

Transformations



Alumnus Gives Hope to Others Returning From Prison

MATC Promise Assists Student on Journey to Become Doctor

Graduate Earns Congressional Gold Medal

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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 MATC. 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 M³ (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.

On the cover: Alumnus Gives Hope to Others Returning From Prison

James E. Watkins is paying it forward and working for Marquette University as a course co-facilitator. See story on page 12.



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Our Generous Donors

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Transformations

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Redesigning Our College to Drive Student Success

As we close our 2019-20 academic year, our commitment to student success took on a new shape in both expected and unexpected ways.

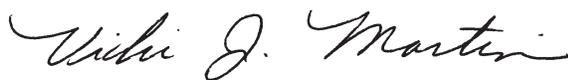
With the outbreak of the coronavirus disease 2019 (COVID-19), we prioritized the safety of our college and community while maintaining focus on education and our students. Our employees continued working remotely and we transitioned courses to online delivery wherever possible. Our instructors worked diligently on completion strategies for students in courses that could not convert to an online format. We remained committed to our mission, vision and values, to deliver the transformative education on which our students and community depend.

While we pivoted to respond to challenges posed by COVID-19, we moved forward on a major reorganization to drive greater student success. In fall 2019, MATC launched our first two Academic and Career Pathways and began serving students under the Guided Pathways model, which is designed to help more students graduate and connect to a career, a four-year degree, or both.

This work is centered on a nationally recognized model that has helped institutions increase graduation rates and close equity gaps.

At MATC, *Pathways* means a new, better student experience. We:

- Streamlined education for students with a high school credential who need additional support in English and math to enter college-level courses;
- Replaced a high-stakes intake assessment with a more holistic and research-based approach to determine the appropriate level of support needed for each entering student;
- Organized seven Academic and Career Pathways around careers and professions, each combining academic programs and student services to create one team supporting each student's academic and nonacademic needs.



Vicki J. Martin, Ph.D.
MATC President

The Pathway teams bring together academics and student services in a more seamless way, which makes it easier for students to get the help and information they need to succeed.

Positive student feedback and improved retention results proved this model is effective. This year we will launch the remaining five Academic and Career Pathways to serve all students in this new framework.

This year we also will develop a new strategic plan to guide us over the next five years. We will build upon the strides we have made to unlock access through the MATC Promise and help more students graduate through the new Guided Pathways. This combination will multiply success stories like the ones in this publication.



We hope you enjoy these stories of student success and look forward to sharing more of them with you. In the meantime, we extend to the entire MATC community — our students, employees, alumni, partners and friends — our thoughts during this difficult and unprecedented time.

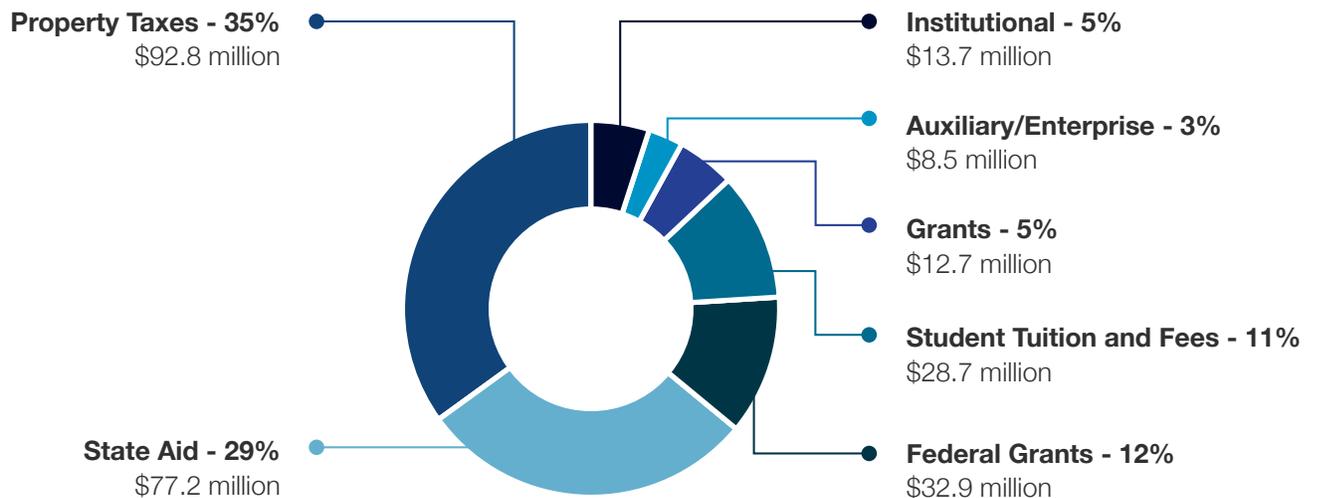


Mark F. Foley
MATC District Board Chairperson

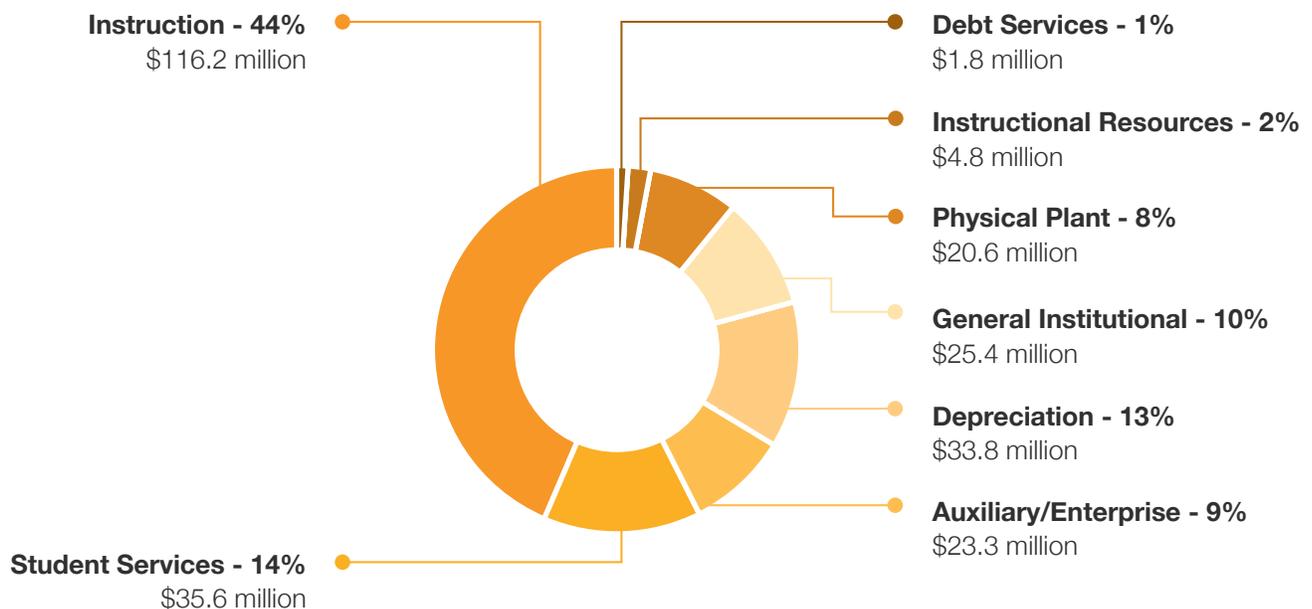
“While we pivoted to respond to challenges posed by COVID-19, we moved forward on a major reorganization to drive greater student success.”
 Dr. Vicki J. Martin, MATC President

MATC 2019 Financials

Total Revenue \$266.5 Million



Total Expense \$261.5 Million



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 2018-19 fiscal year.

