the skills to make a good living and lead a good life.

WORKING LIFE
L&S graduates launch innovative startups and carry the Wisconsin Idea into their professional lives.

BY THE NUMBERS

Annual production of The Liberal Arts Advantage is supported by financial gifts from alumni and friends.

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instagram.com/uwmadisonls
As the new dean of the University of Wisconsin-Madison’s College of Letters & Science, I am delighted to introduce myself and share with you some of the many reasons I am honored and excited to serve the college.

As the heart of this great university and the largest school on campus, L&S is vitally important to the mission of UW-Madison. The college provides between 40 and 60 percent of the credits for other schools and colleges, and maintains a fierce commitment to the university’s famous “sifting and winnowing” approach.

Our students learn to analyze from multiple perspectives; write, present, and solve problems; apply evidence-based research in real-world settings; and reflect on the human condition. As an economist, I have devoted my scholarly career to studying the ways in which human beings respond to the world’s complexity. We are increasingly interconnected through technology and economic growth. I believe our students must graduate as engaged global citizens in order to successfully navigate through work and life.

L&S offers crucial preparation for that role. Perhaps the most valuable skill a liberal arts graduate can bring to our knowledge-based economy is the passion to keep learning. The college fosters curiosity, creativity, innovation, and a generous spirit. L&S graduates take those skills out into the world to become caring community members, valued employees, award-winning scholars, entrepreneurs, artists, and more.

The abilities to think critically, grasp complexity, and adapt to change are hallmarks of a liberal arts education, and a recent survey by the Association of American Colleges and Universities showed that 93 percent of employers value these skills above a specific major.

Within the pages of The Liberal Arts Advantage, you will read about the faculty, staff, students, and alumni who, together, make the college a great place to teach, study, and learn. Breaking the boundaries of geography, archaeology, and molecular biology; opening new frontiers in digital literacy and online learning; using an L&S degree in unique and profitable ways — these are just some of the stories that showcase not only what we have done, but what we are capable of achieving as we seize future challenges with our trademark brand of collegiality and intellectual rigor.

My predecessor, Gary Sandefur, did a wonderful job in his nine years as dean. I start trying to fill his formidable shoes with my eyes, ears, mind, and heart open to opportunities that will help our students to pursue satisfying careers; to be enthusiastic, lifelong learners; and to maintain our stellar, international reputation for research and teaching excellence.

On, Wisconsin!

John Karl Scholz
Dean and Professor of Economics
John Karl Scholz became the 12th dean of the College of Letters & Science in July 2013.

In 1988, he joined the faculty in the Department of Economics, where he was the Nellie June Gray Professor of Economics. In 1997–98, he was the deputy assistant secretary for tax analysis at the U.S. Treasury Department, and in 1990–91, he was a senior staff economist at the Council of Economic Advisors. He directed the Institute for Research on Poverty at UW-Madison from 2000 to 2004.

Dean Scholz writes on diverse topics, including household saving, the earned-income tax credit and low-wage labor markets, financial barriers to higher education, and bankruptcy laws. His research has appeared in leading economics journals, including *The American Economic Review*, *The Quarterly Journal of Economics*, *Journal of Political Economy*, and *the Review of Economic Studies*.

In 2007, Dean Scholz and his colleagues Ananth Seshadri and Surachai Khitatrakun were awarded the 12th annual TIAA-CREF Paul A. Samuelson Award for Outstanding Scholarly Writing on Lifelong Financial Security for their paper “Are Americans Saving ‘Optimally’ for Retirement?” Scholz is also a research associate at the National Bureau of Economic Research.

Dean Scholz’s undergraduate degree is from Carleton College in Northfield, Minnesota, and his Ph.D. is from Stanford University.

Looking Back on the L&S Deanship

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<td>2004-2013</td>
<td>Gary D. Sandefur</td>
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In July, the College of Letters & Science bid farewell to Gary Sandefur, who presided for nine years as the dean of the University of Wisconsin-Madison’s largest academic unit.

Sandefur, known for his ability to listen and appreciate many points of view, inspired strong loyalty.

Approachable and down to earth, Sandefur could talk to anyone. Faculty respected him. Donors trusted him. Staff and students say they felt welcome to drop by and talk anytime. Colleagues in the American Indian Studies Program, where he was director for three years, treated him like family.

Former UW-Madison Chancellor David Ward put it best, when recalling the search for an associate vice chancellor for academic affairs — a position Sandefur held from 1992 to 1996.

“I didn’t want loud, pushy people,” says Ward. “I wanted people who had clear goals but who would execute them in a kind of quiet, diplomatic style. … That’s exactly what (Gary) did.”

Sandefur’s outlook was shaped by his humble upbringing in rural Madill, Oklahoma. Following a childhood spent galloping
his horse, Thunder, over the open plains, fishing with his father, and hunting birds, Sandefur attended the University of Oklahoma with the help of the Johnson-O’Malley Act. The act provided financial assistance to Native American college students, including Sandefur, a member of the Chickasaw Nation.

At age 18, he enrolled at the University of Oklahoma and married high school sweetheart Kathy Wallace. In November of his sophomore year, the couple welcomed their first child. Sandefur was working 30 hours a week at Arby’s to help support his family. It was overwhelming, and he dropped out — only to return to school a year later, recharged, and on his way toward a distinguished career in higher education, starting with a Ph.D. at Stanford.

“If you go through experiences like that, it gives you an appreciation for other people’s problems,” says Sandefur. “I think it’s made me a better person, a more understanding person.”

As dean of the College of Letters & Science, Sandefur increased faculty retention, boosted financial support for students, tackled diversity issues, and helped to raise and steward more than $240 million in gifts from alumni, friends, and foundations to advance the school’s liberal arts mission.

When Sandefur started as dean in 2004, fundraising was considered a new task for leaders of public research universities, which had relied for many years on state and federal support. His approach to this now crucial role for administrators has become a model at UW-Madison.

“I have never felt like Gary said an inauthentic word in his life,” says Michael Knetter, president and CEO of the UW Foundation. “Being thanked by him is even more important from that standpoint. He thinks about the deeper meaning of things. It’s not just money; it’s what it does for our students.”

Sandefur worked closely with the L&S Board of Visitors, an advisory group of some of the college’s most generous friends and supporters, to address student financial aid, faculty retention, and research support.

With help from the board, Sandefur raised nearly $850,000 for need-based scholarships and more than $780,000 for discretionary use. He implemented the Faculty Fellows program to retain top faculty — and all 28 Faculty Fellows are still at UW-Madison. The L&S board also raised $200,000 for Vilas Distinguished Achievement Professorships, a campus-level retention program modeled on the L&S Faculty Fellows concept.

