doing what’s right
Higher education has the power to change lives for the better. So, we work to make its pursuit attainable to all. We do this in the only way that we know: by doing what’s right.

We are Great Lakes.
Since our founding in 1967, Great Lakes Higher Education Corporation & Affiliates has helped students and families pay for college and repay their student loans. It’s an immense responsibility, one that has only grown as college costs and debt burdens have soared. Nevertheless, as study after study shows, an investment in education beyond high school remains an investment worth making. It is the surest path to a brighter future, regardless of a family’s finances.
what’s right

Building Upon Our Beliefs

College graduation day. It’s the day brighter futures are launched. For those of us who help students get to that day—who help them prepare, pay, and persist—it’s the ultimate goal. Yet even with college access programs and financial aid, many students still face barriers getting to and through college. Our belief is that working together and working smarter will get more students to graduation day.

We’ve worked to increase college access and success for decades, but 2012 was a milestone year. A refined approach enabled us to help more organizations than ever put more students on the path to graduation—and toward greater opportunities in life.

THROUGH 2012, WE’VE COMMITTED $78 MILLION TO COLLEGE ACCESS AND SUCCESS PROGRAMS
The journey to college graduation is demanding for all who embark. Challenges start with preparing to do college-level work and securing financial aid, and include finding one’s place in an often foreign environment.

Great Lakes’ philanthropy is designed to give those students least likely to go to college a boost in meeting these challenges, so they thrive in education beyond high school and reach their full potential. Our efforts focus on students from low-income households, students of color, and students who are the first in their families to attend college.

Our guiding principles allow our philanthropy to make a bigger impact with each dollar committed. Most importantly, they help us forge stronger, smarter partnerships that are more likely to move the needle on increasing college access and success.

Guiding Principles

**Our philanthropy makes** grants to programs that share our goal of leveling the playing field so that all students—especially those from traditionally underserved backgrounds—are prepared for success in higher education.

**Our philanthropy focuses** on two key barriers to college success: lack of academic preparedness at the pre-college level and threats to college completion for students enrolled in higher education.

**Our philanthropy invites** grant applications from organizations that track meaningful results for students in their programs. This allows them to continually refine their efforts, and share what they learn about what works and what doesn’t with others engaged in similar work.

**Our philanthropy values** all forms of education beyond high school equally, whether the program leads to a two- or four-year degree or other credential.
what’s right

Increasing College Access

Everybody can benefit from college, but it’s the students who are least likely to consider it who have the most to gain. So, how do you prove to these students and their families that college is closer than they think? The Great Lakes way is to reach out and show them both the destination and the path, to help clear any hurdles ahead, and to work with others in the field to always get better at what we do.
The idea of college can be intimidating. Factor in ever-rising costs and it becomes overwhelming, especially for families who haven’t thought seriously about college before. Simply handing out a brochure or directing these families to a website won’t help them find their way.

What families concerned about college want is the opportunity to hear from an expert on why it matters, how they can make it happen, and what they need to do next. As the Wisconsin administrator of the federal College Access Challenge Grant, Great Lakes has developed a program to meet these needs.

We’ve assembled a team of 15 College Access Advisors to deliver know-how for navigating college. Our team of experts works with high schools and community-based organizations across the state to set up face-to-face meetings with students, parents, and school counselors. The Advisors commit to meeting where and when it’s convenient for anyone with questions. And they arrive prepared with answers to whatever comes their way—from confusion about the Free Application for Federal Student Aid (FAFSA) and concerns about costs to uncertainty about how to select the right college.

We supplement our in-person efforts with a library of free resources to make it easier for students to absorb and retain what is often new information. It’s all part of the effort to encourage more Wisconsin families to consider higher education and their future in it.
Increasing College Access

**MOTIVATING MILWAUKEE STUDENTS WITH A SCHOLARSHIP PROMISE**

Each of the college access initiatives we support is designed to increase the number of students who enter college prepared to succeed. The *Degree Project®* shares this goal, with one important distinction: it includes an independent evaluation of the impact that promise scholarships have on college access.

