# Inside AG Transformations

MATC alumnus James Stewart shares the story of how attending MATC transformed his life. PAGE 12

# MA**TC** Promise

MATC President Dr. Vicki J. Martin introduced the MATC Promise in September 2015. The scholarship program will help make the dream of college a reality for students. PAGE 6

# TURN PRO SOONER

# **WILWAUKEE AREATechnical College** *Transforming Lives, Industry & Community*

87% of MATC graduates are employed or furthering their education within six months of graduation.

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# Welcome to Inside MATC Transformations

This year's MATC Annual Report offers something extra. It is the first edition of the new *Inside MATC Transformations* magazine.

Three times a year, the magazine will feature stories about MATC students, faculty, staff and alumni; the college's initiatives and organizations; and how these are working together to help transform lives, industry and community. Many of the transformative results the college is producing hopefully will inspire you.

This first issue of *Inside MATC Transformations* is available in both print and online formats. Starting with the summer issue, the magazine will be available online.

Please go to **matc.edu/discover\_matc/transformations** for upcoming issues.

Transformations made possible by MATC are unique and powerful. We invite you to learn more about them in each issue of *Inside MATC Transformations*.

# matc.edu



VILWAUKEE AREA **Technical College** 



# 2015-16 MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD

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# 2015 ANNUAL REPORT MESSAGE FROM President Martin and **District Board Chairperson Wachholz**

IT IS OUR PLEASURE to share with you the 2015 Annual Report for Milwaukee Area Technical College. MATC students, alumni, faculty, staff, and community partners are featured throughout the following pages to illustrate the vital ways that the college is transforming lives, industry and community.

Dynamic and responsive to the community's needs for education and training, MATC continues to be an excellent steward of the investments made in the college. An overview of MATC's financial standing for the 2014-15 fiscal year is included in this publication. The report also presents the accomplishments of the Milwaukee Area Technical College Foundation, Inc., in attaining significant fundraising goals to support our current and future/prospective students.



For more than a century, the college has strengthened the regional community through innovative programs and partnerships. Inside you will find examples from the past year, including the MATC Promise program that will provide free college tuition to eligible high school graduates through funding from the MATC Foundation.

MATC served more than 38,000 students in 2015. Although the career paths that our graduates take are varied, their strong commitment to academic success is evident and inspiring. Every day we strive to implement the college's vision - to be the premier comprehensive technical college that provides excellence in education to enrich, empower and transform lives.

Sincerely,

Unitin J. Martin Kurt A

Vicki J. Martin, Ph.D. MATC President

Wachhos

Kurt D. Wachholz MATC District Board of Directors Chairperson



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COLLEGE LEADERS ANTICIPATED 1,000 PROMISE APPLICANTS; 2,969 HIGH SCHOOL SENIORS APPLIED FOR THE PROGRAM. THE PROMISE IS BOUND TO CHANGE THE CULTURE AT MATC, WHERE THE AVERAGE STUDENT AGE IS 30 AND ONLY 11% OF EACH YEAR'S HIGH SCHOOL SENIOR CLASS ENROLLS AT THE COLLEGE.



# MATC Promise to Change Landscape of College, Community



ON SEPTEMBER 9, 2015, MATC President Dr. Vicki J. Martin introduced the MATC Promise, a transformative program that will pay the tuition and fees for eligible 2016 high school graduates for four semesters.

In announcing the program, Dr. Martin said, "The Promise provides a solution for issues facing our youth and our community. At a time when young people and our community need us most, we have created a program that will develop a talent pipeline that benefits our residents, and local business and industry. It is our hope that the MATC Promise will inspire qualified high school seniors to work hard and make a commitment to their success. If they make that commitment, we will provide them with pathways to careers that will benefit them for the rest of their lives."

College leaders anticipated 1,000 Promise applicants; 2,969 high school seniors applied for the program. The Promise is bound to change the culture at MATC, where the average student age is 30 and only 11% of each year's high school senior class enrolls at the college.

Initial and continuing eligibility requirements have been established for the program. In addition to academic requirements, students will participate in service learning activities while enrolled at MATC. Comprehensive wraparound services are being developed to foster academic and personal success for the students.

The MATC Promise has been well received by a number of community stakeholders,

particularly donors. Through the end of 2015, more than \$626,000 had been raised to support the initiative, which will be funded entirely through private dollars, including \$55,000 from MATC employees and retirees through the annual Giving Campaign.

Another supporter is Milwaukee County Executive Chris Abele, who pledged \$250,000 and committed to helping raise \$1 million to support the initiative.

"MATC is blessed with Dr. Martin's inspired leadership, and Milwaukee deserves many more opportunities to capitalize on her vision to empower our next generation," said Abele.

Partners in school districts across MATC's service area have been supportive of the Promise.

Dr. Darienne Driver, superintendent of Milwaukee Public Schools, remarked, "We're excited about the opportunity this offers to our seniors, some of whom plan to go to college as well as those who want to go, but who lack the financial resources to do so. With 83% of MPS students identified as low-income, we know that paying for college is a significant barrier for many of our families. We also acknowledge that many of our first-generation college students may need support in navigating the process of applying to and paying for college."

"The MATC Promise is a priority for our department," said John Bly, a guidance counselor at Greendale High School. "Students went from aimless and without a plan to having a specific plan, thanks to the MATC Promise. This is a great opportunity for kids and they are willing to look intensely at the opportunity MATC provides."

MATC was the first two-year college in Wisconsin to launch a Promise program. Since the launch, four other technical colleges have announced similar programs. 66

This is a great opportunity for kids and they are willing to look intensely at the opportunity MATC provides."

-JOHN BLY GUIDANCE COUNSELOR AT GREENDALE HIGH SCHOOL



FOR MORE INFORMATION ABOUT THE MATC PROMISE: MATC.EDU/PROMISE

# Former War Refugee, MATC Student Darija Krecak Wins National Scholarship



AFTER LIVING IN EXILE IN SERBIA for five years, Darija Krecak and her family relinquished their hopes of returning to their hometown, and in 2000, relocated to a place they had never heard of – Milwaukee.

