

**YOUR WORLD.
AS IT COULD BE.**

**IF YOU'LL INDULGE US THE METAPHOR,
LIFE IS A JOURNEY, AND COLLEGE IS THE
PART WHERE THINGS GET INTERESTING.**

YOU'RE LEAVING THE FAMILIAR PATH. TURNS AND FORKS LIE JUST AHEAD. WHICH ARE YOU GOING TO TRAVEL DOWN FIRST? AND HOW MANY WILL YOU TAKE ALONG THE WAY?

WE LIVE FOR THIS STORY. WE WANT TO BE A PART OF IT.

**IF YOU ALREADY KNOW WHERE
YOU'RE HEADED, GREAT. WE'LL HELP
YOU GET THERE.**

**IF YOU'RE DEVOTEDLY UNDECIDED,
NO PROBLEM. WE'LL HELP YOU FIND
YOUR PERFECT POINT OF FOCUS.**

BUT KEEP IN MIND: THE FUTURE IS AN EVER-SHIFTING TARGET. IF YOU CHANGE COURSE
ALONG THE WAY, WE'LL SHOW YOU HOW TO CUT A BRAND-NEW TRAIL.

**PREPARE TO BE SURPRISED.
(WE KNOW THAT'S IMPOSSIBLE.)
BUT IMPOSSIBLE IS HOW IT FEELS
TO LIVE IN A SPACE WITH MORE
OPPORTUNITY THAN YOU CAN
POSSIBLY GRAB.**

BRING A BIG NET. AND CONSTANTLY INDULGE IN FRESH IDEAS, NEW EXPERIENCES, AND UNEXAMINED TOPICS. AS YOU EXPLORE, YOUR THOUGHTS EVOLVE AND YOUR SENSE OF POSSIBILITY EXPANDS.

YOU'LL BE TAUGHT AND MENTORED BY THE BEST.

OUR PROFESSORS HAVE INCREDIBLE MINDS. RELENTLESS CURIOSITY.
REMARKABLE HEARTS.

THEY'LL MEET YOU WHERE YOU ARE—INVITING YOU TO JOIN IN THE SHARING OF IDEAS,
THE SOLVING OF PROBLEMS, THE INVENTION OF A BETTER WORLD.

INDULGE YOUR FASCINATIONS.

OUR CONSTELLATION OF ON-CAMPUS CENTERS OF DISCOVERY, ACTION, AND THOUGHT FACILITATE DEEP-DIVE EXPLORATIONS OF TOPICS AND COMMUNITIES OF INTEREST. YOU'LL BUILD SKILLS, HONE EXPERTISE, AND MAKE MEANINGFUL CONNECTIONS THAT PROPEL YOUR LEARNING AND PREPARE YOU FOR YOUR NEXT ADVENTURE.

COME BOLDLY WITH AN OPEN MIND, WILLING TO BE CHANGED.

WE'VE ASSEMBLED AN INSPIRING COMMUNITY THAT REFLECTS AND HONORS THE WORLD'S GREAT DIVERSITY OF CULTURE, OPINION, CREED, AND EXPERTISE.

DIVE IN.

YOUR MIND WILL EXPAND AND YOUR VALUES WILL DEEPEN. YOU'LL FIND NEW PLACES TO BELONG AS YOUR BORDERS GROW PRODUCTIVELY POROUS.

IT'S GOING TO BE FUN, BY THE WAY.

MORE FUN THAN YOU COULD EVER IMAGINE.

THE DISCOVERIES. THE FRIENDSHIPS. THE SWEEPING VISTAS. YOUR BEST LIFE EMERGES FROM A PLACE OF CONSTANT REINVENTION. WHICH IS WHAT WE STRIVE TO OFFER OUR STUDENTS BY CONSTANTLY REINVENTING OURSELVES.

**COME MEET US BY THE LAKE. LET
IT REMIND YOU OF YOUR LIMITLESS
HORIZONS, YOUR CONTINUING VOYAGE.**

IT'S OUR JOURNEY, TOO.

**WE'VE INVITED YOU HERE BECAUSE
WE SHARE THE SAME GOAL: TO BUILD
THE BEST FUTURE FOR YOU. SO YOU
CAN HELP BUILD THE BEST FUTURE
FOR US ALL.**

The Lake Effect

CONGRATULATIONS!

LET IT SINK IN.

This is that moment you've been waiting for.

But before you take your well-deserved victory lap,
take note of how you feel and who you are.

This is the *before*.

You're about to step into the *after*.

**WHICH IS SOMEHOW
EVEN BETTER.**

WE CALL IT THE LAKE EFFECT.

This symbiotic gathering.

This exponential rise.

This confluence of people, experiences, and possibilities that make your next four years—and the life you make after them—part of the best future.

For you. For all of us.

It's who we are and what we do.

It's what you will become.

IT'S NO ACCIDENT.

We assemble a group of remarkable people and bring them together to live and to dream collaboratively on the banks of this magnificent lake.

The finest people you'll ever meet. You'll get better in their company. As they will get better in yours.

Our faculty will guide you. Our community will lift you.

The future looms before you. But it won't just stand there waiting.

It's a thing we build and imagine together, your lifetime of impact and consequence.

One insight, one experience, one discovery at a time.

And in the process, inevitably, we make a better world.