

# MATC

MILWAUKEE AREA TECHNICAL COLLEGE

## PRESIDENTIAL SEARCH

**THE OPPORTUNITY** The Milwaukee Area Technical College (MATC) Board of Directors invites applications and nominations for the position of President, with a start date of July 1, 2024. As chief executive officer, the President provides leadership and direction to accomplish the college's mission and goals in compliance with direction established by the board.





# THE PRESIDENT

MILWAUKEE AREA TECHNICAL COLLEGE



The President serves as the chief executive officer (CEO) of the college, reporting to the MATC District Board of Directors. The President is responsible for day-to-day administration, management, and oversight of all college operations. The President leads strategically and works with a wide range of internal and external constituents to execute the college's mission and vision. The President develops business and community partnerships to provide employment pathways for students and works to increase philanthropy through the MATC Foundation Inc., the college's philanthropic partner. The President must advocate locally, regionally, and nationally for the distinctive technical college mission and must manage the college to align the needs of students, employers, and taxpayers with the economic realities of southeast Wisconsin.



## DUTIES & RESPONSIBILITIES

- Serves as the CEO of the district and oversees administration of all functions of the college, which includes Milwaukee PBS, a viewer-supported public broadcasting service of MATC ([milwaukeepbs.org](http://milwaukeepbs.org)).
- Collaborates with the board and staff to develop strategic and operational plans for all academic, administrative, and student service functions of the college.
- Organizes, redesigns, assigns, and leads administration, faculty, and all other staff to accomplish the goals and mission of the college.
- Delegates to appropriate MATC staff specific responsibilities related to the functional divisions of the college.
- Employs, promotes, and terminates staff to meet the needs of the district in a manner consistent with the statutory authority of the board.
- Provides leadership for the development and administration of the annual college budget in compliance with the board's directives.
- Ensures preservation of the college's resources, including its facilities and capital assets.
- Secures fiscal support for MATC's programs, scholarship offerings, and services through the State of Wisconsin legislative budget process, targeted fundraising through the MATC Foundation Inc., collaborations with local and national partners, and other resources.
- Collaborates with the board chairperson to establish agendas for all board meetings and provides information and context for board policy deliberation.
- Implements internal procedures to ensure compliance with the college's policies; proposes and suggests modifications.
- Represents MATC to the public, including local, state, and federal agencies and individuals; K-12 districts; colleges and universities; advisory groups; industry and trade groups; business leaders; and labor to maintain and enhance the college's visibility, identity, and market viability.
- Works with other local, regional, and national organizations to carry out MATC's mission and strategic goals.
- Implements continuous evaluation and assessment processes to ensure MATC's effectiveness in fulfilling its mission and achieving student success.
- Practices integrity by demonstrating a consistent and uncompromising adherence to strong moral and ethical principles, values, truthfulness, and accuracy in all actions.
- Performs other related duties as assigned by the board.



## QUALIFICATIONS

The successful candidate will be a leader who has demonstrated the ability to build relationships with internal and external stakeholders, including faculty, staff, students, and a broad spectrum of community partners. The ideal candidate will be a visionary who inspires confidence and trust within and outside the college. Required and preferred qualifications are listed below.

### Education

- An earned doctorate or other terminal degree in Administrative Leadership, Business, Law, Liberal Arts, Social Sciences, or a related discipline is required.

### Experience

- A minimum of six (6) years of progressive experience in academic or nonprofit administration is required. Ten (10) years of experience is preferred.