Experiencing a decade of war and upheaval in the former Yugoslavia, Krecak, then 23 years old, expected more misery, not hope. She imagined her family in a filthy, cramped apartment like she had seen in a movie about New York City. She did not know that a small house on a quiet street awaited them.

Although there were many challenges to navigate while settling in an unfamiliar country, knowing the English language helped Krecak adapt to her new city. The move, however, required her to rethink her career plans. "I had been studying in medical school in Serbia," she said. "I wanted to continue but it was so expensive in the United States."

She became a Certified Nursing Assistant soon after moving to Milwaukee, but when she was offered a job in a social services agency assisting refugees, she accepted. "I liked being able to help others, just as I had been helped," Krecak said, and she remained in that field for 12 years.

Then, in 2015, she was able to pursue a nursing career once more, and that decision led to a national honor. Krecak, a wife and mother of three, was named a Coca-Cola Leaders of Promise Scholar in November, during her first semester in MATC's Registered Nursing program. As a Phi Theta Kappa Honor Society member, Krecak was eligible to apply for the \$1,000 scholarship. Based on academic achievement, community service and leadership potential, 207 scholars were chosen from 1,100 nationwide applicants.

Fifteen years after leaving her home country, Krecak is now a full-time student preparing again to enter the healthcare field. Comparing her college experiences, she strongly prefers the American approach. "In Serbia, you did not ask your teachers questions," she explained. "They did not try to be friendly. My MATC instructors want to help. They want their students to succeed."

Krecak believes her work in social services will complement her work as a nurse. "I had the privilege to closely work with refugees and other immigrants from over 30 different countries. Over the period of 12 years I was part of thousands of lives resettled in Milwaukee County," she said. "While helping them adjust to a new country, they helped me to learn; to learn about each of their cultures and to become more culturally competent to better serve them in the future."

One of her nursing instructors at the Oak Creek Campus, Karen Chamberlain, sees these important qualities in Krecak. Chamberlain describes her as a "highly motivated and hardworking student who will be a very compassionate nurse."

Krecak began her clinical coursework in January 2016 and is on track to graduate from the associate degree program in May 2017. It will be another way she can give back to people in her adopted community. "I look forward to helping others as a nurse," she said, "and nursing fulfills me as a person as well."

While helping them adjust to a new country, they helped me to learn; to learn about each of their cultures and to become more culturally competent to better serve them in the future."

> -DARIJA KRECAK COCA-COLA LEADERS OF PROMISE SCHOLAR



Dr. Vicki J. Martin congratulates Krecak for being named a 2015 Coca-Cola Leaders of Promise Scholar.



# MATC Prepares Construction Workforce

to Meet Region's Vision of 2020





IF YOU WERE TO LEAVE Milwaukee today and return in 2020, several buildings that were not downtown when you left will certainly catch your eye. Near MATC's Downtown Milwaukee Campus will be the new Milwaukee Bucks arena and an entertainment district. Drive by the lakefront and you will spot towering new buildings for apartments, hotels and offices.

As the region undergoes an extraordinary surge in development, turning blueprints into landmarks such as these requires skilled tradespeople. Many of these workers are MATC graduates, and with building booming, MATC plays a key role in meeting the construction industry's needs through its associate degree, technical diploma, certificate and apprenticeship programs.

"MATC provides the real hands-on experience that is needed for the skilled trades," said Julian Coleman, owner of Diamond Plumbing Services in Milwaukee and a member of the college's Preparatory Plumbing Advisory Committee. "There is a necessity for more people to enter the trades. These skills are important to the growth of the community."

Dragomir Marinkovich, an associate dean in MATC's School of Technology and Applied Sciences, tracks construction permit numbers in southeast Wisconsin and has seen a steady increase of projects. "In the last five years, there has been a 66% increase," he said.



Adding to the need for skilled workers, he noted, is that when construction slowed as a result of the recent recession, some workers retired or changed careers, making it less likely they will return now that jobs are available.

MATC works with leaders in the building trades to ascertain what skills are in demand and to respond with programs that fit those needs. One example is the program created to provide instruction in construction welding that is geared to plumbers, carpenters and other individuals in the trades. "It is designed to give people skills that will enhance their ability to enter an apprenticeship in the areas where demand for employees is high," said Mona Schroeder-Beers, an associate dean in MATC's School of Technology and Applied Sciences.

Masonry workers are in demand as well. MATC offers a 16-week technical diploma at its Education Center at Walker's Square. Graduates often find a job soon after completing the program; typical starting pay is \$15 to \$20 an hour, Marinkovich said.

Launched in 2014, the YouthBuild program is designed to help increase the skilled workforce in construction and other highdemand industries. It provides employment, education, leadership development and training opportunities to disadvantaged and low-income youth, ages 16 to 24. Participants receive education services that may lead to either a high school diploma or a General Educational Development (GED) certificate, and they can continue on pathways to constructionrelated careers through a number of MATC academic programs. The college received a U.S. Department of Labor grant to fund this program and collaborates with community partners in the implementation.

MATC also works with local high schools to aid in responding to the construction industry's needs for employees. For example, MATC is a partner in the revitalization plan for Bradley Tech in Milwaukee. Career pathways have been developed that give these high school students opportunities to earn college credits in carpentry and welding, with plans underway to add masonry and plumbing programs in 2017. The college credits can be applied to completing MATC degree and technical diploma programs.

"Meeting the workforce needs for carpenters, masons, welders, plumbers and other tradespeople helps strengthen the local economy," Coleman said. The trades provide good entry-level wages and offer employees opportunities to increase earnings through supervisory roles or gaining advanced skills.

As the Milwaukee skyline gets reshaped in the upcoming years, it will be another indicator of MATC's role in preparing skilled professionals vital to transforming local industry and the community. Meeting the Workforce needs for carpenters, masons, welders, plumbers and other tradespeople helps strengthen the local economy."

> -JULIAN COLEMAN DIAMOND PLUMBING SERVICES OWNER





MATC prepares students with in-demand skills needed by the construction industry, including electrical, carpentry, bricklaying and welding.



# Producing a Transformation for Television

ATHLETES WILL TELL YOU making it to the professional level is a long road, but that the rewards, once you arrive, are very fulfilling. The same can be said for the people who work behind the scenes, the ones who bring the excitement of the games into our homes on television. For James Stewart, the road was long and somewhat unexpected, but with a rewarding transformation in the end.