The tax levy decreased from 1.257 (2018) to 1.226 (2019) for every \$1,000 of equalized value. The owner of a \$100,000 home in the MATC service district paid \$122.56 in 2019, compared to \$125.74 in 2018, a decrease of \$3.18.

MATC Provided Community Advocate Viola Hawkins With a Solid Foundation



Hawkins treasures this photo from her MATC Commencement.

Long before social media users popularized the term influencer, Viola Hawkins was a powerful community presence. This well-connected member of the Milwaukee community has two daughters and an astounding 30 godchildren, some of whom call her Mom. She shapes and influences some of the most important decisions of their lives, referring many of these godchildren to counselors at MATC — her alma mater — to find an in-demand career. Her influence doesn't end there and she even advises young people she encounters in the grocery store to consider attending the college.

Alumna creates scholarship

Knowing that MATC provides many in our community with a solid foundation, she created the Ms. Vi Hawkins Grassroots Scholarship through the MATC Foundation Inc. for eligible students in either Business & Management or Manufacturing, Construction & Transportation. She emphasizes that this scholarship is not to enable, but to help people achieve.

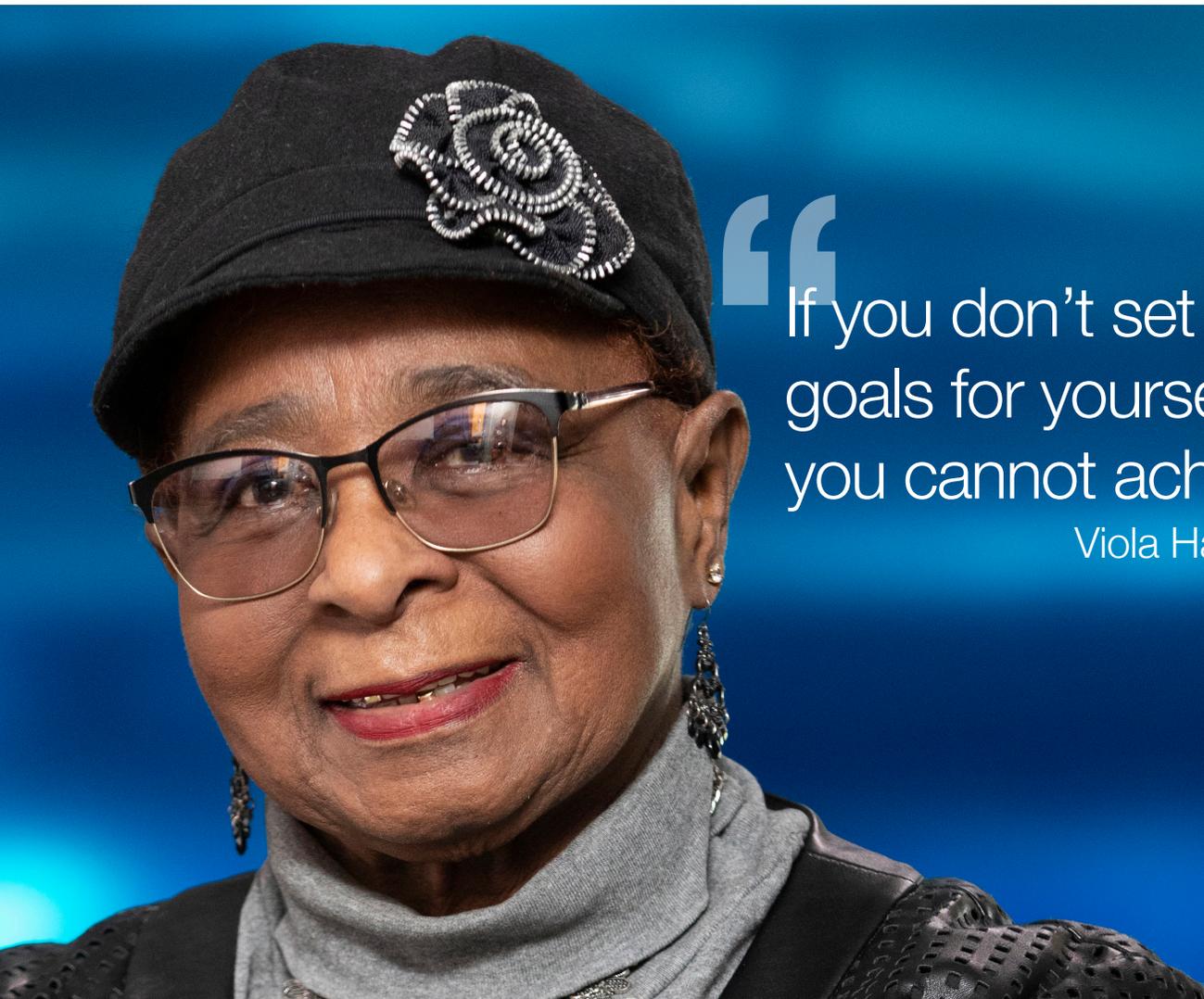
The Foundation staff soon learned that this scholarship is an extension of her as a guiding influence in the lives of many. Hawkins enrolled at MATC in the 1980s. Recently widowed, she chose the Business Administration degree program because it provided a variety of work options.

“The instructors were very good, and they had compassion,” she recalled. Though she was often the oldest in her class, she was comfortable with her fellow students. “People at MATC are very cordial and you know that you are all there for the same reason,” she said. Over 35 years later, Hawkins still keeps in touch with a classmate.

She viewed her degree as a powerful indicator to future employers of her ambition to succeed. After her graduation, she worked in the City of Milwaukee Housing Authority for about 15 years. “The associate degree showed that I took the initiative to take another step forward.

\$40,000

AVERAGE ANNUAL STARTING WAGE
FOR MATC BUSINESS MANAGEMENT
DEGREE GRADUATES



“If you don’t set goals for yourself, you cannot achieve.”
Viola Hawkins

There’s so much going on in the world that you need to keep abreast of,” she explained. Her educational goals also were an example to her daughters. Hawkins still remembers the day when her daughter Deborah told a high school official, “I have to go to college because my mom is in school.”

While pursuing her degree, Hawkins set a target grade-point average of 3.0 and worked especially hard her last semester to make sure she met that number. “If you don’t set goals for yourself, you cannot achieve ... It’s all about setting your goals and putting a timeframe on them. When you do that, you’ll reach your goals,” she said. She achieved all A’s that semester and still keeps her transcript, plus her diploma and a photo of her crossing the stage at commencement.