## Knowledge, Skills & Abilities

- Knowledge of the functions and objectives of academic affairs, academic support programs and services, and academic administration.
- Evidence of accountable, ethical, decisive, and visionary leadership.
- Ability to actively engage with students, faculty, and staff to nurture a culture of mutual respect and accessibility.
- Ability to work with culturally diverse student and employee populations and to nurture and inspire mutual respect and shared objectives across all groups.
- A demonstrated ability to understand, lead, and inspire multiple geographically dispersed campuses.
- Ability to communicate effectively through both oral and written means.
- Demonstration of strong, dynamic human relations skills.
- Knowledge of budgeting and financial management practices. Knowledge of best practices in human resource management, including experience leading in an environment of shared governance and collective bargaining.
- Knowledge and understanding of quality management concepts, processes, and techniques. Ability to successfully collaborate within teams and throughout the organization to achieve desired results. Demonstration of highly effective facilitation skills within small and large group settings.
- Experience leading strategic planning processes, including development of goals, initiatives, and work plan development. Demonstrated understanding of the full range of strategic issues tied to complex educational organizations and the ability to execute large and ambitious plans. A record of overseeing completion of key strategic projects and initiatives.
- Knowledge and understanding of vocational, technical, and adult education, and the Wisconsin Technical College System. Commitment to and knowledge of the importance of community workforce and economic development partnerships, as well as the differences between technical college and community college curricula and goals.
- Successful engagement with community-based organizations; local, state, and national government bodies; business and industry leaders; and nonprofit groups.
- Track record of securing public and private investments through partnerships and grant development.
- Experience making decisions among priorities in a constrained budgetary environment.
- Ability to be innovative and creative through implementation of new technologies in educational settings.
- Ability to advocate and act in support of a culture of care and work/life balance.