Stewart graduated from MATC with a Television and Video Production associate degree in 2010. Shortly after graduation, he joined FOX Sports Wisconsin in Milwaukee as a production assistant and worked his way up to his current role as associate producer on the pre-game and post-game shows for the Milwaukee Bucks and the Milwaukee Brewers.

"I truly could not have done any of this without my education from MATC," said Stewart. "The college offers a lot of honest conversation between instructors and the students about what you will need to do if you are going to make this a career, and about how much time you will need to devote to it to make it work for you."

Stewart remembers the "reality check" he and his fellow students were given on their first day.

"Day one and the first instructor I met was Glenn Riley. He took all of our expectations of making it to Hollywood and making bags of money working in TV and how awesome that will all be and he brought our thinking straight back to reality," recalled Stewart. "But that honesty was what kept me here. In fact, it was the honesty that was the biggest thing for me because it felt like there was a personal connection. When I came here I got that connection and, to me, that is the most impactful thing about the MATC environment."

The path Stewart took on his educational journey was not one that went from point A to point B in a straight line.

After high school, Stewart attended the University of Wisconsin-Stevens Point and, later, transferred to the University of Wisconsin-Milwaukee. Originally Stewart studied German because he had attended the Milwaukee German Immersion School. "But nothing kept my attention and I wasn't emotionally invested in anything and that was a problem," Stewart said. "I decided to go to MATC and finish all my core classes. I checked out the Television and Video Production program. It was through that process that I found something I was passionate about. That was the moment it clicked and I was transformed."

While the two-year associate degree program is a fast, demanding one, Stewart believes the intensity is needed to produce well-rounded TV/video professionals.

"Some days – and nights – are longer than others," Stewart said. "But, once I found something that I cared about enough to devote my energy to, I wanted to be here every day. Having the huge knowledge base that I received at MATC was a great help. I worked on a lot of equipment here that is better than the materials they have in most area stations. I had the handson experience and was able to bring it to my job."

As associate producer, Stewart handles the shooting and the editing for pre-game and postgame shows. While he enjoys the pace of the pre-game and post-game programming, his interest is in game production and he is learning what will be involved in order to achieve that goal.

As Stewart looks ahead to his future, he views what it took to get him to this point with only one regret.

"If I could change one thing about my MATC experience, I would have made sure I did it earlier," Stewart said. "Once I finished my degree, and once I was working, I knew MATC gave me what I needed to succeed."

Sometimes the road does not take you where you had planned. Sometimes it takes you somewhere better. James Stewart is proof of that.







# **66** *I* found something I was passionate about. That was the moment it clicked and I was transformed."

-JAMES STEWART FOX SPORTS WISCONSIN ASSOCIATE PRODUCER



# Youth Options Program Helps **High School Student Jump-Start College Enrollment**



ADRIELLE SZERBAT GOT AN EARLY START on her college studies – a really early start. The summer after her sophomore year at Greenfield High School, she enrolled in a culinary arts summer camp at MATC's Downtown Milwaukee Campus. Thanks to the camp, Szerbat earned one college credit and clarified her career aspirations. She decided she wanted to pursue an associate degree in Baking and Pastry Arts from MATC.



She took the three cooking classes offered at her high school but did not want to wait until after graduation to continue studying baking. In the fall of 2015, as a high school senior, she enrolled in MATC's Youth Options program. She attends high school and MATC simultaneously, earning both high school and college credits for MATC Baking and Pastry Arts classes.

Youth Options allows qualified high school students to take MATC courses once they have exhausted offerings in their field of interest at their high schools. Szerbat's MATC tuition is funded by the Greenfield School District.

She attends classes at MATC four days a week and classes at Greenfield High School three days a week, so some days she has classes at both. She also takes an online MATC course. Upon high school graduation in June 2016, she will have earned the first 18 credits toward her MATC degree.

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"It is unusual to attend high school and college at the same time," she said. "But I love it. You have to have people at high school to keep you 'up' on what's going on at school. I have to stay on top of things, to be very responsible and know when my homework is due. My work has to be top quality. It's a little crazy at times, but if it's going to help me with my future, I can do it."

Szerbat was grateful for the summer camp opportunity that started her on her path. She said it helped her feel comfortable about enrolling as a regular MATC student while still in high school.

She ended her first semester at MATC with a great deal of excitement. Szerbat created an intricate and ambitious gingerbread house based

Photo courtesy of jlaik.

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Adrielle Szerbat created a gingerbread house based on the movie "Up" as part of MATC's annual gingerbread house competition. Thanks to a photo of the house posted on Instagram, her creation received media coverage from People.com, "Good Morning America," television news shows across the country, The Boise (Idaho) Weekly and an Indonesian news site.

on the movie "Up" for MATC's annual gingerbread house competition. Her creation attracted a lot of attention. An Instagram post led to a cascade of media coverage about the house, including stories on People.com, "Good Morning America," television news shows across the U.S., *The Boise (Idaho) Weekly* and even an Indonesian news site.

"I was speechless," she said. "It's so great to be recognized for your hard work. Building the house took a lot of planning, hope, determination and risk taking." Those qualities are evident in her approach to high school and college as well.

"Youth Options is only one way high school students can simultaneously earn college and high school credit through dual enrollment," said Jonathan Feld, director of high school articulation for MATC. Students can serve youth apprenticeships or take college-level classes certified by Wisconsin Technical College System colleges and offered at high schools throughout Wisconsin. Some dual credit classes are quite advanced, he said. "For instance, MATC recently certified a Germantown High School instructor to teach a Calculus 3 course. That is the highest level dual credit course we've ever certified."

It is unusual to attend high school and college at the same time. But I love it."

> -ADRIELLE SZERBAT MATC AND GREENFIELD HIGH SCHOOL STUDENT

# **MILWAUKEE AREA Technical College**

# Building Community and a Strategy for Academic Success

COMPLETING A TRUE TRANSFORMATION means fundamentally changing the way you think, the way you respond and the way you lead. A program launched at MATC is altering the way its men of color student population thinks as these men face the challenges of higher education; it is responding to their needs and is preparing them to lead the way toward an even more positive impact in the community after graduation.

