



**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON



BOUND BY  
TWO LAKES  
BUILT WITHOUT  
LIMITS  
LAKE MONONA - UW MADISON

ES  
CTI

helped us see a virulent toxin as  
therapeutic treatment.  
And acres of barren gravel as  
Fertile farmland.

WHAT MAKES US  
WHAT MAKES



est. 1848



est.  
**1848**

# OPPOSITES IMPACT

—

We juxtapose what sets us apart  
With everything we have in common.

And from that friction, a spark is born.  
This tiny flame grows into a beacon  
To light the way forward.

It's inspired chemists and cartoonists  
Politicians and Pulitzer Prize winners  
Olympic athletes and opera singers.

It helped us see a virulent toxin as  
A therapeutic treatment.

And acres of barren gravel as  
Fertile farmland.

**BECAUSE WHAT MAKES US  
DIFFERENT IS WHAT MAKES  
A DIFFERENCE.**



**WHEN WE'RE SNOWED IN,  
WE DON'T GET RESTLESS.  
WE GET CREATIVE.**

**—** We go out and start political parties, party bands, and bands of snowball warriors. We run drills, study plays, and get ourselves ready for the next game.

We capture the heat that surrounds our campus and start movements, spark conversations, and make sure that every voice is heard.

We head into the lab and make breakthroughs, head into the classroom to make the grades, and head out into the world to make a difference.

**WE DON'T GET CABIN FEVER.**



**BASCOM HILL**

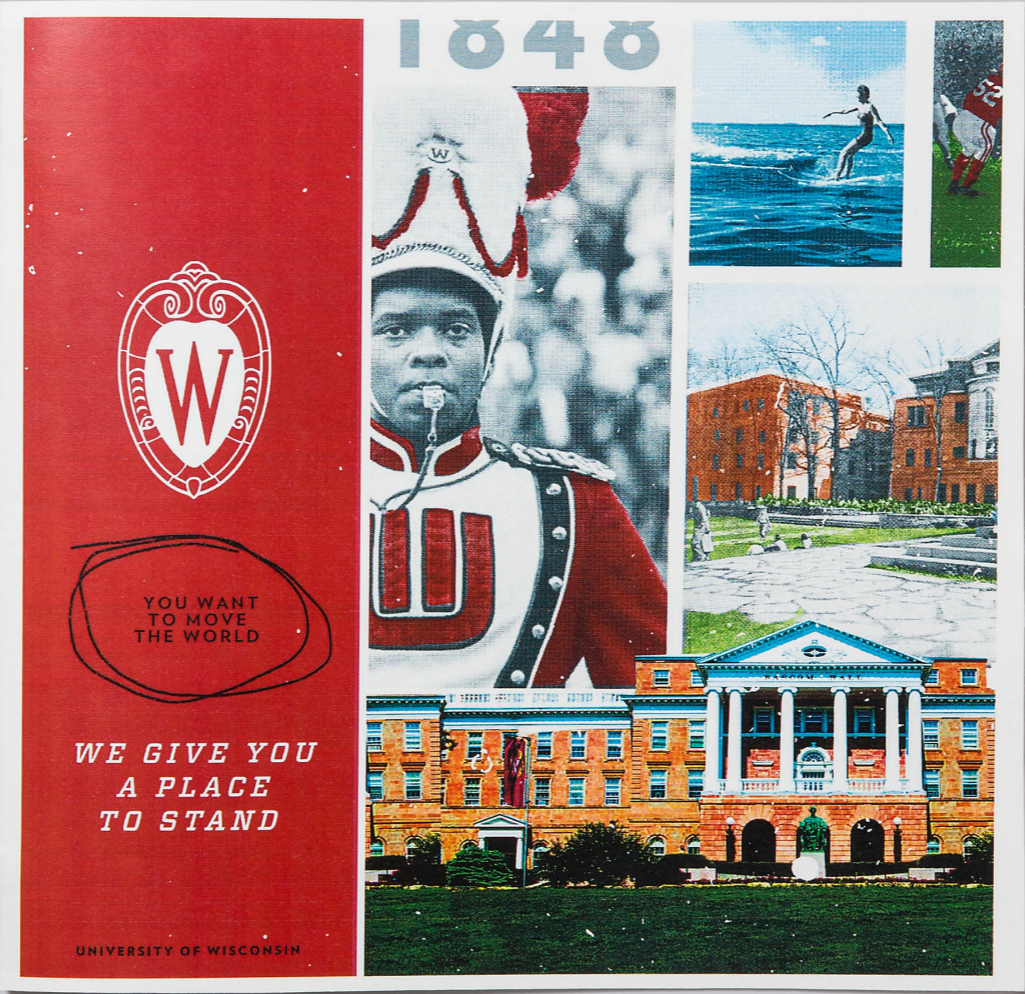
Students have been climbing Bascom Hill since 1848. Yet it always has room for more ideas. So think a little bigger. Dream a little louder. There's plenty of space for you at the top.