During Sandefur’s tenure, the Andrew W. Mellon Foundation supported post-doctoral and graduate fellowships, faculty chairs, and research, and made a $10 million grant (matched by the state) to build core capacity for research and teaching in the humanities.

“I think many people think that fundraising is just going out and asking people for money,” he says, “but it’s really building relationships with people over time.”

After a year’s leave, Sandefur returns to teaching in the Department of Sociology in fall 2014, where he built a reputation as a world-renowned demographer whose research addressed profound challenges facing society, including family structure, poverty, and the educational and economic hurdles faced by ethnic minority groups.

When he eventually retires and returns to Oklahoma, he says he will remember the joys of watching new faculty hires grow, seeing the throngs of energetic students return to campus each fall, and meeting and building relationships with alumni and donors all across the country.

“It’s been a wonderful experience,” Sandefur says.
A Year of Innovation, Discovery, and Outreach

Pushing the boundaries of scientific research. Sharing history, literature, and culture with the community. Leading advances in teaching through new technologies.

In 2012–2013, faculty, students, and alumni of the College of Letters & Science carried the Wisconsin Idea out into the world, changing the way we think and learn about our past, present, and future.

Discovering the Higgs boson

Professors Sau Lan Wu (Physics), pictured above, Wesley Smith (Physics), and Miron Livny (Computer Sciences) contributed to the July 2012 discovery, in Geneva, Switzerland, of a new particle that is believed to be the elusive Higgs boson — the particle thought to be responsible for imparting mass to matter.

Changing lives through Shakespeare and Plato

The Odyssey Project, a program that offers free humanities classes to low-income adult students, celebrated its 10th year of bringing higher learning to those who can least afford it. “Education is what can break the cycle of generational poverty,” says Emily Auerbach, professor of English and the director and founder of the Odyssey project.

Char Braxton ('06) hugs Professor Emeritus Robert Auerbach at the Odyssey Project's 10th anniversary celebration.
The Freeing of the Slaves, a 37-foot-long mural painted by John Steuart Curry, adorns the wall in the Quarles & Brady reading room in the UW Law Library.

Marking a historic moment

The Emancipation Proclamation transformed the direction of the United States. To celebrate the edict’s 150th anniversary, Professor of History Steve Kantrowitz led a yearlong series of free, public talks across campus that examined the events leading up to the freeing of the slaves and the struggles that followed. Kantrowitz’s most recent book — More Than Freedom: Fighting for Black Citizenship in a White Republic, 1829–1889 — focuses on black reformers in the city of Boston.

Teaching with passion

Seven out of 10 of the 2013 Distinguished Teaching Awards went to L&S faculty:

**William Aylward** — professor of classics  
**Seth Blair** — professor of zoology  
**Stefania Buccini** — professor of French and Italian  
**Rajiv Rao** — assistant professor of Spanish and Portuguese  
**Karyn Riddle** — assistant professor of journalism and mass communication  
**Edwin Sibert** — professor of chemistry  
**Tehshik Yoon** — associate professor of chemistry

Hawks will each teach courses, which are free and open to anyone.

Exploring the final frontier

Professor of Botany Simon Gilroy is working with NASA to discover how plants would fare in space. In March, a rocket carrying Arabidopsis, or “mouse-eared cress,” blasted off, carrying this “lab rat of plant biology” to the International Space Station. The long-term goal is to integrate plants into space missions, both for food and to purify the air and water.

Celebrating our alumni

Four out of five Distinguished Alumni Awards went to L&S alumni in 2012:  
**Carl Djerassi** (Ph.D.’45, Chemistry), the co-inventor of the first successful oral contraceptive and an accomplished playwright and author;  
**Kay Koplovitz** (B.S.’67, Radio, Television & Film), television’s first female cable network president;  
**Cora Marrett** (M.A.’65, Ph.D.’68, Sociology), the deputy director of the National Science Foundation; and  
**Ben Sidran** (B.S.’67, English), a Grammy-nominated jazz musician.
Archaeologists on the Front Lines

The work to protect ancient cultures from modern threats

J. Mark Kenoyer stands on a windswept peak in Logar Province in eastern Afghanistan, his head wrapped against the harsh sun in a traditional scarf.

As he chats in a mixture of Urdu and Pashto with an Afghan archaeologist, it’s easy to see why documentarian Brent Huffman wanted the UW-Madison professor of anthropology to appear in his upcoming film about Mes Aynak, a 2,600-year-old Buddhist monastery. Huffman needed someone who could articulate what will be lost when a new copper mine destroys this archaeological treasure. Kenoyer, at home in the region and with its languages and culture, was his man.

The camera follows Kenoyer’s gaze across a vast complex of stone houses, passageways, burial chambers, and stupas (ceremonial monuments), dotting the desolate landscape as far as the eye can see.

“This whole mountain contains artifacts,” says Kenoyer. “They buried manuscripts inside the buildings that could tell us about life and commerce along the Silk Road. Archaeologists need 30 years to properly excavate this site.”

Unfortunately, all they have is about nine months.

“The question can be put to everyone on the face of the earth: what is worth saving?”

— William Aylward

The China Metallurgical Group has said it will close the site to archaeologists next year and begin preparing the area to make way for a massive copper mine. Archaeologists fear that everything will be destroyed, including artifacts from undiscovered levels beneath the Buddhist monuments that may date back to 3000 B.C., during the Bronze Age.

Though the mine will go forward no matter what, there is still a chance — a small chance — that the excavation site could exist alongside it.

“Miracles can happen,” says Kenoyer, which is one reason that he
agreed to travel for the first time to the heart of Taliban country to help make a dramatic case for preserving this vital piece of global heritage.

Around the world, archaeological sites are threatened by war, environmental degradation, mining, dam-building, and even mass tourism. Rebellions in Libya, Syria, and Mali have endangered not only the lives of millions of people, but also thousands of years of human history.

“This is a global problem,” says UW-Madison classics professor and archaeologist William Aylward, who is currently working on a project in Troy in modern-day Turkey. “The question can be put to everyone on the face of the earth: what is worth saving?”

Archaeologists and anthropologists play an increasingly vital role in communicating not only the importance of what will be lost, but the potential benefits to tourism and culture if it can be saved. In the digital age, the impact of a well-crafted story or petition or documentary can resonate much further than it might have 15 years ago.