The Men of Color program began transforming lives in January 2015. When MATC President Dr. Vicki J. Martin started the program she was inspired by the framework established by President Barack Obama and the "My Brother's Keeper" initiative. Both programs address the academic and educational gaps that men of color are experiencing. "The fundamental mission of Men of Color is to increase college course completions and graduation rates," said Dr. Martin. "But, just as importantly, it is helping the male student population at MATC overcome barriers and obstacles that they may face as they pursue a higher education. It provides clarity on what it takes to succeed."

Walter Lanier, MATC director of Counseling, Advising and Career Planning, shares a similar point of view. "What Men of Color does very effectively is show students success strategies and perseverance strategies," he said. "Each of these strategies helps to provide a better understanding that college is not a sprint where you succeed quickly; it is more like a long-distance race where there will be some ups and downs, but that the goal is to finish."

# The Men of Color program is built around four key transformative strategies. Each one is its own example of how the program opens the doors to a wide range of opportunities.

### **1. COHORT STRATEGY:**

Men of Color participants are part of a support network led by MATC advisors. The advisors touch base with members, direct them to additional resources and keep them up to date on key events of the academic year.

# 2. MENTORING PROGRAM:

Male students at MATC, who have been enrolled for at least one semester, are eligible to be paired with an MATC mentor with the goal of developing a mentoring relationship.

# 3. BI-WEEKLY RAP SESSIONS:

Men gather to talk about specific academic issues, legal matters, events happening in the city and success strategies.

# 4. BUILDING RELATIONS WITH THE COMMUNITY:

Men of Color students gain access to job placement organizations, services working with people on domestic violence issues, and community resources an individual may need if he is struggling.

One of the strategies serves an important role in strengthening the reputation of men of color throughout the community, and developing in the participants a better sense of service to the community.

"The Men of Color program has helped me to build solid, interpersonal relationships," said Donzo Kalamou, a Men of Color participant. "Those interactions are why I recommend Men of Color to my friends. The relations I have gained with MATC staff are not only good for social interaction, but I know they are helping me to achieve my educational objectives."

The transformational impact of the program is just beginning. "Five years from now, the Men of Color initiative will be recognized for its significant impact to the academic outcomes for men of color at MATC," Lanier said. "Men of Color will be established as one of MATC's most valuable programs."

Each of these strategies helps to provide a better understanding that college is not a sprint where you succeed quickly; it is more like a long-distance race where there will be some ups and downs, but that the goal is to finish."

> -WALTER LANIER MATC'S DIRECTOR OF COUNSELING, ADVISING AND CAREER PLANNING



# Father and Son Called to Study Funeral Service – Together



SERVING GOD AND MINISTERING TO OTHERS is of utmost importance to Anderson Randolph. To both Anderson Randolphs, in fact. The father and son duo are enrolled in MATC's Funeral Service associate degree program. They will finish coursework in May 2016 and serve internships this summer before taking their state and national board exams.

Sharing the same name and being enrolled in the same program has led to occasional mix-ups, but they take it in stride. The younger Randolph often uses the nickname Cody to minimize confusion.

They began taking prerequisite classes part time at MATC in 2011 and began the Funeral Service program in fall 2015. Both currently serve apprenticeships at Paradise Memorial Funeral Home in Milwaukee while attending funeral service courses at MATC's West Allis Campus.

Anderson transitioned from a 30-year career in banking. He said technology changes in banking after the September 11 tragedy led banks to downsize. When his job was eliminated, he prayed for guidance regarding his next career step.

"I am a deacon, and I grew up in church services, believing that I should be of service to others," Anderson said. "Funeral service is like a ministry. You're there to serve others, to lead and direct families who have lost a loved one during one of the most difficult times in their lives."

Over the years, Anderson assisted at Golden Gate Funeral Home in Milwaukee, which was owned by a friend. When his sons grew older, they accompanied him and helped at the funeral home as well. Cody began assisting while still in high school.

Cody has been a correctional officer at the Milwaukee County House of Correction for the past 15 years and also is a minister in his church. When his father suggested he join him in studying funeral service, Cody was open to the idea.

"It's important to me to be of service," Cody said. "My work in corrections has helped me learn to redirect people in a firm but sensitive way. I help people move on with their lives, to transition, to communicate well. I see a lot of parallels to working with families as a funeral director."

Since MATC has the state's only funeral service associate degree program, both feel fortunate that it is located in West Allis so Cody can continue working third shift at the House of Correction.

"MATC offers a good program," Anderson said. "Some of the best funeral directors in the area have come through this program. I'm learning under them."

Cody added, "All the instructors have passion for the work. They are knowledgeable and skilled. They want everyone to learn to be the best."

The Randolphs enjoy working together and hope to own their own funeral home within the next five years.

Julian E. Jasper, Jr., instructor and coordinator of MATC's Funeral Service program said, "It's a unique situation having a father and son in the program together. They have dedication, passion and a real commitment to helping each other through the program."



Cody Randolph (left) and Anderson Randolph are pictured in the mock chapel used for training Funeral Service students at MATC's West Allis Campus.



Anderson Randolph in the casket selection room used for instructing MATC's Funeral Service students.

Funeral service is like a ministry. You're there to serve others, to lead and direct families who have lost a loved one during one of the most difficult times in their lives."

-ANDERSON RANDOLPH FUNERAL SERVICE PROGRAM STUDENT



All the instructors have passion for the work. They are knowledgeable and skilled. They want everyone to learn to be the best."

-CODY RANDOLPH FUNERAL SERVICE PROGRAM STUDENT



MATC Funeral Service students Cody Randolph (left), Xai M. Xiong and Anderson Randolph practice counseling the bereaved and planning a funeral service as part of their classroom training. The American Board of Funeral Service Education (ABFSE) Committee on Accreditation has fully accredited MATC's Funeral Service associate degree program through October 2021.

### **JANUARY** - Milwaukee Area

Technical College was one of eight institutions, and the lone two-year institution, in Wisconsin to receive the Carnegie Foundation 2015 Community



The notification indicated "excellent alignment among campus mission, culture, leadership, resources and practices that support dynamic and noteworthy community engagement, and it responded to the classification framework with both descriptions and examples of exemplary institutionalized practices of community engagement."