U  
W









# WELCOME [ ACCEPTED STUDENT ]

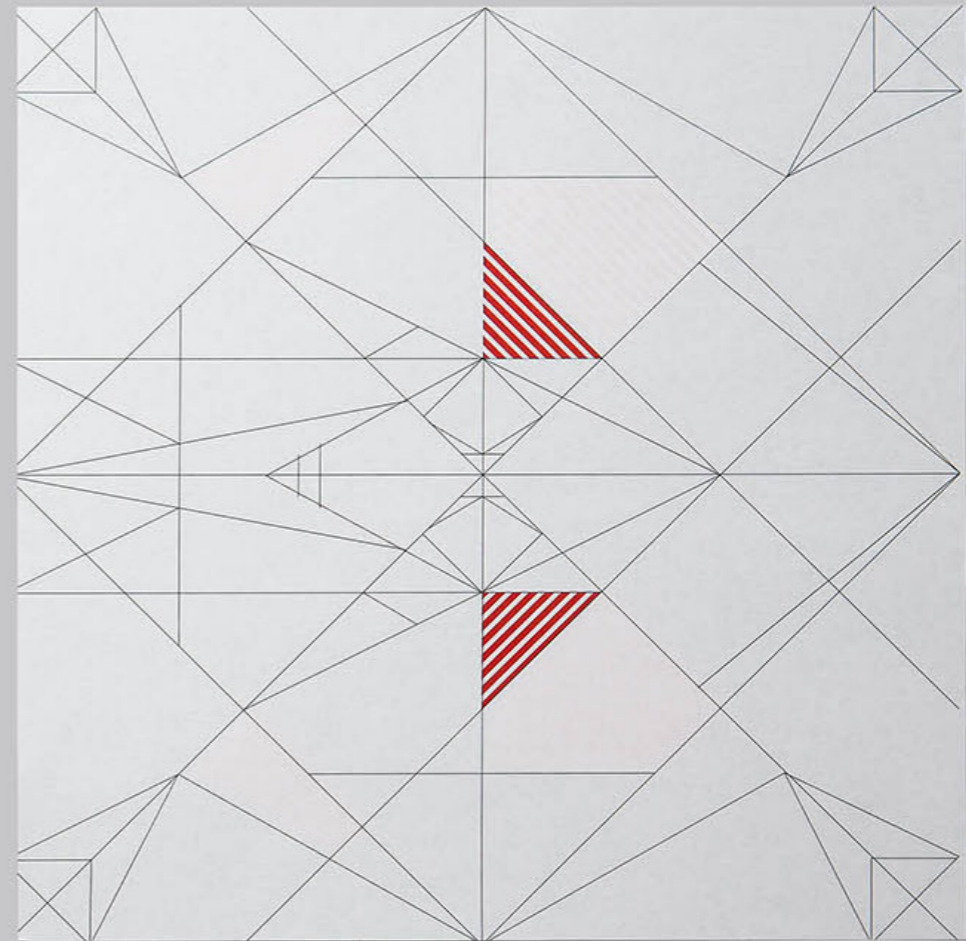
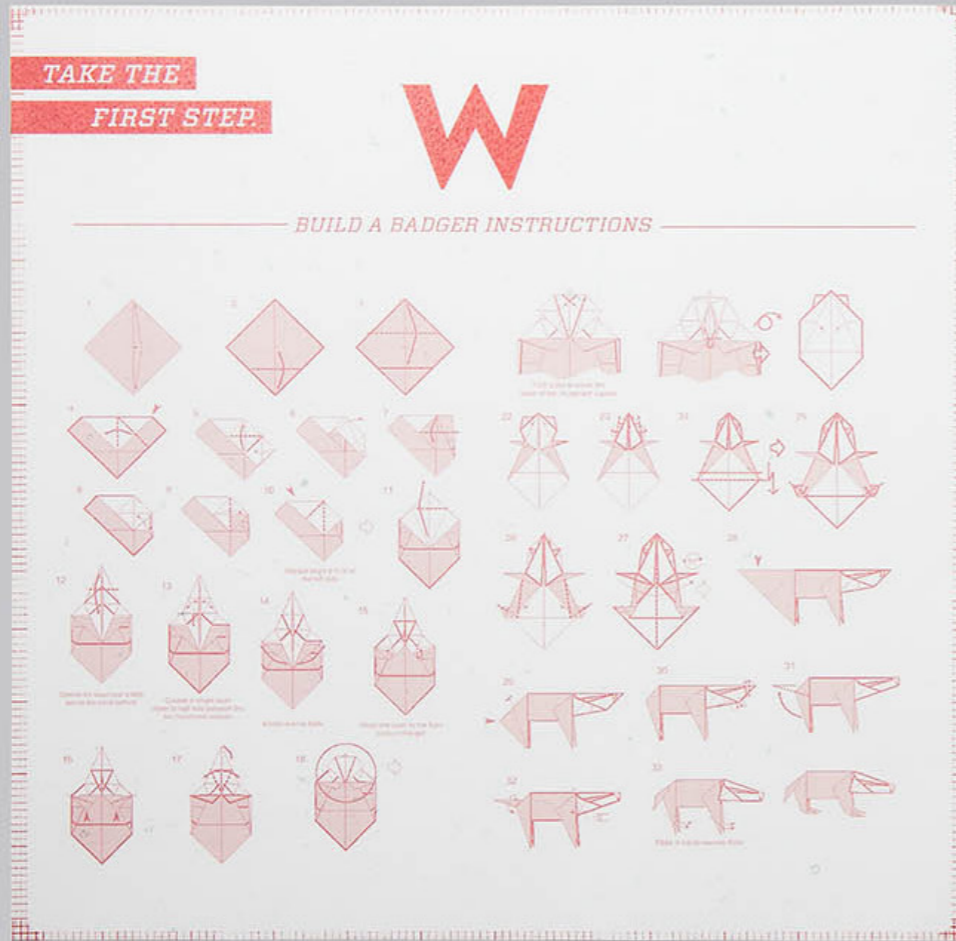
We'd like you to join a community of people who are going to do amazing things. At UW-Madison, we continually strive to exceed our potential and create something bigger and greater—and we can do that because of our extraordinary commitment to each other. We dig deep, and we keep on digging. We're never satisfied with enough—we're always pushing to find something more. Something greater. Something just around the next bend.

You'll be able to explore and question fearlessly. You'll be surrounded by curious, inquisitive students and professors who will challenge assumptions—even your own. You'll be in the footsteps of Nobel Laureates and blaze new paths with the help of passionate professors, staff, and some of the most brilliant minds in the world.

Because you'll approach the world with an attitude of curiosity, the path that seems like a straight forward path can take you to places beyond your wildest dreams. One moment you'll be a social animal, and the next you know that we are social animals. We want you to test your mettle and prove to yourself that you belong here by completing one final challenge.

Just follow the instructions and you'll soon see that you have the grit, determination, and mettle to be a Badger. Confirm your place in the Class of 20\_\_ at [www.wisc.edu](http://www.wisc.edu).

Share your results and meet other Badgers: [#1mABadger](https://twitter.com/1mABadger)













1848  
**W**  
ALL WAYS  
FORWARD

SUCH A GOOD  
INVESTMENT  
IT'S IRONIC THAT  
WE'RE RED.

