

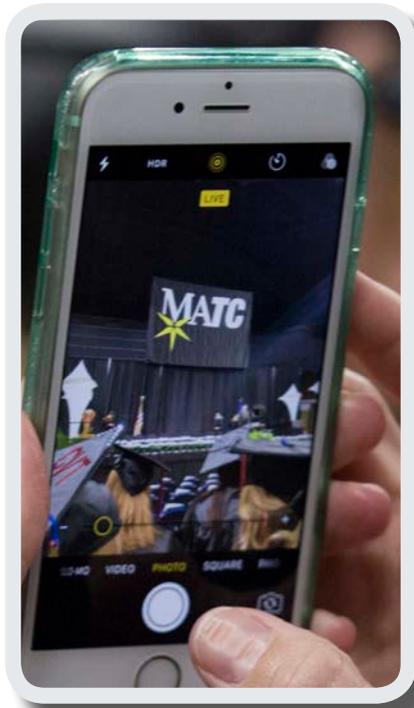
# Transformations



Proud Faculty Member, Alumnus Blaze Trail in Dental Hygiene

MATC Adult Promise Student Pursues Her Nursing Career Dream

Franklin Businesses Pool Resources to “Upskill” Employees



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## Transformations

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**On the cover: Class of 2018 graduate Michael Thibou.**  
Thibou and MATC faculty member LaMont Walker are  
blazing a trail in dental hygiene. See story on page 12.

# 2018-19 MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD

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**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.

**VALUES** – Student Success, Accountability, Collaboration, Customer Focus, Diversity, Excellence, Innovation, Integrity

## Dr. Vicki J. Martin is the 10th president of Milwaukee Area Technical College.

She has served in higher education for nearly four decades, at MATC for three decades and has led the college since 2014. In 2015, Dr. Martin launched the MATC Promise, a public-private partnership that provides free tuition for eligible new high school graduates, and in 2018, she announced the MATC Promise for Adults, which provides free tuition for eligible students to finish their degree. Dr. Martin has attracted growing private-sector and foundation support to the MATC Foundation, serves on the steering committee of the Higher Education Regional Alliance, is the chairperson of the Bradley Tech High School Commission and is a founding leader of the M<sup>3</sup> (pronounced M-cubed) initiative, which brings together MATC, Milwaukee Public Schools and the University of Wisconsin-Milwaukee to transform the future of Milwaukee through education.

# Transformations



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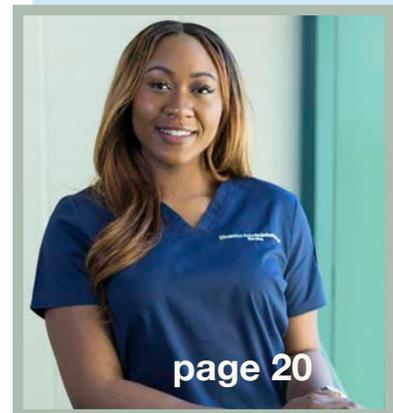
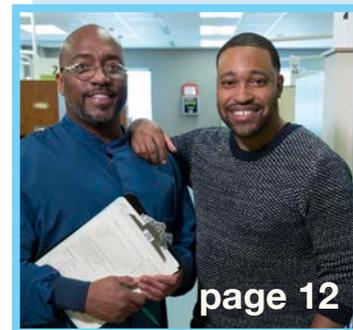
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# Message From President Martin and District Board Chairperson Dull



In each of the last three years, more than 2,500 students graduated from Milwaukee Area Technical College. These individuals go on to transform our community and contribute to the local workforce.

Yet their learning journey is not over. We encourage our graduates to approach graduation as a milestone, not an endpoint. Many of our students — more than 3,700 each year — continue formal learning when they leave MATC. They transfer their credits to a four-year college or university and begin pursuing their next dream. MATC has transfer agreements with more than 35 four-year institutions to ensure credits transfer seamlessly.

As college leaders, we hear inspiring stories about our students' learning journeys every week and we are eager to share a few with you in this year's annual report. Anthony D. Smith entered MATC as an adult to accelerate his career trajectory, ultimately landing him a high-profile role at the Marcus Performing Arts Center (see page 8). The positive MATC experience of first-generation college student Eunice Perez is providing her with the confidence to continue her education and pursue a four-year degree (see page 10). Michael Thibou came to MATC ready for a career change and chose dental hygiene, a field where African-American men remain underrepresented (see page 12).

We invite you to read their stories of resilience, commitment and hope — and those of others throughout this publication.

As leaders of this institution, we take very seriously the responsibility of being an excellent steward of the investments that are made in the college. A comprehensive overview of the college's financial standing for the 2017-18 fiscal year also is presented in this annual report, along with the accomplishments of the Milwaukee Area Technical College Foundation Inc.

The Foundation engages individuals, corporations and foundations to fund scholarships that support our current and future students. That includes the MATC Promise, the first program of its kind in the state. These scholarships prepare the next generation of career professionals in established and emerging sectors essential to our region's economic vitality.

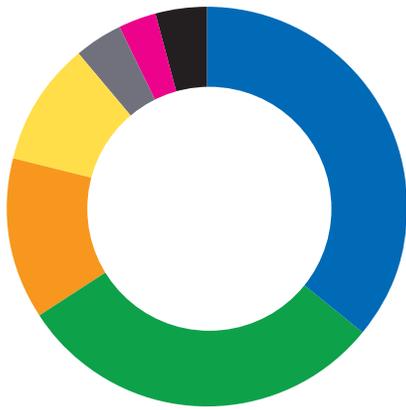
Thank you for your partnership as we work together as an institution and with our Foundation to transform lives, industry and the community we all share.

