



VISION 2016:

Transforming Lives
through Innovative
Education

Strategic Planning Session: District Board

May 20, 2013

Headlines

1. **WORLD CLASS JOB TRAINING INSTITUTION**
 - Improved student success/outcomes 100%
 - Lives up to its mission/vision
 - Premier job training site for all major employers in the region
2. **MATC IS LEADING THE PACK IN CLOSING SKILLS GAP**
 - Student retention is up
 - The Internship Institute enrollment up 10%
3. **MATC TAKES MAJOR STEPS TO FILL SKILLED TRADES DEMAND**
 - 50% more graduates to fill top 10 jobs in skilled trades
 - 100% more MPS students attend MATC
 - Actions to help reduce unemployment rate to 6% in the Milwaukee region
4. **BALANCES THE NEEDS OF EDUCATING THE COMMUNITY AND RESPONDING TO INDUSTRY NEEDS BY BEING: NIMBLE, RESPONSIVE, PROVIDE LADDERING, FULLY RESOURCED**
5. **MADISON IS ON OUR SIDE**
 - We are ahead of the job curve (jobs of the future)
 - We operate within our budget
 - High school graduates want to come here; want to go into manufacturing
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 - Our graduates are in prominent jobs and private positions

...and they brag about where they went to school
6. **STUDENTS AND EMPLOYERS BOTH RECOGNIZE MATC AS THE PLACE OF CHOICE FOR TEACHING EMPLOYABLE SKILLS**
7. **MATC SETS THE BAR: 100% Placement and Success**
 - Attracts and maintains the best
 - Keeps up with needs of the future
 - Leads by example
 - Meets the expectations of students, community and stakeholders
8. **MATC WINS ASPEN PRIZE** (evidence-based prize)
9. **MATC: THE COLLEGE THAT ACHIEVES!**

Current Challenges:

1. Reputation
2. Resources
3. Staff Retirements
4. Competition
5. Ability to employ creative management
6. Populations ups and downs
7. Low HS graduation rate
8. More community outreach efforts needed
9. Public perception of technical trades for both male & female
10. Getting business/companies involvement
11. Lack of math skills
12. No sales system exists, stronger marketing is needed
13. Talent management is not as robust as needed
14. Politics of the Wisconsin system
15. Lack of support from community friends
16. Federal Financial Aid
17. Declining Enrollment