### FEBRUARY - MATC entered into a collaborative

partnership with Milwaukee Public Schools and the University of Wisconsin-Milwaukee to help shape the educational landscape of Milwaukee. The M<sup>3</sup> initiative is dedicated to achieving student success in Milwaukee, from kindergarten through college. Dr. Martin, MPS Superintendent Dr. Darienne Driver and UW-Milwaukee Chancellor Dr. Mark Mone believe that marshaling the resources of the three largest public educational institutions in Wisconsin can have a sweeping and dramatic impact on public education in Milwaukee.

"This is a very exciting time because Dr. Driver, Dr. Mone and I are all new to our positions and understand the importance of working closely together for the benefit of young people and the community," said Dr. Martin.

M<sup>3</sup> goals include:

- · Raise Aspirations, Readiness and Success of Students
- Educate Families about the Value of Postsecondary Learning
- Align Curriculum and Services from Middle School to Postsecondary Education
- · Create and Cultivate a Culture of Learning in which There Is an Expectation to Continue Education After High School
- Engage the Student Voice, Provide Safe Spaces and Build Awareness of Equality and Inclusion

Each goal has a work team comprised of representatives from each organization.

### MARCH - Author,

poet and screenplay writer Jimmy Santiago Baca visited the Downtown Milwaukee Campus. Baca, who survived



a difficult childhood and taught himself to read and write while imprisoned in his early 20s, held workshops for students, read and spoke from his published works, and signed copies of his books during his visit. His poetry collection, "Singing at the Gates," was nominated for a Pulitzer Prize.



His visit was co-sponsored by the Milwaukee Area Technical College Foundation, Inc., Express Yourself Milwaukee and Bader Philanthropies, Inc. Express Yourself Milwaukee also held a fundraising event and screening of the film "A Place to Stand" with Baca at the Oriental Theatre.

### MATC hosted the 12th annual Sustainability Summit

and Exposition March 4-6 at the Wisconsin Center in Milwaukee. The summit was coordinated by business, education and government representatives. Sessions featured local, national and international experts. A career fair with openings in a variety of fields, from green jobs to manufacturing, also was held. Off-site workshops were offered at the University of Wisconsin-Milwaukee School of Continuing Education Conference Center, the Global Water Center and Growing Power.

Dr. Martin launched a series of meetings with manufacturing company executives to ensure the college is providing the education and training necessary for the jobs of today and tomorrow. The first meeting was held at the West Allis Campus.

Girl Scouts visited Oak Creek Campus and participated in hands-on activities with MATC instructors and students. Among the careers explored were architecture, carpentry, automotive technology, electronic technology, welding, advanced manufacturing, protective services and horticulture programs.

Three individuals were appointed to three-year terms on the MATC District Board. Mark Foley, shareholder/ attorney with von Briesen & Roper, s.c., and Mary Isbister, president of GenMet, were new appointees. Graciela Maizonet, machine builder and repairer for Master Lock, was appointed to a second three-year term.

### APRIL - MATC women's basketball player Trisha

Patton was named to the National Junior College Athletic Association (NJCAA) Division III All-America First Team. She is the first player in MATC history to earn this honor. Patton had a stellar 2014-15 campaign - she was selected the North Central Community College Conference (N4C) Player of the Year, earned First Team All-N4C honors and was named to the All-Region IV Team.

Dr. Martin was named the chairperson of Milwaukee's Bradley Tech High School Commission. Under her guidance, the Commission is partnering with parents, businesses, alumni and others to deliver the best education and trade/technical experiences to Bradley Tech students.

# Highlights of the Bradley Tech plan include:

- Creating academic pathways that span grades 9-16 and show connection between high school, technical college, university education and potential careers
- Expand the district's feeder program and implement a fall recruitment and enrollment process
- Identify students' careers of interest and align those with educational programs at Bradley Tech, MATC and UW-Milwaukee
- Prepare students for skilled trades careers that are essential to the economic success of Milwaukee and Wisconsin









Mark Foley Mary Isbister Graciela







- Launch more opportunities for Bradley Tech students to earn MATC credits while in high school (dual credits); those credits lead to technical diplomas and associate degrees and are transferable to four-year institutions
- Expand collaboration between MPS and UWM to improve math and science instruction
- · Invigorate Bradley Tech's strong alumni base

"Bradley Tech has a rich history in Milwaukee and I appreciate the opportunity to help implement a plan that will ensure its future contributions to students, businesses and the entire community," Dr. Martin said.

Former U.S. congressmen Tom

Petri and David Obey visited the Downtown Milwaukee Campus as part of their Civic Participation Lecture Series. Congressmen Obey and Petri shared how politics work at the state and national levels, and



the importance of civic participation in bipartisan discussions on key policy issues. The event was an opportunity for MATC students to understand the value of active involvement in public work and gain greater insights into how participatory democracy works.

### A ribbon-cutting ceremony

celebrated the completion of the Downtown Milwaukee Campus library's remodeling. The renovations include improved lighting and acoustics, addition of collaborative study space, direct access to the Academic Support Center on the floor below, a combined reference and circulation dock more electrical outlets



circulation desk, more electrical outlets and new furniture.

# MATC students and faculty from

several programs in the School of Health Sciences participated in a Community Health Fair at the Clinton Rose Senior Center in Milwaukee. For this service learning project, the students planned activities related to stroke detection, arthritis, exercise, health insurance and other wellness topics.

### *Cuisine prepared by MATC* culinary and baking students highlighted the annual Five Star Food and Wine Evening at the Downtown Milwaukee Campus. The event drew nearly 650 guests and netted \$20,000 for the MATC Foundation's Five Star

Scholarship Fund. The fund is used for scholarships and continuing education opportunities for MATC students and faculty in culinary and hospitality programs.

### MATC and its business partners

recognized 104 apprentice graduates during the annual banquet held at the Italian Conference Center in Milwaukee. The graduates were from 30 manufacturing and service apprenticeship programs. Earl Buford, president/CEO of the Milwaukee Area Workforce Investment Board, Inc., received the 2015 Distinguished Service Award.