Sincerely,

Vicki J. Martin, Ph.D.  
MATC President

David A. Dull  
MATC District Board Chairperson

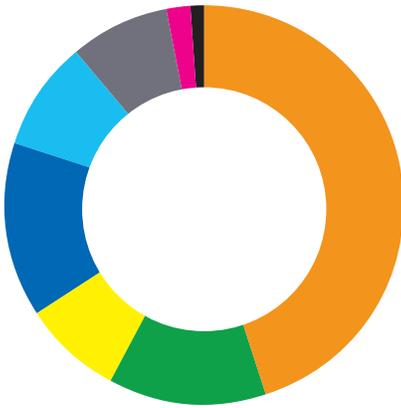
# MATC 2018 Financials



## Total Revenue \$256.5 Million

Property Taxes	\$ 91.6	36 %
State Aid	\$ 75.9	30 %
Federal Grants	\$ 32.4	13 %
Student Tuition and Fees	\$ 25.7	10 %
Grants	\$ 11.3	4 %
Auxiliary/Enterprise	\$ 8.9	3 %
Institutional	\$ 10.7	4 %

( in millions)



## Total Expense \$245.8 Million

Instruction	\$109.8	45 %
Student Services	\$ 32.5	13 %
Auxiliary/Enterprise	\$ 20.7	8 %
Depreciation	\$ 33.7	14 %
General Institutional	\$ 22.0	9 %
Physical Plant	\$ 20.8	8 %
Instructional Resources	\$ 4.8	2 %
Debt Services	\$ 1.5	1 %

( in millions)

Milwaukee Area Technical College is fiscally responsible, balancing the needs of students and taxpayers. The college retained a strong Aa1 bond rating from Moody's Investors Service in the 2017-18 fiscal year. The tax levy decreased from 1.259 (2017) to 1.257 (2018) for every \$1,000 of equalized value. The owner of a \$100,000 home in the MATC service district paid \$125.74 in 2018, compared to \$125.98 in 2017, a decrease of \$0.24.

# 2018 Highlights



**President Dr. Vicki J. Martin** was named to the Milwaukee Business Journal's "18 Executives to Watch in 2018" list in January. In November, the publication also named Dr. Martin to the 2018 "Power Brokers" list.



**The Milwaukee U.S. Citizenship and Immigration Services (USCIS)** office, along with the college and the U.S. District Court for the Eastern District of Wisconsin, hosted a naturalization ceremony March 8 at the Downtown Milwaukee Campus. Approximately 130 applicants representing 44 countries took the Oath of Allegiance and became U.S. citizens.

**The four-part Milwaukee PBS series "Cook.Plate.Dine.™"** broadcast in May showcased the art of cooking, with an authentic look at the MATC Culinary Arts associate degree program.

**The college held free summer career camps** for middle school and high school students across its four campuses. Taught by MATC instructors, the day camps focused on hands-on learning related to in-demand careers.



**On May 3, the college announced** that the men's and women's basketball teams will advance from Division III to Division II play in the National Junior College Athletic Association (NJCAA). The women's and men's tennis teams debuted as NJCAA Division I teams in the fall. This higher level of play gives the college the opportunity to award athletic scholarships. The changes are part of a larger effort to enhance student life opportunities.



**Sidney Moncrief, an entrepreneur and former Milwaukee Bucks star player,** presented the Spring Commencement keynote speech May 11 at the UW-Milwaukee Panther Arena. Nearly 1,400 students graduated from MATC's associate degree, technical diploma, apprentice and Adult High School programs. On May 23, in a ceremony at the Downtown Milwaukee Campus, nearly 200 students were honored for earning General Educational Development (GED) certificates, High School Equivalency Diplomas (HSED) and Emerging Scholars diplomas through programs offered by MATC and community-based educational partners.



**On May 17, the college officially launched the MATC Promise for Adults,** offering free tuition for eligible students age 24 or older to finish their associate degrees at the college. The new program is an expansion of MATC's first-in-the-state Promise program. MATC Promise programs now serve both returning adults and new high school graduates. See the feature story on page 20 for a student's perspective.

**Three individuals began new terms** on the MATC District Board July 1, with terms expiring June 30, 2021:



**Erica L. Case**, director, human resources, Harley-Davidson Motor Company



**Mark F. Foley**, shareholder/attorney, von Briesen & Roper s.c.; Foley was first appointed to the MATC District Board in 2015



**Kahri Phelps Okoro**, operations manager, Equity Supply Group



**About 200 apprentices attending MATC** for their apprenticeship-related coursework were among the approximately 800 apprentices who helped build the Fiserv Forum adjacent to the Downtown Milwaukee Campus.



**Work began in July on a multifaceted project** to transform the former T Building Auditorium on the Downtown Milwaukee Campus to the future Al Hurvis/PEAK Transportation Center. A rendering is shown above. Major milestones included substantial interior demolition and preparations for an expansive, glass curtain wall. Work will continue through the summer of 2019.

**The college hosted the kickoff event** for Milwaukee Boys and Men of Color Week with a breakfast October 1 at the Downtown Milwaukee Campus. Speakers, including Milwaukee Mayor Tom Barrett and Milwaukee Public Schools Superintendent Dr. Keith Posley, highlighted the role of education in building a successful life and empowering boys and men of color.



**Through our partnerships** with the United Way of Greater Milwaukee & Waukesha County and the United Way of Northern Ozaukee, nearly 1,200 employees volunteered at 156 sites for MATC Day on October 30. In December, United Way recognized the college's volunteer efforts with the organization's Excellence and Commitment award.



**New state-of-the-art equipment to enhance training** for CNC (Computer Numerical Control) Swiss Machine Tool Operations classes was spotlighted at the November 1 ribbon-cutting ceremony at the Downtown Milwaukee Campus.



**Milwaukee Bucks President Peter Feigin** presented the keynote speech at MATC's Winter Commencement held December 14 at the Miller High Life Theatre. More than 750 students graduated from associate degree, technical diploma, apprentice and Adult High School programs. An additional 235 students were honored December 19 at the Downtown Milwaukee Campus for earning General Educational Development (GED) certificates and High School Equivalency Diplomas (HSED) from programs offered by MATC and community-based educational partners.