# ABOUT

MILWAUKEE AREA TECHNICAL COLLEGE

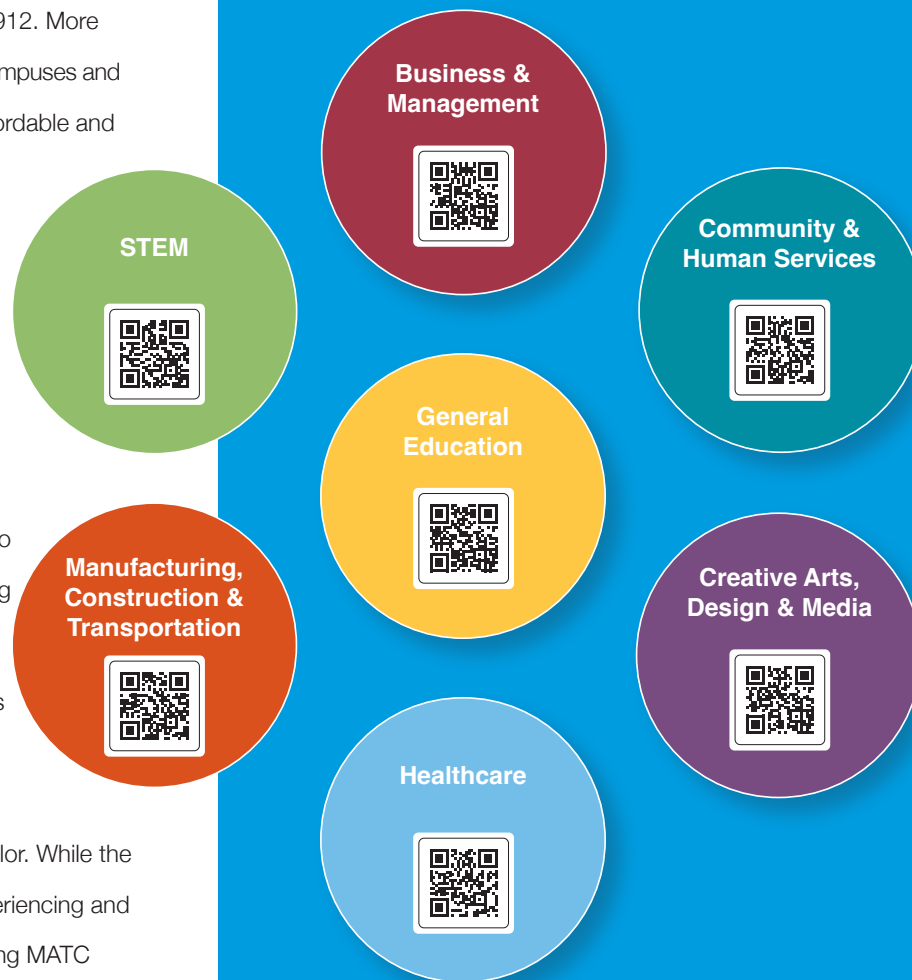
# MATC

Wisconsin's largest technical college and one of the most diverse two-year institutions in the Midwest, Milwaukee Area Technical College is a key driver of southeastern Wisconsin's economy and has provided innovative education in the region since 1912. More than 30,000 students per year attend the college's four campuses and community-based sites or learn online. MATC offers affordable and accessible education and training opportunities that empower and transform lives in the community. The college offers more than 180 academic programs—many that prepare students for jobs immediately upon completion and others that provide transfer options leading to bachelor's degrees with more than 40 four-year colleges and universities.

The college is redefining the future of higher education to create an affordable, accessible path to family-sustaining employment and career advancement.

MATC serves a diverse population with 56% of students identifying as students of color, particularly Black or African American and Hispanic. MATC's workforce is also diverse; 39% of MATC employees are people of color. While the average student is 29 years old, the college is also experiencing and seeking further growth in the number of students entering MATC right after high school graduation.

**Programs are grouped into seven academic and career pathways:**





# BUILDING **the** WORKFORCE & TRANSFORMING LIVES

Students attend MATC for the high-quality, virtual, and hands-on learning in small classes led by industry-expert instructors and the four-year college transfer programs with local and national colleges and universities.

MATC has proven results, local impact, and a strong return on investment. Through vibrant business and industry partnerships, MATC is closing the skills gap and addressing economic disparities.

MATC graduates 2,500+ students each year who are ready to enter the workforce on day one. Ninety percent of graduates are employed or continuing their education six months after graduation. More than 900 employer advisors work with MATC to keep curriculum current. The college also helps students attain bachelor's degrees at a lower cost; 600+ students enrolled in an MATC program in fiscal year 2021 transferred to a four-year college or university.

MATC and its students generate \$1.4 billion in annual economic impact in the district it serves—all of Milwaukee County, most all of Ozaukee County and small portions of Waukesha and Washington counties. Find out more in this brief overview, [Fast Facts](#).

**Generating  
\$1.4 Billion**  
in annual economic  
activity in FY2021-22

**TRANSFER**  
**40+**  
four-year college and  
university transfer partners

**620**  
students transferred to  
four-year schools within  
one year of graduation or  
last enrollment at MATC

**GRADUATES**



**2,697**  
graduates in 2021-  
22 academic year



# FLEXIBLE LEARNING OPTIONS



MATC offers day, evening, and weekend classes at four full-service campuses—Downtown Milwaukee, Mequon, Oak Creek, West Allis—and the MATC Education Center at Walker's Square, which serves the neighborhood's large Hispanic population. MATC also offers hundreds of online courses, plus a selection of programs taught entirely online. Courses include 16-week, 12-week and eight-week options to provide students with flexible start dates.

The college is an open-enrollment institution that accepts all who want to learn. For those who need to strengthen their academic skills to prepare for college work, MATC offers a variety of paths to complete high school and enter college, including through partnerships with school districts and other community-based organizations.