Busy all the time helping others

This community influencer says she is now “busy all the time” and volunteers on several boards and committees, including the Board of Directors of Revitalize Milwaukee and the Safety and Civic Commission for the City of Milwaukee. Earlier in life, she was a Red Cross volunteer with the former Milwaukee

County General Hospital in Wauwatosa, which was dedicated to serving the region’s poor.

Hawkins also helped open Milwaukee Public Schools facilities to the public for after-school recreational activities. An avid softball and volleyball player and bowler, she made the push to open recreational facilities knowing that students needed opportunities for safe, healthy activities in their community.

She still dances to stay active, is quick to smile and laugh, and displays a positive outlook on life. Her uplifting worldview includes helping her godchildren and other young people with advice, and now supporting student scholarships at MATC. ■

**To donate and support MATC students,
contact Development Director Monika
Walloch at wallocms@matc.edu or
visit matc.edu/donate**



MATC Promise Assists Yasmin Ali on Her Journey to Becoming a Doctor

MATC PROMISE

Born in war-torn Somalia, 19-year-old MATC Promise student Yasmin Ali has already overcome more obstacles than many individuals see in a lifetime. In 2006, her parents fled to Egypt with their children in search of safety and a better life.

Determined to provide more opportunities for his family, Ali's father later immigrated to the United States. His family followed in 2016. Because her father became a U.S. citizen before she turned 18, Ali became a citizen automatically.

Education was part of the family's motivation to leave Egypt. There, college entrance decisions are based exclusively on the results of one test covering 24 subjects, Ali explained. Only those who test exceptionally well can go on to study in competitive fields like medicine or engineering. Ali wants to become a doctor.

"I came to this country for the education," she said. "Being an immigrant in Egypt, there is not a lot of opportunity."

1,468 MATC PROMISE
STUDENTS TO DATE

Yasmin Ali appreciates the opportunities available to her in this country.

“

I want to make my parents proud. They've been through so many challenges trying to give us a better life. They went through a lot to come to the U.S. I don't want to disappoint them or myself.

”

Yasmin Ali, MATC student

Determined to become a neurologist or neurosurgeon

Despite her soft-spoken manner, Ali speaks with determination about her plans to become a neurologist or a neurosurgeon.

“At first, I only knew I wanted to be a doctor,” she said. “Then last year in high school, I studied how the brain functions and I became so interested in strokes and tumors. I want to study that. If I want this thing and I really desire it, and I just focus on one thing, I can do it.”

While attending Milwaukee Public Schools' South Division High School, Ali took English as a Second Language classes in addition to her other studies. She is still focused on perfecting her English.

“English is tricky to learn,” she said. “Many words mean more than one thing.” She said that she often has to translate words in her head from Somali to Arabic to English. She devotes some of her free time to studying the English dictionary, and hopes to learn French as well.

Drawn to MATC and Promise program

When it came time to choose a college, MATC was high on her list because of the small class sizes and individualized attention from instructors. She also was attracted by the MATC Promise for New High School Graduates.

Designed to unlock access to college for students from lower-income families, MATC established Wisconsin's first free-tuition Promise program for students entering in 2016. The MATC Promise for New High School Graduates pays the tuition for up to 75 credits for eligible students, after federal and state financial grant aid has been applied. The cost of books, program fees and equipment are not covered.

The college expanded the Promise to include adults living in the MATC District in 2018. The MATC Promise for Adults has different requirements, but aims to help eligible students in the same way. For both student populations, private donations help bridge the gap between what financial aid covers and the cost of tuition.

“The MATC Promise makes me less stressed thinking about financial issues,” Ali said. “I don't have to worry so much.”

She is enrolled in MATC's Associate of Science degree program – which is specifically designed for students who want to earn a bachelor's degree – and will likely eventually transfer to the University of Wisconsin - Milwaukee. She plans to attend medical school after that.

“I want to make my parents proud,” Ali said. “They've been through so many challenges trying to give us a better life. They went through a lot to come to the U.S. I don't want to disappoint them or myself.” ■

To learn more about the Promise program, call 414-297-6668 or visit matc.edu/promise

MATC SPOTLIGHT

Top Areas of Study

By offering free tuition for eligible students, the MATC Promise is unlocking opportunity, making college a reality for students who never thought it was possible. This innovative, first-in-Wisconsin partnership leverages private donations to fill the gap between the cost of tuition and what financial aid provides. Top programs of study include:

- Accounting
- Associate of Arts
- Associate of Science
- Business Management
- Criminal Justice Studies
- Early Childhood Education
- Human Service Associate
- Registered Nursing

MATC
PROMISE



MATC staff met with community partners at Sherman Phoenix in Milwaukee to discuss ways to help connect interested future students with the MATC Promise program.

Alumnus Gives Hope to Others Returning From Prison



James E. Watkins,
MATC alumnus and
course co-facilitator

Focused on the future that would begin the day his sentence ended, James E. Watkins read, wrote and studied as much as he could. He earned horticulture credentials and nearly 30 liberal arts credits while incarcerated in Illinois.

A few months after his release in 2013, he moved to Milwaukee and enrolled at MATC to continue his associate degree coursework.

In January 2020, Watkins began paying it forward by working for Marquette University as a course co-facilitator. The philosophy class blends Marquette students taught by Theresa Tobin, Ph.D., and incarcerated students taking an online art course taught by MATC instructor Thomas Haslett.

Successful second chances

Under the U.S. Department of Education's Second Chance Pell pilot program, MATC is Wisconsin's only higher education institution that can issue need-based Pell grants to provide instruction to people in prison. The grants fund their postsecondary education in preparation for reentry into the workforce. Nearly 300 students at 11 Wisconsin Department of Corrections adult institutions have participated in the associate degree program and there is an 80% course completion rate.



Thomas Haslett, MATC instructor

The Understanding Art course is part of the fine arts requirement in both the Associate of Arts and Associate of Science transfer degree programs, which provide a path to a four-year bachelor's degree. "I am proud to be part of the student's journey of getting on with life," said Haslett, who also taught the class in 2019.

The incarcerated students do not have internet access and have limited access to a computer. Coursework is uploaded digitally through a learning management system, with assistance from educational coordinators at the facilities.



I am proud to be part of the student's journey of getting on with life.

Thomas Haslett, MATC instructor

"The students are very reflective and engaged. Their writing is powerful and insightful," Haslett said. Blending the incarcerated students and Marquette University students to complete group projects will help each participant "see the world through different cultural perspectives and further develop critical thinking skills."

Marquette University collaboration

Marquette's Dr. Tobin met Watkins in 2019 when he was an MATC student who took her philosophy course, *Narrating Freedom: Gender, Race and Mass Incarceration*. Marquette provided tuition scholarships to Watkins and two other MATC students who were formerly incarcerated. The class alternated meeting at Marquette and MATC.