Aylward has witnessed this firsthand. In 2002–2004, he was involved in documenting the rescue of thousands of artifacts from Zeugma, an ancient Greek and Roman frontier city on the Euphrates River in Turkey. One-third of the city was flooded by a massive, hydroelectric dam.

“It took the threat of destruction to bring the site worldwide attention,” he says. “The New York Times ran a front-page story on it. Because of that, the Packard Humanities Institute launched a five-month rescue operation, with hundreds of archaeologists working as the waters rose in the river valley.”

Now, he says, Zeugma is on the radar of Turkey’s Ministry of Culture and Tourism. Archaeological teams visit the site every summer, and the looting that had plagued the neglected site has ceased.

Continued on page 12
Archeologists, continued

Aylward, whose Troy expedition has attracted much media attention, says scholars must walk a fine line between advocacy and courtesy.

“I always remember — and I impress upon my students — that we are international guests,” he says. “We are there at their invitation and subject to the limitations that they might impose. I respect those limits because I want to go back.”

Language skills, ease with the media, and respect for local people can make a difference.

Take Kenoyer, an expert on the Indus Valley civilization. For 30 years, he has been excavating at Harappa, Pakistan, focusing on ancient technologies, economics, and religion. He has also appeared on Pakistani TV and speaks fluent Urdu.

All this made him an attractive figure to Huffman, an Emmy Award-winning documentarian.

“I knew I wanted him to be part of my film as soon as I met him,” says Huffman. “He’s a world-renowned archaeologist with a rare ability to accomplish things in impossible situations.”

Huffman drove with Kenoyer around Kabul and into the hills, stopping to film the anthropology professor as he asked people about the threat to Mes Aynak.

“It’s their heritage, and their lives, impacted by the loss of these materials,” says Kenoyer.

Huffman, an assistant professor of journalism at Northwestern University, directed and produced The Buddhas of Mes Aynak, which he is submitting to film festivals this year. Meanwhile, Kenoyer has convened archaeology colleagues in five South Asian countries to discuss the site.

Already, word has spread: a global petition to save Mes Aynak has garnered more than 60,000 signatures.

Gift Grows Advances in Molecular Archaeology

It is not every day that a $40,000 check lands on the dean’s desk — and rarer still when the gift comes with a note like this:

“Please use this in whichever manner best meets the current needs of the university. If possible, use [the money] to continue an integrated program that blends the humanities with the sciences in one seamless curriculum.”

The donor, who wishes to remain anonymous, is a California physician who remembered the quality and breadth of his undergraduate education at UW-Madison.

Unrestricted gifts like this make the difference in the dean’s ability to invest in people and programs that help the College of Letters & Science to provide a world-class liberal arts education.

In early 2012, Dean Gary Sandefur awarded a significant portion of the gift funds to William Aylward, an archaeologist and professor of classics who is leading an ambitious research project at the ancient city of Troy in modern-day Turkey.

Aylward’s team is working with UW-Madison biologists, chemists, and physicists to deploy powerful, new techniques to reveal the hidden history of Troy. The unrestricted gift funds enabled Aylward to...
lead a reconnaissance team to Troy in 2012 to develop research questions for future exploration. He also created opportunities for undergraduates to participate in the project; several of them joined the team and presented their discoveries at the Undergraduate Research Symposium in April 2013.

By analyzing chemical residues from Bronze Age ceramic storage jars (called pithoi) and Roman tableware, the group hopes to discover the diet of Troy's inhabitants and the ancient ecosystem on which they relied for food. By studying human skeletal remains from the Byzantine era, which contain traces of mycobacterium tuberculosis, scholars are searching for the origins of that disease. And by identifying biomarkers preserved in organic matter, geographers will measure human and animal legacies at Troy.

Discoveries in this new field of molecular archaeology will inform future questions asked by humanities scholars, such as: How did disease, travel, diet, and conflict shape nearly 5,000 years of uninterrupted settlement history at an ancient city on the boundary between Europe and Asia?

“The gift has been a profound catalyst for intensified exchange between the humanities and science.”

— William Aylward

“...measure the human and animal legacies at Troy. Discoveries in this new field of molecular archaeology will inform future questions asked by humanities scholars, such as: How did disease, travel, diet, and conflict shape nearly 5,000 years of uninterrupted settlement history at an ancient city on the boundary between Europe and Asia? "The gift has been a profound catalyst for intensified exchange between the humanities and science," says Aylward.
Undergraduate students tend to take the digital world for granted:

YouTube is for silly videos.
Google provides easy answers.
Facebook is for friends.

But in Ashley Hinck’s introductory digital communications course, it wasn’t long before they were making some eye-opening discoveries.

Hinck recalls a class discussion about Google’s “filter bubble,” which allows Google to tailor search results according to the data it gathers on individual users. Who you are determines what you get: a search for “Egypt” may produce results related to protests for one person and travel for another. Many students were aghast when they learned this.

“The Google discussion really rocked their world,” says Hinck, a teaching assistant in communication arts and a doctoral candidate in that department's rhetoric, politics, and culture graduate program. “We debated the ethics of it — is Google hiding stuff we need to see? It was great to hear them discussing the trade-offs people are willing to make for information in the online world.”

This “sifting and winnowing” approach is at the heart of the new Digital Studies Certificate program, which includes Hinck’s class as one of its core courses. Launched in 2012 as part of a larger push to better prepare students for life and work in a fast-changing digital environment, the certificate is open to all majors. Drilling deep in four core areas — digital media, digital practices, visuality in digital design, and information structures — the program’s goal is to graduate students with more than just technical proficiency.

“What we’re trying to teach, along with the tools and the technology, is the ability to think critically about the Internet, online communication, and digital media in general,” says Robert Glenn Howard, a professor of communication arts who led the development of the certificate program along with colleagues Jon McKenzie, professor of English, and Kristin Eschenfelder, professor and director of the School of Library and Information Studies.

“It’s a true liberal arts approach to digital literacy,” says Howard.
The response to the program, according to Howard, has been “overwhelming.”

One reason: a digital studies certificate looks great on a resume. The certificate showcases a student’s intention to engage with digital media in persuasive and eloquent ways, and above all, it indicates an ability to be nimble in a fast-changing environment.

Wisconsin businesses are already calling. Among several calls Howard has received was one from the NOVO Group, a recruiting firm in Milwaukee, which was looking for students with a digital-media skill set.

The program features more than 75 courses, many already existing but scattered among various schools and departments.

One of those larger courses is Assistant Professor of Communication Arts Eric Hoyt’s Introduction to Digital Media Production. Hoyt and his team use the state-of-the-art Hamel Digital Media Lab in Vilas Hall to teach technical proficiency with cameras, editing software, and other equipment. They also focus on issues of copyright and intellectual property, as well as a vitally important component of video production: storytelling.