The program was launched in collaboration with Milwaukee Public Schools (MPS), a school district in which more than 80 percent of students come from low-income households.

To introduce The Degree Project, Great Lakes and MPS surprised 2,600 randomly selected freshmen with the once-in-a-lifetime chance to earn a scholarship of up to $12,000 to help pay for college. To earn the scholarship, each student must graduate on time with a cumulative grade point average (GPA) of at least 2.5 and an attendance record of 90 percent or higher. No application or essay is required.

*One-Stop Shops for College Planning*

Because Milwaukee’s future depends on the success of its young people, Great Lakes is funding two MPS TeamUp College Access Centers to serve area families with students in grades 6 through 12. Operated by MPS, the centers offer free college readiness workshops and other help provided by both MPS and community partners, including the Great Lakes College Access Advising team.
Most students know that going to school and getting good grades are keys to college success, so why create this scholarship opportunity? That’s where the evaluation, conducted by University of Wisconsin-Madison researchers, comes in.

Many of The Degree Project students will be the first in their family to attend college, and many come from families who don’t see a financial future that involves paying for college. Will the promise of a college scholarship—early in a student’s high school career—increase the odds that the student will go on to higher education? That’s the question we hope to answer through The Degree Project.

It’s a $10 million commitment with long-term potential to help shape college access efforts in Milwaukee and beyond—and the shorter-term opportunity to help students today see college tomorrow.

With all of our philanthropy, we place a premium on setting goals and measuring success. This allows us to support organizations facilitating change, as well as those working directly with students.

In support of the Ohio College Access Network, Great Lakes funded the Achieving E[value]ation training series for 13 organizations working across the state. A combination of workshops and mentoring gave staff practical advice on the value of data—how to collect it, organize it, and use it to communicate with funders, stakeholders, and staff.

We also provided funding to the College Goal Sunday initiative of the Ohio Association of Student Financial Aid Administrators. Events offering free help with completing the FAFSA were held at 50 sites throughout Ohio. The result? More than 70 percent of attendees were students of color, students from low-income households, or students who would be the first in their family to attend college.

Students from low-income households who receive personal assistance completing the FAFSA are 29 percent more likely to attend college for at least two consecutive years.
In February 2012, Great Lakes announced the recipients of our first-ever competitive grants. Organizations helping students prepare for academic success in college received funding to sustain, grow, or replicate their results. In backing these grassroots efforts, and building partnerships with the experts behind them, we can start making real progress on solving serious problems. The lessons we learn today will inform the grants we make tomorrow.

Great Lakes committed more than $3 million in grants during 2012 to programs focused on improving college readiness for students in grades 6 through 12 and adult learners. Showcased here are three of the programs that received grants for their work.

GO TO PAGE 15 FOR A LIST OF ALL COLLEGE READY GRANT RECIPIENTS.

GIVING STUDENTS MORE TIME TO BETTER THEIR GRADES

When a student struggles, their school day is often spent trying to catch up so they don’t fall further behind. Phuture Phoenix, a college readiness program based at the University of Wisconsin-Green Bay, recognized this as a significant issue facing the students they serve. With a $177,579 grant from Great Lakes, they set out to address it.

Phuture Phoenix collaborated with local high school teachers and administrators to develop an after-school tutoring program that’s easy for students to access—and focused on the kind of help they can’t always get during the school day.

The program, piloted at Green Bay’s West High School, allowed students to get an additional hour and a half of instruction, four days a week, from UW-Green Bay education majors. Together, the tutors and students set goals for higher GPAs, while honing the homework and study skills necessary for success in school.

The initial results? The needle is moving in the right direction. More than 40 percent of students participating in the first Phuture
Phoenix after-school tutoring program increased their GPAs. And 82 percent of participating students maintained at least a 2.0 GPA, surpassing the program goal of 75 percent.

With the experience gained from this pilot, Phuture Phoenix now knows what it takes to bring after-school tutoring to more of its partner high schools. This new offering rounds out a set of services that have become a model of success in the college readiness arena.

