



Changing Lives

BUILDING FUTURES

2008
Annual Report

From the MATC District Board Chairperson and Interim President



MATC's significant role as a vital community resource was never more evident than in 2008.

As the deteriorating economy became the year's unfolding story, MATC experienced an enrollment surge. Full-time equivalent enrollments increased about 5% in 2008. This is hardly coincidental. Historically, MATC enrollments reflect the economy – in uncertain or troubled times, more students seek MATC's practical skills training as their means to a new and better life.

More than ever, area residents depend on us to begin their working lives or gain the skills and confidence to start over. We understand the enormity of that challenge, embrace it and are uniquely equipped to meet it head-on.

Our 200 career-centered programs are designed to be completed in two or fewer years of full-time study. Many of our 70 short-term certificate programs can be completed in one semester.

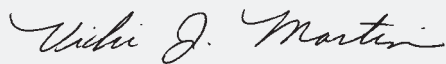


All of our programs are designed to meet the needs of students and local employers. In addition, students whose goal is a bachelor's degree or beyond have more than 400 four-year college transfer options, including 10 with Historically Black Colleges and Universities.

Throughout 2008, MATC's classrooms and labs were filled with students looking to enter the job market for the first time, reinvent themselves for new careers or add to their current résumé.

Today, we are directly involved in the lives of many thousands of students. MATC is their catalyst for a new and better tomorrow.

In 2008, many MATC students journeyed on our multiple pathways to success, taking more control of their personal and professional lives. You will meet some of them in this report. We look forward to enhancing our role as a vital regional resource, no matter the economic challenges. MATC stands ready to redefine and create promising futures for all who want to learn.



Vicki J. Martin, Ph.D.
Interim President



Lauren Baker
Chairperson, MATC District Board of Directors



Vicki J. Martin, Ph.D.

Lauren Baker

2008

A Year in Review

REAL INNOVATION IN A VIRTUAL ENVIRONMENT

The MATC student-developed Human Interactive Virtual Education – HIVE – pod opened at Discovery World to rave reviews and became a top attraction. Students from Animation, Visual Communications and other creative technology programs created the interactive exhibit that transports visitors into three-dimensional simulated worlds. The HIVE is a valuable training tool for MATC students and a destination exhibit for Discovery World visitors.

NEW BOARD MEMBERS BRING DIVERSE EXPERIENCES

We welcomed new District Board members Melanie Cosgrove Holmes and Thomas Michalski. MATC District Board members are citizen volunteers appointed by the school board presidents of the 21 secondary school districts in the MATC District, plus four additional voting members from the Milwaukee Public Schools. Their three-year terms began July 1. Holmes is a vice president at Manpower, Inc. and Michalski is an employee of Rockwell Automation and an Oak Creek alderman.

MOST NEW GRADUATES START CAREERS

More than 2,600 students in MATC degree, diploma, certificate and apprentice programs graduated in 2008. MATC graduates are in demand – 90% are employed or furthering their education within six months of graduation. At the May graduation, Harley-Davidson Chief Operating Officer James McCaslin gave the commencement address. McCaslin made his stage entrance on a vintage Harley, to the delight of the graduates and their families at the Bradley Center.

ADVANCING GREEN LEARNING

MATC has emerged as a vital resource in green innovation and training for new careers in this growing field. Three examples:

- The college took a lead role at the 2008 Wisconsin Renewable Energy Summit, which attracted 1,200 educators, employers and students to the Midwest Airlines Center. MATC sponsored the event, and our faculty and staff led workshops, presented information and lent their expertise in countless ways.
- We offered our first courses in green building systems and management at the newly opened Center for Energy Conservation and Advanced Manufacturing (ECAM) at the Oak Creek Campus. Full certificate programs in Sustainable Operations and Energy Engineering Technology began in January 2009.
- A 160-foot wind turbine at the Mequon Campus powered up in late 2008, and now supplies up to 10% of the campus's electricity needs.

STUDENTS LEARN BY DOING FOR THE COMMUNITY

MATC students' practical skills training reaches throughout communities and benefits people directly. In 2008:

- Cabinetmaking students brightened the holidays for children of low income families. Our talented students built 50 wooden toy wagons and donated them to Career Youth Development, which distributed them to the children.