“We are all digital citizens,” says Hoyt. “I believe strongly that we should empower students to express themselves through confident use of the technology.”

“Professor Hoyt taught us how powerful film and social media can be. I never would have been able to capture the beauty of traditional Chinese dance with words alone. Aside from getting me excited about a career in media production, the project got me excited about meeting new people at the UW and learning about other cultures.”

— Abbey Schneider, sophomore

DesignLab: DIGITALITY FOR ALL

The UW-Madison DesignLab is a space of imagination and invention. Located in College Library, the lab functions like a mini design consultancy, where teaching assistants help students hone such smart-media skills as e-writing, digital storytelling, videography, podcasting, and more.

DesignLab Director and English Professor Jon McKenzie partnered with UW Libraries Associate Director Rosemary Bodolay to ensure a wide range of expertise in the lab. Students sign up for a consult, take in their assignments and ideas, and work with expert consultants on creative concepts to realize their goals for a project or presentation.

“Different materials and genres elicit different experiences,” says McKenzie. “You can mix ideas, images, sounds, stories, and music to connect with diverse audiences.”

DesignLab services integrate with the Writing Center, the Division of Information Technology, and University Libraries. McKenzie says DesignLab helps to democratize “digitality,” ensuring that all students have access to and help with cutting-edge technology, and extends the Wisconsin Idea into the 21st century.

Visit DesignLab’s gallery of student projects at designlab.wisc.edu.
Thanks to the extraordinary support of foundations and corporations across the country, L&S faculty conduct ground-breaking research, delve into emerging fields, and prepare students to change the world.

Over the past year, generous gifts have made a difference in disciplines across the college. Here are just a few examples:

**With its $1.1 million grant** from the Andrew W. Mellon Foundation, awarded in March 2013, the Center for the Humanities will launch Engaging the Humanities, a new initiative that develops career opportunities beyond academia for humanities doctoral students and supports faculty and students who reach out to the public. Engaging the Humanities includes:

- public humanities graduate fellowships
- UW-Madison’s first graduate certificate in the public humanities
- opportunities for faculty to reach audiences outside of the university

“Our priority is to give you more information about individual books, as well as giving you the big picture,” Valenza says. “You can read more deeply because each word has more information attached to it.”

**Over the last five years,** BP North America, Inc. has contributed major gifts to support research and study in the Department of Geoscience. The company is a valued partner in many ways, hiring a large number of geoscience graduates each year and welcoming graduate students for summer internships. UW-Madison alumni who work at BP stay involved, meeting with students, helping to set up fieldwork opportunities, and more.

In 2012–2013, the BP Fund for Geoscience offered funding for four graduate research assistants and a new field vehicle. BP also supported undergraduate scholarships for hands-on learning experiences at the valuable field camp.

**The Andrew W. Mellon Foundation** awarded nearly $1 million to Visualizing English Print, 1470–1800, a project spearheaded by Associate Professor of English Robin Valenza, with Professor of Computer Sciences Michael Gleicher as co-principal investigator. The project links the humanities and computer sciences in mutual discovery by pioneering new software to study literature and analyze large quantities of data.

“The goal: enable scholars to spot patterns across enormous quantities of text that have previously escaped detection, such as when spelling became standardized, or how the use of certain words corresponds with historic events. “

“Universities are rapidly changing … and we must rethink the shape of graduate education in the humanities,” says Sara Guyer, director of the Center for the Humanities. “Thanks to the extraordinary generosity of the Mellon Foundation, we will be able to provide graduate students with experience and access to professional networks that will serve as the building blocks of new careers.”
“Average starting salaries for new-hire geoscientists with an M.S. degree now exceed $100,000 per year, according to a 2013 survey,” says Professor of Geoscience Alan Carroll. “Wisconsin students have been very successful in landing these jobs in recent years, thanks in part to the support provided by BP.”

The Department of Computer Sciences received significant support from Google through a series of generous grants to the department’s annual fund. The grants enabled the department to fund important faculty research in cutting-edge areas such as parallel optimization for learning, big data management, memory system design, and much more. For the 12 computer sciences professors who received the research awards, the support has been invaluable.

“Google provided crucial support to extend our existing SymDrive tool,” says Associate Professor of Computer Sciences Michael Swift. “This tool, developed by students Matt Renzelmann and Asim Kadav, allows programmers to test device drivers — which act as translators between hardware and operating systems — much more cheaply and efficiently than was previously possible. With Google’s support, we are extending the tool to make it simpler and more automatic to use, as well as other key benefits.”

THE IMPACT OF GIFTS

A $500 gift …

• Helps a faculty member teach a one-credit seminar to a small group of undergraduates.

• Provides financial assistance to purchase high-tech equipment for research projects.

A $1,000 gift …

• Provides financial support to graduate-student teaching assistants.

• Allows a faculty member to present a paper at a national conference.

A $5,000 gift …

• Covers books and supplies for a student’s entire undergraduate career.

• Funds a fellowship for a student to pursue international field research.

A $10,000 gift …

• Helps to buy lab equipment for an incoming scientist.

• Funds a student prize for an innovative business plan, launching the entrepreneurs of the future.

Private support from corporations and foundations sustain student experiences such as the Wasatch-Uinta Field Camp in the Department of Geoscience, sponsored by BP North America.
Retain the Best of the Best

Vilas Distinguished Achievement Professorships support outstanding faculty research and scholarship

Every year, universities around the world extend lucrative offers to L&S faculty, hoping to lure them away from UW-Madison.

To help keep the best and brightest right here, the Office of the Provost created the Vilas Distinguished Achievement Professorships, which have been generously supported by the L&S Board of Visitors. The five-year professorship provides a fixed allocation of flexible funds, and professors carry the title for the duration of their careers at UW-Madison.

The most recent recipients include: Suzanne Desan (History), Melanie Manion (La Follette School of Public Affairs and Political Science), Jonathan Martin (Atmospheric and Oceanic Sciences), Lynn Nyhart (History of Science), James Sweet (History), and Clifford Thurber (Geoscience).

We recently asked Manion, Sweet, and Thurber to reflect on their research, their chosen fields, and the importance of this distinguished award.

Melanie Manion, Vilas-Jordan Distinguished Achievement Professor, La Follette School of Public Affairs and Political Science

Manion is a renowned researcher and teacher who has studied Chinese politics since the late 1970s, when she spent two years as a graduate student at Peking University. She is currently finishing up a National Science Foundation-funded project examining the meaning of representation in Chinese local congresses, for which she has a book contract with Cambridge University Press.