“\nThe success of Phuture Phoenix isn’t solely determined by how many students attend UW-Green Bay, but whether we can help young people growing up in challenging circumstances pursue their own postsecondary options. This grant supports our efforts to help students develop the tools and confidence to help themselves and pursue their dreams."

KIM DESOTELL, Phuture Phoenix Director

Through Phuture Phoenix, UW-Green Bay education majors work with students at local high schools.
There’s an achievement gap in Madison, Wisconsin. While the high school graduation rate for white students is 84 percent, it falls to 59 percent for Latino students and 50 percent for African American students.²

Closing a gap like this isn’t easy. But with the right partners and the right approach, we know it can be done. That’s why we awarded a grant of $130,000 to support the work the Boys & Girls Club of Dane County is doing in collaboration with the Madison Metropolitan School District.

The Boys & Girls Club’s Teens of Promise (TOPS) program is committed to leveling the playing field for all students by meeting them where they are: in school.

TOPS connected well-trained tutors and high school students in “the academic middle” (those with an eighth grade GPA of 2.0 to 3.5). Meeting in schools two days a week, tutors helped students master what they learned in class and refine important study skills.

TOPS also helps students see beyond the walls of high school.

Through out-of-the-classroom experiences like college field trips and guest speakers, students can begin to see themselves on a college campus or working in their dream job.

▲

African American and Latino TOPS students have GPAs 19% higher than their peers.

A TOPS tutor meets with students for a study session in school.

TOPS students learn about careers through internship programs in the community.
**EXPANDING OPTIONS BY INCREASING ACT SCORES**

A high ACT test score can help give a student their pick of two- and four-year colleges to attend. A low score can put four-year colleges out of reach. For Milwaukee students, average ACT scores are 28 percent lower than those of other Wisconsin students.³

*College Possible Milwaukee*, with the help of a $290,933 grant from Great Lakes, is working to fix this—by bringing the ACT preparation model they perfected in Minnesota’s Twin Cities to another city in need.

The program offers an intensive, academic year-long approach to getting ready for the ACT and other college entrance exams. How intensive? 320 hours of support for every student served.

In Milwaukee, 350 students from eight high schools were recruited into the College Possible program during the spring of their sophomore year. Formed into groups of 10 to 15, the students worked with AmeriCorps coaches for two hours, twice a week, during their junior year. The coaches are also embedded in the schools for additional support when it’s needed, not just on the ACT, but on all subjects that shape college readiness.

The overarching goal is to increase test scores. It’s working: College Possible Milwaukee juniors have increased their ACT scores by 19.2 percent. This means they are far better positioned to gain access to the two- or four-year college of their choice. ▲

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In 2008, as a founding funder, Great Lakes supported the successful replication of College Possible in Wisconsin. College Possible embeds AmeriCorps coaches, who are recent college graduates, in schools to work with students. Each College Possible student benefits from 320 hours of support.
what’s right

COMPETITIVE GRANTMAKING

Boosting College Success

We know that arriving on campus with a history of good grades in high school is not enough to guarantee success. For many students, additional support is necessary to increase the odds that they graduate and make the most of their investment in higher education. To recognize and reward programs that deliver this support, and to learn what really works, Great Lakes makes college completion a funding priority.

In 2012, Great Lakes committed $3.7 million in grants to programs helping more college students stay in school. We are pleased to spotlight three of the many programs that received funding for their work.

GO TO PAGE 17 FOR A LIST OF ALL COLLEGE SUCCESS GRANT RECIPIENTS.

CONNECTING LATINO COLLEGE STUDENTS TO OPPORTUNITY

United Community Center (UCC) knows Milwaukee. The social service agency has been there for Latino families for over 40 years, offering everything from early childhood education to senior housing. It wasn’t until recently that UCC put a plan in place to address a growing need—support for their college students. A Great Lakes grant of $155,260 helped put that plan in action.

The issue was clear: 78 percent of students who UCC worked with moved on to college, yet only 62 percent of these students completed their studies. The solution: call on UCC’s connections to give more students the inspiration and support they need—the kind that can be difficult to find at home when a student is the first in their family to attend college.