ALLWAYSFORWARD.ORG

346  
**REGENCY**



1848

**W**

ALL WAYS  
**FORWARD**

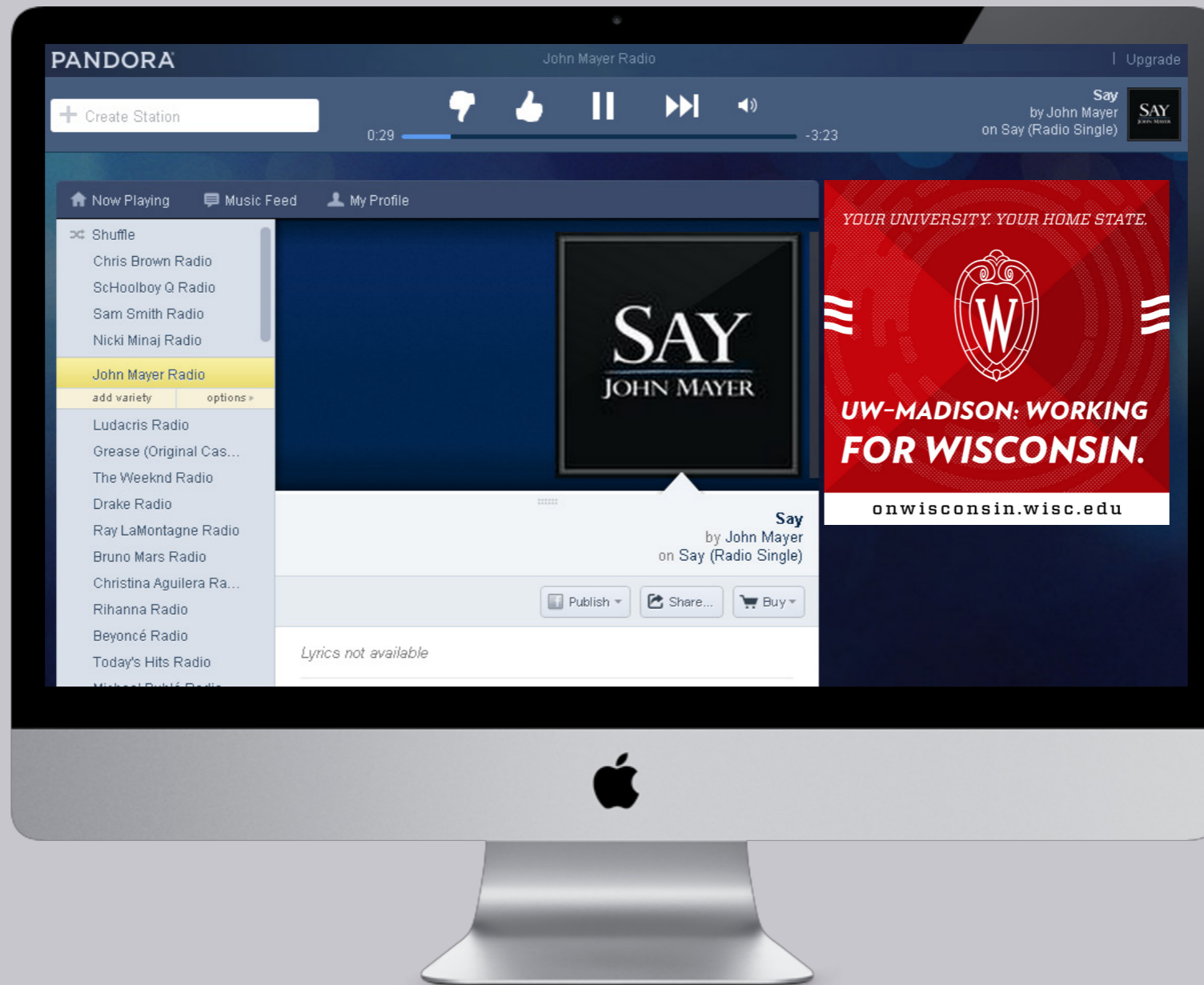
**WHAT DO OUR  
TECH START-UPS  
MAKE, ANYWAY?  
JOBS.**