MAY - Former Green Bay Packer

LeRoy Butler was the featured speaker at the annual Soul Food Celebration Luncheon at the Downtown Milwaukee Campus. MATC's Office of Student Life, Black Student Union and Black History Month Committee sponsored the event.

### Forty-nine May 2015 candidates

for graduation from the college and one Adult High School graduation candidate received Lamp of Knowledge awards for distinction in academics and service. Also during the banquet at the Milwaukee Marcus Center for the Performing Arts, Jean





Leone Anderson, an Administrative Professional – Accelerated degree candidate, received the President's Award for contributions to the college and community.

**Students from 12 programs** in the School of Media and Creative Arts and School of Business showcased their project work and career-ready skills for area employers at the annual Portfolio Night held on the Downtown Milwaukee Campus.

# MATC held its spring commencement

May 15 at the UW-Milwaukee Panther Arena. Nearly 1,600 students graduated from associate degree, technical diploma, apprentice and Adult High School programs.

**Patrick Torhorst**, chief information officer for Quest CE, a Milwaukeebased market leader in compliance technology, was the keynote speaker. Torhorst graduated from MATC in 2003 with an associate degree in eCommerce and Web Administration. He later earned a bachelor's degree in management information systems from Milwaukee School of Engineering. He is a member of MATC's eBusiness Advisory Committee.

Wisconsin Lt. Gov. Rebecca Kleefisch and State Rep. Jessie Rodriguez met college administrators, faculty and students during a visit that

included the campus's firing range and Center for Energy Conservation and Advanced Manufacturing (ECAM). They also attended a meeting in ECAM with MATC administrators and representatives from local manufacturers.











### JUNE - Approximately 200

**students** were honored for earning General Educational Development (GED) certificates or High School Equivalency Diplomas (HSED) at the Downtown Milwaukee Campus. The ceremony recognized students graduating from MATC and 27 community-based educational partners.

A fundraiser was held on the Downtown Milwaukee Campus for the MATC LULAC Carlos Gomez scholarship fund. Gomez, then a center fielder for the Milwaukee Brewers, the MATC Foundation and the League of United Latin American Citizens (LULAC) Council #333 established the scholarship in April. Milwaukee Brewers participating in the event with Gomez were Martin Maldonado, Wily Peralta and Jean Segura.

MATC hosted free workshops in chemical technology and biochemical research for high school students on the Downtown Milwaukee Campus. These participants of MATC's Biochemical Excellence in Science and Technology (BEST) program conducted experiments with the college's state-of-the-art equipment. Students completing the workshop were eligible to earn one college credit.

*The Mequon Campus* had three vehicles in the Family Fun Before the Fourth Parade, representing the college's welding, horticulture and line mechanic programs. The parade began in Mequon and ended in Thiensville.

JULY - The third Hottest Kitchen Entrepreneur Challenge was sponsored by MATC, Reliable Water Services and FaB Wisconsin. The finals competition was held at MATC's Education Center at Walker's Square. Susan Knutson (The Naked Baker, LLC), was selected by judges as the winner of the Early Stage finalists' competition. Robert Holton (Milwaukee Craft Brew Vinegar) was selected by the judges as the Start-Up contest winner.











### AUGUST - Eight students earned

certificates upon completion of MATC's CNC Machine Operations – Milling program developed in partnership with the Wisconsin Department of Workforce Development (DWD) and Wisconsin Department of Corrections (DOC). The ceremony, held at the Downtown Milwaukee Campus, was attended by Reggie Newson, DWD secretary, and Deirdre Morgan, DOC deputy secretary.

# **SEPTEMBER** - The MATC Retirees

**Association** presented the MATC Foundation a \$5,000 check for student scholarships during the MATCRA fall luncheon.

### A September 11 remembrance

*ceremony,* sponsored by MATC's Protective Services programs (fire protection technician, criminal justice/ law enforcement and emergency medical services), was held on the Oak Creek Campus. Retired Oak Creek Police Chief Tom Bauer, the Greenfield Police Department Honor Guard, MATC officials, students, and representatives from other area police and fire departments participated.

OCTOBER - A signing ceremony on the Downtown Milwaukee Campus formalized an articulation agreement that allows MATC graduates from select associate degree programs to enroll into the Wisconsin Lutheran College (WLC) Business Management and Leadership Bachelor of Science program.

*More than 70 employers* met potential candidates at the public job fair held on MATC's Oak Creek Campus. To coincide with Careers in Energy Week, We Energies displayed a utility vehicle and highlighted energy-related career opportunities. The job fair was cosponsored by MATC, the Milwaukee Area Workforce Investment Board, the City of Oak Creek, the South Suburban Chamber of Commerce, MetroGo and the Milwaukee County Transit System.

During the annual Heavy Metal Tour, youth from local schools and community-based organizations toured MATC's Energy Conservation and Advanced Manufacturing (ECAM) facility to learn about the college's academic programs related to manufacturing careers. Interactive demonstrations included welding, computer numerical control (CNC) machines and mechanical design technology. The students also met with representatives from area manufacturers.













*More than 250 individuals* were sworn in as United States citizens at two U.S. Citizenship and Immigration Services Naturalization ceremonies held on the Downtown Milwaukee Campus in 2015. The oath was administered by U.S. Magistrate Judge Nancy Joseph during the events held March 19 and October 22.

NOVEMBER - The MATC Veterans Day program for students, faculty and staff featured remarks by Lena Taylor, senator in the Wisconsin State Legislature, and members of the MATC Veteran Student Organization.

**MATC offered interactive demonstrations** for middle and high school students to

experience at the iFair, which was held at the Washington High School of Information Technology in Milwaukee. The college's displays highlighted MATC's Animation, Computer Simulation and Gaming, and IT Mobile Application Developer programs, and the MATC Promise scholarship program.

**The appointment of Bohdan Zachary** as General Manager for Milwaukee Public Television (MPTV) was approved by the MATC District Board of Directors.

Zachary served at KCETLink, based in Burbank, Calif., since 1997. KCET is the most-watched independent public television station in southern California and the second most-watched independent public television station in the nation. "Bohdan has articulated a dynamic vision for Milwaukee Public Television," said Dr. Martin. "I am confident that he will build on MPTV's 58-year legacy of providing excellent local, regional and national programming and services that improve the quality of life in southeastern Wisconsin and northern Illinois."