Q: What impact has the Vilas Distinguished Achievement Professorship had on your research?
A: The Vilas makes me feel more valued here. For my research, it will affect the project that I’m going to be embarking on next, which is a little riskier and will examine the relationship between the Chinese Communist Party and its members. The Vilas has allowed me to pursue somewhat riskier projects that are important — they’re important to me, and I think they’re important to the field and to our understanding of China.

Q: What is your favorite part about working with students?
A: I love questions. Any question from a student can pique my interest because they’re just looking at things in very different ways. I love to get insight into how students think about the material and what I’m saying. I think that’s very intellectually provocative, no matter what the level — freshman, upper level, M.A., Ph.D.
James Sweet, Vilas-Jartz Distinguished Achievement Professor, Department of History

Sweet, whose work centers on the history of Africans in the Atlantic world, won the 2012 Frederick Douglass Book Prize for *Domingo Álvares, African Healing, and the Intellectual History of the Atlantic World*. He is currently researching an episode of mutiny and piracy aboard a slave ship off the coast of Africa in the 1760s, as well as its wider relevance as an example of working-class resistance.

**Q:** How does the combination of teaching and research shape your work?

**A:** When I make an exciting discovery in the archive, I’m always eager to share it with students and colleagues to test the data against a variety of interpretations. Meanwhile, the analytical and conceptual questions that emerge out of debates in the classroom inform the ways I ultimately interpret my archival data. In this way, teaching and research are mutually reinforcing.

**Q:** If there was one lesson you could impress upon your students, what would it be?

**A:** Pursue your passions. Parents, peers, and society tell us that the only valuable career paths are lucrative ones like business, technology, medicine, and law. To be sure, these can be rewarding and fulfilling paths to follow, and I completely understand real-world pressures like eating and paying rent. But if you derive your greatest joy from writing, or music, or art, or dance, don’t abandon those things.

Clifford Thurber, Vilas-Jordan Distinguished Achievement Professor, Department of Geoscience

Thurber is one of the world’s leading authorities on the use of seismic imaging to study fault zones and active volcanoes. His research takes him all over the country and the world — from California, Alaska, and Hawaii to Chile and New Zealand.

**Q:** What has maintained your interest in your field?

**A:** One factor is the ability to work in new, interesting areas, and the excitement of visiting and working in geologically active areas. Another is the way in which the Earth continues to do surprising, unexpected things, although unfortunately often with serious negative impacts. Perhaps the most important factor, though, is mentoring students and post-doctoral researchers, helping them develop their scientific skills and move on to permanent jobs or graduate studies.

**Q:** If there was one lesson you could impress upon your students, what would it be?

**A:** For undergraduate students, I hope I convey both the excitement and uncertainty of science. The Earth is an amazing place, and the powers of nature are phenomenal. But it is critical to appreciate the limits of our current understanding, which of course is one factor that drives future research. For graduate students, it is important to realize that science does not always succeed, but that one learns almost as much from failure as from success. Research is risky — if we knew the outcome, the research would not be necessary.
The State Street Starbucks belongs to Yi-Fu Tuan.

He has a particular chair, a favorite table, and a habit of sitting with a book amid the busy clangor. Why is he so attached to this noisy place?

“It’s my listening post,” says the 82-year-old professor emeritus of geography, who sits close enough, as he puts it, to “eavesdrop” on undergraduates studying calculus or history.

“This phenomenon of young humans trying to find an answer may be unique in the whole universe,” he says. “That is what I enjoy about Starbucks.”

The ways in which humans encounter and inhabit physical spaces, forming associations, impressions, loyalties, and aversions — all the while becoming more fully themselves — has fascinated Tuan for decades. Known as the “father” of humanist geography, Tuan taught at...
UW-Madison from 1983 until his retirement in 1998 and remains an emphatic presence on campus.

In October 2012, Tuan was awarded the Vautrin-Lud International Geography Prize, the highest honor a geographer can receive. In April 2013, he received the inaugural American Association of Geographers’ Stanley Brunn Award for Creativity in Geography, created to recognize “originality, creativity, and significant intellectual breakthroughs in geography.”

In his wire-frame glasses and cardigan, Tuan is a slight figure threading the hordes on State Street on his way to Science Hall. But in the field of geography, he wields gigantic influence.

“He’s viewed in geography departments around the world as someone who can shed light on how people form associations with the territory in which they reside, work, grow up, and grow old,” says Kris Olds, chair of the geography department.

It was Tuan who gave rise to the recognition among geographers that the intimacies of personal encounters with space produce “a sense of place.”

“People think that geography is about capitals, land forms, and so on,” says Tuan.

“But it is also about place — its emotional tone, social meaning, and generative potential.”

Humanist geography, a movement within the field of human geography (itself a sub-field of geography) arose in the 1970s as a way to counter the tendency to treat places as mere sites or locations. A humanist geographer would say the places we inhabit have as many personalities as those whose lives have intersected with them. And the stories we tell about places often say as much about who we are as about where our feet are planted.

One of Tuan’s most unique contributions may be his “Dear Colleague” letters, composed over decades and sent to colleagues and friends, relating observations and changes in his daily life against a backdrop of larger political, educational, and social change. Many of the letters appear in the volume “Dear Colleague”; the rest, more than 700, have been archived by Melanie McCalmont (M.S.’06, Geography), a former graduate student.

Tuan’s personal influence extends to legions of undergraduate and graduate students who have joined his seemingly limitless circle of friends over the years.

“Yi-Fu is one reason why I came to the UW,” says Garrett Nelson, a Ph.D. candidate studying historical geography. “His influence looms large, and his door is essentially open all the time.”

As to why Tuan has remained so firmly rooted on campus 15 years after retirement, the answer is simply that it is home.

“The university imparts knowledge,” he says. “I feel at home in it, for to me home must nurture not only the body and human bonds, but also the mind.”

A LASTING LEGACY

After retirement, many UW-Madison professors are awarded emeritus status, a designation reserved for accomplished faculty and staff. They remain closely connected to their departments, conducting research and interacting with graduate and undergraduate students.

Staying connected also means giving back. Whether it’s a gift to the department that nurtured their careers or an unrestricted gift that allows the dean to direct funds where they are most needed, emeriti make giving an integral part of their continuing relationship with the college.

Yi-Fu Tuan focuses his philanthropic support toward several areas, including student programs and the libraries.

