

# MILWAUKEE JOURNAL SENTINEL

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## Building up image with new facilities *Marquette spends \$150 million on campus improvements*

BY NAHAL TOOSI

Father Robert A. Wild, president of Milwaukee's Marquette University, listed building projects as one of his top priorities for the school during an interview three years ago.

He wasn't kidding.

Marquette has binged on building these last few years. The school has poured about \$150 million — mostly private funds — into new facilities and landscaping efforts designed to sharpen the image of the urban institution.

Among the projects: a dental school, more university-owned apartments and the \$31 million Al McGuire Center, an athletic facility. Friday, the university dedicated one of its prized new additions, John P. Raynor, S.J., Library. The library, which relies heavily on technology and "bookless" information, cost \$55 million.

Before the opening of the \$35 million dental school last year, Marquette's last new building was Cudahy Hall, an academic facility, which opened in 1994.

Why has the campus skyline changed so much?

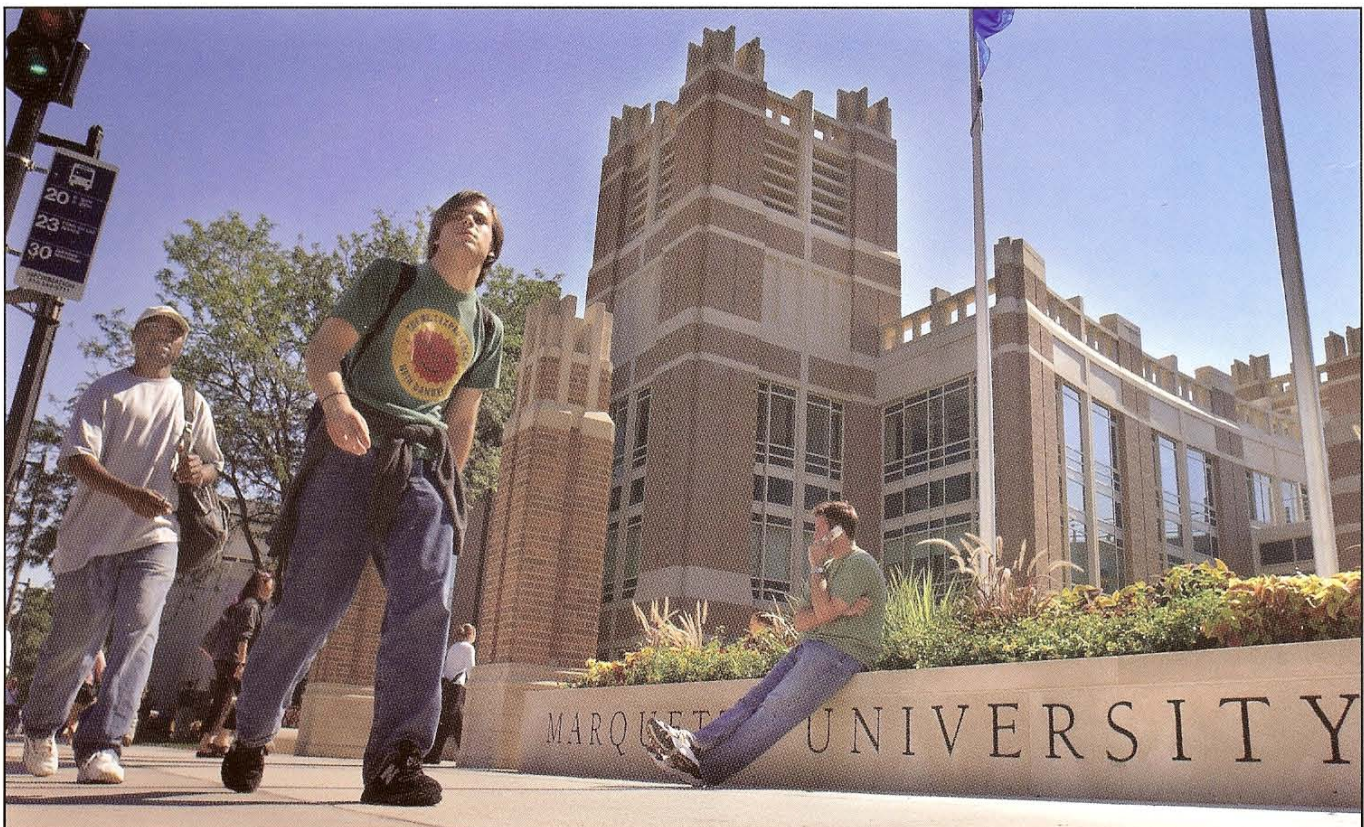
Wild said building new facilities is one thing universities can do to market themselves to students and faculty and stay on the cutting edge.