Prior to KCETLink, Zachary held positions of director/producer and content producer for E! Entertainment Television and content producer at Interactive Network. Prior to that, he founded North South Films in California and also has extensive experience as an executive producer.

**Open Houses were held at each campus** to inform prospective students about MATC's academic programs, student services, and the MATC Promise. Guests had the opportunity to tour classrooms and labs, and meet with students, faculty and staff.











# Skyn - The Spa at MATC

**Mequon,** staffed by MATC instructors and students from the new Aesthetician technical diploma program, opened for customers. It is located in Room A233 at the Mequon Campus. MATC is the only college in the Wisconsin Technical College System to offer an Aesthetician technical diploma. The program is operated in compliance with the Wisconsin Department of Safety and Professional Services.

DECEMBER - MATC held its winter commencement December 11 at the UW-Milwaukee Panther Arena. Approximately 850 students graduated from associate degree, technical diploma, apprentice and Adult High School programs.

James DeLisle, vice president of operations for Imperial Lithographing Company, was the keynote speaker. DeLisle graduated from MATC in 1984 with an associate degree in Printing and Publishing. He has done extensive volunteer work in helping the needy. DeLisle also received MATC's Distinguished Alumnus Award at the ceremony.

Milwaukee Public Television's annual night at MillerCoors Holiday Lites experience included appearances by John McGivern, John Gurda and other MPTV personalities. Dr. Vicki J. Martin, MATC president, and Bohdan Zachary, MPTV general manager, also spoke to the visitors. Attendees enjoyed sampling varieties of cookies related to MPTV programs, which were made by MATC Baking and Pastry Arts students and faculty.









# MATC STUDENT FACTS

# **Reasons for Attending**



**29%** Career change

2% Prepare for further education

Improve existing skills

Personal interest (December 2013 and May 2014 graduates)

# **Programs Offered**

78 Associate Degree programs Two years of full-time study

77 Technical Diploma programs One year of full-time study

45 Certificate programs One semester of full-time study

28 Apprenticeship programs Five years of job training and classroom study

# 24 Online programs

Eight associate degrees, eleven technical diplomas and five certificates are offered entirely online and hundreds of online courses are available in many programs.

# **5** Bilingual programs

Three technical diplomas and two apprenticeship programs are offered. (The length of study applies to majority of programs in the category.)

FOR A COMPLETE LIST OF PROGRAMS, VISIT matc.edu/academic\_programs/masterlist.cfm

# **Financial Aid**

13,819 students received financial aid; totaling \$82.6 million (includes grants, loans, scholarships and work-study employment). 64% of program students receive financial aid.

Data on this page is from 2014-15 fiscal year, unless otherwise noted.

# Enrollment



Full-Time Equivalents (FTEs)

**84%** Students Enrolled on a Part-Time Basis (Enrolled in Less Than 12 Credits/Semester)

28% 28% 20% 19% 5%

# **Enrollment by Academic School**

ASSOCIATE DEGREE/TECHNICAL DIPLOMA PROGRAM STUDENTS

28%

28%

20%

5%

- BUSINESS
- HEALTH SCIENCES
- LIBERAL ARTS AND SCIENCES
- **TECHNOLOGY AND APPLIED SCIENCES 19%**
- 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 Earnings** 

SIX MONTHS AFTER GRADUATION

\$36,890

Associate Degree Graduate

\$31,350

**Technical Diploma Graduate** 

of MATC graduates are employed or furthering their education within six months of graduation.

O of MATC graduates live and work in Wisconsin, most of these graduates are in the Greater Milwaukee area. (December 2013 and May 2014 graduates)

# MATC Employees

The college's students are served by: 1,250 full-time faculty and staff and 440 part-time faculty and staff (expressed in full-time equivalents).

# Annual Contributions to the Local Economy

\$1.7 billion (2012-13) – This is the added annual income due to the activities of MATC alumni and former students in the workforce, the college's activities/contributions and student spending.

(Source: Economic Modeling Specialists, Inc., 2014)





# **Student Demographics**



MALE

# Where our Students Live

**83%** MILWAUKEE COUNTY **9%** OZAUKEE, RACINE, WASHINGTION, WAUKESHA COUNTIES 8% OTHER



# **2015 FINANCIALS**



# **TOTAL REVENUE - \$263.2 million**

	PROPERTY TAXES	\$ 87.6	33%
	STATE AID	\$ 77.9	30%
•	FEDERAL AID	\$ 41.9	16%
	STUDENT TUITION/FEES	\$ 27.1	10%
	GRANTS	\$ 13.4	5%
	AUXILIARY/ENTERPRISE	\$ 8.8	3%
•	INSTITUTIONAL	\$ 6.5	3%
		(in millions	)



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STUDENT SERVICES	\$34.8 1	4%
AUXILIARY/ENTERPRISE	\$24.0	9%
DEPRECIATION	\$30.1 1	2%
GENERAL INSTITUTIONAL	\$23.9	9%
PHYSICAL PLANT	\$19.1	7%
INSTRUCTIONAL RESOURCES	\$ 4.7	2%
DEBT SERVICES	\$ 1.6	1%
	(in millions)	

Milwaukee Area Technical College is fiscally responsible, balancing the needs of students and taxpayers. The college retained a strong, high-grade Aa2 bond rating from Moody's Investor Services in the 2014-15 fiscal year. The tax levy decreased from 2.127 (2014) to 1.272 (2015) for every \$1,000 of equalized value. The owner of a \$100,000 home in the MATC service district paid \$127.21 in 2015, compared to \$212.74 in 2014, a decrease of \$85.53.



Investing in Student Success



MISSION The MATC Foundation supports student success and enhances learning by engaging those who are passionate about the College and the community it benefits.

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# LETTER FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

At the MATC Foundation we have a unique opportunity to hear the inspiring stories of our students and witness the generosity of our donors.

The stories we hear are as complex and diverse as the students who attend MATC. This report will give you just a taste of this experience. Admittedly, it is a small sample. You will note that the stories selected for this report include those of two adult students who are returning to school to make a career change – one to enter the skilled trades and another to transition out.