- Guided by their expert instructors, Accounting students provided free tax preparation for area residents with family incomes of \$45,000 or less as part of the Volunteer Income Tax Assistance (VITA) program sponsored by the IRS and the Wisconsin Department of Revenue. MATC has been involved in the program for 26 years.
- Culinary Arts associate degree and Adult High School students and faculty took an active role in preparing and serving at the 10th annual Empty Bowls fundraiser at the Oak Creek Campus. MATC student-athletes and members of the Criminal Justice Student Organization also participated. More than \$35,000 was raised for Milwaukee-area food pantries.

FOUR-YEAR TRANSFER OPTIONS GROW

MATC students who seek bachelor's degrees or beyond have a growing list of transfer options including 10 Historically Black Colleges and Universities (HBCUs). We added four new HBCU transfer partners in 2008: Florida A&M, Jackson State, North Carolina A&T and Talladega College. Students now can choose from 400 four-year college transfer options.

MORE STUDENTS FLOCK TO MATC

A surge of 5% in 2008 program student enrollment underscores the significant role we play. As the recession took hold later in the year, more

new students turned to MATC to position themselves for new careers or advance current job skills. The college's full-time equivalent enrollments in fall 2008 were among the highest in a decade.

TECHNOLOGY IN MOTION

MATC became one of only two colleges in the U.S. to employ sophisticated motion capture technology as part of its curriculum for the Visual Communication/Computer Graphics and Animation programs. This leading-edge and fast-emerging technology is similar to what Hollywood animation studios use and is part of the digital media revolution.

(See story on page 7.)

NOT LETTING OUR GUARD DOWN

We were honored to assist new Wisconsin Army National Guard recruits obtaining their GED or High School Equivalency Diploma (HSED). Our Pre-College Education Division developed a customized, short-term program for the recruits. A GED or HSED is required before recruits can begin basic training. The student-soldiers completed the specialized program in two weeks of full-time intensive study.

Business Division Creativity, Innovation Drive Student Success

A unique and important vision guided the significant progress of the Business Division in 2008, emphasizing growth through innovation, sustainability and academic excellence.

“To that end, we started our Synergy Center,” said Business Division Dean Lucia Francis. It is a project-based, hands-on learning opportunity for students in partnership with community organizations. Francis said students gain real-life experiences as they help businesses grow. “That’s what we’re all about,” she said.

SOME EXAMPLES:



MATC students and faculty began developing a marketing plan with the Village of Greendale. Students provided ideas and solutions in partnership with the Center for Teaching Entrepreneurship, a group that works with minority youths.

The division also expanded one of its signature annual events, Portfolio Night. Held at Discovery World, the event showcases innovative student project work to potential employers. Film Wisconsin and other new regional employers are now looking to MATC graduates for creative technology talent.



Lucia Francis

“Students gain real-life experiences as they help businesses grow. That’s what we’re all about.”

As the first college in the Midwest to use advanced motion capture technology, MATC Animation and Visual Communications students train for careers that are just beginning to emerge locally. The college is well ahead of the curve that is expected to produce hundreds of regional career opportunities.

“The equipment is revolutionizing our Animation degree and related programs,” said Visual Communications/ Animation instructor Brian Mennenoh.

Many entertainment companies use motion capture systems to create character animation in less time. Think Pixar Studios as a high-end example. The system uses eight cameras to record movement that can then be converted into a wide variety of animation styles.

“It’s an important acquisition because it expands the capabilities of the Animation program and enables our students and industry partners to train on highly advanced equipment,” Mennenoh said.

MATC is of one the few colleges in the country to train students to become motion capture technicians.



Brian Mennenoh, left

“Technicians trained by MATC, coupled with access to the motion capture system, could encourage entertainment industry companies to relocate in Wisconsin,” Mennenoh said.



Motion Capture Technology

STUDENTS GET ANIMATED

Health Occupations Division Caring Professionals

A key measure of MATC's success is how prepared its graduates are for the rigors of health occupations.

In 2008, the Health Occupations division continued to show exemplary pass rates for licensure exams in its programs, a top indicator of job readiness in health care fields. Practical Nursing program graduates, for example, achieved an 87% overall pass rate. "We are proud of that and also the national accreditations achieved by our nursing programs," said Dessie Levy, dean. "This helped us fulfill our mission of providing safe, top-quality practitioners to the health care industry."

The year also saw implementation of the Health Occupations division's new petition process for admission to associate degree and diploma programs. This was a significant move to help eliminate long waiting lists for program admissions.