**ALLWAYSFORWARD.ORG**

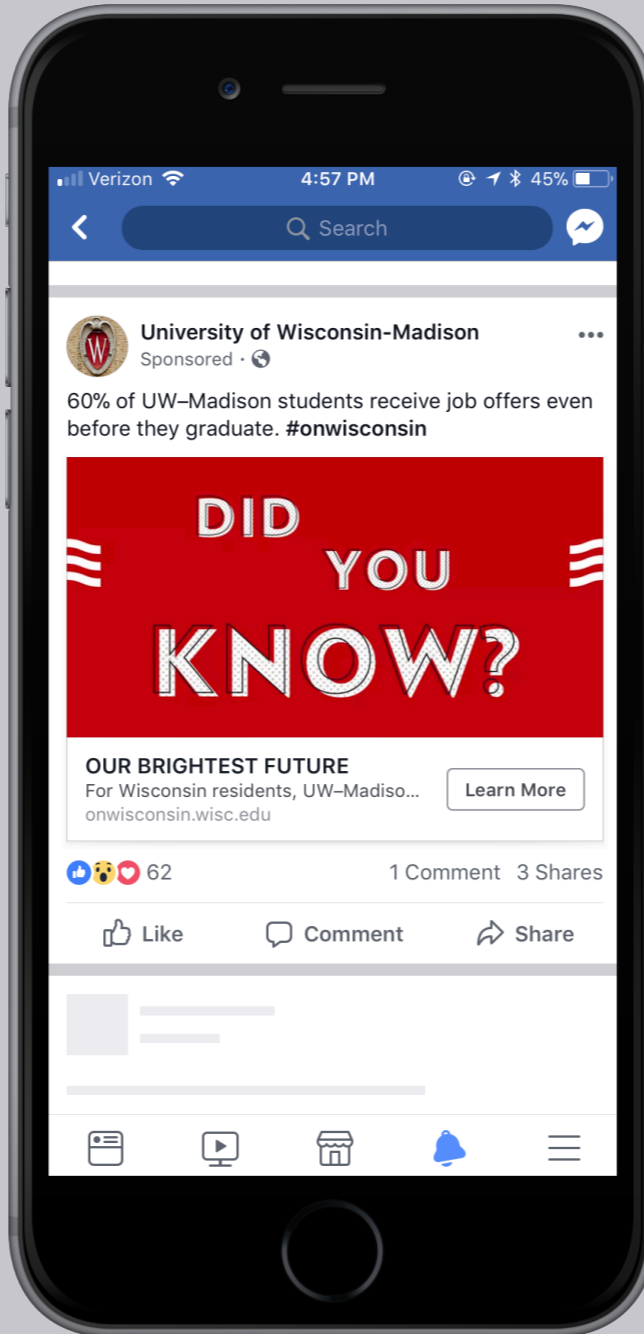
**REGENCY**

The billboard features a large red rectangular sign with white text and graphics. On the left side of the sign, there is a large white 'W' with a horizontal line above it, and the text 'ALL WAYS FORWARD' below it. To the right of this, the text 'WHAT DO OUR TECH START-UPS MAKE, ANYWAY? JOBS.' is written in a bold, sans-serif font, with 'JOBS.' circled in white. At the bottom right of the sign, the website 'ALLWAYSFORWARD.ORG' is displayed. In the top right corner of the sign, there is a small circular logo featuring a 'W'. The sign is mounted on a metal structure with a 'REGENCY' logo on a blue sign below it. The background of the billboard is a clear blue sky.











**UW-Madison** @UWMadison

Following

Home is where our heart is. Check out some unexpected ways we're benefiting Badger State residents. #onwisconsin

