VISION 2016

SUCCESS

INNOVATION

SUSTAINABILITY

COLLABORATION

Enrich, Empower and Transform Lives
MATC’s Strong Commitment to Community Partners

Strategic planning at MATC is one of our highest priorities. It is a dynamic, collaborative and continuous process that sets the college’s direction and works to ensure long-term success for our students and community.

Through our Strategic Plan, Vision 2016, we reaffirm our Mission, Vision and Values – our foundational documents.

The Mission states who we are, what we do and who we serve. The Vision provides direction and inspiration. Our Values are the guiding principles that delineate how we work and achieve.

This Strategic Plan presents MATC’s four top priorities during the next three years. Goal 4, “Partnerships and Community Collaboration,” illustrates our strong commitment to both our external partners and to community engagement, especially with local businesses.

The strategies identified within this goal will enable us to build stronger educational partners with high schools, improve our responsiveness to the needs of local business and industry, increase the job placement rates of our graduates and strengthen the connection to our alumni.

Now that the Strategic Plan Vision 2016 is in place, the real work has begun. MATC’s academic schools, divisions, departments, core committees and individuals are aligning their activities with our goals to ensure we are all moving in the same direction: to be the premier comprehensive technical college that provides excellence in education to enrich, empower and transform lives.

Thank you for your interest in and support of MATC. Our community partners are vitally important as our students succeed, graduate and advance in meaningful careers.

Vicki J. Martin, Ph.D.
President

MISSION
As a public, two-year comprehensive technical college, MATC offers exceptional educational and training opportunities and services to our diverse metropolitan area by engaging with partners to advance the quality of life for our students and community.

VISION
MATC is the premier comprehensive technical college that provides excellence in education to enrich, empower and transform lives.
Enrich, Empower and Transform Lives

Milwaukee Area Technical College is one of the Midwest’s leading two-year community-based technical colleges.

Values

Student Success
We value and prioritize the achievement of our students’ goals by promoting student learning and providing a supportive environment to foster completion.

Accountability
We value and promote responsibility and transparency to achieve sustainability, continuous improvement, and the effective and efficient use of resources.

Collaboration
We value and engage internal and external partners to respond to community needs.

Customer focus
We value and nurture relationships with our students and stakeholders, inviting feedback to ensure that we surpass their needs and expectations.

Diversity
We value and foster an inclusive campus climate.

Excellence
We value and achieve informed decisions and actions that promote high standards, and continual personal and professional development.

Innovation
We value and cultivate an environment where new ideas, creative thinking and imagination can flourish.

Integrity
We value and champion ethical, honest communication and conduct.

Students
Enrollment: 43,196
Full-Time Equivalents (FTEs): 13,156

Advanced Degrees
MATC students with bachelor’s degrees (or higher): 3,685
MATC serves the largest number of students of any educational institution in Wisconsin, public or private.

Student Demographics

<table>
<thead>
<tr>
<th>Median Age</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>29</td>
<td>Female: 52.9%</td>
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Diversity

- 44% White
- 32% African-American
- 16% Hispanic
- 5% Asian-American
- 2% Multiracial
- 1% American Indian

MATC is Wisconsin’s only majority-minority comprehensive technical college.

Enrollment by Academic School (degree/diploma program students)

- 28% School of Business
- 28% School of Health Sciences
- 20% School of Liberal Arts and Sciences
- 19% School of Technology and Applied Sciences
- 5% School of Media and Creative Arts

MATC also enrolls more than 9,000 students each academic year in the School of Pre-College Education, which includes Basic Skills, GED/HSED, Adult High School and English as a Second Language (ESL).

Average Annual Graduate Earnings (six months after graduation)

- $36,542 Associate Degree
- $30,616 Technical Diploma

- 86% of MATC degree graduates are employed or furthering their education within six months of graduation.
- 97% of MATC graduates live and work in Wisconsin, most in the Milwaukee area.
Outcomes

Transition to College
Design effective and efficient pathways from Basic Ed to Programs and beyond

Learning Assessment
Achieve learning outcomes through aligned assessment systems and innovative teaching methodologies

Course Success
Increase the number of students who complete courses

Retention
Increase the number of program students who return to MATC each semester

Graduation
Increase the number of students who complete degrees and certificates

Equity Gaps
Close achievement gaps among students of color

Satisfaction
Improve the student college experience

Learning Systems
Enhance teaching and learning technologies that facilitate better outcomes
Outcomes

Employee Development
Improve the recruitment, retention, and succession processes to maintain a diverse, talented and dedicated workforce

Transparency
Increase employee access to and use of quality data and information to support student success and educational equity

Leadership
Create a high-performance organization within our shared-governance environment where leaders set and exemplify our mission, vision and values

Quality Culture
Enhance the culture of continuous improvement by increasing training opportunities and celebrating employee performances

Communications
Improve internal communications between leadership and the college community

Diversity
Increase the diversity of employees to better reflect our student population

Enrich, Empower and Transform Lives

Enrollments
Grow enrollment to meet the community’s needs

Environmental Impact
Champion our commitment to reduce our campus carbon footprint

Accountability
Improve the communications and accountability regarding internal processes and projects

Funding
Enhance the college’s ability to raise and allocate funds to support our mission

Technology
Integrate processes and technologies to maximize the potential of our employees and our students

Investment
Improve MATC’s reputation as a preferred investment for the community

Enrich, Empower and Transform Lives
Outcomes

Educational Partners
Increase partnership opportunities with local high schools to create a stronger pipeline to MATC

Workforce Development
Improve our responsiveness to the demonstrated needs of community businesses and industry

Graduate Job Placement
Increase partnership opportunities to improve job placement rates for graduates in their chosen fields of study

Engagement
Increase effective college relationships with business and community organizations

Connections
Improve outreach programs to key partners, including our alumni

Efficiency
Increase participation in statewide or regional collaboration or efficiency initiatives

ADVISORY COMMITTEES
Industry Professionals Help Guide MATC Programs

The college’s 95 Advisory Committees are comprised of industry professionals who share their experience, knowledge and interest in the program/career with college faculty and administration.

They help to determine what skill sets MATC graduates need to succeed. In addition, Advisory Committee members:

• Review major program budget plans and technology purchases
• Recruit students
• Identify job openings for program graduates
• Provide MATC faculty with advice on emerging skills and trends for the industry