The division offers 29 programs in a variety of health care fields. MATC Health Occupations program graduates are employed in health care and related facilities throughout the region.



"We fulfilled our mission of providing safe, top-quality practitioners to the health care industry."



Dessie Levy

Jennifer and Jeremy Brady both graduated from MATC's Registered Nursing associate degree program in December 2008. The young married couple enthusiastically credit their instructors with putting them squarely on their desired career path.

Jennifer is now a registered nurse at St. Luke's Medical Center in Milwaukee; Jeremy is an RN at St. Luke's South Shore in Cudahy.

The Bradys believe that MATC was a great fit and career springboard. "It gave us the opportunity to advance in our chosen career – the first step in our combined life goals," Jeremy said.

Why MATC? "We knew it would give us outstanding clinical experience," he said. The knowledge and experience of their clinical instructors proved invaluable. They gained real-situation experiences through the guidance of expert instructors with years of nursing experience. That provided the best kind of career training, they said.

Jennifer said MATC's comprehensive program covers many different types of nursing. She praised their instructors for their abilities to teach practical skills as well as theory.

"MATC training opened doors for us," Jeremy said.



Nursing Alumni

CAREER FOCUSED COUPLE

Liberal Arts and Sciences Division Options Abound

With MATC's largest number of full-time students, the Liberal Arts and Sciences Division offers several occupational programs and provides four-year college transfer opportunities to students whose academic goal is a bachelor's degree or beyond.



2008 DIVISION HIGHLIGHTS FROM DR. SUSAN HORNSHAW, DEAN:

Susan Hornshaw

- Launched a Music Business certificate program.
- Developed an honors option in the American Indian Studies certificate program.
- Created a new Education department that includes the Teacher Education Program (TEP) and Early Childhood Education and Interpreter Technician associate degree programs. A paraprofessional track will be part of the TEP.
- Actively participated in an Environmental Survival Challenge with community-based organizations.
- New classroom learning technologies were made possible with funding through an innovation grant.
- Added Florida A&M and North Carolina A&T to our Historically Black Colleges and Universities (HBCU) four-year transfer options. MATC students now have more than 400 four-year college transfer options, including 10 HBCU transfer agreements.
- Initiated Mexico Study Abroad and Spanish Language Exchange programs.
- Graduated the first class from the Biotechnology certificate program.

Family and Community Needs Motivate Student

Motivation can take many forms. For 2004 MATC Liberal Arts (Teacher Education track) graduate Vernon Wilkinson, it was family and community needs.

An ardent believer in education, he often extolled the power of learning to his children. They, in turn, challenged their dad to become the first of his family's generation to attend college. Throughout his urban Milwaukee community, Wilkinson saw larger needs: Too many African-Americans were not completing high school.

Determined, Wilkinson enrolled at MATC to start work on a teaching degree. After graduation from MATC, he earned a bachelor's degree in education and a master's degree in administrative leadership from UWM. He currently is enrolled in doctoral program classes in adult education. Wilkinson hopes to teach in Milwaukee and reach young people who need a second chance at success in education.

Wilkinson credits MATC as the catalyst for his self-renewal. Now he's working on the larger issue of helping those who need education to restart their lives.



Vernon Wilkinson

Pre-College Education Division More Options for Success

Adult education opportunities are at the core of MATC's Pre-College Education Division.

“Our Adult Basic Education, GED, and Secondary Education programs, as well as our High School Equivalency program, help fulfill the college’s mission — to increase the potential and productivity of people in the district,” said Dean Gloria Pitchford-Nicholas.



Gloria
Pitchford-Nicholas

“We believe our training goes a long way to put our students on pathways to success.”

AMONG THE DIVISION’S ACCOMPLISHMENTS IN 2008:



- Engaged bilingual students in MATC programs and classes including appliance repair, baking, barber/cosmetology, food service and nursing assistant.
- Provided classes in business, welding, automotive servicing, small engine repair and culinary arts for Adult High School students.
- Served more than 2,400 students through the community-based organization network, including bilingual CBOs.
- Bilingual tutorial services for three business courses began at the Oak Creek Campus.
- Developed a GED accelerated model for the Wisconsin Army National Guard. Students earned their GED credential in eight weeks through this accelerated program.
- Implemented a program to allow high school students to receive college credit.



Several years ago, Lowanda Smith underwent a powerful, positive change in her life's direction when she earned her GED from MATC. And she didn't stop there.