For Watkins, the experience provided another step toward his goal of attaining a bachelor's degree. "The class was dynamic, relevant and fresh," he said. "Discussions were always respectful, even though different positions on issues were taken and the students were of different backgrounds."

MATC Associate Dean Julie Ashlock, Ed.D., who helped plan the MATC-Marquette collaboration, noted that Watkins' perspectives on the course's topics were enlightening and compelling. She looks forward to seeing the projects completed jointly by the Marquette and incarcerated students. "By sharing their work back and forth, in written and visual narratives, the students are engaging in a dialogue," Ashlock said.

"Everyone learning from each other helps break down barriers," Haslett added. "Art is communal. We see how we're the same and how we're different." ■

94%

OF THE FORMERLY INCARCERATED CNC CERTIFICATE EARNERS WERE EMPLOYED WITHIN SIX MONTHS (SEE MATC SPOTLIGHT)

MATC SPOTLIGHT



Welding is one of MATC's in-demand programs available to incarcerated individuals.

MATC Creates Successful Workforce Reentry Programs

In April 2019, MATC Dean Sadique Isahaku, Ph.D., and graduate Mike Williams were invited to Washington, D.C., to discuss MATC's innovative Second Chance Pell programs with U.S. Department of Education administrators. In addition to the associate degree, MATC's programs for incarcerated individuals include on-campus instruction in computer numerical control (CNC) and welding. These are in-demand fields in which employers are looking to fill current openings.

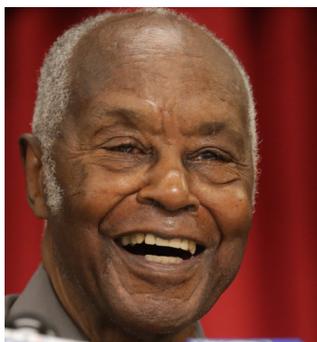
Through Second Chance Pell and previous MATC-Wisconsin Department of Corrections partnerships, more than 100 formerly incarcerated individuals have earned CNC certificates – and 94% of those released were employed within six months. Currently the CNC training is a component of the UMOs TechHire program, an initiative in Milwaukee to provide accelerated training in skilled trades and technology fields.

Through another DOC partnership, 18 students earned the Welding Fundamentals certificate at MATC in December 2019. This was the third group of incarcerated individuals to earn either a welding certificate or technical diploma since the program began in fall 2018.

To explore hiring students completing reentry programs, contact MATC's Correctional Education Coordinator at 414-297-7137 or windhad1@matc.edu



Graduate Among First Black Marines Is Honored as Distinguished Alum



William Coffey Jr. Photo credit: Mike De Sisti / Milwaukee Journal Sentinel

Growing up in Ohio in the 1930s and '40s, MATC alumnus William Coffey Jr. faced segregation at movies and parks. In schools, Coffey said because many teachers were in military service fighting World War II, students' learning opportunities were somewhat limited.

Coffey graduated high school in 1947 and at age 18 became one of the first African Americans to join the U.S. Marine Corps. He was sent to Montford Point Camp in North Carolina, along with 20,000 African American Marines recruited between 1942 and 1949. The Marines segregated recruits and trained white recruits elsewhere.

When Coffey entered the military in 1948, African Americans were often placed in service jobs like cooks and stewards, but Coffey had an advantage.

"In high school, I took a course unusual for men. I took typing," he said. "When I got into the Marine Corps ... I was way ahead of the game. Because I happened to be a

typist, they put me in the office." He served two years in Korea and rose to staff sergeant.

Following his service, Coffey came to Milwaukee to begin the next chapter of his life.

"When I was in service, I was in administration and that whetted my appetite, so I wanted to somehow stay in administration," he said.

At MATC, Coffey used the GI Bill to fund his tuition and gained the foundation he needed to enter the accounting field. He graduated in 1957 with an associate degree in Junior Accounting. He worked for several years and then enrolled at Marquette University, completing his bachelor's degree in accounting in 1967. Throughout his career, Coffey held positions as accounting clerk, accountant and administrator for Milwaukee County. He also worked as a personnel assistant at Patrick Cudahy in Cudahy, and as a manager with the Housing Authority of the City of Milwaukee. He has served as the treasurer for his church's credit union since 1965.

Coffey earned the Congressional Gold Medal in honor of his role in the Marines. He received the medal in August 2019, months before his 90th birthday. Then, in recognition of his role as one of the



Coffey receives Congressional Gold Medal. Photo credit: Mike De Sisti / Milwaukee Journal Sentinel

439 VETERANS, ACTIVE DUTY, RESERVE OR NATIONAL GUARD MEMBERS WERE ENROLLED AT MATC IN 2019-20

MATC SPOTLIGHT

MATC Welcomes Veterans at On-Campus Resource Center

MATC recognizes that veterans have unique needs on a college campus, and staff members in the Veterans Resource Center help ease the transition from the military to college. The MATC Veterans Resource Center is at the Downtown Milwaukee Campus, Student Center/S Building, Room S314.



Dr. Vicki J. Martin presents MATC's Distinguished Alumnus award to William Coffey Jr.



first African American Marines and his many years of service to the community, he received MATC's Distinguished Alumnus award at the college's Winter Commencement Ceremony in December 2019.

Coffey's experience in the military ran much deeper than the skills he acquired. He and his fellow Montford Pointers unified under the motto "fighting for the right to fight." In an interview with the *Milwaukee Journal Sentinel* after receiving the Congressional Gold Medal, Coffey said he was "fighting for the right to die for what you believe."

Veterans choose MATC as bridge to workforce

Like Coffey, military veterans continue to enroll at MATC to build upon the skills they learned in the service.

"When it comes to connecting students with skills to the workforce, veterans are a very unique group. They tend to come to the table with a lot more skills ... but it's often more difficult for veteran students to translate those skills once they come out of the military," MATC Veterans Specialist Wesley Walker said. "A big part of what we do for veterans is sit with them and guide them, let them know what in the civilian world matches with what they did in the military." ■

William Coffey Jr.
earned the
Congressional Gold
Medal in honor
of his role in the
Marine Corps.

To learn more, contact MATC's Veterans Specialist at walkerw9@matc.edu or visit matc.edu/veteran



MATC Opens AI Hurvis/PEAK Transportation Center - Program Expansion Attracts \$3.23M in Private Support



MATC and its industry partners cut the ribbon on a state-of-the-art, hands-on automotive lab on the Downtown Milwaukee Campus October 22.

The new Al Hurvis/PEAK Transportation Center is dedicated to career awareness and training in the increasingly high-tech automotive service sector. It serves as the home base for MATC automotive and transportation servicing, the college's program to expand awareness and offerings in transportation careers. Private funds also have expanded the college's capacity to hire specialized advisors, called success and skills coaches, who work alongside program faculty to support students in their career and academic goals.

MATC offers auto technician, auto body, diesel technician and truck driving technical diploma programs at its Oak Creek Campus and a comprehensive associate degree in automotive technology at its Mequon Campus.