**Throughout 2018, MATC continued its journey** to increase student success through adoption of the American Association of Community Colleges (AACC) Guided Pathways framework. MATC and more than a dozen colleges nationwide are part of the second group implementing this proven model. Guided Pathways clarifies the path to success for students, gets them on the right path, helps them stay on the path and ensures they all learn the skills they need to reach their dreams. The framework has helped peer colleges achieve greater student success.

*Anthony D. Smith in the  
Todd Wehr Theater at the  
Marcus Performing Arts  
Center, Milwaukee*



# Lifelong Learning Propels MATC Alum to Senior Role at Marcus Center

**Anthony D. Smith's career was already going well when he decided to attend college at MATC. He was employed at Children's Hospital of Wisconsin in marketing and community relations when he enrolled in 2010.**

Going back to college later in life can seem daunting, but Smith enjoyed pursuing his Marketing and Communication associate degree. "As an older adult, going to school and being in class with 19-year-olds, 20-year-olds, and trying to keep up with them was challenging ... but I learned to appreciate my cohort. We traveled through that journey together and I'm very happy because I had that opportunity," he said.

In fact, approximately 90 percent of MATC students come to the college as a working adult, while the other 10 percent come directly from high school.

Smith worked for 13 years at the Milwaukee Journal Sentinel and then joined Children's Hospital. He was a marketing and community relations specialist when he took advantage of the hospital's tuition reimbursement program.

After completing the associate degree, Smith attended Marquette University to earn a bachelor's degree in marketing and communications. Smith, like more than 3,700 MATC students each year, took advantage of MATC's transfer partnerships with four-year colleges and universities.

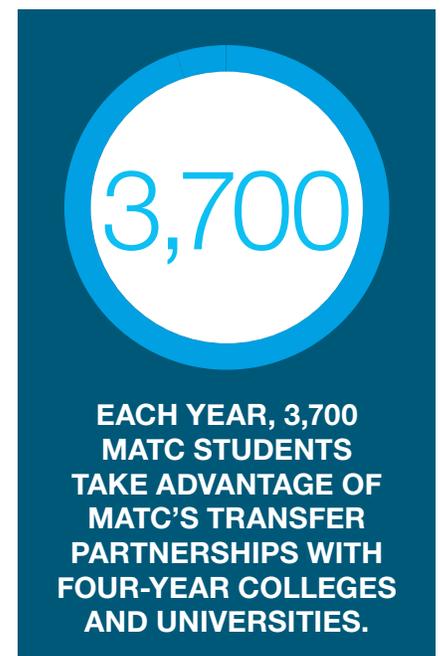
This lifelong learner took additional courses at Marquette through its executive leadership program. In July 2018 he began a job with the Marcus Performing Arts Center in Milwaukee, where he is the director of community engagement and inclusion.

He and his wife, Wendy, who works for Milwaukee Public Schools, have one son. Smith is the pastor of Newport Missionary Baptist Church, where he also serves as the minister of music. In May 2019, Smith will begin serving as an MATC Foundation Inc. board member. He serves on several additional boards and leads some as the chairperson.

"I had a good idea of what I wanted to do and what my career was going to be, but after getting the education behind it, coupled with my career goals, it transformed me to be a better person, a better friend for others, be a better husband, be a better dad," he said.

**"... getting the education behind it, coupled with my career goals, it transformed me to be a better person, a better friend for others, be a better husband, be a better dad."**

*Anthony D. Smith*



**3,700**

**EACH YEAR, 3,700  
MATC STUDENTS  
TAKE ADVANTAGE OF  
MATC'S TRANSFER  
PARTNERSHIPS WITH  
FOUR-YEAR COLLEGES  
AND UNIVERSITIES.**

# Janice Marcus Woman's Club of Wisconsin Scholarship Supports First-Generation College Students

A passion for technical education spurs daughter of an MATC alumna to create the scholarship that supported more than a dozen students in 2018.

**Many students face the first day of class feeling excited and, perhaps, a bit anxious. For students who are the first in their family to go to college, MATC student Eunice Perez says, that wave of emotions can include feeling intimidated and even scared.**

"I was terrified," she recalled. "I parked in the parking structure and I stayed there. I was so scared to walk into the building."

She waited in her car, hoping for a text announcing classes were canceled, she said.

But after a few minutes, the Milwaukee native confronted her fears and walked into her first class at MATC's Downtown Milwaukee Campus.

"I was like, 'This isn't at all what I thought college was going to be,'" Perez said. Instead of large, impersonal auditorium-sized classes, she found she could actually talk with instructors and have a full discussion with her classmates.

She also found success. The graduate of Milwaukee Public Schools' Riverside University High School made the MATC President's List of students with 4.0 grade-point averages and earned the Janice Marcus Woman's Club of Wisconsin scholarship through the MATC Foundation Inc.

"The scholarship brought me so much happiness — so much relief really — because instead of worrying about, 'I have to pay this amount on this day when I don't have this amount for this day,' I could worry about, 'I have a test tomorrow, I have a paper to do tomorrow, I have a presentation.'"

## Gift of \$45,000 for scholarships

Established in February 2017 by Janice Marcus and the Woman's Club with a gift of \$45,000 over three years, the scholarship recognizes the incredible potential of MATC students who apply for the MATC Promise but fall just short of program requirements such as high school GPA or ACT score. Students must have graduated from a Milwaukee high school and demonstrate financial need.

The scholarship paired Marcus' concern for the challenges faced by individuals from lower-income families in Milwaukee with her own success in turning a technical program into a career.

"I found it so remarkable that after having a nine-month course, I could do so many different things with it," she said. "I could work as a hairdresser, I could go into a sales position, or I could start my own business — which is what I did."