Lowanda Smith The mother of three had always emphasized the importance of education to her children. Now it was time to practice what she so firmly believed.

Armed with the strong intention to advance into an occupational program and earn a college degree, she enrolled in MATC's

demanding Civil Engineering Technology associate degree program in spring 2008. "I'm planning to graduate soon," she said.

Smith said MATC gave her the restart she needed to begin an associate degree program and make career plans.

"The GED program was a great opportunity. The Civil Engineering program is a terrific fit. I'm curious about how things work and am always eager to learn new things. MATC is doing this for me," she said.

redefine smart™

GED Grad,

ENGINEERING STUDENT RESTARTS HER LIFE



Technology and Applied Sciences Division

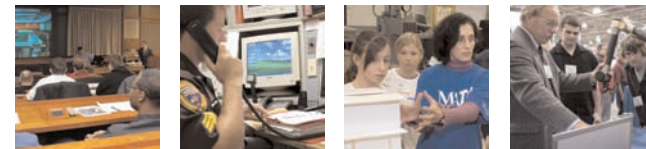
Avenues to Success

The college's Technology and Applied Sciences Division was quick to respond to the year's economic challenges by providing new pathways to student success. "We heavily emphasized short-term certificate programs to meet local employment needs and worked with community organizations that provide services to displaced workers," said Dr. David Turner, dean of the division. "We also conducted professional forums featuring panelists from various industries who worked with students to enhance interview skills."

The division features 46 career-centered degree, diploma and certificate programs including Architectural Technology, Civil Engineering Technology, Fire Protection Technician, Mechanical Design Technology and Tool and Die Making.

AMONG OTHER ACCOMPLISHMENTS:

- Worked with Shanghai Dian Ji University in China, an institution with technology-based programs similar to MATC's, to help students and faculty from both colleges create a forum for cultural and educational dialogue and exchanges.
- Created a seminar teaching participants to handle or prevent such events as the tragedies at Columbine and Virginia Tech.
- Increased outreach among local high school students and teachers to raise awareness of technical career opportunities.



David Turner

"We meet local employment needs and worked with community organizations that provide services to displaced workers."



Joseph Jacobsen, left

MATC developed the nation's first multi-course certificate in Sustainable Facilities Operations in 2008, opening at the new 34,000 square-foot Center for Energy Conservation and Advanced Manufacturing (ECAM) at the Oak Creek Campus.

Dr. Joseph Jacobsen is the associate dean responsible for implementing the certificate. He said ECAM is the region's leading-edge facility for providing training in sustainability and energy conservation. Its intent is to help students compete in an emerging green global economy.

ECAM is a public and private partnership, made possible through the donation of resources, technology, equipment and labor. Partners include local Fortune 500 companies, small manufacturing firms and trade unions. Degree, diploma and certificate programs and classes are available in power engineering, HVAC, sustainable facilities operations, energy engineering technology and other areas. Courses cover green technologies and practices, high-efficiency building systems, manufacturing efficiencies and more. Students also can prepare for the LEED (Leadership in Energy and Environmental Design) accredited professional exam, a national certificate as well as energy auditing, commissioning and measurement and verification for utility systems performance.

"Our students can also take a Sustainable Operations course, which places a strong emphasis on energy conservation and the best types of materials to enhance indoor air quality and reduce a building's ecological footprint," Jacobsen said.

Gone Green at ECAM

**MATC OFFERS FIRST SUSTAINABLE
FACILITIES CERTIFICATE**



Office of Corporate Learning – All Business

Charged with providing comprehensive training services to local businesses and community-based organizations, MATC's Office of Corporate Learning did that and more in 2008.

OCL helps local companies survive and thrive. Subjects taught in 2008 included Six Sigma quality training, Occupational Spanish, and various technical training programs for area manufacturers, said Dr. Katherine A. Collins, associate dean and OCL director.

Customized training is provided to businesses through one-day courses and workshops or

programs that extend for several weeks to months at a time. Specific needs of the businesses dictate the type and length of training delivered on-site or at an MATC campus.

“Our training enhances employee performance, develops key skills, and improves customer service,” said Dr. Collins.



Katherine Collins

“Overall, we aim to increase productivity and competitiveness of Wisconsin businesses and positively impact the state's economic base.”