The new center allows MATC to expand training opportunities for students of all ages at a central location, with programs designed to give high school and middle school students early exposure to careers in the field.



Ribbon cutting ceremony at the Al Hurvis/PEAK Transportation Center.

Located on Sixth Street and Highland Avenue, across from the Fiserv Forum, it is strategically located to be accessible to students from low-income households who do not have access to automotive programs in their high schools. A primary goal is to help more students prepare for family-sustaining automotive service careers with support and mentoring.

MATC invested \$1.4 million in creating the 7,400-square-foot auto lab, which includes seven auto repair bays, one analyzer bay and one wash-detailing bay. The college also renovated additional adjacent classroom space. The center stands in repurposed space that had been an underutilized auditorium.

Programming support is funded by gifts from private businesses; individuals; and a challenge grant from Tom Hurvis, chairman and co-founder of Old World Industries, in memory of his father Al Hurvis. So far, donors have pledged \$3.23 million in gifts to expand automotive and transportation servicing programs. Tom Hurvis continues to match every gift and pledge to this effort dollar for dollar. ■



Students enjoy the amenities available at the newly opened Al Hurvis/PEAK Transportation Center.

To donate now to automotive programs – and get your gift matched – visit matc.edu/auto

Jon Hirsch, Director of Business Development, Auer Steel & Heating Supply Co. and MATC HVAC Advisory Committee member (pictured left)

Carol Voss, MATC's Corporate and Foundation Relations Coordinator (center)

Don Curtes, CEO, Auer Steel & Heating Supply Co. (pictured right)



MATC alumnus Ervin Kovacic is the engineering manager at Auer Steel & Heating Supply Company.

Business-Industry Partnership Opens Doors for Students

First-generation college graduate and engineering manager Ervin Kovacic knows firsthand the benefits of a career in heating, ventilation and air conditioning.

He came to MATC for a six-month HVAC program but continued on to earn an Air Conditioning and Refrigeration Technology associate degree, graduating in 2003 with honors. With a recommendation from now-retired instructor Gene F. Lechmaier, Kovacic started working as a design engineer at regional HVAC distributor Auer Steel in Milwaukee.

\$42,897 AVERAGE STARTING ANNUAL WAGE FOR MATC REFRIGERATION, AIR CONDITIONING AND HEATING SERVICE TECHNICIAN TECHNICAL DIPLOMA GRADUATES

“

I'm also helping MATC because that's where I came from. It's a win-win situation all around.

”

Ervin Kovacic, Auer Steel Engineering Manager



Auer Steel & Heating Supply Company in Milwaukee

“The journey at MATC was amazing. It basically put me where I am today,” said Kovacic, who is now Auer’s engineering manager. “It was a platform that helped me jump off in my career and my professional life.”

Kovacic was introduced to the HVAC field through a friend, but many potential workers are unaware of the opportunities that exist. In addition, with a societal focus on four-year degrees, trade industries like HVAC are struggling to fill positions.

“Heating and air conditioning is not a high-profile or well-known profession, but the opportunities are significant,” said Auer Steel Director of Business Development Jon Hirsch. This field offers a family-supporting wage with recent MATC technical diploma graduates reporting an average pay of \$42,897.

Hirsch and Kovacic both serve on MATC’s HVAC Advisory Committee and said it is important for companies like Auer

to get involved with technical colleges and raise awareness for their industry. MATC receives input each semester from local employers through the college’s Advisory Committees, which are aligned with its occupational programs. Committee members share their insights regarding job readiness skills and industry trends.

In a recent effort to promote the HVAC field and support aspiring industry workers, Auer partnered with Roth Heating Company and the Milwaukee Independent Heating Contractors Association to create a new endowed scholarship. The \$500 award will be given annually to an MATC student in the HVAC program, with the first recipient anticipated in Fall 2020.

“We basically try to promote the industry as much as possible to steer students into the classrooms and connect them to jobs that are open,” Kovacic said. “I’m also helping MATC because that’s where I came from. It’s a win-win situation all around.” ■

**To form an industry partnership, contact
MATC’s Corporate and Foundation Relations
Coordinator at 414-297-7380 or vosscp@matc.edu**

Innovative Collaboration Helps Milwaukee Fire Department Recruits Serve Spanish-Speaking Community Members

Professional firefighters are trained as paramedics and are often the first responders to a medical emergency. Thanks to an innovative partnership between MATC and the City of Milwaukee, new recruits are poised to help Spanish-speaking residents get efficient, considerate care during an emergency.

The collaboration started several years ago when Milwaukee Fire Department Deputy Chief Joshua Parish took an MATC Spanish class. He strove to meet the needs of the city's growing Spanish-speaking population so Captain and Cadet Command Bill Paulin, who retired earlier this year, worked with MATC on a custom course. MATC faculty teach the course at the Milwaukee Safety Academy and it's now a permanent aspect of the city's cadet program.

"Every 911 call is an emergency and if we get someplace and the people don't speak English, it can be the difference between life or death," said Paulin.

MATC emphasizes real-world, hands-on learning throughout its curriculum and instructor Betsy Cerpich designed a seven-week course specific to paramedic and firefighting

situations. "I teach Spanish language commands and phrases that they can use right away to help them assist Spanish-speaking persons. We incorporate cultural competency training to improve patient adherence and compliance," explained Cerpich.

Cultural competence includes understanding health and wellness from the Hispanic perspective; learning about family traditions, home remedies and alternative healthcare methods, plus an awareness of the different viewpoints of pain.

Recruits practice situations they may experience in emergencies and use role play techniques. Then they reach out to the community by offering free health screenings at grocery stores and other locations in predominantly Hispanic neighborhoods. The interactions present opportunities to use key Spanish phrases clearly and correctly to describe the procedures' steps and to obtain pertinent information.

When they are on the job, the recruits never know when their skills will be called upon. "It is exciting to see the Spanish class offered to these cadets because of the diverse

MATC provides instruction for future and current firefighters.



100% EMPLOYMENT RATE FOR MATC'S FIRE PROTECTION TECHNICIAN GRADUATES

“

I teach Spanish language commands and phrases that they can use right away to help [future firefighters] assist Spanish-speaking persons.”

Betsy Cerpich, MATC instructor

population that they cover in the City of Milwaukee,” said MATC Director of Protective Services Russ Spahn.

The recruits receive a college transcript and the four-credit course is transferable to other colleges and universities. MATC also provides anatomy and physiology courses for the cadets. Some recruits have continued their college education and are pursuing a bachelor’s degree.

“MFD recognizes the value in cutting through language barriers – it allows them to provide higher-quality care,” said Cerpich. “It’s a highlight of my teaching at the college. I am just thrilled to go there every summer and be a part of it.” ■



Phone App
 Captain Paulin lectures to a group of cadets.

MATC SPOTLIGHT



To train paramedics, MATC has a partnership with Milwaukee Fire Department and the college offers an EMT-Paramedic technical diploma.

