



Transformations



Alum Views MATC as Bridge to Secure Future
Businesses, Foundations Deepen Partnerships
MATC Is Key to Career Changers

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Dr. Vicki J. Martin is the 10th president of MATC. She has served in higher education for 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 as vice chair 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. Leading the college with a focus on success for all students, Dr. Martin has guided MATC's implementation of the nationally recognized Guided Pathways framework and participation in the nation's first regional launch of the Moon Shot for Equity, which is aimed at eliminating higher education equity gaps by 2030.

MATC Downtown Milwaukee Campus



MISSION

Education that transforms lives,
industry and community

VISION

The best choice in education,
where everyone can succeed

VALUES

Empowerment, Inclusion,
Innovation, Integrity, Respect



MILWAUKEE AREA *Technical College*
Transforming Lives, Industry & Community

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DOW ↑ NASDAQ ↑
+513.24 (+1.46%)



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**Diversifying
the Field**
Heidi Katte,
Health Promotion
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MILWAUKEE AREA Technical College
Transforming Lives, Industry & Community



Dr. Lisa L. Olson, MATC District Board chairperson (left)
with Dr. Vicki J. Martin, MATC president

MESSAGE FROM THE President and District Board Chairperson

AS THE STATE'S LARGEST AND MOST DIVERSE two-year college, this past year was remarkable and filled with uncertainty as we faced another year of the pandemic. We demonstrated our resilience by triumphing over adversity, and our commitment to our students by remaining steadfast to our mission of "education that transforms lives, industry and community."

There was perhaps no better display of this than our first in-person commencement in more than two years, held in December at Fiserv Forum, across the street from our Downtown Milwaukee Campus. We celebrated more than 600 graduates from our associate degree, technical diploma, apprenticeship and Adult High School programs who are ready to join the local workforce and continue to further their educational and career goals.

Resilience and commitment are reflected in so many aspects of the college, including our commitment to eliminate equity gaps in higher education by 2030 through our regional Moon Shot for Equity partnership. We pursued this national initiative, when others shied away from it amid the COVID-19 pandemic, because of the urgency of improving equity outcomes in our community. Key results in 2021-22 include: removing a barrier that was preventing hundreds of students from registering for classes due to small balances they owed, issuing automatic retention grants to 1,500 students nearing graduation, engaging 100+ employees in a monthly virtual series with the Race & Equity Center at the University of Southern California, and providing \$4.3 million in debt relief to reengage nearly 6,000 students who persevered during the pandemic.

Our partnerships also have remained steadfast, including our continued work with Herb Kohl Philanthropies, Johnson Controls and the Northwestern Mutual Foundation ("Businesses, Foundations Deepen Partnerships," page 38). "Educators Share Inspiration" (page 16) shines a light on what motivates our industry-expert instructors to continue their dedicated service.

And above all, our students define resilience and commitment. In a story outlining our progress in the pursuit of designation as a Hispanic-Serving Institution (page 26), Linishka Aviles shares how MATC supported her as she pursued both a High School Equivalency Diploma (HSED) and a college-level administrative professional certificate. As the lead of the Mexican Consulate of Wisconsin in Milwaukee stated, "MATC is precisely what the Hispanic community needs to improve the quality of their lives and the quality of their jobs."

To keep students and employees safe and healthy while they continued to pursue success, the college offered on-campus vaccination clinics. As a University of Wisconsin-Madison study found, MATC and Wisconsin's 15 other technical colleges responded quickly to the COVID-19 pandemic, revamping services and instructional practices to holistically serve students and meet their critical needs.

In 2021, we also opened affordable apartments for close to 200 students to combat housing insecurity; launched the MATC Gap Year program in partnership with NEWaukee to help students unsure about their path after high school; and opened the state's first Uniquely Able Academy for students with autism, recognizing their ability to triumph ("2021 Highlights," page 8).

We knew we must be resilient to help our students, our employees and our community do the same. Our commitment to you is that we will continue to do just that.