A SAMPLING OF MATC'S CORPORATE LEARNING PARTNERS:

- Milwaukee Gear
- Harley-Davidson
- The HIRE Center
- Milwaukee Area Workforce Investment Board
- Milwaukee YWCA
- Bucyrus International
- Wisconsin State Fair



MPTV Profile – Going All Digital

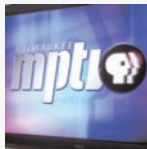


Among the biggest challenges for Milwaukee Public Television in 2008 was the continuing transition from analog to digital TV. The change involved the purchase of new-generation broadcast technologies, continuing staff education, and transitioning all transmission to digital.

MPTV realigned all TV services on Sept. 1. Channel 10's digital station became an HD station, while Channel 36's digital signal was split into eight subchannels, known as "multicasts": MPTV Digital, MPTV World, MPTV V-me (Spanish language), MPTV Create, MPTV Jazz, MPTV Classical, MPTV Weather, and MPTV Traffic.

"We also participated in two market-wide analog shutoff tests last year to prepare viewers for the end of analog transmission in 2009," said MPTV general manager Ellis Bromberg. "We staffed a hotline to answer questions, special on-air spots were produced and we made presentations at many service and community meetings."

The stations also launched several new programs, including "Ethically Milwaukee," which reports how faith groups address social concerns; and "On the Issues," hosted by Mike Gousha. "A busy year, indeed," Bromberg said.



mptv
FRIENDS

"A busy year indeed."



Ellis Bromberg





Karen
Coy-Romano

The MATC Foundation – Making a Difference

“We find opportunities to connect business and industry with MATC’s current priorities, whether workforce development or targeted education needs.”

Throughout 2008, the MATC Foundation continued its work to inspire students, bring positive change to their lives and impact the community.

The Foundation was able to accomplish these and other goals through securing major gifts and grants from private foundations, individuals and businesses. All told, the Foundation raised about \$3.7 million in cash and in-kind contributions. These critical resources are especially important because funding for technical higher education has largely remained flat over the last several years.

Workforce Investment Starts Here



“Last year our board of directors reflected the expertise of individuals who represent the businesses we regularly partner with,” said Foundation Executive Director Karen Coy-Romano. “A number of outstanding board members

joined us and they complemented the talented and committed board members who had been with us.”

The Foundation has been making a difference for students and the college since it began in 1979. Support for MATC through the Foundation has grown every year from individuals, philanthropists, businesses and foundations.



2008 Financial Highlights

Effective and Efficient Use of Resources

As the largest of the state's 16 technical colleges, MATC serves the most students and offers the most programs and student services. The Milwaukee area also has the greatest need for the technical professionals who graduate from MATC programs.

Each of our four comprehensive campuses offers occupational degree, diploma and certificate programs that support a diverse and evolving local economy. We provide the innovative skills training that businesses demand.

MATC fulfills an ambitious, challenging and vitally important educational mission. In 2008 we continued to focus on meeting the needs of our students and ensuring that regional businesses have dependable, job-ready employees.

We remain fiscally prudent. Our spending per full-time equivalent student ranked fifth out of the 16 state technical colleges. MATC also retained its strong Aa2 bond rating in 2008 – a high-grade ranking we have held for several years. The MATC tax levy increased 5% in 2008, about two points above inflation. The actual dollar impact of the tax levy increase is very modest. The owner of a median-valued City of Milwaukee home paid an average of \$12 less from 2007 to 2008 to support MATC.

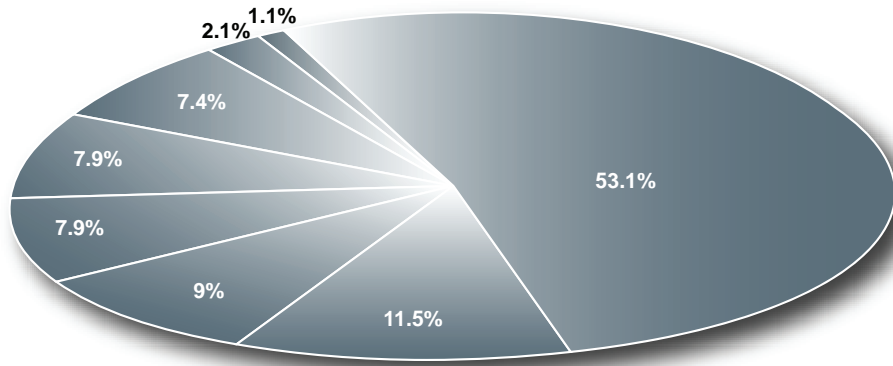
MATC relies on three major funding sources to fulfill its important mission:

- Tax levy – 62.4% of operations
- Tuition and fees – 19.6% of operations
- State aid – 13.8% of operations

The remaining 4.2% comes from the MATC Foundation, Inc. and other sources.

