

Fall 2020



# Transformation 2025

MILWAUKEE AREA *Technical College*



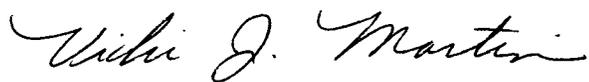
# A Message From the President

Strategic planning at MATC is a dynamic, collaborative and continuous process that sets the future direction for the college and ensures the long-term success of our students and our community. The Strategic Plan guides our decision-making, which has proven so important during these challenging times. By focusing on MATC's vital mission and demonstrating the college values in our daily actions, we will transform our community.

The strategic planning process that began in Fall 2019 was completed in June 2020 when the District Board approved our five-year plan: Transformation 2025. The plan was built by a cross-functional team that included students, faculty, staff, administrators and community members. It presents the priorities that we will focus on through June 2025.

Transformation 2025 includes an update of our value statements that reflect important changes in our community. These value statements provide the foundation for our culture and for our work in our classrooms and offices – and most importantly – in our processes that serve our students and community. These are not just words on paper, but declarations of who we are, what we as a college stand for, and what everyone can expect from us.

Sincerely,



Vicki J. Martin, Ph.D.

President



# Transformation 2025



MILWAUKEE AREA *Technical College*

## MISSION

Education that transforms lives, industry, and community

## VISION

The best choice in education, where everyone can succeed

## VALUES

### Empowerment

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

### Inclusion

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

### Innovation

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

### Integrity

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

### Respect

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

*Approved by District Board June 23, 2020*

# Milwaukee Area Technical College Student Experience Statement

Students at Milwaukee Area Technical College experience an engaging and empowering education characterized by:

- a welcoming learning environment that fosters personal growth and prepares students for the future;
- a warm and supportive community for every person, regardless of religious belief, sexual orientation, gender identity, ability, or racial or ethnic background;
- supportive, personalized services designed to help students succeed;
- innovative technology that inspires students' creativity;
- real-world experiences that foster students' grit and their desire to stay in school;
- meaningful friendships with other students and strong connections with caring, compassionate and encouraging faculty and staff; and
- a fun, culturally sensitive, and inclusive campus community that promotes a sense of belonging and school pride.

January 23, 2020





# Equity and Inclusion Statement

MATC is breaking down barriers that stand between students and their academic and career success by providing a safe place where differences are valued and celebrated. We promote awareness, training, and crucial conversations to move beyond our individual biases, whether unconscious or implicit, to create an inclusive environment that welcomes, accepts, and respects all students and employees while serving the unique needs of each individual. This resonates through the attitudes and behaviors of all those who work and learn at the College.

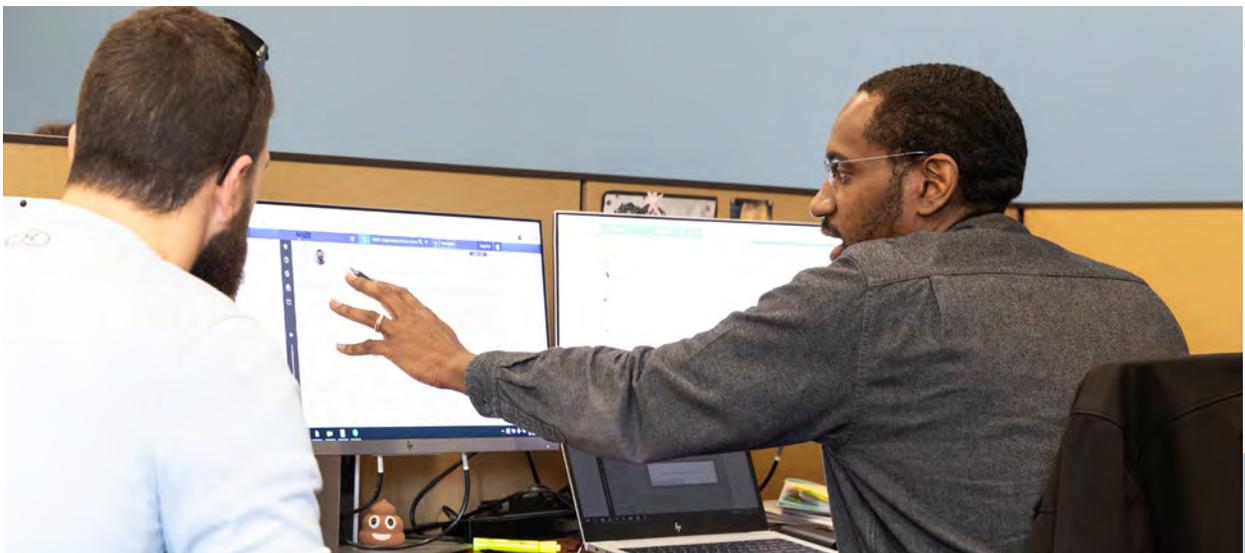
*Approved by President's Council, November 2019*