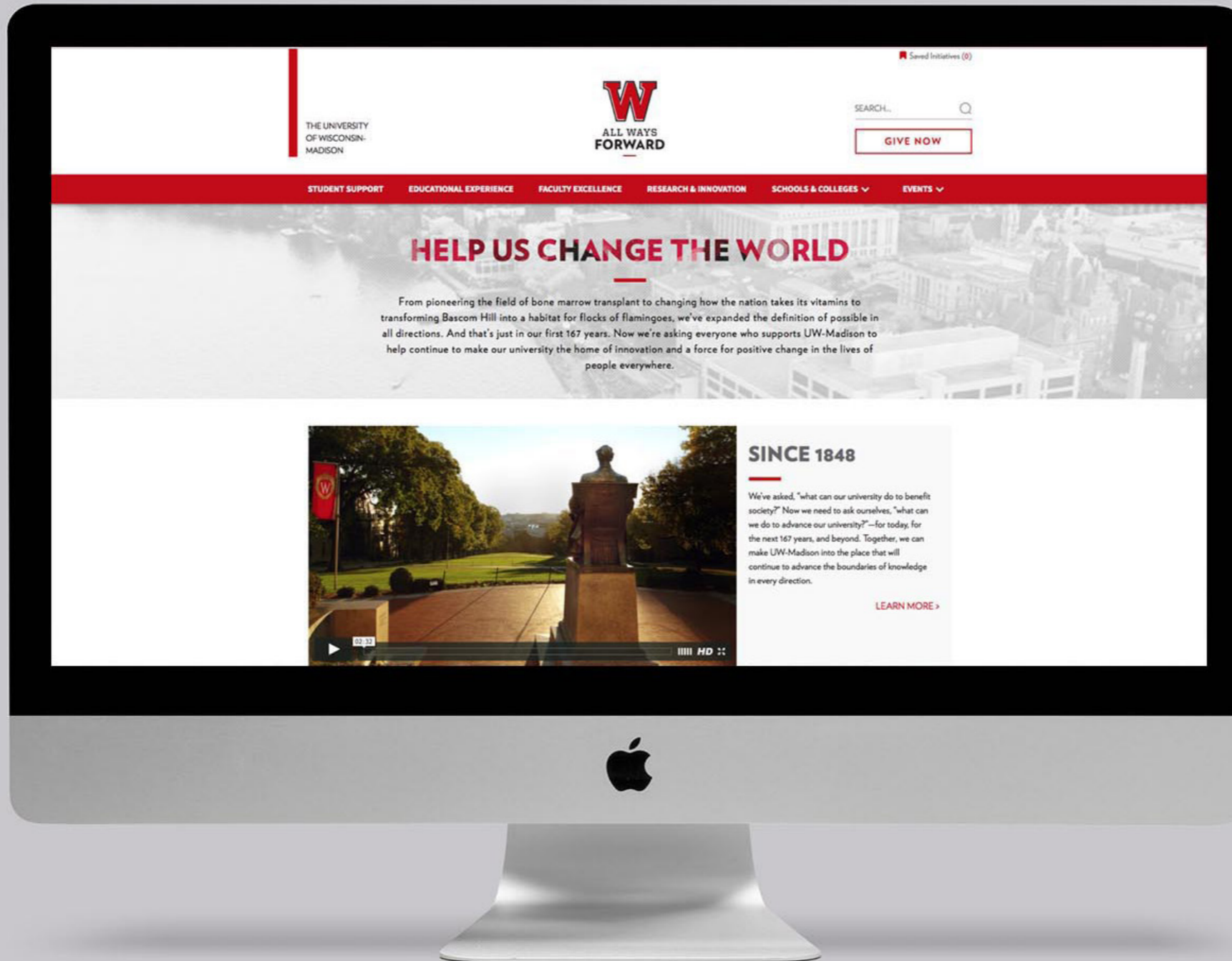


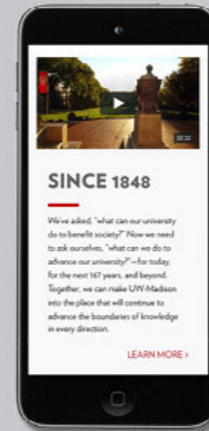
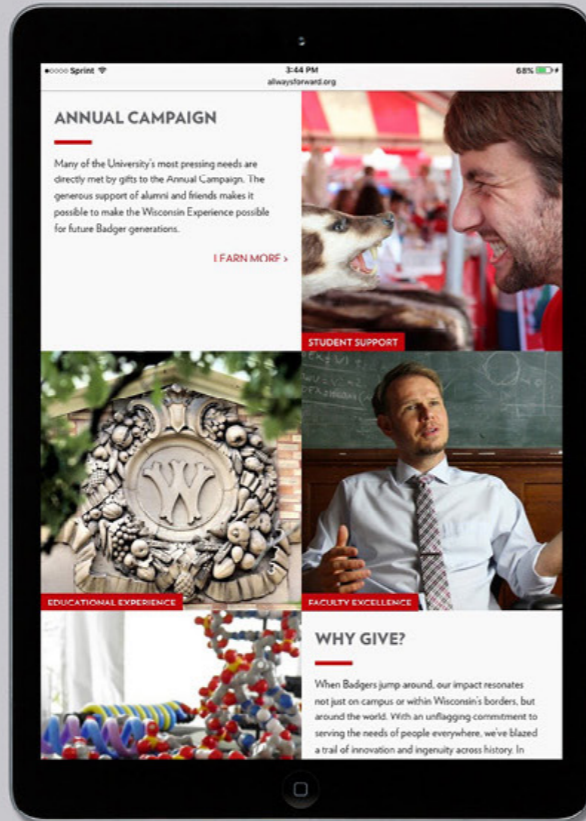
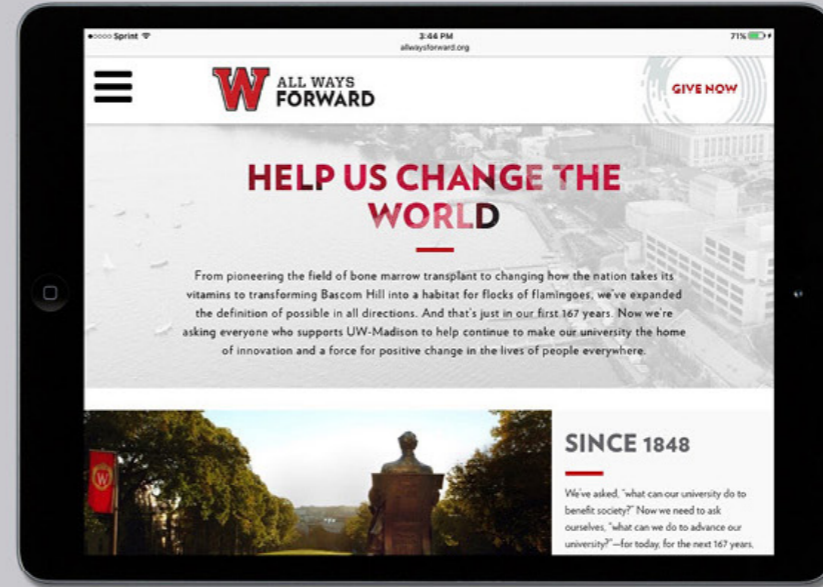
**UW-Madison is Working for Wisconsin**  
onwisconsin.wisc.edu

6:24 PM - 5 Oct 2017

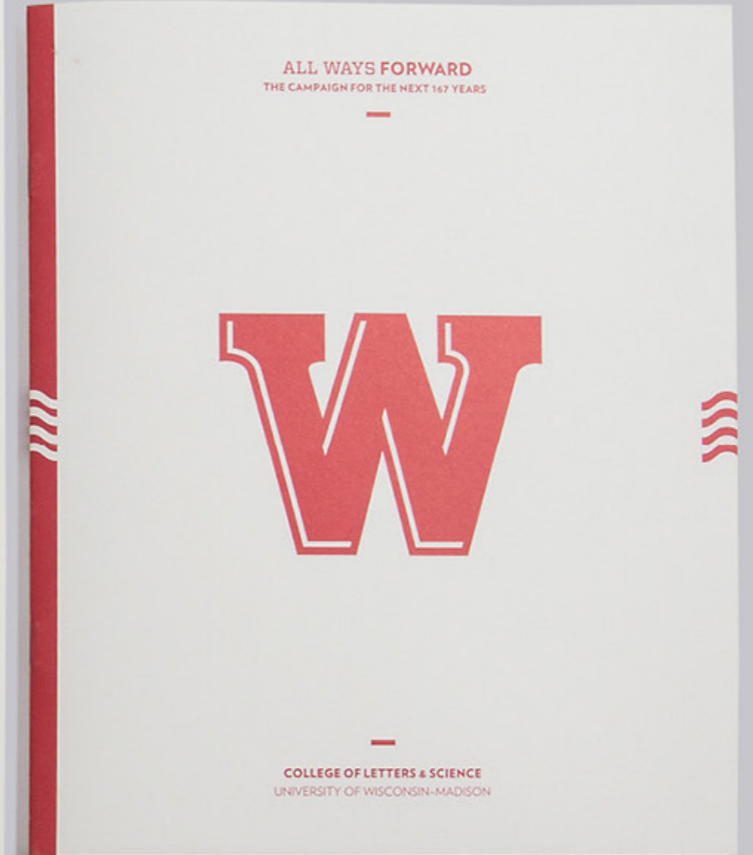
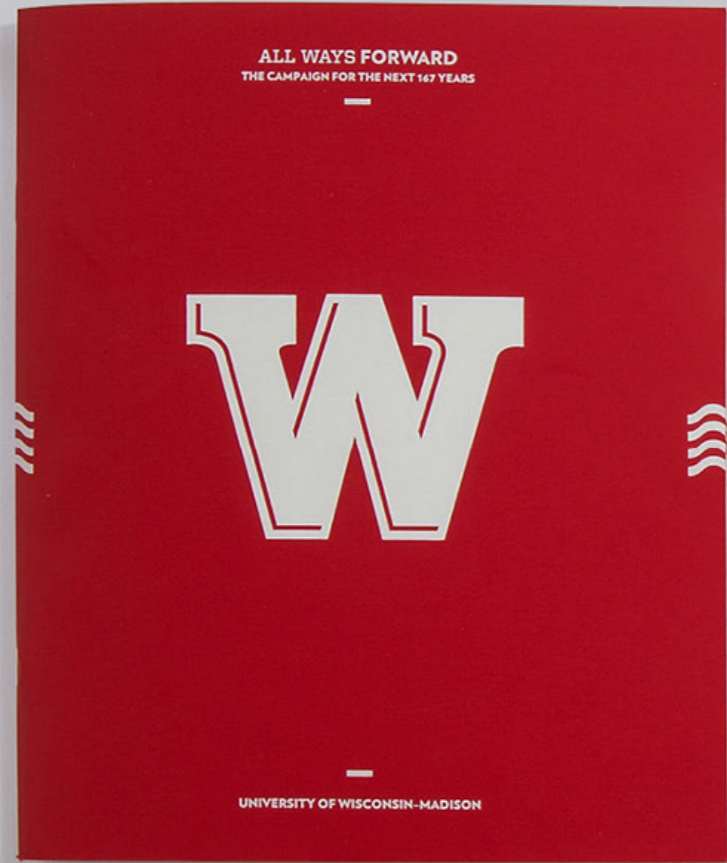
1 Retweet 2 Likes