“I give to all sorts of other charities — especially those for the needy and disadvantaged,” he says. “But I also give to the university, my home.”

Tuan is also a member of the Wisconsin Legacy Society, a giving society that honors alumni and friends who support UW-Madison through a planned or deferred gift.
One more question. That’s how Sarah Nordeen defines scientific curiosity.

“I’m that annoying kid who always asks, ‘Well, what about this?’” she says with a grin.

Nordeen’s thirst for knowledge explains why the senior chemistry and biochemistry major at UW-Madison is well on her way to a successful career in science. She is one of 109 recipients of the 2013 Wisconsin/Hilldale Undergraduate and Faculty Research Fellowship, a $3,000 grant from the Wisconsin State Legislature and the Hilldale Foundation that supports undergraduate research in all disciplines across campus. Each fellowship recipient works in collaboration
Hilldale scholars present their findings at the university’s annual Undergraduate Symposium, an event that highlights the array of research conducted by undergraduates across campus.

Exposure to research opportunities is a vital component of the Wisconsin Experience. Time spent mixing chemicals in the lab, poring over archival material in the library, or analyzing data with fellow social scientists can illuminate concepts learned in the classroom and spark interest in new career paths.

Associate Professor of Chemistry Tehshik Yoon, Nordeen’s faculty advisor for her Hilldale project, has watched as numerous undergraduates have reassessed their futures after working in his lab. They enter college seeking well-defined, familiar-sounding careers — as doctors or pharmacists, for example — but find that participating in research “opens up a lot of doors.”

“They take chemistry, and they find out they have some innate talent for it and want to explore it,“ Yoon says. “It’s just kind of opening their eyes to a different way of looking at their future careers.”

Nordeen’s path follows that pattern. She came to UW-Madison from Arrowhead High School in Hartland, Wisconsin, planning to eventually attend medical school. But, as a sophomore, Yoon’s organic chemistry course piqued her interest in research, so she enrolled in a second semester of lab work. By the end of the semester, she had begun working in Yoon’s lab, which examines chemical synthesis methodology and seeks out efficient means of creating organic molecules using catalysts such as light.

Nordeen is now hoping to pursue a career in chemical biology — ideally in an academic setting — that will allow her to combine her passions for chemistry and biochemistry. She’s fascinated by chemical reactivity at its most basic level — the idea that substances can be combined in new and different ways to produce something beneficial.

In that spirit, for her Hilldale project, Nordeen will attempt to synthesize azonazine, a compound found in a marine fungus (Aspergillus insulicola) in Hawaii. Azonazine, which has never before been synthesized, is believed to have anti-cancer properties. To attempt to produce it, Nordeen will apply a method she and graduate student Travis Blum developed in the Yoon lab.

“I think research allows you to ask those questions that you can’t get in class. It’s just pushing you one step further past just the theoretical, what you need to know to get an A, to what you need to know to be a successful person in the lab,“ she says. “It’s really cool when you can learn something in your class and then go do it in the lab. It makes learning so much more of a full-circle thing.”
Building Leaders, Inspiring Youngsters

Computer sciences students pass on knowledge to local elementary school students

The school day has ended, but there's another assignment awaiting the group of fourth- and fifth-graders gathered in the library of Shorewood Hills Elementary School in Madison. They must build a story or game in Scratch, a computer programming language, as their final project in an after-school computer science club run by UW-Madison students.

Some kids meet the news with excitement: “I know exactly what I’m going to do!” one boy exclaims.

Others are more contemplative and need assistance from club leaders Cong Han Lim (M.S.’12, Computer Sciences), Sung Gon Kim, and Alex Detrick (B.S.’13, Computer Sciences) to tease out their ideas.

After sketching out their plans on paper, the students move to the adjoining computer lab to get to work.

One youngster begins creating a game where a cat moves from room to room to collect objects and earn points; another gets stuck on how to make his game — where a character hits a ball with a stick — award points and turns to Lim for help.

“The kids are really smart,” says Kim, noting how quickly the students picked up concepts such as the X-Y coordinate plane.

The club at Shorewood Hills is one of six around the city started as part of a service-learning course in the Department of Computer Sciences that allows UW-Madison students to hone their leadership skills and connect with the community.

Students enrolled in Computer Sciences 402: Introducing Computer Science to K–12 Students lead the clubs.

UW-Madison Professor of Computer Sciences Andrea Arpaci-Dusseau created the program in the fall of 2009.

She sees it as a way to combat what
she calls a misconception among pre-college students about the nature of computer sciences. Arpaci-Dusseau believes that most kids think computer science involves sitting at a computer day after day using already-built technology, as opposed to actually developing programs themselves and using their creative talents.

“Students decide they don’t want to be CS majors long before we can interact with them,” she says. “So I thought I should go earlier in the pipeline and show them how exciting computer science is.”

So Arpaci-Dusseau created an after-school club at Shorewood Hills in 2009 and ran it with the help of a few undergraduate students for three semesters. As more and more undergrads showed interest, she figured the time was right to expand — and turn the teaching over to her students. Arpaci-Dusseau implemented the new format in the spring of 2011, and the course’s enrollment numbers have steadily increased.

“It’s a totally different skill set,” says Lim, a graduate student and research assistant in computer sciences. “It’s something that I wouldn’t have done if it wasn’t for this class. This is unique.”

Four other Madison elementary schools — Lowell, Nuestro Mundo, Thoreau, and Van Hise — host clubs, and two more groups meet at the Madison Children’s Museum.

The students appreciate the opportunity to give back to the Madison community. Detrick settled on his major as a sophomore after taking Computer Sciences 202: Introduction to Computation, a course in which students learn basic concepts through Scratch.

“Scratch was my introduction to computer science,” he says. “When I heard about this class, it was kind of my way of paying it forward.”
Minding Their Own Business

L&S alumni combine their skills and passions to launch innovative startups across the country

Graduates of the College of Letters & Science work in just about every industry imaginable, in locations across the globe.

Some join multi-national corporations and begin their ascent to leadership. Some opt for nonprofit work and confront critical global challenges. Some dedicate their lives to public service and advocate for their fellow citizens.

And some create their own careers, combining an idea, a passion, or a dream with the skills and perspective honed by their broad-based L&S education. They launch businesses that fill new niches in the marketplace. Then, they build their brands through some of the hallmarks of a liberal arts education — using critical-thinking skills to make strategic decisions, effectively communicating with key industry players to market their products and services, and relying on creativity and adaptability to nimbly navigate the rapidly changing business world.

The following are three examples of companies launched by young, enterprising L&S alumni.