Marcus, who owned a salon housed at Milwaukee's legendary Pfister Hotel, also attributes her passion for technical education to her mother, Beatrice Graham. Graham entered MATC as an adult and earned an associate degree in nursing, continuing in the career for four decades.

**MATC FOUNDATION  
SCHOLARSHIP RECIPIENTS ARE  
TWICE AS LIKELY TO GRADUATE.**



**2X**

**“The scholarship brought me so much happiness – so much relief”** *Eunice Perez*



*Eunice Perez at MATC's Mequon Campus library*

# Proud Faculty Member, Alumnus Blaze Trail in Dental Hygiene

**Too many men brush off dental hygiene as a career option, and people of color remain underrepresented in the field. According to the 2016 U.S. Census Bureau report, more than 90 percent of the country's dental hygienists are women, and about 14 percent of U.S. hygienists are people of color.**

Michael Thibou, who completed MATC's Dental Hygiene associate degree program in May 2018, said he wasn't aware of these statistics when he enrolled. After working at a hospital lab for 11 years, his focus was on switching to a career that offered a strong future. LaMont Walker, an instructor for MATC's Dental Hygiene program, said Thibou is the college's first African-American male Dental Hygiene graduate.

The occupation appealed to Thibou because it is rewarding and in demand. In addition to teeth cleanings, a hygienist's duties typically include checking for signs of oral diseases and educating patients about good oral health. Employment of dental hygienists is projected to increase nearly 20 percent by 2026, according to the U.S. Department of Labor.

Technology continues to evolve for this field and MATC's dental clinic on the Downtown Milwaukee Campus features state-of-the-art equipment.

"MATC prepared me well for this career," said Thibou, who began working at ForwardDental in Milwaukee after graduation. "You receive instruction in the newest technologies. You also learn how to put patients at ease and advise them. You can see how you help your patients make changes that improve their oral health."

## **Increasing diversity**

Diversity in the oral-health workforce plays a critical role in improved access to care for people of color, and MATC is an integral partner in this effort.

"I'm passionate about increasing the diversity for this profession," said MATC's Walker, who also works part time as a dental hygienist. When he earned his bachelor's degree from Marquette University's dental hygiene program in 1988, Walker was the first African-American male dental hygienist in Wisconsin.

To foster greater awareness of the career, MATC Dental Hygiene students participate in outreach programs in the community, and on-campus events for high school students include tours of the dental program facilities. Recruiting efforts and community service have helped the college increase the numbers of Asian-American, Hispanic, African-American and male students in its dental programs to be slightly better than the national averages, and MATC will continue working to increase diversity, Walker noted.

Thibou agrees that more men and people of color should enter the field. "The opportunities are growing," he said. "It's a great career that helps others improve their health."

**LaMont Walker, an instructor for MATC's Dental Hygiene program, said Thibou is the college's first African-American male Dental Hygiene graduate.**



RECENT MATC DENTAL HYGIENE GRADUATES EARN  
**\$64,500**  
AVERAGE STARTING ANNUAL WAGE



*Michael Thibou (left) and LaMont Walker (right) with a student in MATC's Dental Hygiene Clinic at the Downtown Milwaukee Campus*

# Instructor Serves as Role Model for Students

**Cynthia Galvan is an instructional chairperson and instructor for the English department in MATC's School of Liberal Arts and Sciences. She graduated from MATC and went on to achieve two master's degrees. Her educational pursuits continue while she studies for her doctorate.**

**You have achieved two master's degrees and are pursuing your doctorate. Who inspired your educational journey?**

I was influenced primarily by my family. My grandmother was a business owner and she inspired me to learn about interactions with people — the importance of friendships and establishing connection. My paternal grandmother taught me all the business savvy I know. I didn't know I was learning that — it was just part of the process.

My maternal grandmother went to school to be a seamstress. When I saw she had a college degree, I thought, "Wow, I could do that. I could go to college."

In fact, my mom came to MATC after having children to get her General Educational Development (GED) certificate. She went on to get a one-year Office Technician technical diploma and worked at the college.

My dad only attended school through the sixth grade but he always said it was important to have education. He has seen how lack of education was a disadvantage in his life.

They are the people who shined the light — the light of college. My children have gone on to pursue higher education. Two daughters will be attending MATC in 2019.

**How do you guide potential students who are thinking about college?**

There's room for everyone in this world. We determine where we want to be. For some professions, you do have to go to college and get the degree. At the end of the day, somebody is going to ask you if you have a degree for what you're doing. It's your certification, your license, your paper.

**Can you share your thoughts about the importance of scholarships?**

I received a \$2,000 scholarship from the MATC Foundation to transfer my MATC credits, after graduating from MATC, to continue at a university to obtain my four-year degree. For me it made the difference in whether I would continue on. I encourage students to go ahead and apply for scholarships. They mean so much to our students.

**"My dad only attended school through the sixth grade but he always said it was important to have education."**

*Cynthia Galvan*

THE MATC FOUNDATION AWARDED  
**\$581,855**  
IN SCHOLARSHIPS IN 2017-18.  
SEE PAGE 23.





*Cynthia Galvan with a student in her classroom at MATC's Oak Creek Campus*

# PPG Employer Partnership

## Means Internships, Scholarships — and Hiring Graduates

**In a highly competitive market for talent, MATC's partnership with PPG is a "win-win-win for MATC, the students and PPG," according to Brian Brophay, who manages quality services and manufacturing support at the company's industrial coatings plant in Oak Creek.**

One piece of the partnership is an internship opportunity for MATC Chemical Technician program students.

"The outcome is that, relatively quickly, we get a high level of productivity from the students while they get real-life on-the-job experience," Brophay said.

That experience ultimately landed two recent PPG interns — who went on to graduate from the program — full-time jobs at the plant.