Abriendo Puertas students share a common goal: working together to graduate from college.
UCC’s Abriendo Puertas (Opening Doors) program aims to close the gap between getting to and getting through college. It directly links college coursework and experiences with professionals and careers.

The program gave 154 college students membership to the Hispanic Professionals of Greater Milwaukee. Through this organization, they took part in invaluable networking opportunities with business leaders, and gained exposure to more than 60 corporate partners and organizations. Students were also paired with a UCC advisor who provided individualized help throughout college, all based on an action plan covering academic, financial, and career goals. This strong support goes a long way toward ‘opening doors’ for more Milwaukee Latinos and their families.

Connecting students with campus faculty and staff mentors can enhance their college experience. At Madison College, work is underway to use these connections for an even more important purpose—to keep more students in college.

The effort began when Madison College sought to reverse a concerning campus trend: male students of color dropping out at higher rates than other students.

The college reached out to financial aid and student development offices, as well as other faculty and staff. Based on insights gained from across the campus, the Mentoring Minority Male Scholars Program (3MSP) was launched.

A true learning community, 3MSP brings together students and mentors to attend regular meetings and discuss issues important to college success: time management, choosing classes, test-taking strategies, and making college-to-career connections. The meetings happen over a shared meal, so a sense of togetherness can easily take root.

As 3MSP saw positive results for the men, the program recognized that Madison College women needed help, too. A Great Lakes grant of $75,608 expanded services to female students of color, a growing population at Madison College.

With dedicated staff in place to mentor and provide academic help, the Women of Color Scholars Program (WCSP) is up and running, and off to a promising start—providing women with a built-in network of support and a clearer path to college completion.

“Because of the mentor, you’re just more on track with school. You know what’s coming up this week, and next week. You have more of a system to follow. It makes everything a lot easier.”

Deandre Galligan, 3MSP Student
Imagine an emergency trip to the dentist ending a college education. For students with the greatest financial need, something like a dental bill can be all it takes. To help these students, specifically those at Wisconsin’s technical colleges, Great Lakes created the three-year, $1.9 million Emergency Grant Assistance Program. Customized for the Wisconsin Technical College System, and based on the proven Scholarship America® Dreamkeepers® emergency grant model, the program helps students cover unexpected costs. When a need arises, they can apply for a small grant. The immediate goal is to remove the financial obstacle, and the stress that comes with it. More importantly, we want to help more students stay in school and get their degree or diploma—without getting waylaid by an expense just beyond their means.

All 16 technical colleges received grants from Great Lakes. The money supports on-campus implementation and covers grants to students throughout the three-year grant period. The average grant awarded to students thus far has been $414, enough to help with an unforeseen dental bill, or car repairs, or childcare needs. Our hope is that these grants, a helping hand in a time of need, are just what it takes for students to stay focused on realizing their college dreams.

$414

AVERAGE GRANT AWARDED TO PREVENT STUDENTS FROM DROPPING OUT

Representatives from Wisconsin’s technical colleges share best practices for Emergency Grant Assistance Program management.
Supporting Focused Solutions

In 2012, Great Lakes committed nearly $10 million to programs and initiatives. In the following pages, we list our grant recipients—the partners with whom we work to do what's right, and learn what works.