MATC Provides Training to the Milwaukee County Paramedics

The partnership with the Milwaukee Fire Department includes the Milwaukee County Paramedic Educational Program. MATC provides all the instruction for the program. Successful cadets acquire a Wisconsin Paramedic License. The students, who are recent high school graduates, spend one year completing this difficult program. “The cooperation between MFD and MATC provides these cadets with outstanding nurturing from both entities that helps ensure their success,” said Spahn.

In addition to EMT programs, MATC offers a Fire Protection Technician associate degree at the Oak Creek Campus. The program trains students for careers such as:

- Firefighter
- Emergency Medical Technician
- Industrial Fire Prevention
- Industrial Safety

To learn more about protective services programs, visit matc.edu/course-catalog/community-human-services

Helping Students Graduate Sooner



Limary Soto, graduate who benefited from credit efficiencies.

60-64 CREDITS

NEW, LOWER TARGET FOR ALL MATC ASSOCIATE DEGREE PROGRAMS

It didn't take long to convince Limary Soto that MATC was the place to pursue her passion for educating young children.

"I went there just to get some information about it – and I came out a full-time student," she recalled, thinking about a day that became a turning point in her life. "It was just like that."

The transformation happened during a visit to the Oak Creek Campus. Counselor Carlos Aranda quickly set her up for success in the Early Childhood Education associate degree program.

Soto, who was running an in-home day care center at the time, made the trip with a friend who was already in the program. A degree could unlock her dreams of working in a Milwaukee Public Schools early childhood classroom, the friend said. That encouragement coupled with a desire to set an example for her children helped everything click.

"I wanted to show my kids that it is possible to work and study and be good at it," she said.

After starting the program in January 2018, Soto took every opportunity to move forward including Summer and "Winterim" classes, which are offered between the Fall and Spring semesters.

In the spring of 2019, good news came from a conversation with instructor Megan Cary.

As the two were discussing future course selections, Cary noted that if Soto stayed on track with Summer and Fall classes, she would graduate in December – earlier than Soto thought.

MATC using credit efficiencies

Soto's early graduation came thanks in part to an effort at MATC and across Wisconsin's technical colleges to ensure students are taking exactly the courses they need to succeed in the next step of their learning journey, whether that's a career, additional education or both. The Early Childhood

Education degree program was one of the first programs to take part in the work, known as "credit efficiencies."

More programs are going through the process, with a goal of reaching every eligible program prior to the Fall 2020 semester.

"Our faculty's work to ensure our associate degree programs are within 60 to 64 required credits – which allows a student to complete in as little



Barb Cannell, Dean of Academic Services

“Having people like Megan Cary [at MATC] to support you and go the extra mile to do everything you need to succeed, it’s just amazing.”

Limary Soto, MATC graduate

as two years – affirms our ongoing commitment to student success,” said MATC Dean of Academic Services Barb Cannell, who led the effort in partnership with instructors across the college.

Both ongoing and new students will be able to take advantage of the effort and reduce their time to degree. Already, credit efficiencies helped more than a dozen Early Childhood Education students – including Soto – achieve their dreams faster than they had initially planned.

The same week she walked across the stage and earned her associate degree, she began work as a paraprofessional educational assistant at MPS' Riley School. Soto works with 3- to 5-year-old kindergarten students in the school's dual-language Montessori program.

"I am using the skills I learned," she said. "We make observations and whatever we see the child needs help with, we reinforce."

Her MATC degree lets her experience what always drove her to serve young learners: seeing them grow and knowing she'll make a difference in their lives. She encourages others to explore the program so they can serve in this in-demand field.

"It's the best thing that I have done," Soto said. "Having people like Megan Cary [at MATC] to support you and go the extra mile to do everything you need to succeed, it's just amazing." ■

To apply, visit matc.edu/apply

2019 HIGHLIGHTS

MARCH

The Higher Learning Commission visited MATC for its regular, scheduled review and reaffirmed national accreditation for another 10 years.

The Milwaukee U.S. Citizenship and Immigration Services office, along with MATC and the U.S. District Court for the Eastern District of Wisconsin, hosted naturalization ceremonies at the Downtown Milwaukee Campus in March and October – 261 individuals became U.S. citizens at the ceremonies.

MATC partnered with the Greater Milwaukee Committee and Milwaukee Public Schools' Bradley Tech High School in receiving a \$46,000 Southwest Airlines grant to expand Milwaukee's aviation workforce.

MATC was named "Better for Veterans" on the Military Friendly® Schools national list of higher education institutions that provide the best opportunities for veterans and their spouses.



A family celebrates after participating in a naturalization ceremony at the Downtown Milwaukee Campus.

FEBRUARY



Community leaders celebrate MATC's HSI announcement.

MATC announced its plans to become a Hispanic-Serving Institution (HSI) within 5 years. Hispanic Professionals of Greater Milwaukee (HPGM) and the MATC Foundation Inc. began the first HPGM scholarship partnership with a two-year college.

APRIL

MATC received two Milwaukee Awards for Neighborhood Development Innovation (MANDI) for the MATC Promise program.



MATC President Vicki J. Martin and other college leaders celebrate recognition for the MATC Promise program.



Stormers point guard Melvin Lee drives past Joliet Junior College's Bobby Shurilla.

The Stormers men's basketball team finished fifth at the National Junior College Athletic Association National Tournament – MATC's first-ever National Tournament appearance at the Division II level. Head Coach Randy Casey was named North Central Community College Conference Coach of the Year and District 3 Coach of the Year.

MAY



Instructor Stephen Peplin performs a song with students during Portfolio Night at the Downtown Milwaukee Campus.

More than 140 MATC students showcased their creative and technical skills to industry professionals and the community at the annual Portfolio Night held at the Downtown Milwaukee Campus.



Lakeland University President David Black announces an expansion of MATC's Promise for New High School Grads program, which would give free tuition to eligible students seeking a bachelor's degree.

MATC and Lakeland University announced a partnership to expand MATC's Promise for New High School Grads program to provide a path to a bachelor's degree for economically disadvantaged students.

Nearly 1,400 students graduated from MATC programs. Retired business executive Joe Delgadillo received the MATC Distinguished Alumnus Award and gave the keynote speech at the Spring Commencement Ceremony held at the UWM Panther Arena.

Also, 225 students earned their alternative high school diplomas through MATC programs and 24 community-based MATC educational partners.

JUNE



Dr. Vicki J. Martin, MATC president; Dr. Mark Mone, UWM chancellor; and Dr. Keith Posley, MPS superintendent, attend the first M³ Early College completion ceremony.

The M³ initiative was established in 2015 by MATC, Milwaukee Public Schools and the University of Wisconsin-Milwaukee. M³ seeks to transform the future of Milwaukee through education by harnessing the power of these three organizations that combined teach 130,000 students annually.

32 students were the first to complete the M³ Early College program where students earn college credits while still enrolled in high school through a collaboration between the three M³ partners.

M³

(pronounced M-cubed) is transforming the future of our young people and Milwaukee communities through the power of public education by multiplying the impact of Milwaukee Public Schools, Milwaukee Area Technical College and the University of Wisconsin-Milwaukee.