"The people we have been getting from the program at MATC consistently demonstrate an understanding of the job and what needs to be fulfilled to deliver our expectations to the customers," Brophay said. "They learn quickly and they're great teammates. And that's a big part of being successful."

Chris Bingham is one of them. He said MATC's program is well designed to help students steadily advance both in the classroom and laboratory.

"The Downtown Milwaukee Campus has just about every instrument used in the industry and provided the hands-on experience that gave me a lot of confidence in my career," Bingham said. "Every instructor I encountered in the program wanted me to succeed and was extremely helpful. The internship was great and expanded what I learned at MATC even further."

The college's Chemical Technician program provides graduates with the skills to assure product quality. Students most often land careers as analysts and chemist's assistants in electric power, manufacturing, paint, plastics, polymer and solvent companies.

Both Bingham and Jacob Stoner, the other recent MATC alumnus hired by PPG, credit instructor Scott Schlipp with opening doors.

"Both the extensive time in the lab and assistance from Scott Schlipp, I believe, helped me to have a comfortable start with PPG," Stoner said.

### **MATC graduates are in demand**

Schlipp said his students are in high demand by employers. "If I had 50 students, they could get hired today," he said. "Most of the students in the program already have jobs in the industry."

PPG's Oak Creek plant produces industrial coatings — such as a rust inhibitor or a coating to provide color — for small and large manufacturing facilities. The products can be used both on the customer's own machinery, or on the products the customer makes such as garage doors, household appliances or mobile phones.

This summer, the plant plans to hire five new MATC interns through a federal grant.

Beyond the internship partnership and hiring of recent graduates, PPG has funded more than \$92,000 in student scholarships through the MATC Foundation Inc. since 1993.

"PPG sets a high bar for what a business partnership can be," said MATC Foundation Director of Development Monika Walloch. "Their support is unlocking access for students, helping ensure our curriculum meets today's industry standards and connecting our graduates to family-supporting careers."

**"If I had 50 students, they could get hired today. Most of the students in the program already have jobs in the industry."** *Scott Schlipp*

Brophey noted that the benefits are mutual. “MATC proactively asks for our feedback as to how they can adapt the program to our business needs, which helps benefit everyone,” he said. “Our relationship with MATC has developed into a sustainable community partnership.”

To other firms looking to find a partner in workforce development, Mike Market, a human resources manager for PPG, suggested the businesses assess their needs from a skill perspective “and then match those with what MATC has to offer and investigate.”

He advises touring MATC’s facilities to “see how you can help to support the college’s program tied to your industry.”

For PPG, Market said, “That resulted in a partnership with the ‘chem tech’ program that’s proven to be very successful. We’ve been a part of the program for decades. That partnership role is really important.”

**To partner with MATC, contact Corporate and Foundation Relations Coordinator Carol Voss at 414-297-7380 or [vosscp@matc.edu](mailto:vosscp@matc.edu).**



*Production at PPG plant (above) and aerial view of the plant in Oak Creek (below)*



**\$92K**

**PPG HAS FUNDED MORE THAN \$92,000 IN STUDENT SCHOLARSHIPS THROUGH THE MATC FOUNDATION SINCE 1993.**

# Franklin Businesses Pool Resources to “Upskill” Employees

## **MATC’s Workforce Solutions has partnered with the Franklin Business Park Consortium (FBPC) to provide customized training to more than 600 employees since 2016.**

Allis Roller LLC has provided two training rooms to assist MATC’s Workforce Solutions with delivering the onsite training that is “upskilling” the participants — preparing these employees with new, in-demand skills.

“The students are often from different job levels and different types of jobs; for example, employees from the shop floor and employees from the office, learning together in these classes,” said Allis Roller President and CEO David Dull. The company he leads is a contract manufacturer of precision machined parts, providing a full spectrum of products and services to the original equipment manufacturer (OEM) market.

Dull has been instrumental to bringing the training to the workplace and offering space for the instruction. He is the FBPC president and also has been on the MATC District Board since 2012, serving as its chairperson since 2017.

As a business leader, Dull sees firsthand the vital role of workforce development within the community, explaining that, “The MATC classes prepare employees for the jobs the economy relies on — and helps them grow professionally, which prepares them for their future career success.”

### **Collaboration strengthens workforce**

The FBPC launched in 2016 with the objective of helping Franklin businesses collaborate and pool resources to thrive. The current 13 members range from corporations on the Fortune 500 list to local machine shops. Although there is a variety of businesses in the consortium, the firms share a common need: a quality and sustainable workforce.

The onsite programs taught by MATC’s Workforce Solutions instructors are proving key to upskilling the employees. Fifteen courses have been offered since 2016, and the most

popular subjects include Microsoft Office, Basic Skills for Supervisors, Blueprint Reading and Principles of Lean Manufacturing.

To reduce the time and financial obstacles workers typically face to pursue additional education, the FBPC employees are paid their wages while attending class and they do not pay for the instruction. Costs are covered by grants or by the employer.

MATC’s Workforce Solutions courses can be customized specifically for the employer. Dull noted that when Allis Roller requested a customized CNC course “the MATC instructor created a class that was exactly geared to Allis Roller and what we needed.”

### **Community focus**

Dull, who has more than 25 years of experience managing manufacturing companies, said his goals as an MATC board member include strengthening how the college and local businesses are aligned, and promoting awareness of how MATC’s graduates, apprentices and interns fill employers’ needs.

“Companies and technical colleges need vibrant collaboration for training the workforce,” he said, “and this collaboration is happening with MATC and businesses throughout the district.”

At monthly FBPC meetings, representatives from the businesses and MATC explore initiatives to help local residents enter family-sustaining careers, Dull explained. In addition to workforce training, the group has planned job fairs for the community and career-focused programs for high school students.

The results achieved by the FBPC under Dull’s leadership were cited by the City of Franklin when its Economic Development Commission presented him with the 2018 Excellence in Leadership Award.