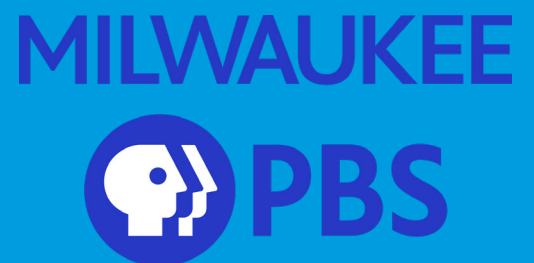
WISCONSIN'S LARGEST  
TECHNICAL COLLEGE

**30K**  
STUDENTS  
CHOOSE MATC



# MILWAUKEE PBS

MATC is the licensee for Milwaukee PBS, a viewer-supported service of the college. Milwaukee PBS is southeastern Wisconsin's premier noncommercial media organization, consisting of two high-definition television stations, WMVS and WMVT, and four additional digital television services. The Milwaukee PBS stations are the area's only over-the-air source for PBS and other national public television programs and also offer a diverse schedule of award-winning local series and specials. Each year, approximately 60 MATC students from the Associate of Applied Science Degree program in Television and Video Production gain real-life industry experience working alongside Milwaukee PBS' professional staff.







# MAJOR FRAMEWORKS & INITIATIVES

**Strategic Plan: Transformation 2025**

## MISSION

Education that transforms lives,  
industry, and community

## VISION

The best choice in education,  
where everyone can succeed

**Transformation 2025**  
MILWAUKEE AREA *Technical College*

## VALUES

### Empowerment

We support our students and employees  
with the skills, tools, and autonomy to succeed

### Inclusion

We provide a fair and welcoming environment  
where all voices are heard and where all students  
and employees feel a sense of belonging

### Innovation

We are agile and responsive to changing  
conditions, while anticipating future needs to best  
serve our students and communities

### Integrity

We demonstrate honesty, professionalism,  
and accountability in all interactions with our  
students, each other, and our community partners

### Respect

We approach all interactions with openness  
and empathy, value different perspectives,  
and treat each other with civility and kindness

The foundation of the Strategic Plan is MATC's mission, vision, and values.

For more information on Transformation 2025, visit the [Strategic Planning page on matc.edu](#).



# MAJOR FRAMEWORKS & INITIATIVES

Strategic Plan: Transformation 2025

## MATC Transformation 2025 Strategic Priorities

### Student Experience

Ensure all students can succeed by delivering a personalized and holistic student experience

**Objectives:**

- Increase three-year graduation and/or transfer rates
- Enhance student-centered onboarding experiences
- Ensure access to technological resources for students
- Improve academic advising based on student data

### Organizational Excellence

Advance organizational agility and excellence in a culture of innovation and informed decision-making

**Objectives:**

- Improve decision-making processes at the college by following established framework
- Build out an evaluation process within our improvement cycle
- Build out an infrastructure, performance tracking, and evaluation system for the Strategic Priorities
- Incorporate growth mindset strategies and established criteria to create a collegewide framework for innovation initiatives

### Equity

Promote equitable outcomes for all students and employees by creating an inclusive and supportive college environment

**Objectives:**

- Increase the percentage of faculty and nonfaculty who identify as racially diverse
- Become a Hispanic-Serving Institution
- Eliminate the equity gap in students completing their programs
- Create a more inclusive and supportive college environment for students
- Create a more inclusive and supportive college environment for employees

### Community Impact

Strengthen community impact as a catalyst and partner to create positive change

**Objectives:**

- Increase enrollment
- Partner with leading local and national organizations advancing widespread, sustained community change
- Strengthen services to address student needs
- Increase the donor base at the MATC Foundation Inc.
- Broaden the reach of Milwaukee PBS educational programming

This strategic plan presents the priorities that MATC will focus on through 2025.

[For more information on Transformation 2025, visit the Strategic Planning page on matc.edu.](#)



# STUDENT SUCCESS: GUIDED PATHWAYS

MATC is utilizing the nationally recognized American Association of Community Colleges' Guided Pathways model to redesign the student experience so that more students find the right program, stay in college, and graduate ready to start a career, transfer to a four-year institution, or both.

Seven academic and career pathways bring together academic programs and services in one team to support all students. This includes providing assistance so that students stay on track academically and get the support they need in terms of housing, food, and transportation.

Guided Pathways also helps MATC eliminate equity gaps so that more students from diverse backgrounds and more students from low-income households can achieve academic and employment goals.