<table>
<thead>
<tr>
<th>COLLEGE READY GRANTS</th>
<th>WHY OUTCOMES MATTER TO US AND THE PROGRAMS WE FUND</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDUCATIONAL GROWTH GRANT RECIPIENTS</strong></td>
<td>“Tailored solutions are critical to achieving specific outcomes. That’s why Great Lakes looks to the experts behind these solutions to learn what works. Knowing that an organization sets goals and tracks outcome data tells us that they understand the issues and have developed strategies to solve them. With outcome data, we all gain clarity on what’s making a real difference, and we can apply the lessons we learn to further accelerate change.”</td>
</tr>
<tr>
<td><strong>Blackhawk Technical College</strong></td>
<td><strong>President &amp; CEO, Great Lakes</strong></td>
</tr>
<tr>
<td>Offering pre-college courses and services designed for 100 Janesville high school seniors and 1,050 adult learners.</td>
<td>Richard D. George</td>
</tr>
<tr>
<td><strong>Boys &amp; Girls Club of Dane County</strong></td>
<td></td>
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<tr>
<td>Offering academic and career programming for 60 students on site and new programming for 155 students at two middle schools.</td>
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<tr>
<td><strong>Chippewa Valley Technical College</strong></td>
<td></td>
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<tr>
<td>Placing 25 disadvantaged Eau Claire high school students in summer courses to improve academic outcomes.</td>
<td><strong>$27,499</strong></td>
</tr>
<tr>
<td><strong>College Possible Milwaukee</strong></td>
<td></td>
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<tr>
<td>Increasing ACT test scores for 350 Milwaukee juniors and seniors through small group coaching.</td>
<td><strong>$290,933</strong> See page 11</td>
</tr>
<tr>
<td><strong>College Possible Twin Cities</strong></td>
<td></td>
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<tr>
<td>Providing 260 juniors and seniors with ACT/SAT test preparation and guidance for the college transition.</td>
<td><strong>$125,000</strong></td>
</tr>
<tr>
<td><strong>Edgewood College</strong></td>
<td></td>
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<tr>
<td>Pairing 12 Madison eighth and ninth graders with an Edgewood College student tutor/mentor.</td>
<td><strong>$10,008</strong></td>
</tr>
</tbody>
</table>

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### Supporting Focused Solutions

#### 2012 Grant Recipients

<table>
<thead>
<tr>
<th>Organization</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mid-State Technical College</strong></td>
<td>Preparing 48 Wisconsin Rapids high school seniors to pass out of remedial coursework through college-level classes.</td>
<td>$53,793</td>
</tr>
<tr>
<td><strong>Ohio Association for Student Financial Aid Administrators</strong></td>
<td>Providing support for free FAFSA completion assistance during College Goal Sunday™ at 50 sites in Ohio.</td>
<td>$15,000 See page 7</td>
</tr>
<tr>
<td><strong>Ohio College Access Network</strong></td>
<td>Delivering high-quality training to college access organizations, to develop measurable goals and outcomes and effectively collect data.</td>
<td>$100,000 See page 7</td>
</tr>
<tr>
<td><strong>Operation Fresh Start</strong></td>
<td>Helping 32 Madison adult learners move toward college degree programs.</td>
<td>$58,102</td>
</tr>
<tr>
<td><strong>Pathways to College</strong></td>
<td>Providing tutoring, summer, and Saturday activities to 179 students in 17 Milwaukee high schools.</td>
<td>$100,978</td>
</tr>
<tr>
<td><strong>University of Wisconsin Foundation</strong></td>
<td>Tutoring, test preparation, residential coursework, and internships for 605 Wisconsin students.</td>
<td>$300,000</td>
</tr>
<tr>
<td><strong>University of Wisconsin-Green Bay</strong></td>
<td>Tutoring, mentoring, and ACT preparation by pre-service teachers to 220 Green Bay high school students.</td>
<td>$177,579 See page 8</td>
</tr>
<tr>
<td><strong>University of Wisconsin-Parkside</strong></td>
<td>Providing mentoring, college readiness, and Saturday services to 60 Racine and Kenosha seventh graders.</td>
<td>$141,848</td>
</tr>
<tr>
<td><strong>University of Wisconsin-Superior</strong></td>
<td>Offering UW-Superior student-tutors and campus visits to 90 middle school students.</td>
<td>$90,439</td>
</tr>
<tr>
<td><strong>University of Wisconsin-Waukesha</strong></td>
<td>Providing 90 students intensive academic support to increase ACT scores.</td>
<td>$34,200</td>
</tr>
<tr>
<td><strong>Urban League of Greater Madison</strong></td>
<td>Serving 200 Madison students through 14 ACT preparation academies.</td>
<td>$152,038</td>
</tr>
<tr>
<td><strong>SUMMER LEARNING GRANT RECIPIENTS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Carroll University</strong></td>
<td>Allowing 40 Waukesha high school students to participate in a one-week ACT preparation boot camp.</td>
<td>$14,427</td>
</tr>
<tr>
<td><strong>Forward Service Corporation</strong></td>
<td>Combatting summer learning loss and increasing GPAs with a five-week residential summer camp for 140 northeast Wisconsin students.</td>
<td>$149,520</td>
</tr>
<tr>
<td><strong>Lac Courte Oreilles Ojibwa Community College</strong></td>
<td>Helping 20 adult students in Hayward successfully transition to college with a seven-week summer program.</td>
<td>$54,922</td>
</tr>
</tbody>
</table>
Marquette University
Improving the reading comprehension of 160 Milwaukee third and fourth graders by almost a full grade level.
$150,000