“When businesses in the community become more involved, the community thrives,” Dull said. “More groups are coming together to solve challenges and make more opportunities for employees, which strengthens the community.”

David Dull at MATC's  
2018 Winter Commencement  
held at the Miller High Life  
Theatre



**“Companies and technical colleges need vibrant collaboration for training the workforce. This collaboration is happening with MATC and businesses throughout the district.”** *David Dull*



600+

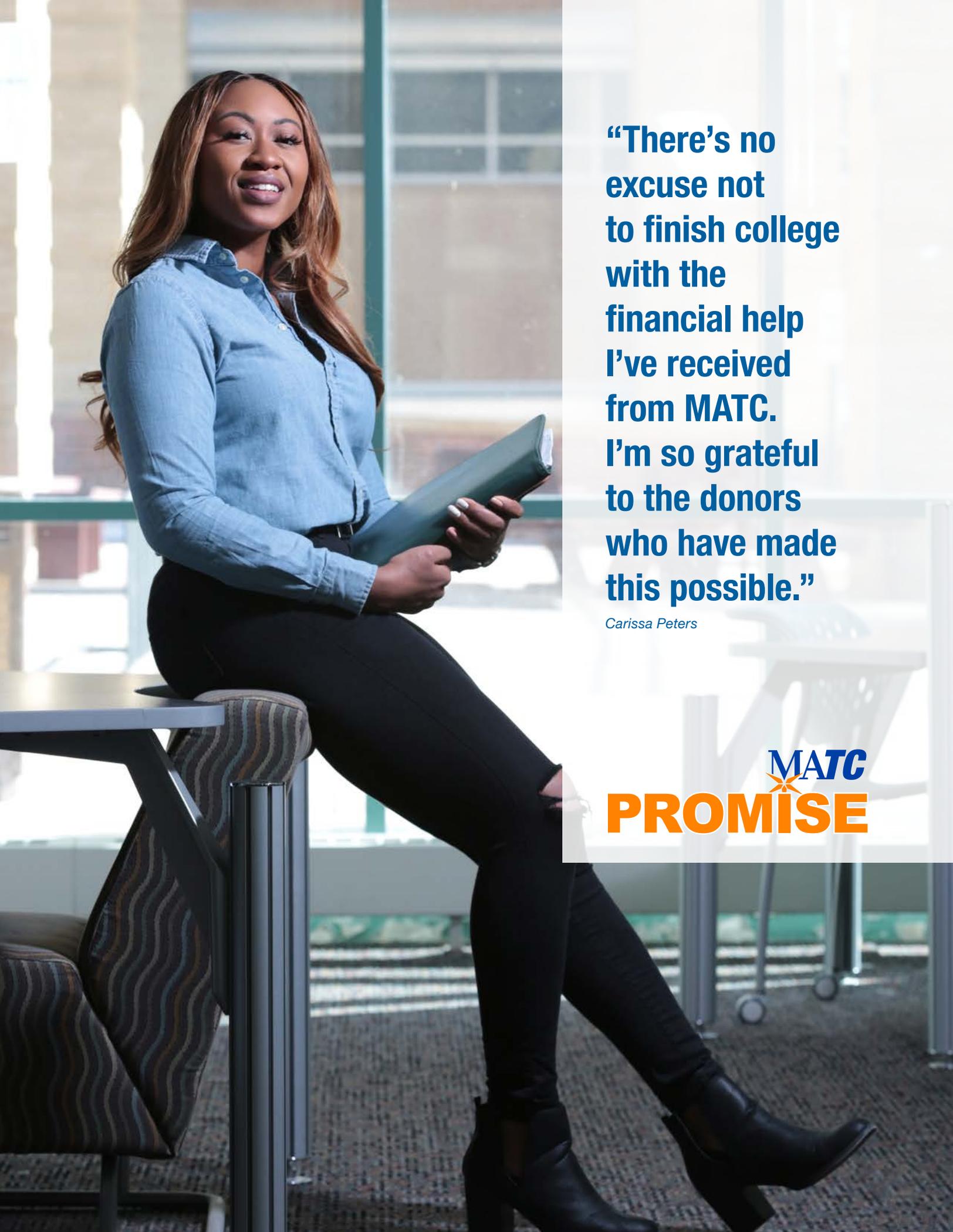
MATC'S WORKFORCE SOLUTIONS  
TEAM HAS TRAINED 600+  
EMPLOYEES AT THE FRANKLIN  
BUSINESS PARK.

**MATC's Workforce Solutions team has offered a variety of courses to Franklin Business Park Consortium (FBPC) employees:**

- Basic Skills for Supervisors
- Blueprint Reading
- CNC Machining Setup and Programming
- Effective Communication
- English as a Second Language (ESL)
- Excel Business
- Improving Quality and Productivity
- Introduction to Quality Engineering
- Introduction to Robotics
- Leadership and Employee Empowerment
- Leadership Development
- Principles of Lean Manufacturing
- Project Management
- Robotic Welding
- Team Building

**To learn more about MATC's Workforce Solutions, contact Business Development Director Lisa Reid at 414-297-6083 or [reidlk@matc.edu](mailto:reidlk@matc.edu).**





**“There’s no  
excuse not  
to finish college  
with the  
financial help  
I’ve received  
from MATC.  
I’m so grateful  
to the donors  
who have made  
this possible.”**

*Carissa Peters*

**MATC**  
**PROMISE**

# MATC Adult Promise Student Reclaims Her Dream by Pursuing Nursing Career

**Carissa Peters dreamed of pursuing a degree in healthcare. She enrolled as a full-time student at Xavier University of Louisiana as soon as she graduated from Milwaukee Public Schools' Riverside University High School in 2009. But, as happens to many students, Peters found herself quickly overwhelmed by rapidly accumulating college debt.**

She was forced to drop to part-time status, hoping to slow the drain on her finances. After three years, she had to leave college altogether.