To remove barriers to entering college, MATC replaced a high-stakes intake assessment with a more holistic determination of the support each incoming student needs.

To support this new student experience, MATC reorganized in 2019-20 to include a new, integrated academics and student services team that models the integrated support found in each pathway. After implementing this model and joining the first cohort of the Moon Shot for Equity through consultancy EAB, the college has seen significant results:

## RETENTION RATE INCREASE

# 13

percentage points

**The fall-to-fall student retention rate among first-time degree-seeking students grew 13 percentage points between Fall 2020 cohort and Fall 2022 cohort**

## GRADUATION RATE INCREASE

# 6

percentage points

**The 150% graduation rates among first-time, full-time degree-seeking students grew 6 percentage points between Fall 2018 cohort and Fall 2020 cohort.**



# PUBLIC-PRIVATE PARTNERSHIPS: THE MATC PROMISE & MORE

In 2015, MATC started the first Promise program in Wisconsin, and one of the first in the nation, using a unique public-private partnership model to provide free tuition for eligible high school seniors pursuing college.

MATC uses federal and state financial aid and then leverages private donations for a last-dollar scholarship to fill the gap between what tuition costs and what aid covers. Three hundred private donors have given to date.

In 2018, MATC expanded the Promise program, launching one of the very first college-based Promise for Adults programs in the nation. The MATC Promise for Adults program uses the same public-private partnership model to help adults who have some college credits, but no degree, to complete their college education.

The MATC Promise programs are designed to improve access, tearing down barriers and opening the doors to college and careers for students who never thought it would be possible for

them. The Promise has served more than 3,000 students, and approximately 600 have already completed associate degrees, technical diplomas, or certificates.

Since launching the Promise, the MATC Foundation Inc. has greatly increased partnerships with individual, corporate, and foundation donors. In the last seven years, the MATC Foundation Inc. has received \$28.4 million in contributions as compared to \$4 million the seven years prior. Recent public-private partnerships have been formed with Johnson Controls, Froedtert Memorial Hospital, Molson Coors, Northwestern Mutual, PepsiCo, Old World Industries (parent company of PEAK Antifreeze), United Healthcare Foundation, and WE Energies (the region's energy utility company).



# BECOMING A HISPANIC- SERVING INSTITUTION

In the fall of 2018, MATC first established an institutional goal to become a Hispanic-Serving Institution (HSI). This goal is consistent with MATC's mission of offering exceptional educational and training opportunities and services to our diverse metropolitan area to advance the quality of life for our students and community.

This initiative also aligns with strategic regional objectives and leverages potential workforce, business and community partnerships, and resources. It offers an educational solution to some of the community's persistent employment challenges and will lead to diversifying the regional workforce and creating economic growth.





# MATC

MILWAUKEE AREA TECHNICAL COLLEGE

# HISTORY

MATC owes its beginnings largely to Wisconsin social reformer Charles McCarthy. Outraged by the child labor of his era, McCarthy in 1911 urged the Wisconsin Legislature to pass a law creating a statewide network of continuation schools. Employers for the first time were required to release boys and girls from work to attend school or learn a vocation. The same right was accorded for the first time to trade apprentices.

Led by founding director Robert L. Cooley, the Milwaukee Continuation School began classes in temporary quarters in the fall of 1912. A permanent location opened in 1920 and was called Milwaukee Vocational School to reflect its training mission.

From its earliest days, Milwaukee Vocational School offered evening classes taught by industry professionals, using the same equipment students would encounter on the job. It began with the need to serve a population of people from many different backgrounds, all of whom wanted learning that would directly advance their lives.

Then, as now, working professionals dominated the ranks of MATC evening faculty. Today, MATC's four campuses serve the needs of both their localities and the entire district.