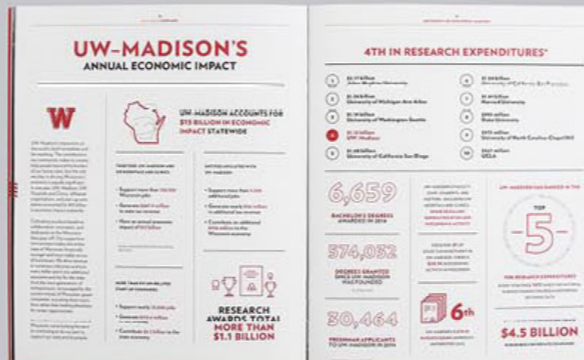
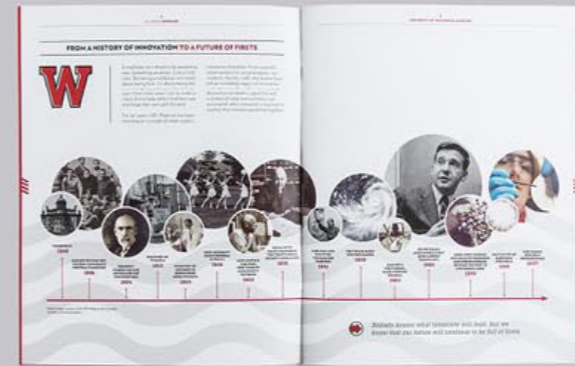
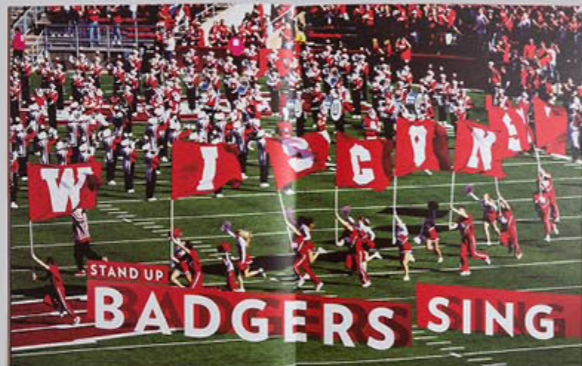
1 2













THEY'RE HERE TO

# MOVE THE EARTH

WE GIVE THEM  
A PLACE TO STAND



## IMPROVING THE EDUCATIONAL EXPERIENCE

Nobody comes to UW-Madison to leave the world the way they found it.

We encourage our students, faculty, and staff to discover how their creativity can change the very shape of reality. Our campus community does incredible things because here, their ideas, their passions, and their pursuits become the leverage that tilts the world on its axis.

Our students need an education that will encourage more than their intellectual growth; they need opportunities to test their ideas in the lab on modern equipment, working with faculty on cutting-edge research, or through community engagement in student-run organizations and volunteer work. Both in and out of the classroom, our students thrive and flourish with career advice and mentorship from faculty, staff, and upperclassmen.

Our faculty and staff represent the brightest minds of today. They need facilities that will help them carry out groundbreaking research, create opportunities for collaboration across disciplines, and inspire the next generation of leaders and ground-shakers.

The experiences our Badgers have today will have a profound effect on the lives we all live tomorrow. They will triumph in the lab, on the stage, in the boardroom, and on the field. They will carry on the proud traditions of Badgers everywhere.

With your support, they will have the chance to see how everything they do at UW-Madison benefits the world beyond our campus.

*Those who are drawn here feel a pull. To do more. To do good. To do better. To just do. That pull inspires our entire university to push the boundaries of possible*

**FORWARD.**

# WHY GIVE?

Since our founding in 1848, we've established a reputation as a community of exceptional—and unconventional—builders, doers, and makers.

We're proud of our history as a haven for people whose creativity changes the very shape of reality. But we didn't become a hotbed of ingenuity by dwelling on what we've already accomplished. It's our calling to look ahead for the next big questions to answer.

And now we stand at the crossroads of our past and our potential. In order to continue being an inspiration and a force for change, we need to move forward.

We have identified key areas in which you will have a significant effect on our success as a university. Your gift, no matter the size, will help us to continue to be the institution that has an impact that is felt throughout the state of Wisconsin—and around the world.

Your gift will fund scholarships to support the students who will become the next generation of thinkers, dreamers, and visionaries. We are proud of the contributions our graduates have made to society, and we need to continue to add to that legacy by attracting and encouraging the best and the brightest minds in the nation.

Your support will help us create experiences that support our students'

education beyond the classroom. Academic learning only goes so far. We plan programs and initiatives that give our students opportunities to see how the theories and ideas they come up with work in the world beyond the boundaries of our campus.

With your donation, we can recruit and retain the faculty and staff who will usher in our next golden age of innovation. Our esteemed professors are the keystone of our university. They are a major factor in attracting top students, and their ingenuity helps UW-Madison remain one of the most prolific research institutions in the world.

And with your help, we can continue to conduct groundbreaking research. Every day, our faculty, staff, and students explore new frontiers and find innovative solutions to the problems our world faces. As a state, a nation, and a planet, our health and happiness are a direct result of their work in every field. We need to continue to develop new centers and institutes and support existing teams in their efforts to improve the lives of people everywhere.