Peters returned to Wisconsin and landed a full-time job as a flight attendant. But she didn't forget her dream of working in healthcare.

In spring 2018, she began searching for a way to study nursing as a part-time student. She knew it would be difficult, if not impossible, to pursue a nursing program while her job demanded she regularly fly cross-country.

Then Peters saw an intriguing story on MATC's website announcing the launch of the MATC Promise for Adults, which helps cover tuition and fees for eligible students. She was excited to see that she met all the criteria.

She lived in the MATC district, was at least 24 years old, earned less than \$56,000 annually, had at least six college credits but no degree, and wanted to return to college to earn an associate degree in an in-demand career after at least a two-year absence from college.

"I was so amazed and happy when I found the MATC Promise for Adults," Peters said. "It was so out of the blue. I've never heard of anything like this. I never thought I'd see this in my lifetime."

Promise programs are a relatively new approach to ensuring that financial constraints do not prevent individuals from earning college degrees. MATC's Promise for Adults is an expansion of the college's first-in-the-state Promise for New High School Graduates, which was launched in 2015.

The innovative public-private partnership approach combines federal and state financial aid with private donations to fill the gap between what aid provides and the cost of tuition. To date, the MATC Foundation Inc. has raised more than \$2 million from more than 230 private donors in support of the MATC Promise.

Both Promise programs met with great interest. In the Fall 2018 semester, 750 qualifying Promise students were enrolled at MATC. Since its inception, MATC's Promise students have earned 20,000 college credits. The MATC Promise received two 2019 Milwaukee Awards for Neighborhood Development Innovation (MANDI) — the Associated Bank Trail Blazer Award and the Wells Fargo People's Choice Award.

*Continues on next page*

In announcing the establishment of the adult Promise in May 2018, MATC President Dr. Vicki J. Martin said, “We are offering this program in direct response to the urgent needs of our community — where area employers are desperate to fill the middle-skill jobs, while at the same time many local residents lack the resources and support to gain the degrees necessary for these positions.”

She explained, “We know that college costs and concern about student debt are major deterrents for students interested in returning to college. Studies show that 60 percent of adults who started college but didn’t earn degrees want to return. We want to ensure that the tuition and finances are not the reason people with financial challenges cannot return to school. We want everyone to have an opportunity to better their lives, while providing the talent pipeline for area employers.”

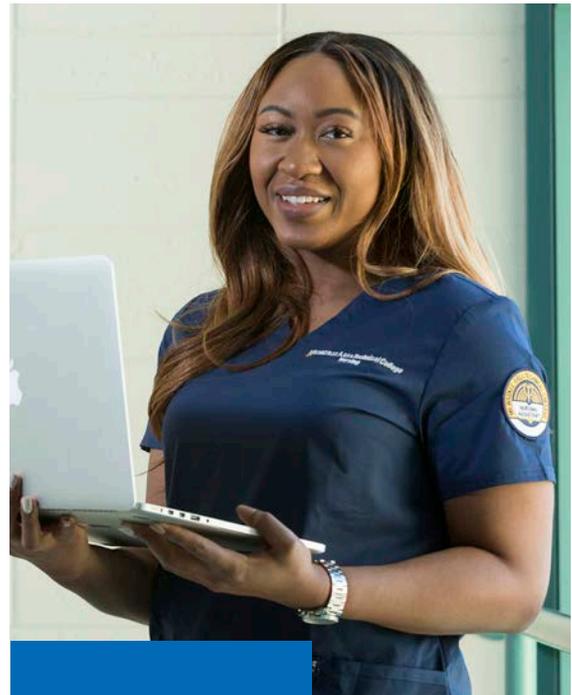
For Peters, the MATC Promise for Adults is a godsend because she can afford to attend MATC full time. “I still have a load of debt from Xavier,” she said. “I didn’t want to take on more debt. I want to pay it off. It is such a heavy load. If I had to worry about money, I’d have to attend college part time. I could only have taken two classes a semester at most. It would have taken me five semesters to do what I’m doing this year with help from the MATC Promise for Adults.”

She also is grateful that so many of her credits from Xavier transferred to MATC. She expects to petition for MATC’s Registered Nursing program in August 2019 and graduate with her associate degree in nursing in 2021. She plans to utilize the MATC-Cardinal Stritch University concurrent enrollment program to earn her bachelor’s degree in nursing. Eventually, she wants to earn a doctor of nursing practice degree from Marquette University and become a certified nurse anesthetist.

Peters also is juggling a full-time job as an imaging patient assistant at Advocate Aurora Health St. Luke’s South Shore to cover other expenses and pay off her Xavier debt. But she said the heavy financial pressure has been relieved. “There’s no excuse not to finish college with the financial help I’ve received from MATC,” she said. “I’m so grateful to the donors who have made this possible. It’s truly a promise made by adult Promise donors to empower many financially disenfranchised adults to live out their dreams.”

**For information on how you can support the MATC Promise, contact Development Director Monika Walloch at 414-297-8514 or [wallocms@matc.edu](mailto:wallocms@matc.edu).**

*Carissa Peters in MATC’s Health Sciences Technology Building at the Downtown Milwaukee Campus*



**Free Tuition**  
for Eligible Students to  
**Finish Your Degree**

The MATC Promise for Adults

**MATC**

**PROMISE**

**SINCE THE PROGRAM’S INCEPTION,  
MATC PROMISE STUDENTS HAVE  
EARNED 20,000 COLLEGE CREDITS.**

**20K**  
COLLEGE CREDITS

# Impact Made Through Scholarships and Emergency Dollars

## Student Scholarships and Emergency Assistance Awarded in 2017-18



**\$581,855**  
scholarships



**\$65,712**  
emergency assistance



**728**  
students receiving support

## MATC Promise Impact



**\$92,683**  
in Promise scholarships 2017-18



**162**  
Promise students 2017-18

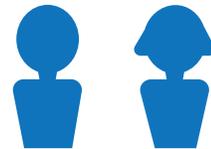
## 10-Year Totals of Student Scholarship and Emergency Assistance\*



**\$2,805,764**  
in scholarships awarded



**\$543,085**  
in emergency assistance



**4,047**  
students supported

\*Scholarship and emergency assistance given by MATC Foundation Inc. between 2008-09 and 2017-18.

