

WHY WISCONSIN AND THE MIDWEST



37

COUNTRIES REPRESENTED

#2

CITY FOR CAREER LAUNCH (LINKEDIN)

90 min

WAUKESHA TO CHICAGO O'HARE

40%

LOWER COST OF LIVING VS. NYC

ORD

BUSIEST U.S. AIRPORT, DIRECT BUS + CARROLL PICKUP AT STATION

Students who choose coastal cities often land in international neighborhoods where everyone from their country already lives. They are comfortable, and they graduate having had a limited American experience. Students who come to Wisconsin arrive somewhere genuinely unfamiliar, build real friendships across cultures, and develop the adaptability that shows up in every job interview. **That is not a consolation prize. It is the point.**

FALL

Campus turns orange and red in September and October. The Great Lakes region has some of the most vivid fall foliage anywhere. Door County draws visitors from across the country for this reason alone.

WINTER

It is cold, and honestly beautiful. Snow on campus looks the way Christmas cards do. Students ski, visit Milwaukee's indoor markets, and find their own rhythm with the season. You adapt quickly, and you remember it.

SPRING

After a real winter, spring here is an event. April and May are warm, green, and genuinely exciting. Outdoor patios fill overnight. The campus and the city come alive in a way that feels earned.

SUMMER

Wisconsin summers are warm, humid, and lake-filled. Lake Michigan is 30 minutes from campus. Summerfest, the world's largest music festival, runs in Milwaukee every summer. Students do not stay inside.

MIDWESTERN CULTURE IS A REAL DIFFERENTIATOR

The Midwest has a reputation for friendliness that is well-earned and specific. Strangers hold doors, give directions, and start conversations. For a student arriving alone for the first time, this matters more than they expect. At Carroll, international students are part of the campus fabric, not a niche group. The campus is small enough that faculty know your name in the first week.

WHAT A STARTING SALARY ACTUALLY BUYS HERE

A \$50,000 starting salary in New York City leaves a graduate with very little after rent, transit, and food. The same salary in Waukesha or Milwaukee covers a comfortable apartment, a car, savings, and travel. **Milwaukee's cost of living runs roughly 40% lower than New York and 35% lower than Los Angeles.** For families thinking about return on investment, this arithmetic matters. The Midwest is where a first job actually builds financial stability.

LESS COMPETITION FOR INTERNSHIPS AND JOBS

In Boston or New York, thousands of students from top-ranked universities compete for the same internship slots. In Milwaukee, Carroll students recruit into a market where employers genuinely struggle to fill engineering, technology, and business roles. **The STEM OPT corridor here is real.** Companies like Rockwell Automation, Johnson Controls, Harley-Davidson, Northwestern Mutual, and Epic Systems are actively hiring in the programs Carroll offers. Being a strong candidate in a mid-size market beats being average in an oversaturated one.

CULTURAL LIFE: MORE THAN EXPECTED

Milwaukee has the Bucks (NBA), the Brewers (MLB), and a genuine food and arts scene. Summerfest runs for 11 days every summer along Lake Michigan and is the largest music festival in the world by attendance. Door County, two hours north, is one of the most beautiful shoreline destinations in the country. Chicago covers anything Milwaukee does not. Students who arrive expecting nothing are consistently surprised.

THE MILWAUKEE-CHICAGO EMPLOYMENT CORRIDOR

Milwaukee and Chicago are 90 minutes apart by car or train. Carroll students recruit into both cities without relocating. Chicago is a global business hub with major financial, consulting, and technology markets. Milwaukee ranks second on LinkedIn's annual index for new graduate career launch. Students access both without paying either city's cost of living.

REAL CULTURAL IMMERSION, NOT AN INTERNATIONAL BUBBLE

Universities in gateway cities often have international populations so large that students self-sort by nationality. The experience is comfortable and socially narrow. At Carroll, with 37 countries in a small cohort, cross-cultural friendships form by necessity. Students leave with American friendships, international networks, and fluency in American life that employers and graduate programs notice. **That is the deeper value of choosing somewhere genuinely unfamiliar.**