JULY

MATC Foundation appointed three new board members:

- Susan Lubar, President and Founder of Growing Minds
- Tracy Luber, Regional Economic Development Director of Wisconsin Economic Development Corporation
- Anthony D. Smith, MATC alumnus and Director of Community Engagement and Inclusion of the Marcus Performing Arts Center

Three individuals began new terms on the MATC District Board July 1, with terms expiring June 30, 2022:

- Ashanti Hamilton, Milwaukee Common Council; Hamilton was first appointed to the board in 2016
- Citlali Mendieta-Ramos, Owner/Director of Special Events, Antigua Latin Restaurant LLC
- Ann Wilson, Manager, Hillside Terrace Family Resource Center; Wilson was first appointed to the board in 2006

AUGUST

M³ TRANSFORMING THE FUTURE OF MILWAUKEE THROUGH EDUCATION

Enrollment in the M³ Early College program tripled for the Fall 2019 semester.

SEPTEMBER



People look at fire trucks on display at the Fire/Police/EMS Expo at MATC's Oak Creek Campus.

MATC Fire/Police/EMS Expo at the Oak Creek Campus with hands-on activities for all ages celebrated the work of firefighters, police officers and emergency medical technicians, and highlighted MATC career training for these roles.

U.S. Sen. Ron Johnson visited MATC's Downtown Milwaukee Campus to meet with college leadership, speak to students, and tour manufacturing and healthcare labs.



Dr. Vicki J. Martin leads Sen. Ron Johnson (right) on a tour of MATC's Downtown Milwaukee Campus.

OCTOBER

The M³ initiative won a national award for its work to boost student achievement and close equity gaps in Milwaukee at the University Economic Development Association conference. Results include increases to the MPS graduation rate, the percentage of MPS grads going to college and the percentage of MPS students completing the Free Application for Federal Student Aid (FAFSA); and Early College program successes.

MATC hosted a free, public discussion and luncheon addressing challenges facing the Milwaukee Hispanic community at the MATC Education Center at Walker's Square. Panelists included: Julian Adem Diaz de Leon, consul of Mexico; Dr. Wilma L. Bonaparte, MATC; Andres E. Gonzalez, Froedtert & Medical College of Wisconsin; Dr. Arturo Martinez, MATC; Lupe Martinez, UMOS & LULAC; Teresa Mercado, Wisconsin Hispanic Scholarship Foundation; Darryl Morin, Forward Latino; Milwaukee Alderman Jose Perez; Alex Ramirez, Milwaukee Police Department; and Nelson Soler, Latino Chamber of Commerce.

Wisconsin Lt. Gov. Mandela Barnes, Secretary Caleb Frostman (Department of Workforce Development) and Deputy Secretary Jeff Pertl (Department of Children and Families) visited MATC's Downtown Milwaukee Campus to discuss initiatives with college leadership aimed at closing the higher education equity gap.



Lt. Gov. Mandela Barnes (left) tours MATC's child care center at the Downtown Milwaukee Campus.



The producers and subjects of the documentary "Kids in Crisis: You're Not Alone" hold a panel discussion in the Wisconsin State Capitol Building in Madison.

The Milwaukee PBS and USA TODAY NETWORK-Wisconsin documentary collaboration "Kids in Crisis: You're Not Alone" won the Katherine Schneider Award for Excellence in Reporting on Disability, sponsored by the National Center on Disability and Journalism at Arizona State University. The documentary also was nominated for an Emmy award by the Chicago/Midwest Chapter: National Academy of Television Arts & Sciences. "Around the Corner with John McGivern" also received an Emmy nomination for host John McGivern.

"Heavy Metal and Rockin' Health Careers" event for middle and high school students took place at MATC's Oak Creek Campus, a collaboration by MATC, the South Suburban Chamber of Commerce, and local manufacturers and healthcare organizations.



Milwaukee-area high school students tour a lab at MATC's Oak Creek Campus.

NOVEMBER

MATC President Vicki J. Martin was named to the *Milwaukee Business Journal's* list of "19 Milwaukee-Area Executives to Watch." MATC District Board Member Ashanti Hamilton, Milwaukee Common Council, also was named to the list.

MPS Black and Latino Male Achievement Department brought nearly 200 students to MATC's Downtown Milwaukee Campus to learn about apprenticeships. Students heard from Wisconsin Lt. Gov. Mandela Barnes; MPS and MATC officials; Josh Johnson, chief of field operations for Wisconsin's Bureau of Apprenticeship Standards; and employers that offer apprenticeships.



MPS students tour a machining lab at MATC's Downtown Milwaukee Campus.

DECEMBER

More than 750 students graduated from MATC programs at Winter Commencement held at the Miller High Life Theatre. Joaquín Altoro, chief executive officer/executive director of the Wisconsin Housing and Economic Development Authority and former MATC student, presented the keynote speech. William Coffey Jr., (see profile on page 15) who received the Congressional Gold Medal as one of the first African Americans to enlist in the Marine Corps, was the Distinguished Alumnus Award recipient.

Also, 270 students earned their alternative high school diplomas through MATC programs and 8 community-based MATC educational partners.



A graduate waves to the audience as he crosses the stage during MATC's Winter Commencement.



Joaquín Altoro delivers the keynote speech during MATC's Winter Commencement.

MATC Foundation Inc. Financial Statements

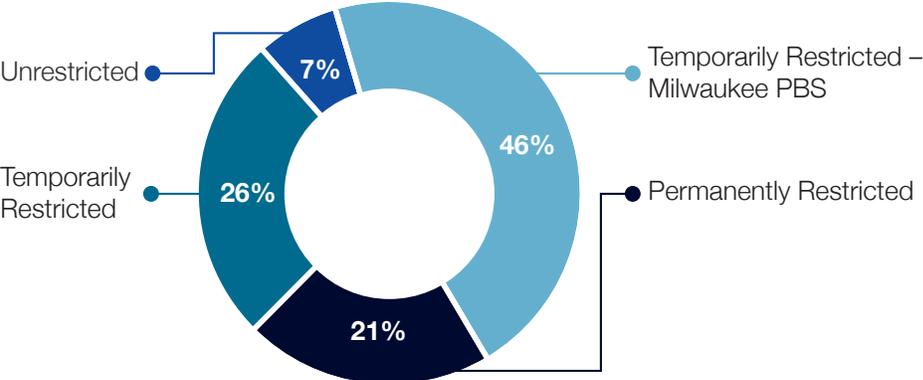
2018-19 Revenue

| Revenue Type | Amount (in Thousands) |
|------------------------------|-----------------------|
| Milwaukee PBS | \$ 5,947 |
| Program | \$ 788 |
| Investment | \$ 935 |
| Scholarships | \$ 1,566 |
| In Kind | \$ 523 |
| Emergency Student Assistance | \$ 38 |
| Special Events | \$ 2 |
| Other | \$ 76 |
| Total | \$ 9,875 |