These two stories shed light on one of MATC's best-kept secrets – the large number of adult learners who return to school and train for new careers or upgrade their skills in their current profession. Student scholarships and emergency grants, as well as specially funded programs, make all the difference to adults who are working to improve their lives while supporting themselves and caring for family.

The big news for 2015 is the MATC Promise. It provides an opportunity to focus our efforts on another key demographic served by the college – students coming to MATC directly from high school. While MATC makes education available at any stage of professional life, research shows that the earlier one starts their college education the better. Students who enter college full time directly out of high school are three times more likely to obtain a degree leading to a professional career.

When Dr. Martin challenged the MATC Foundation board and its staff to raise \$1 million for this campaign, we knew it would be challenging. But it has provided us with an opportunity to build new relationships.

We have been surprised and delighted by the response from the community. Many donors recognize that making college available to low-income students directly from high school is not only a solid investment in their future – but in the future of our entire community.

In our next report, we expect to show you how the generosity of our community's donors has made it possible for students to take advantage of the MATC Promise.

Sincerely,

Bis/J. Gerlanden'

Brian J. LeHouillier President, MATC Foundation Board of Directors

Christen maker

Christine M. McGee Executive Director, MATC Foundation



Brian J. LeHouillier President, MATC Foundation Board of Directors

"Raising funds for the MATC Promise has provided an opportunity for us to think bigger and bolder about how we can support the community."



Christine M. McGee Executive Director, MATC Foundation



FOR MORE INFORMATION GO TO www.matc.edu/support\_matc

# **MATC Foundation Financial Statements**





# Scholarships and Emergency Dollars

Scholarships and Emergency Student Assistance Awarded in 2014-15



\$62,076 EMERGENCY ASSISTANCE **9.7%** INCREASE IN SCHOLARSHIP ASSISTANCE AWARDED IN 2014-15 COMPARED TO 2013-14

**5%** INCREASE IN EMERGENCY ASSISTANCE AWARDED IN 2014-15 COMPARED TO 2013-14

Number of Scholarships and Emergency Assistance Grants Awarded in 2014-15

**410** SCHOLARSHIPS

**101** EMERGENCY ASSISTANCE GRANTS **436** TOTAL NUMBER OF STUDENTS WHO RECEIVED A SCHOLARSHIP AND/OR EMERGENCY GRANT

**68% INCREASE** IN THE DOLLARS AWARDED FOR SCHOLARSHIPS AND EMERGENCY ASSISTANCE OVER THE LAST FIVE YEARS.

**58% INCREASE** IN THE NUMBER OF SCHOLARSHIPS AND EMERGENCY GRANTS AWARDED OVER THE LAST FIVE YEARS.

# Goldstein and Peggy Ann Family Foundations Invest in Dislocated Worker Training



Linda Hazard House

# When her employer downsized and Linda Hazard House was laid off from a long-term administrative position, she was ready for a change.

Her goal is to work in manufacturing and pursue an enduring interest in fabrication. But as an older displaced worker – and a woman transitioning to a non-traditional field – she had concerns that obtaining employment will be a challenge.

Thanks to funding provided by the Goldstein Family Foundation and the Peggy Ann Family Foundation, House was able to participate in a Key Manufacturing Skills program offered through MATC's Office of Workforce and Economic Development. The Certified Production Technician credential she earned will bring her closer to securing employment in the field of her choice.

House's group was one of two cohorts funded by the Goldstein and Peggy Ann family foundations, which were interested in supporting the Key Manufacturing Skills program because of their ties to the manufacturing industry. The program has prepared dislocated workers for careers in manufacturing occupations experiencing a shortage of skilled employees by providing industry-recognized credentials. Many of the program's graduates went on to complete training in Computer Numerical Control (CNC) Machine Setup and Operation, and most have obtained employment.

House reflects the diverse character of the program's participants, more than half of whom were over the age of 40. Seventy-five percent of participants were minority workers who spoke one of six different languages. All had varying levels of education and experience. House credits the instructor, Jose Gonzalez, with creating a teamwork environment that kept everyone moving together.

"I really appreciate the Goldstein Family Foundation for making this opportunity available.... This is an amazing opportunity. In a world where so many people are looking for work, this training provides a way for us to differentiate ourselves. It provides a solid foundation for our next career."

-Linda Hazard House

"The scholarship has helped me to spend time learning instead of trying to earn money. It's also a boost to me and my outlook on school. ... Please make sure that your donors know I'm really appreciative of their support." -Robb Rusch



Robb Rusch

# Scholarships Key to Student Moving Into White-Collar Career

Robb Rusch's dream is to work in Information Technology – in an office setting. A successful contractor who installs and repairs flooring, he discovered that the work takes a toll on his body. "You can only work so hard for so long before your body starts to wear out!" he said.

A single dad for many years, Rusch waited until his four children were grown before he enrolled at MATC to prepare for a career change and pursue his interest in IT.

Returning to school as a full-time student and working part time is demanding. Rusch admits that "school is much harder than I expected." But these challenges have not prevented him from completing his education – or giving back to the college. He has served for three years on the Mequon Campus Student Government, and for the last year and a half on the MATC District Student Senate. He also serves as Vice President of Communications for the American Student Association of Community Colleges. Rusch received three scholarships through the MATC Foundation – a General Scholarship, a School of Business Scholarship and the Marian Drake Breskvar Scholarship. He credits the scholarships with making it possible to focus on his studies and achieve his educational goals. "Education is expensive … and scholarships are really helpful because they take off some of the pressure so that I can concentrate on my studies." Rusch will graduate with an associate degree in IT Information Systems Security in May 2016 and will pursue another associate degree in the IT Information Network Specialist program.

# MILWAUKEE AREA **Technical College**

Investing in Student Success

# Thanks to our Donors

# **PRESIDENT'S SOCIETY**

Individual donors whose gifts total \$50,000 or more over their lifetime of giving; and corporations, foundations and organizations whose historical gifts total \$100,000 or more are provided permanent recognition as members of the MATC Foundation's President's Society. We are grateful for their generous support.

# Individuals

Chris Abele Marian Drake Breskvar† Julianna Ebert and Frank Daily Phillip Gross Jerome R. McGinnis† Rob and Maggie Potrzebowski

# † Indicates the donor is deceased.

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# In-kind gifts are italicized.

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