# Student Experience

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

- OBJECTIVE 1** Increase three-year graduation rates and transfer rates to a university
- OBJECTIVE 2** Enhance student-centered onboarding experience to new students
- OBJECTIVE 3** Ensure availability and personal access to technological resources for students
- OBJECTIVE 4** Improve students' experience with academic advising based on student data



[matc.edu/who-we-are/mission-vision-values](https://matc.edu/who-we-are/mission-vision-values)

# Organizational Excellence

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

- OBJECTIVE 1** Improve decision-making processes at the college by following established frameworks
- OBJECTIVE 2** Build out an evaluation process within our improvement cycle (Plan-Do-Check-Adjust)
- OBJECTIVE 3** Build out an infrastructure, performance tracking, and evaluation system for the Strategic Priorities
- OBJECTIVE 4** Incorporate growth mindset strategies and established criteria to create a collegewide framework for innovation initiatives





# Plan-Do-Check-Adjust

[matc.edu/who-we-are/mission-vision-values](https://matc.edu/who-we-are/mission-vision-values)



# Equity

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

- OBJECTIVE 1** Increase the percentage of faculty and nonfaculty who identify as racially diverse
- OBJECTIVE 2** Become a Hispanic-Serving Institution
- OBJECTIVE 3** Eliminate the equity gap in students completing their programs
- OBJECTIVE 4** Create a more inclusive and supportive college environment for students
- OBJECTIVE 5** Create a more inclusive and supportive college environment for employees



## Diversity, Equity, and Inclusion Project

[matc.edu/who-we-are/mission-vision-values](https://matc.edu/who-we-are/mission-vision-values)

# Community Impact

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

- OBJECTIVE 1** Increase enrollment
- OBJECTIVE 2** Partner with leading local and national organizations advancing widespread, sustained community change
- OBJECTIVE 3** Strengthen services, build new capacities, and enhance connectivity with community partners to address student needs
- OBJECTIVE 4** Increase the donor base at the MATC Foundation Inc.
- OBJECTIVE 5** Broaden the reach of Milwaukee PBS educational programming



**GENERATING**  
**\$1.5 billion**  
in annual economic activity  
(Source: Emsi, May 2018)

<b>TECHNICAL DIPLOMA</b>	<b>ASSOCIATE DEGREE</b>
<b>94%</b> of graduates are employed within six months	<b>95%</b> of graduates are employed within six months
<b>earning</b> an average of <b>\$44,464</b>	<b>earning</b> an average of <b>\$52,280</b>
<small>(2018-19)</small>	

MILWAUKEE AREA **Technical College**  
**Foundation**

**\$1,192,412**  
in scholarships

**\$173,424** in emergency assistance  
(2019-20)

**1,460**  
students receiving support



3,332

graduates in 2018-19



[matc.edu/who-we-are/mission-vision-values](https://matc.edu/who-we-are/mission-vision-values)



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