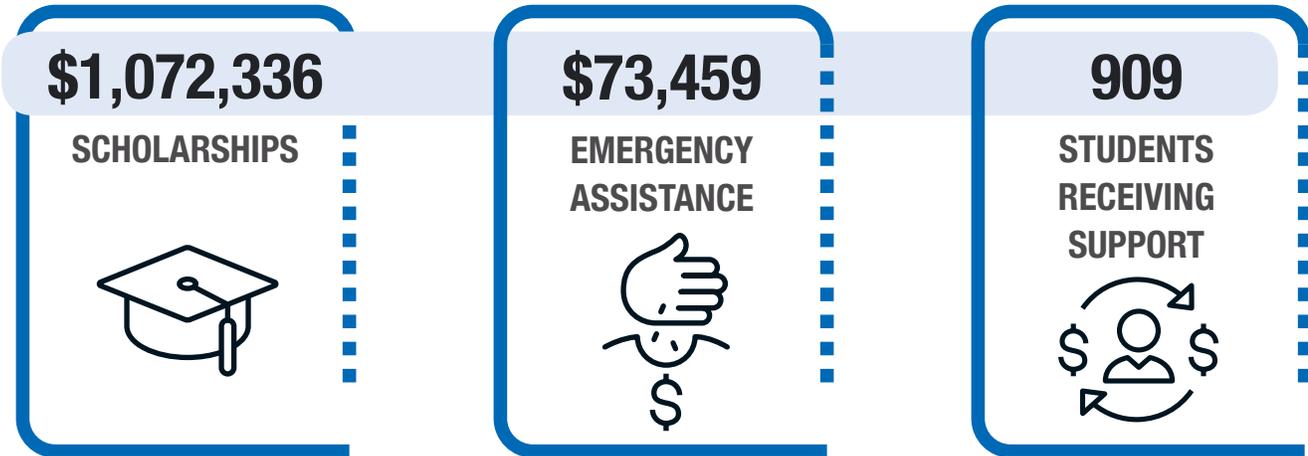
2018-19 Expenses

| Expense Type | Amount (in Thousands) |
|------------------------------|-----------------------|
| Milwaukee PBS | \$ 5,827 |
| Scholarships | \$ 1,063 |
| Management and General | \$ 243 |
| College Programs | \$ 1,691 |
| Fundraising | \$ 268 |
| Program Administration | \$ 185 |
| Emergency Student Assistance | \$ 33 |
| Total | \$ 9,310 |

Net Assets \$19,201,725 as of June 30, 2019



Student Scholarships and Emergency Assistance Awarded in 2018-19



MATC Promise Impact



10-Year Totals of Student Scholarship and Emergency Assistance*



*Scholarship and emergency assistance given by MATC Foundation Inc. between 2009-10 and 2018-19.



Message From the Foundation Board President and Executive Director

MATC is taking action. Through gifts of all sizes, we have been fortunate to offer funding and strategic investments that create opportunities for students of all backgrounds, better connect individuals to in-demand careers and address critical workforce needs.

In 2019, MATC opened a hands-on automotive lab dedicated to the increasingly high-tech automotive service sector. The center houses MATC's automotive outreach programs and is designed to offer training opportunities for students of all ages, with special programs for early exposure to careers in the field. (See related story on page 16.)

Last fiscal year, the Foundation also awarded \$1,072,336 in scholarships and \$73,459 in emergency assistance to more than 900 recipients. This support includes \$647,762 in MATC Promise scholarships to 410 students. Through this innovative public-private partnership approach, private donations support students with "last dollar scholarships" that fill the gap between aid provided and the cost of tuition.

Thanks to our generous donors, MATC is looking ahead to expand student supports and scholarships, forge industry partnerships and enhance access to education. Our focus areas include:

Engaging more donors to support the MATC Promise: The MATC Promise means eligible students receive free tuition for up to 75 credits and area businesses gain a talent pipeline for in-demand careers. To date, more than 230 donors have contributed. Since its Fall 2016 inception, MATC has served more than 620 qualifying students through its Promise for New High School Graduates program. In just three semesters, more than 830 qualifying students, who started but did not complete a degree, are working to earn college credentials through the MATC Promise for Adults.

Behind every Promise student is a story of perseverance and great potential. You will learn about one inspiring student, Yasmin Ali, who is featured in this publication on page 8.

Establishing a cooperative education model: In 2020, the Foundation will launch a collaboration with funders Bader Philanthropies, the Greater Milwaukee Foundation and JPMorgan Chase; and community partners Menomonee Valley Partners Inc., Havenwoods Economic Development Corporation and the YWCA of Southeast Wisconsin for a new initiative called JobUp Milwaukee. This effort will create a cooperative education model combining traditional classroom learning with paid positions at companies located in the Menomonee Valley and Havenwoods.

Planning for a Uniquely Abled Academy in Milwaukee: The MATC Foundation is engaging donors to establish a Uniquely Abled Academy in Milwaukee. This collaboration between community partners, manufacturers and technical colleges prepares individuals with high-functioning autism for careers as computer numerical control (CNC) machinists. MATC's UAA will be one of the first expansion sites outside of California.

Thank you to our generous donors whose gifts enable this programming and allow us to transform lives, industry and the community we share.

Julianna Ebert
Board President
MATC Foundation Inc.

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

Thank you to our donors

We are grateful for the support of the following foundations, corporations and individuals who made a contribution to support our programs or operations. Donor levels reflect total giving for the year, including gifts-in-kind.

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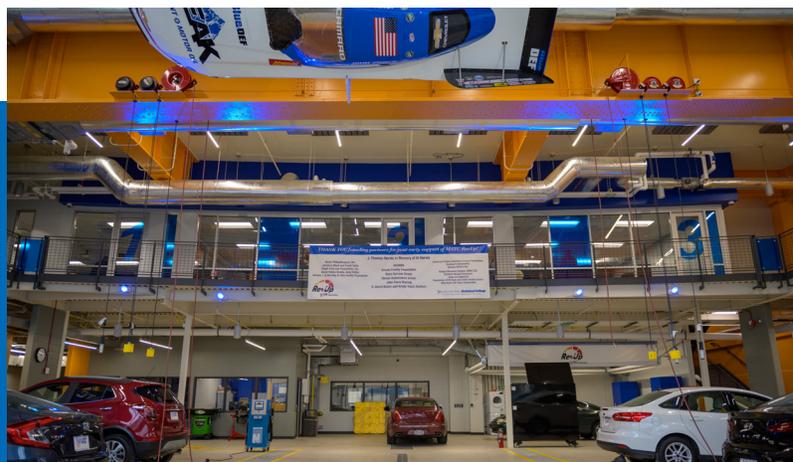
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† indicates the donor is deceased.

Gifts and pledges made between July 1, 2018, and December 31, 2019, are included in these lists. Gifts made to the MPBS 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, we apologize. Please contact the Foundation office at 414-297-6900 so we may make the appropriate correction.

Thank you to our donors

We are grateful for the support of the following foundations, corporations and individuals who made a contribution to support our programs or operations. Donor levels reflect total giving for the year, including gifts-in-kind.

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