

## Report of Northwestern College

In the past year, Northwestern College has been implementing strategic initiatives aimed at enabling us to thrive in a future that is demographically challenging for all U.S. colleges and universities. After 2025, the number of high school graduates is expected to drop, increasing competition. In addition, those who employ college graduates are increasingly seeking different training than colleges and universities have traditionally provided.

Among the strategic initiatives we're pursuing to meet these challenges are:

- Undertaking an academic program prioritization process that will enable us to more nimbly shift resources from low-enrollment majors to new high-demand programs. For example, this year we eliminated three under-enrolled undergraduate majors in order to invest those resources in our new master's degree programs in athletic training and physician assistant studies.
- Hiring a Hispanic community liaison to strengthen ties between the college and the growing Hispanic community in our region.
- Launching a brand initiative: Raiders Stand Out.

On the advice of a strategic brand consultant, we are leaning into our athletic identity as an institution-wide identity and investing the labels "Raiders" and "Raider Nation" with a bold, aggressive, relentless pursuit of excellence that honors God and serves others. We *do* stand out from our competitors, and at times, we have been too humble about that, mistaking our Christian identity as one that requires humility in all circumstances and therefore prohibits calling attention to oneself or one's institution. As we re-explored our brand, we returned to our college motto: *Deus est Lux*. God is Light. Christians are called to be light in the world. Light stands out. So do we.

## Raiders Stand Out

We're Raiders.  
And Raiders stand out.

We're called to be different—  
and to make a difference.  
To matter—and succeed  
in ways that matter.

Raiders lead. And serve.  
We're smart. And strong.  
Courageous. And faithful.  
We achieve—not for ourselves  
but because excellence  
honors God and serves others.

We're equipped.  
For our careers.  
For God's call on our lives.  
For success.  
For significance.

Because we're Raiders.  
And #RaidersStandOut.

## Meet Some of Northwestern's Standout Graduates

**Air Force Lt. Col. JoAnna Jackson '02.** A Summer of Service experience with the Luke Society in a Ghanaian hospital shaped JoAnna's career trajectory, leading the biology major to medical school. She eventually joined the Air Force, practicing as an ER physician at Langley Air Force Base and serving in the Middle East on a Tactical Critical Care Evaluation Team, providing direct care to more than 50 seriously wounded soldiers over seven months.

Since 2017, JoAnna has been stationed at the White House. As a member of the White House Medical Unit, she has traveled to 12 countries providing medical care for the president and vice president and their wives as well as for President Obama. JoAnna was named the White House Military Office Field Grade Officer of the Year in 2018. She will complete her term at the end of this year and says, "I don't know where God will lead, but I know he will. I just want to be faithful to the vision God has given me."

**Benjamin Brownson '06.** Ben set his sights on the Chicago theatre scene after graduating from Northwestern and earning a master's degree in humanities from the University of Chicago. In 2012, he had the opportunity to produce a show with a colleague, and Broken Nose Theatre was born. Broken Nose Theatre's mission is to stage plays that cultivate empathy, spark conversation, and amplify underrepresented voices. The company is also committed to economic accessibility, so ticket prices are "pay what you can."

In 2018, the theatre company Ben founded received the League of Chicago Theatre's Emerging Theatre Award. In his remarks after accepting the award, he said, "We do theatre because we think it's the greatest cultivator of empathy we possess. Our hope is that in exercising that empathy muscle, our audiences can go out into their communities and have a little more understanding and love for those they have come into contact with."

**Dr. Michael Holm '06.** After earning a doctorate in mathematics from the University of Nebraska-Lincoln, Michael worked for the National Security Agency for three years before joining Covenant Eyes, a company that helps people avoid pornography by offering online activity monitoring software.

Covenant Eyes' text-based system for detecting pornography was becoming less and less effective. So Michael designed a custom algorithm and then "trained" the software to identify patterns in pornographic images, distinguishing them from other images containing nudity, like Michelangelo's "The Creation of Adam," for example. The impact was immediate and profound: The new software's accuracy went from 75 percent to 99.8 percent. Michael says, "God has a good design for sexuality that is deeply perverted in our culture. Knowing that Covenant Eyes' mission is close to God's heart makes it close to my heart."

**Chris Butler '12.** A psychology and sociology graduate, Chris is the program director at the New Start Recovery center in Orange County, California. New Start Recovery offers cost-effective, easily accessible services to help individuals recover from substance abuse. Chris oversees staff therapists, planning, and community outreach.

Chris's motivation is personal: As a child, he witnessed the devastating effects of substance abuse when his father became addicted to drugs and lost everything. He says, "You don't know what to make of it as a kid; my dad was still the same guy who took me to my baseball games. I understand what addiction does to a person and to the family. I want to put a stop to generations of turmoil."

**Alyssa Currier '14.** Alyssa's career path was shaped by a campus visit from International Justice Mission, which describes itself as the world's largest anti-slavery organization. Alyssa, who majored in political science and Spanish, is now assistant special counsel of the Human Trafficking Institute, based outside of Washington D.C. She fights trafficking in Kampala, Uganda, by advising prosecutors how to investigate and convict traffickers.

Before joining the Human Trafficking Institute, Alyssa was an attorney at the United Nations High Commissioner for Refugees as part of the U.S. protection and resettlement unit in Washington D.C. A graduate of George Washington University Law School, she also advocated on behalf of forcibly displaced women with International Justice Mission in Uganda and represented victims of human rights abuses before the International Criminal Court in The Hague. She says, "The focus on social justice at Northwestern was invaluable."

**Rachel Kinsinger '14.** Rachel is a child life specialist at Seattle Children's Hospital, working with patients from 44 different specialty clinics, preparing kids mentally and emotionally for various medical procedures. She earned her master's degree in child life from Loma Linda University, piloting a project to help children prepare for an MRI scan so they could complete them without anesthesia. Teaching her patients—some as young as four years old—techniques for undergoing an MRI without anesthesia meant the test could be conducted sooner and at a lower cost.

Rachel says her passion for child life and assisting people going through challenges stems from her Christian faith. "Even small acts of kindness and love can make a big difference. I love being able to make hard things easier for kids and their families."

To read about more of Northwestern College's standout alumni, visit [nwcsiowa.edu/standout-alumni](http://nwcsiowa.edu/standout-alumni).

### **Standout Enrollment 2020**

The college set a spring enrollment record with 1,406 students. This year's number is up from 1,261 last spring. One of the factors in the total enrollment record is an all-time high for online and graduate student enrollment. This spring, 461 students are enrolled in Northwestern's online master of education and degree-completion programs in early childhood and nursing, up from 429 last fall. Northwestern also has 24 new transfer students on campus this semester, the largest contingent in many years.