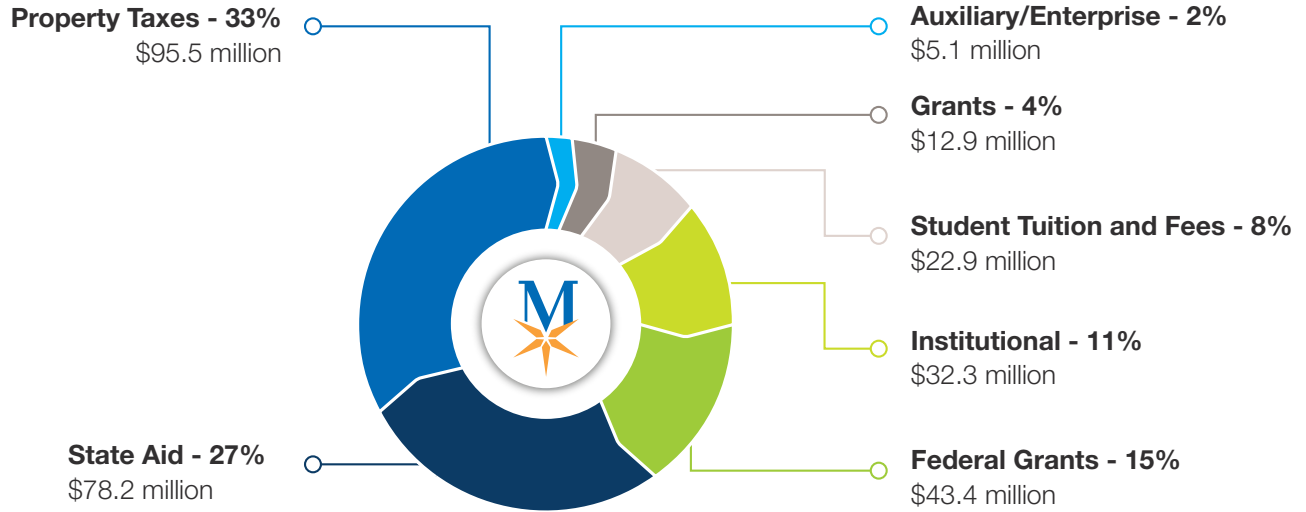


Vicki J. Martin
Vicki J. Martin, Ph.D.
MATC President

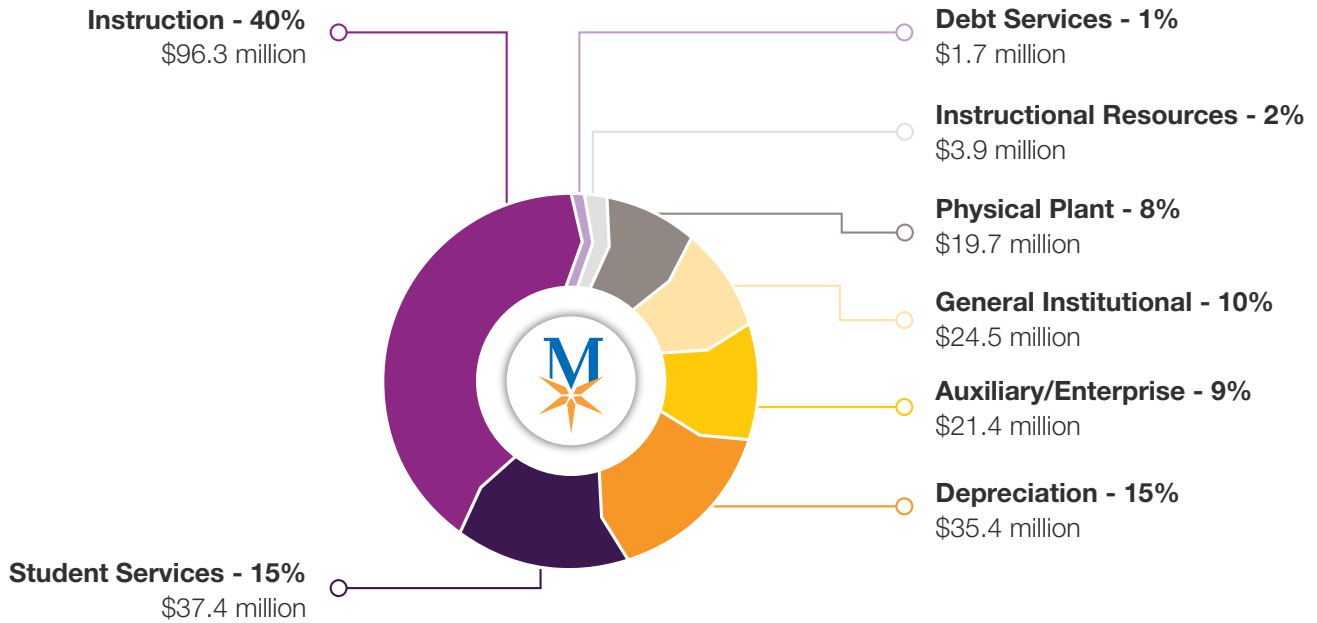
Lisa L. Olson
Lisa L. Olson, Ph.D.
MATC District Board Chairperson