# MATC Foundation Inc. Financial Statements

## 2017-18 Revenue

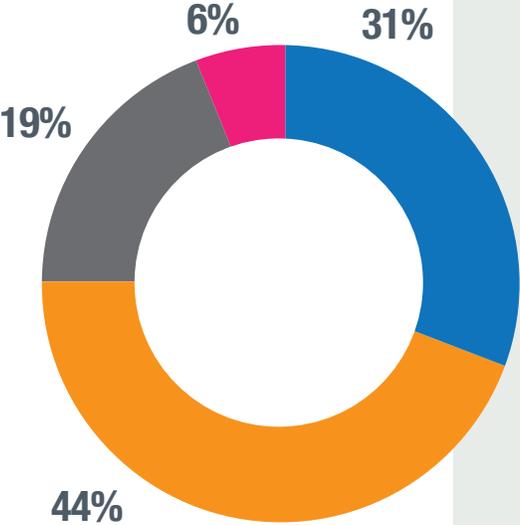
Revenue Type	Amount (in Thousands)
Milwaukee PBS	\$ 5,856
Program	\$ 359
Investment	\$ 1,165
Scholarships	\$ 434
In Kind	\$ 439
Emergency Student Assistance	\$ 39
Special Events	\$ 31
Other	\$ 39
<b>Total</b>	<b>\$ 8,362</b>

## 2017-18 Expenses

Expense Type	Amount (in Thousands)
Milwaukee PBS	\$ 5,737
Scholarships	\$ 582
Management and General	\$ 238
College Programs	\$ 909
Fundraising	\$ 188
Program Administration	\$ 194
Emergency Student Assistance	\$ 66
<b>Total</b>	<b>\$ 7,914</b>

## Net Assets \$18,454,267 as of June 30, 2018

- 6% Unrestricted
- 31% Temporarily Restricted
- 44% Temporarily Restricted–Milwaukee PBS
- 19% Permanently Restricted



Jeffrey Nelson

Laura M. Bray



## Message From the Foundation Board President and Executive Director

The Milwaukee area is at a critical juncture: Area employers are desperate to fill middle-skill jobs, while many local residents are without the resources and support to gain the skills and degrees necessary for the positions.

Together, MATC and generous donors to the MATC Foundation Inc. are responding with urgency to this skills gap by helping students enter higher education and succeed, and building the skilled workforce our region needs.

Last fiscal year, the Foundation awarded \$581,855 in scholarships and \$65,712 in emergency assistance to a total of 728 recipients. This support includes \$92,683 in MATC Promise scholarships to 162 students. Since Fall 2016, MATC Promise students have completed 20,000 credits and many have already earned certificates, technical diplomas and associate degrees.

MATC Promise students include new high school graduates — the focus of the MATC Promise when first launched — and now working adults also, such as Carissa Peters who is featured in this annual report. The MATC Promise for Adults provides free tuition to eligible individuals who started but never completed a degree. This new program is breaking down barriers that stand between individuals and the college degree that will help them earn a family-supporting income and achieve their dreams.

The students who receive MATC Foundation scholarships — including the Promise — are poised for greater success: A data analysis shows recipients are **twice as likely to graduate** as peers not receiving scholarships.

Supporters of the Foundation also are building stronger industry pipelines. Partnerships include:

- A multiyear \$2.3 million grant from the United Health Foundation to increase the number of highly skilled nurses to meet community needs.
- A multimillion dollar expansion of the automotive program launched with seed funding from transportation industry executive Tom Hurvis, a Milwaukee native. The new MATC *RevUp* program gives area high school students exposure to automotive and transportation careers and training, as well as intensified wraparound support for MATC automotive students. The home base of MATC *RevUp* activities will be the future Al Hurvis/PEAK Transportation Center, which opens in late 2019 on the Downtown Milwaukee Campus.
- Employer partnerships like MATC’s partnership with PPG in Oak Creek, which is featured in this report. Since 1993, PPG has funded more than \$92,000 in student scholarships for MATC’s Chemical Technician program. This support has grown beyond scholarship support to also include internships.

The MATC Foundation is how people and organizations, through gifts of all sizes, can directly make a difference in transforming lives through scholarships, emergency grants or strategic investments that address critical workforce needs. Contact us to discuss how you could become a partner in this important work.

Thank you to our donors whose generous gifts help transform lives, industry and community.

Sincerely,

Jeffrey Nelson  
Board President  
MATC Foundation

Laura M. Bray  
Executive Director  
Vice President, College Advancement and External Communications

# THANK YOU TO OUR DONORS

## PRESIDENT'S SOCIETY

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

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If you have included MATC Foundation Inc. in your estate plan, but are not listed here, please contact us at 414-297-8514.

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We are extremely grateful to the following supporters of our MATC Foundation Inc. scholarship and program funds.

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Gifts made to the Milwaukee PBS Fund are not included. If we have made an error in the way you are identified or if your name was omitted from the list, please accept our apologies. Please contact the Foundation office at 414-297-6900 so we may make the appropriate correction.





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**Foundation**  
 Investing in Student Success

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The MATC Foundation is a nonprofit organization founded in 1979 to raise funds for student scholarships and emergency grants. The Foundation also engages donors in supporting MATC educational programs that address the workforce development needs of the community.

Our mission is to support student success and enhance learning by engaging those who are passionate about the college and the community it benefits.

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