In good spirits

After several years working at a Madison store catering to home beer brewers, Nathan Greenawalt (B.S.’04, Economics) decided he wanted to run his own brewery. He looked at spaces for his operation and began to dream up products — before arriving at a moment of clarity.

“I kind of just had a realization one day that I should do what I was more passionate about,” says Greenawalt, who had viewed the brewery as the first step toward operating a distillery.

So, instead, Greenawalt bought a 220-gallon copper still, obtained a license to distill, and set up operation in a warehouse on Madison’s east side. Old Sugar Distillery was born.

“I like to look at the distillery more as a craft than a science,” says Greenawalt, who is engrossed by both the aging process and the creative nature of devising new variations of spirits.

Since bottling his first batch of honey liqueur in February 2010, Greenawalt has moved his operation to a downtown location (931 East Main Street) that includes a tasting room. And as Old Sugar’s product line continues to expand — after starting out with honey liqueur and rum, it now includes sorghum whiskey, brandy, and ouzo — so, too, does its distribution network, which now covers 14 states.

“We’re constantly growing, more than I even expected,” says Greenawalt.
Artistic maps

Matt Forrest (B.A. ’10, Geography and Sociology) and Kate Chanba (B.A. ’10, Journalism) could have passed through UW-Madison without meeting. Chanba was three weeks into what she thought was her final semester when she realized she needed to fulfill a science requirement. Geography 370: Introduction to Cartography caught her eye.

“I just never had a class that clicked with me in such a deep way,” says Chanba, a lifelong artist who stayed an extra semester to take another cartography course. “I felt like I could use what I was good at.”

Chanba wound up working with Forrest on the final class project, and the two discovered they held similar passions for design. After graduation, they launched Carticulate Maps to create clear, easy-to-use, artistic maps. Carticulate is quickly establishing a foothold in the transit mapping industry, having worked with Asheville, N.C., and Des Moines, Iowa, to redesign those cities’ bus maps, and working on bike maps for a handful of cities across the country.

“How can we continue to make cities better? That’s what we keep coming back to,” Forrest says.

A tech tonic

Jon Hardin (B.S. ’08, Computer Sciences) founded Hardin Design and Development, a thriving technical development firm, from his parents’ basement.

“I wanted to have something to do over the summer, basically,” Hardin says when recalling his company’s 2007 origin.

Hardin, pictured right, who had previously tried his hand at an unsuccessful startup with a few friends in the dorms, began developing applications and widgets that summer. By the following school year, the operation had transformed into a full-fledged company. Over the past six years, Hardin D&D has worked with the likes of Mercedes-Benz, Google, Apple, and Disney on a variety of applications — including ones that allow users to interact with a new sports car or find alternative fuel providers — for web, mobile, and social media.

“We wanted to be a company that had projects that our programmers were excited to work on,” Hardin says.

Hardin and Scott Resnick (B.A. ’09, Legal Studies and Political Science), the company’s executive vice president and chief operating officer, have built a collaborative office environment to foster creativity, while maintaining a commitment to hiring UW-Madison graduates.

“We’re very passionate about keeping that talent in Madison and fostering the Madison tech community,” Hardin says.

Have you started your own business? Share your story with us at report.ls.wisc.edu.
Fast Forward

L&S alumna Jensine Larsen is a beacon of the Wisconsin Idea around the world

World Pulse founder Jensine Larsen (B.A. ’99, Comparative International Studies) believes the creative human potential of women and girls is the greatest untapped resource on earth.

As a young, freelance journalist working in Southeast Asia and South America, she realized that the immense challenges facing women in remote and impoverished regions were seldom covered in the mainstream media. So, she started World Pulse to give these women a voice. What began as a print magazine was transformed in 2007 into an interactive website (worldpulse.com) where any woman with access to a cyber café or a cell phone can share her story and find support from other women.

Since then, some of the women’s stories have been picked up by outlets ranging from CNN to the BBC. In his book Half the Sky, New York Times columnist Nicholas Kristoff recommends joining World Pulse as one of the top four things people can do in 10 minutes to support women globally.

In recognition of her unique vision, Larsen was one of nine young UW-Madison alumni honored with the 2013 Forward under 40 award, presented by the Wisconsin Alumni Association. The college is proud to count six graduates among the nine who received this honor for living the Wisconsin Idea.
Natasha Haynes-Smith (M.A.’97, Journalism and Mass Communication), Union City, N.J. — Working behind the scenes as a producer for the popular cable TV show Showbiz Tonight, she takes center stage in her role as a mentor to aspiring journalists.

Ben Relles (B.A.’97, Journalism), Fort Washington, Penn. — Head of programming strategy at YouTube, he helps others bring their ideas to life as a leader and innovator of online video and digital media.

Adam Schweitzer (B.A.’99, Communication Arts), Jericho, N.Y. (left), and Dar Rollins (B.A.’95, English), Sherman Oaks, Calif. — Co-heads of talent at International Creative Management, one of the world’s largest talent and literary agencies, they help to guide the careers of actors, writers, and other artists in film, television, publishing, music, and theater.

Serena Pollack (B.A.’97, Political Science), Fox Point, Wis. — A partner at Gonzalez Saggio & Harlan LLP and chair of the firm’s national restaurant and hospitality practice, she is a highly regarded advocate for the Gulf Coast seafood industry.

—Libby Blanchette, Wisconsin Alumni Association
College of Letters & Science
UNIVERSITY OF WISCONSIN-MADISON
Source: 2012–2013 UW-Madison Data Digest

Fast Facts

OVERVIEW

833 faculty
31 new faculty starting in 2013–2014
3,191 staff

L&S MAJORS

70 undergraduate majors
42 certificates
115 graduate majors

Credit hours taught in an academic year

640,414 59.5%*
232,942 82.6%
330,294 61.9%

L&S STUDENT SNAPSHOT

Undergraduates: 16,606 57.0%*
Graduate students: 4,191 45.6%
Professional students: 39 1.0%
Total: 20,836 48.7%

Minority: 3,104
Women: 11,173
Men: 9,442

THE FIVE LARGEST MAJORS by degrees conferred at UW-Madison are in the College of Letters & Science:

- Biology**
- Economics
- Political Science
- Psychology
- Communication Arts

THE LARGEST MASTER’S DEGREE PROGRAM
Social Work

L&S DEGREES CONFERRED IN 2012–2013

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<th>Bachelor’s</th>
<th>Master’s</th>
<th>Research Doctorate</th>
<th>Clinical Doctorate</th>
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<td></td>
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= 4,576

* percentages are of overall totals at UW-Madison
** Biology is shared with the College of Agricultural and Life Sciences
Recognized in 2012–2013

U.S. NEWS & WORLD REPORT RANKINGS

Several graduate programs from the College of Letters & Science were ranked among the nation's best in the 2014 edition of U.S. News and World Report's Best Graduate Schools.