Decreases in state aid over many years is a primary reason for an average annual tax levy increase of 2.4% (since 2001) above the Consumer Price Index. Tuition increased only slightly or remained flat during recent years as the Wisconsin Technical College System, which establishes tuition costs for the state's 16 technical colleges, worked to keep higher education affordable.

EXPENSES



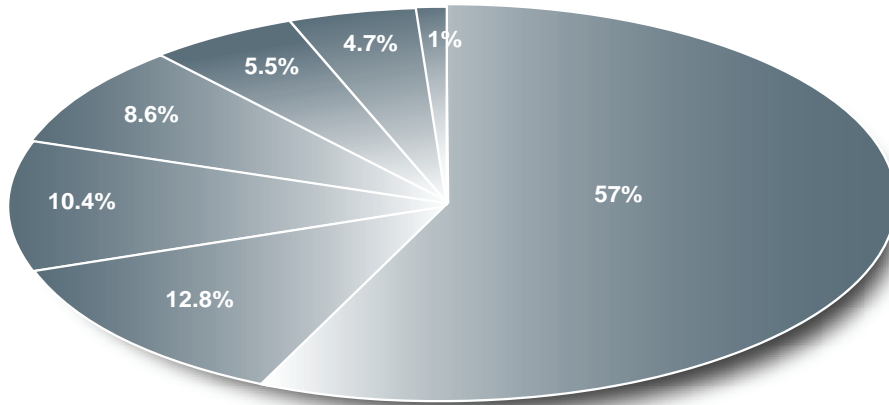
2007-08 Financial Overview

Expenses*

\$258.2 million

Instruction	\$ 137.1	53.1%
Student Services	\$ 29.6	11.5%
Auxiliary/Enterprise	\$ 23.3	9.0%
Physical Plant	\$ 20.5	7.9%
Depreciation	\$ 20.2	7.9%
General Institutional	\$ 19.2	7.4%
Instructional Resources	\$ 5.5	2.1%
Interest	\$ 2.8	1.1%

REVENUE



Revenue*

\$243.8 million

Property Tax	\$ 139.1	57.0%
State Aid	\$ 31.2	12.8%
Student Tuition/Fees	\$ 25.5	10.4%
Federal Aid	\$ 20.9	8.6%
Contract Services	\$ 13.3	5.5%
Auxiliary/Enterprise	\$ 11.3	4.7%
Other Grants	\$ 2.5	1.0%

** All dollar figures are in millions, rounded numbers and percentages*

Our Students and Graduates

2007-08 Enrollment and Graduate Success

Downtown Milwaukee – 27,043

Oak Creek – 13,771

West Allis – 9,523

Mequon – 5,987

Office of Corporate Learning – 2,512*

Includes students who attend multiple campuses.

** OCL is the college's outreach department that provides area businesses with targeted classes and workshops at the workplace or at an MATC campus.*

Most Attend Part-Time

Nine of 10 MATC students attend part-time, including 75% of program students. Part-time students take 11 or fewer credits per semester.

A higher percentage of part-time students are common at two-year, urban colleges where many students have work and family responsibilities.

Students Are Career Focused

More than seven of 10 MATC students cite career-centered reasons for attending MATC:

- Prepare for a job – 32%
- Change careers – 27%
- Prepare for further education – 21%
- Improve existing job skills – 12%
- Explore personal interests – 7%
- Other – 1%

Graduate Success

MATC graduates are in-demand, with the vast majority employed quickly after earning their degree or diploma. Of the class of 2008:

- 88% were employed or furthering their education within six months of graduation
- 75% are in a job related to their MATC education
- 98% work in Wisconsin
- 96% were satisfied with their MATC education





**Downtown
Milwaukee Campus**
700 West State Street



Mequon Campus
5555 West Highland Road



Oak Creek Campus
6665 South Howell Avenue



West Allis Campus
1200 South 71st Street

 **MILWAUKEE AREA *Technical College***

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