*Your time at UW-Madison made you into the person you are today.*

—  
NOW IS THE TIME  
TO HELP MOVE  
UW-MADISON  
INTO THE FUTURE.  
—

FOR TOMORROW.



FOR THE NEXT 167 YEARS.  
AND BEYOND.









**HERE WE SEE**  
**THE BADGER**  
 IN ITS NATURAL  
**HABITAT**

**Badgers Claw**  
 The badgers claw are their major form of defense and can measure up to 6 cm in length. Once caught by the badger there is little to no chance of escape for prey.

**SPEED**  
 Badgers can run an average 20 mph (30km/h). The speed of a badger is underrated, but advantageously used against larger prey.

**Badger**  
 [baj-er]

Any of various burrowing, carnivorous mammals of the family Mustelidae, a badger is extremely dangerous in the Madison Wisconsin area, especially when traveling in large packs. Beware the badger.







AS DELICATE AS A

# TRUCK SLAMMING

INTO A BRICK WALL.

**BADGER**

The h...  
major...  
Once...  
is the...  
escap...

**SPEED**

Badgers can run on...  
20 mph (30km /h)...  
of a badger is und...  
advantageously us...  
larger prey.



THE WINTER BRINGS THE  
**SNOW** WE BRING  
THE **THUNDER.**

80,000  
BAD

MINNESOTA

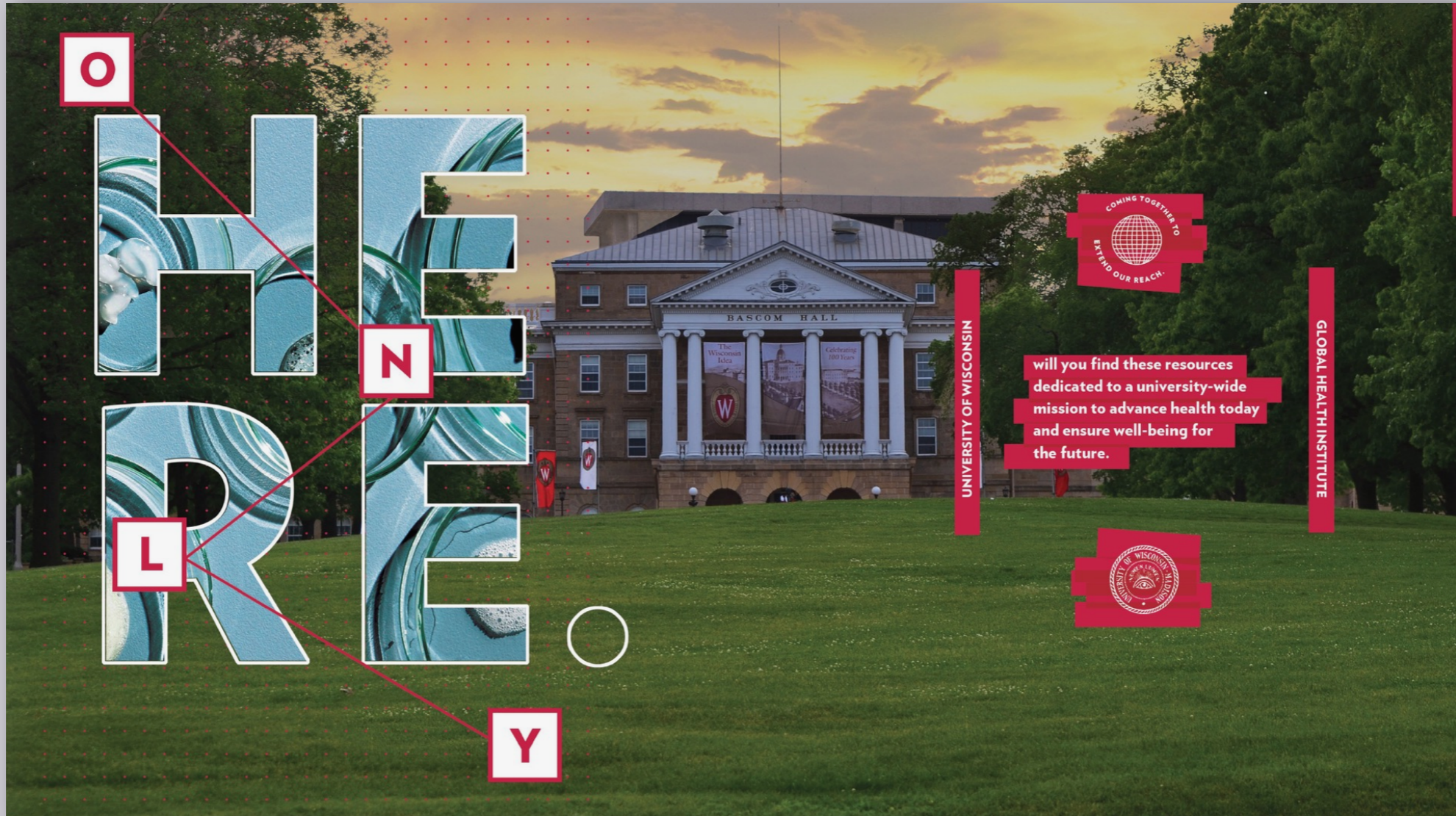
ORY OF  
YANS

THE UNIVERSITY OF WISCONSIN-MADISON AND THE UNIVERSITY OF MINNESOTA. THE UNIVERSITY OF WISCONSIN-MADISON IS AN EQUAL OPPORTUNITY AND AFFIRMATIVE ACTION INSTITUTION. THE UNIVERSITY OF MINNESOTA IS AN EQUAL OPPORTUNITY AND AFFIRMATIVE ACTION INSTITUTION.

LOVING  
2

55

Credit Union





UW-MADISON | GLOBAL HEALTH INSTITUTE

W

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●  
●

**IF IT TAKES  
A VILLAGE  
TO RAISE  
A CHILD**



e.g.

the world

schools

towns

villages

parliaments

hospitals

cities

ecosystems



**we're going  
to need a lot  
more villages,**

*and cities, and towns, and hospitals,  
schools, parliaments and communities  
from all over the world-joining  
together to help advance the health  
and well-being of all people, animals  
and ecosystems on the planet.*

This is the only university with the scale and  
scope to build partnerships around the world,  
extend its reach to all six continents and create  
a culture of wellness for all.