Northeast Wisconsin Technical College Educational Foundation, Inc.
Bringing 20 rising freshmen in Green Bay who had been in foster care to campus for a one-week summer session.
$7,457

UWM Foundation, Inc.
Providing six weeks of intense academic preparation programming to 100 rising seventh and eighth graders in Milwaukee.
$150,000

University of Wisconsin-Platteville
Offering three weeks of math, English, and writing classes to 50 students from diverse backgrounds.
$94,806

University of Wisconsin-Whitewater
Increasing ACT scores and knowledge through a residential summer camp for 50 high school students.
$85,134

Wisconsin Indianhead Technical College
Offering six-week academic and two-week Success Strategies courses to 80 returning adult students in Shell Lake.
$62,205

College Possible Milwaukee
Helping 1,300 students make connections to college through technology-based coaching.
$255,904

Carroll University
Providing proactive advising to 250 first-generation students in Milwaukee.
$151,425

Madison College
Offering learning communities and meetings with faculty/staff mentors to 40 students of color.
$75,608

Milwaukee Area Technical College
Helping 300 students to improve below-minimum test scores through tutoring and academic skills workshops.
$208,407
Supporting Focused Solutions
2012 Grant Recipients

Mount Mary College
Offering mentoring from older students to address non-academic persistence challenges for 60 students in Milwaukee.
$214,000

St. Norbert College
Offering learning community services to 35 first-year students of color in De Pere.
$61,606

United Community Center
Providing 154 Latino students at Milwaukee universities with counseling, networking, and mentoring.
$155,260

University of Wisconsin-Eau Claire
Offering learning community services to 40 students with placement in a student peer group and mentor/coach meetings.
$148,108

University of Wisconsin-Milwaukee
Serving 40 parent-students through workshops, life coaches, and a resource center.
$146,322

University of Wisconsin-Oshkosh
Providing advising, peer support, and inclusion in small learning groups, for 150 students.
$169,420

University of Wisconsin-Parkside
Offering career, reading, composition, and tutoring assistance to 50 students within a learning community in Kenosha.
$51,272

University of Wisconsin-Marathon County
Providing regular tutoring to 165 students with lower GPAs and test scores in the Wausau area.
$67,055

EMERGENCY GRANT ASSISTANCE PROGRAM

Wisconsin Technical Colleges
Through the Emergency Grant Assistance Program, Great Lakes covers all administration fees for program partner Scholarship America® Dreamkeepers®, as well as direct funding for emergency grants to students over the three-year grant period. The following grant amounts are based on college enrollment.

Blackhawk Technical College .................................................................. $62,500
Chippewa Valley Technical College ..................................................... $85,000
Fox Valley Technical College ................................................................. $117,500
Gateway Technical College ................................................................. $117,500
Lakeshore Technical College ................................................................. $62,500
Madison College .......................................................................................... $140,000
Mid-State Technical College ................................................................. $62,500
Milwaukee Area Technical College ..................................................... $140,000
Moraine Park Technical College .......................................................... $85,000
Nicolet Area Technical College ............................................................ $62,500
Northcentral Technical College ............................................................. $85,000
Northeast Wisconsin Technical College .............................................. $117,500
Southwest Wisconsin Technical College ............................................ $62,500
Waukesha County Technical College ................................................. $117,500
Western Technical College ................................................................. $85,000
Wisconsin Indianhead Technical College ............................................. $62,500