[For more on MATC's history, visit the MATC Story page on matc.edu.](#)



# MIKE

## MILWAUKEE, WISCONSIN

Listed as one of National Geographic's best for travel in 2023, Milwaukee is located on Lake Michigan, in close proximity to the city of Chicago, with a population of nearly 1.5 million in the metropolitan area and its own international airport.

Known as the "Cream City," the "Good Land," and the "City of Champions," Milwaukee is recognized for its lively energy, Midwestern hospitality, and close-knit community. Visitors and locals alike can enjoy exploring the RiverWalk, which includes a vibrant mix of high-end residential, commercial, and recreational venues distributed along the shoreline. Summers can be spent canoeing, paddleboarding, or fishing along the many coastal city beaches or having picnics at one of Milwaukee's 140 parks, including four major public Olmsted parks.

For those interested in learning about the 100+ year history of Harley-Davidson motorcycles, the Harley-Davidson Museum offers tours, events, and exhibits on its 20-acre, parklike, downtown campus. The new Bronzeville Center for the Arts, located in the historically Black neighborhood of Bronzeville, celebrates the art, history, and culture of the African Diaspora. And Milwaukee is home to Summerfest, the world's largest music festival, as well as the Milwaukee Symphony Orchestra, which ranks among the best orchestras in the nation.



Foodies will appreciate the vast selection of local award-winning restaurants and fast-growing food scene that Milwaukee has to offer. Beer enthusiasts can enjoy a beer flight at many local breweries or even schedule a brewery tour to learn about the city's proud heritage of using local Midwestern ingredients for craft brewing. And sports fans will, undoubtedly, be drawn to the excitement of the professional and college sports teams in the area, including the Milwaukee Bucks and Brewers, as well as the MATC Stormers, who claimed their first national title in the 2023 NJCAA Division II Championship.

With its short commute times, big city amenities, diverse and affordable neighborhoods, below-average cost of living, and abundance of natural resources, Milwaukee has something for everyone to enjoy. [For more information, visit Discover Milwaukee.](#)



# NOMINATION & APPLICATION PROCESS

**Please direct inquiries, nominations, and application materials to:**

**Itza Walters**

**Senior Executive Search Consultant**

itzawalters@greenwoodsearch.com

**Tracey Weldon**

**Vice President of Executive Search**

traceyweldon@greenwoodsearch.com

**Jim Johnsen**

**Vice President of Executive Search**

jimjohnsen@greenwoodsearch.com

**Greenwood  
Asher &  
Associates®**

## HOW TO APPLY

Inquiries, nominations, and application materials should be directed to Itza Walters, Tracey Weldon, or Jim Johnsen from Greenwood Asher & Associates, which is assisting Milwaukee Area Technical College in this search.

**Applications and nominations are now being accepted.**

They should include:

- A letter of interest that clearly states the applicant's qualifications.
- A current résumé/curriculum vitae.

*We strongly encourage submitting application materials as PDF attachments.*

MATC will not reveal the identities of applicants who request confidentiality in writing, except that the identities of finalists must be revealed upon request. See Wis. Stat. §. 19.36(7). If you do not want your identity revealed prior to becoming a "final candidate" please request that your information be kept confidential to the extent allowed by Wis. Stat. §. 19.36(7).

Initial screening of applications will begin immediately and will continue until an appointment is made.

## COMPENSATION

Salary will be competitive and commensurate with qualifications and experience.





Presidential Profile10009 01\_2024

**MILWAUKEE AREA *Technical College***  
*Transforming Lives, Industry & Community*

MATC.EDU | 414-297-MATC | WISCONSIN RELAY SYSTEM 711  
DOWNTOWN MILWAUKEE | MEQUON | OAK CREEK | WALKER'S SQUARE | WEST ALLIS

MATC is an Affirmative Action/Equal Opportunity Institution and complies with all requirements of the Americans With Disabilities Act. MATC is accredited by the Higher Learning Commission, Commission on Institutions of Higher Education, the national standard in accrediting colleges and schools for distinction in academics and student services.