We engage with political establishments, work with non-governmental organizations and partner with medical communities across the globe to uncover the root causes of emerging health crises and opportunities from the inside out. This isn't a Wisconsin-based mission. This is a global mission based in Wisconsin.

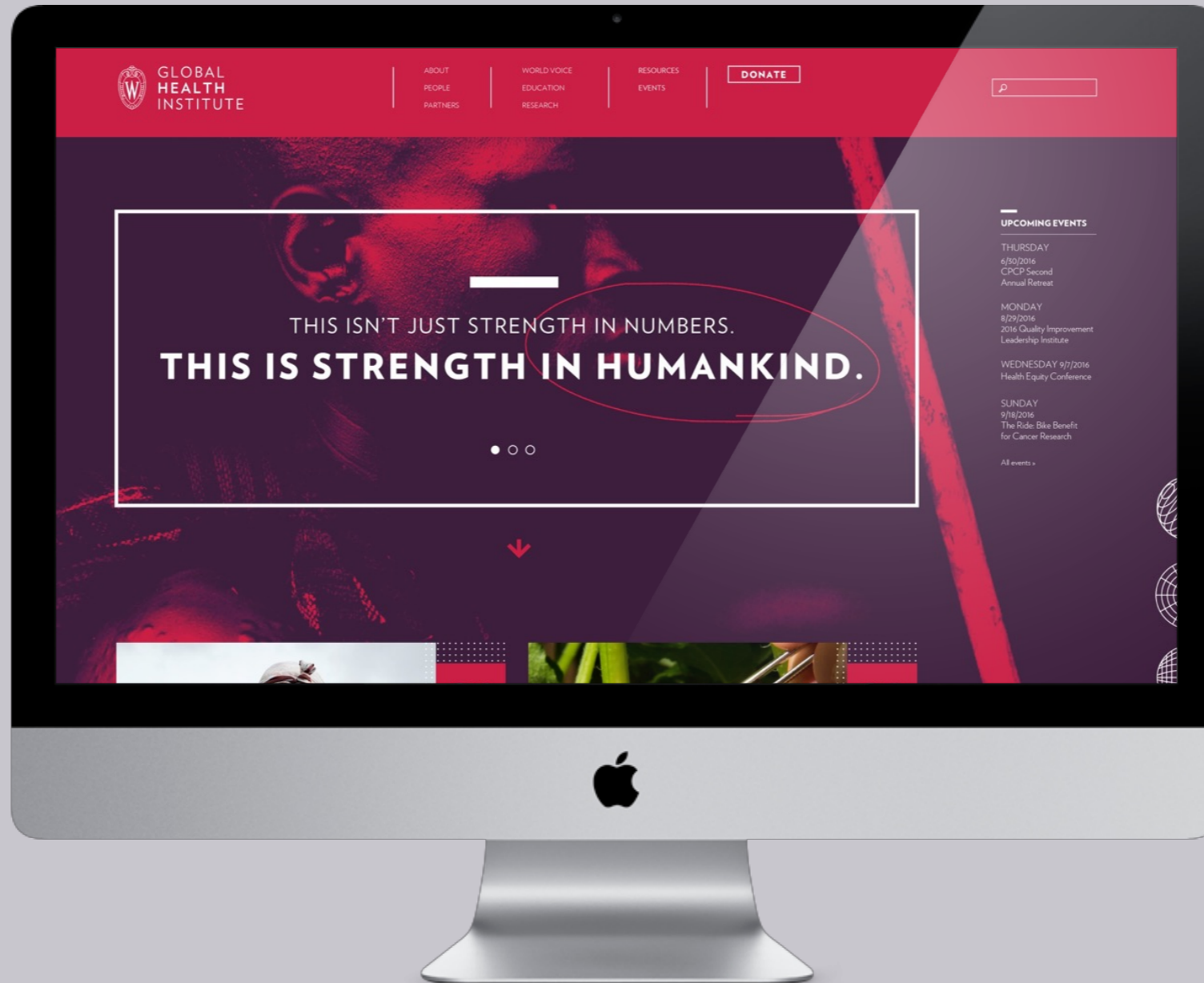


We are doctors and veterinarians. Engineers and mathematicians. Political scientists and economists. Researchers and students. Leaders in law, public health, agriculture, ecology, life and social sciences—working side by side by side by side to create a sustainable global health ethic for today and tomorrow.



# FROM THE FIELDS OF RWANDA TO THE HALLS OF THE U.N.





UW-MADISON GLOBAL HEALTH INSTITUTE

**SADLY YOU CAN'T GIVE CHICKEN NOODLE SOUP TO CHICKENS.**

**STRENGTH — IN — COLLABORATION**

LEARN HOW GHI IS HELPING ANIMALS AND HUMANITY FROM THE INSIDE.  
WWW.GHI.WISC.EDU

UW-MADISON GLOBAL HEALTH INSTITUTE

**ENDING THE ZIKA VIRUS IS AS EASY AS A-C.**

**STRENGTH — IN — RESEARCH**

FIND OUT HOW AIR CONDITIONING AND MEDICINE PREVENT THE SPREAD OF ZIKA.  
WWW.GHI.WISC.EDU

UW-MADISON GLOBAL HEALTH INSTITUTE

**IT'S HARD TO HAVE GOOD BEDSIDE MANNER WHEN THERE ARE NO BEDS.**

**STRENGTH — IN — HUMANKIND**

LEARN HOW GHI IS BUILDING SUSTAINABLE EMERGENCY ROOMS IN UGANDA.  
WWW.GHI.WISC.EDU

UW-MADISON GLOBAL HEALTH INSTITUTE

**THERE'S MORE TO WOMEN'S HEALTH THAN YOGA & YOGURT.**

**STRENGTH — IN — EQUALITY**

LEARN HOW GHI IS HELPING TO END HUMAN TRAFFICKING.  
WWW.GHI.WISC.EDU