See page 12
See page 14
Supporting Focused Solutions
2012 Special Initiatives

SPECIAL INITIATIVES

Wisconsin’s College Access Challenge Grant
One hundred percent of required matching funds for state-level implementation of the federal grant.
$967,734  See page 5

The Degree Project
Program support and outreach to students, families, and Milwaukee Public Schools staff to increase scholarship awareness and achievement.
$139,121  See page 6

Great Lakes National Scholarship Program
750 scholarships of $2,500 each to students majoring in science, technology, engineering, or math (STEM) disciplines.
$1,875,000

Making the Most of a $40 Million Gift

In 2007, Great Lakes provided a $40 million gift to form the private, nonprofit Wisconsin Covenant Foundation, Inc. Since then, we’ve sustained our relationship, offering staffing and resources to support the Foundation’s activities.

The Foundation’s first grantmaking focus was to provide additional financial aid for Wisconsin Covenant Scholars from low-income households. Through 2012, $2.4 million has been awarded to these students. During 2012, the Foundation announced its Wisconsin Workforce Partnership Grants. Through this three-year pilot grant program, the Foundation awarded $3.7 million to Wisconsin technical colleges partnering with local businesses. The goal of these grants is to help close the gap between Wisconsin employers that report having trouble finding skilled workers and Wisconsin residents in need of family-sustaining jobs.

2012 Great Lakes staffing and resource commitment in support of the Foundation.
$125,823

Matching the Generosity of Our Employees

For our annual employee giving campaign, Great Lakes issued a challenge. We said we’d match each dollar donated directly by employees, up to $70,000. Naturally, our employees rose to the challenge, and we were pleased to present the United Way of Dane County with a significant corporate gift for its education-focused agenda for change.
$70,000

Great Lakes President & CEO Richard D. George and Governor Scott Walker announce a Wisconsin Workforce Partnership Grant to Moraine Park Technical College.
Looking Forward

We are excited about the strides we made in 2012, and equally excited for what 2013 has in store.

Our commitment now is to continue building Great Lakes Philanthropy with our guiding principles always leading the way.

The partnerships we’ve already forged—and the relationships we’ll soon begin—allow us to fulfill our responsibility to do what’s right:

- **Level** the playing field for all students
- **Remove** barriers to college success
- **Track** meaningful results
- **Value** all forms of education beyond high school

As we move forward, we’ll share the lessons we learn and the impact our partners make as we move the needle, together.

What to look for in 2013

- May announcement of 2013-14 **College Ready grant** recipients
- Launch of Great Lakes Philanthropy e-newsletter
- August announcement of 2013-14 **College Success grant** recipients
Great Lakes Higher Education Corporation & Affiliates works with schools, lenders, and community organizations to change lives for the better through higher education. Great Lakes supports these partners with philanthropic, educational, and operational resources that help students and families pay for college and build brighter futures. One of the nation’s largest integrated providers of student loan services, Great Lakes serves the U.S. Department of Education, colleges across the nation, and student loan borrowers, servicing more than 8.6 million borrower accounts. Great Lakes is a nonprofit corporation headquartered in Madison, Wisconsin, with operating centers in Eagan, Minnesota; Aberdeen, South Dakota; and Boscobel and Eau Claire, Wisconsin.

**Photo Credits**
Great Lakes would like to thank the following organizations for providing images and image permission to support this annual report: Boys & Girls Club of Dane County, College Possible Milwaukee, Madison College, Milwaukee Public Schools, United Community Center, and the University of Wisconsin-Green Bay.

**Sources**
2. High School Completion, Four-Year Rate by Race/Ethnicity, Madison Metropolitan, Wisconsin’s Information Network for Successful Schools, Wisconsin Department of Public Instruction, 2010-11
3. ACT Results, Composite, All Students, Wisconsin’s Information Network for Successful Schools, Wisconsin Department of Public Instruction, 2010-11

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