Note: Not all disciplines are ranked every year. Those L&S programs ranked this year (along with specialties ranked) include:

- **Economics: Tied for 13th overall.** Ranked specialties include econometrics (tied for 10th), industrial organization (tied for eighth), international economics (tied for sixth), labor economics (eighth) and public finance (10th).
- **English: Tied for 17th.**
- **Master's of Fine Arts: Tied for 18th overall.** Ranked specialties include printmaking (second).
- **History: Tied for 14th.** Ranked specialties include African history (first), Latin American history (third), modern U.S. history (tied for sixth), and women's history (second).
- **Library and Information Studies: 16th overall.** Ranked specialties include archives and preservation (10th) and services for children and youth (fourth).
- **Political Science: 15th overall.** Ranked specialties include American politics (13th) and international politics (10th).
- **Psychology: Tied for ninth overall.** Ranked specialties include developmental psychology (tied for fifth).
- **Public affairs: Tied for 12th overall.** Ranked specialties include social policy (third).
- **Sociology: Tied for first.** Ranked specialties include economic sociology (tied for second), sex and gender (tied for second), social stratification (first), sociology of population (second).

FACULTY AWARDS IN 2012–2013:

A snapshot of outstanding scholarship:

- Fulbright Award: Michele Hilmes (Communication Arts)
- Carl Sagan Award for Public Understanding of Science: Bassam Shakhashiri (Chemistry)
- American Academy of Arts and Sciences Membership: Steve Stern (History) 2012, Anthony Ives (Zoology) 2013
- National Science Foundation Faculty Early Career Development Award: Randall Goldsmith (Chemistry)
- Alfred P. Sloan Research Fellowships: Elena D’Onghia (Astronomy), Christopher Ré (Computer Sciences), Jennifer Schomaker (Chemistry)
- American Physical Society Fellows: Sridhara Dasu (Physics), Daniel J. Den Hartog (Physics), Mark Eriksson (Physics), Alex Lazarian (Astronomy)
- Frederick Douglass Book Prize: James Sweet (History)
- American Book Award: Rob Nixon (English)
- Herder Medal: Hans Adler (German and Comparative Literature)

Campus awards:

- Hilldale Awards: Francis Halzen (Physics) and Sharon Dunwoody (Journalism and Mass Communication)
- Romnes Faculty Fellowships: Lawrence Berger (Social Work), Song Jin (Chemistry), Marisa Otegui (Botany), M. Jake Vander Zanden (Zoology), Susan Webb Yackee (Political Science)
- Kellett Mid-Career Awards: Amy Quan Barry (English), Menzie Chinn (Public Affairs), Mark Eriksson (Physics), Stephen Kantrowitz (History), Dhavan Shah (Journalism and Mass Communication)
Financial Metrics

UW-MADISON FUNDING SOURCES 2012–2013

- State Taxes - General Program: $278.1 million (10%)
- State Taxes - Specific Purpose: $198.2 million (7%)
- Student Tuition: $458.2 million (16%)
- Federal Programs: $890.3 million (31%)
- Gifts, Grants, and Segregated Funds: $505.0 million (18%)
- State Laboratory Fees: $28.3 million (1%)
- Auxiliary Enterprises: $367.3 million (13%)
- Operations Receipts: $104.8 million (4%)

PERCENT OF UW-MADISON BUDGET Supported by State Taxes

- 2003–04: 21.0%
- 2004–05: 19.5%
- 2005–06: 19.2%
- 2006–07: 19.4%
- 2007–08: 20.2%
- 2008–09: 20.6%
- 2009–10: 18.7%
- 2010–11: 17.6%
- 2011–12: 15.3%
- 2012–13: 16.8%

L&S RESEARCH

- Total extramural research awards: $140.2 million
- Federal research awards: $112.2 million
- Non-federal research awards: $28 million

TOP FOUNDATION AND CORPORATE DONORS TO L&S

- Andrew W. Mellon Foundation
- Evjue Foundation
- Scan | Design Foundation
- Henry Luce Foundation
- Google
- Oracle USA, Inc.
- Emile H. Mathis II Family Trust
- American Family Insurance
- Chipstone Foundation
- GAMS Development Corporation
- BP North America
- EMC Corporation
- Microsoft
- E. Mark Adams and Beth Van Hoesen Adams Trust
- Ewing Marion Kauffman Foundation

AVERAGE NUMBER OF YEARS TO GRADUATION IN L&S:

4.07
181,655 College of Letters & Science Living Alumni

L&S TOP CITIES

<table>
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<th>City</th>
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PHILANTHROPIC SUPPORT IN 2012

- Total donors to L&S funds: 10,193
- Total dollars donated to L&S funds: $45,521,401.86
- Total donors to L&S Annual Fund: 3,051
- Total dollars donated to L&S Annual Fund: $672,834.59

ALUMNI

- Bachelor's: 127,106
- Master's: 36,713
- Doctoral: 17,784
- Professional: 52
- Total: 181,655

45.4% of all living UW-Madison alumni

thank you!
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Journalism B.S.’58

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Geology B.S.’58

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Communication Arts B.A.’80

Robert Harty
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Cavelle Consulting Group, Inc.
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Mike Jones
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MillerCoors Brewing Company (Retired)
History and Philosophy B.A.’81

William Jordan
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History and Communication Arts/Radio, Television & Film B.A.’73

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National Science Foundation
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Walter Mirisch
President/Motion Picture Producer
Mirisch Corporation
History B.A.’42

Alice Mortenson
Director of Community Relations
M.A. Mortenson Company
History B.S.’62

Charles Phipps
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Sevin Rosen Funds

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Council Member – Third District
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Cozen O’Connor
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Irving “Irv” Shain
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University of Wisconsin-Madison

THANK YOU to our BOARD OF VISITORS
In 2012, we awarded 25 Letters & Science Freshmen Scholar Awards to outstanding students in need of financial aid. Thanks to the support of people like you, we will provide scholarships to even more incoming Badgers this year.

Please consider making a gift to the annual campaign. Your generosity will help us continue to provide a top liberal arts education. For more information, contact Ann Dingman at Ann.Dingman@supportuw.org or 608-265-9954.

With a leadership-level gift to the L&S Annual Fund, you will be recognized in the 1848 Society.