"For students to have an attractive environment where they can live and work, that's really important," he said.

### Record number of applicants

These are heady times for the Jesuit school, even without the new buildings.

The private university — like many others — is getting a record number of applications and had to stop the flood by closing



Students walk between classes in front of the new John P. Raynor, S.J., Library on the Marquette University campus in downtown Milwaukee.

Rick Wood

admissions early. Marquette enrollment now is 11,193, the most students since 1991.

Thanks in good part to the success of its men's basketball team, Marquette has seen its profile rise nationwide (public relations officials like to credit it to better marketing).

The school also is in the midst of a \$250 million fund-raising campaign known as "Magis" — that's Latin for more. Julie Tolan, Marquette's vice president for university advancement, said the school



already has raised about \$237 million and will in all likelihood surpass its goal by July 2005.

The fund-raising efforts are particularly impressive considering the slow pace of the economy, which has made more than a few donors wallet-shy. Alumni constituted the majority of people who contributed to the campaigns, the school's most ambitious ever, Tolan said.

"I think that the momentum right now for Marquette is really unbelievable, possibly unprecedented," Tolan said. "We haven't even touched the tip of the iceberg, the prospective pool of our donors."

### Good neighbors

Also notable has been the relative lack of neighborhood complaints about

Above: Erick Nunez, a Marquette School of Dentistry student, prepares a paste in the the new dental school facility. The school is in one of several new buildings on campus. Right: Work Continues on the \$31 million Al McGuire Center on the Marquette University campus. The new athletic center will open to staff Oct. 3 and is one of several new construction projects on the campus.

Marquette's construction efforts. That's in large part because the university has built on non-disputed properties — over parking lots and on land it owns — and has involved city and neighborhood officials along the way, Wild said.

The general happiness is a sea change from several years ago, before Wild took office, when Marquette proposed a renovation plan that would have closed off part of W. Wisconsin Ave. to create a pedestrian mall.

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for university advancement

That drew howls of protest, the city rejected the idea, and Marquette backed off.

"The plan was ultimately flawed," Mayor John O. Norquist said. "It was basically an anti-urban plan. Their plan was basically to put a wall around Marquette."

Norquist is much happier with Marquette's most recent work and said he hasn't heard any complaints from neighbors. A stronger Marquette will assist Milwaukee economically, he said.

"I think Marquette has in their culture a complete understanding of urbanism and the city and the value of the city," Norquist

said. "We don't have to spend any time training them anymore."

Tom Wiseman, owner of the Brett Funeral Home at 2001 W. Wisconsin Ave., said Marquette officials go out of their way to attend neighborhood meetings.

"I think they've become a real neighbor to the neighborhood," said Wiseman, adding that thanks to the campus additions, "you drive down the avenue, and you're proud to be here."

Kate Agnew, president of Marquette's student government, said students are more excited than annoyed in dealing with all the construction.

"The buzz about the new buildings is very positive, especially for the library," said Agnew, 21, a senior. "The only hassles would be noise. You'd wake up in the morning to pounding hammers and workmen yelling at each other."

Wild said the school is cooling off its construction efforts and turning its fund-raising focus toward its endowment, scholarships and faculty recruitment and retention.

The school currently has a \$207 million endowment, Tolan said. As of June 30, 2002, Marquette's total operating revenue was \$254 million and its total operating expenditures were \$207 million, according to the school's annual report.

Wild admitted, though, that there is still an appetite for new facilities and some early talk about more building.

Top on the wish list: a life sciences facility.