MATC 2021 Financials

Total Revenue \$290.3 Million



Total Expense \$240.3 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 2020-21 fiscal year. The tax levy decreased from 1.183 (2020) to 1.151 (2021) for every \$1,000 of equalized value. The owner of a \$100,000 home in the MATC service district paid \$115.06 in 2021, compared to \$118.32 in 2020, a decrease of \$3.26.

Highlights 2021

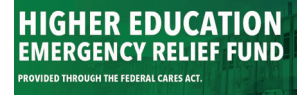


Supporting Community Health: Public COVID-19 Vaccination Clinics at MATC Campuses

MATC HOSTED FREE VACCINATION clinics for students, employees and the community throughout 2021 in partnership with local health departments and North Shore Pharmacy. All campuses and the Education Center at Walker's Square served as clinic locations. The Downtown Milwaukee Campus also served as a COVID-19 screening location for asymptomatic students and employees in partnership with Froedtert Hospital and the Medical College of Wisconsin Workforce Health.

Breaking Barriers: Student Debt Forgiveness With Federal COVID-19 Relief Funds

THE COLLEGE ALLOCATED \$5.75 MILLION in federal COVID-19 relief dollars awarded to the institution by the U.S. Department of Education's Higher Education Emergency Relief Fund (HEERF III) to pay outstanding balances students owed to MATC for tuition and fees incurred from Spring 2020 through Spring 2021. More than 5,800 students benefited.



MATC Student Housing: Westown Green Apartments

MATC AND DEVELOPER J. Jeffers & Co., along with the Wisconsin Housing and Economic Development Authority and the City of Milwaukee, officially opened

Westown Green in downtown Milwaukee in August 2021. The affordable student housing, which transformed the former Milwaukee Journal Sentinel property, can serve 195 students. The innovative project aims to combat housing insecurity for MATC students with below-market rental rates for the high-quality housing that includes studio to four-bedroom apartments, study lounges and a fitness center.

MILWAUKEE PBS



Current Issues: Milwaukee PBS Documentary on Wisconsin's Troubled Family-Dairy Industry

MILWAUKEE PBS, in partnership with the Milwaukee Journal Sentinel, produced a program series on the struggling family-dairy industry. An hour-long documentary, "America's Dairyland: At the Crossroads," presented the challenges these dairy farmers face, and the businesses and communities that rely on the dairy industry for their survival.

Planning for Success: New Option for Undecided Students

THE COLLEGE BEGAN OFFERING prospective students the option to select "undecided/unsure" for their program of study during the application process for Fall 2021. A career coach contacts the undecided students soon after they apply to MATC to share information about choosing what interests them from the college's 170+ career-ready programs.





Go Stormers! New Athletics Logo Unveiled

MATC'S SPORTS TEAMS presented their new Stormers logo to the public in November 2021. The design was created with input from students, employees and alumni. It features the Greek god Zeus, the ruler of all the Olympian gods and the god of lightning, thunder, law, order and justice. An olive branch on his head is a mythological symbol of peace, wisdom, strength and healing. MATC's athletics include baseball, softball, basketball, soccer, tennis and volleyball.



Start at MATC, Finish at Marquette University: New Transfer Pathways

MATC AND MARQUETTE'S COLLEGE OF BUSINESS ADMINISTRATION formalized a transfer agreement for Supply Chain Management and Marketing associate degree graduates to pursue a bachelor's degree in the same discipline at the university. This agreement works in conjunction with the already established Guaranteed Admission Agreement between the two institutions.

One of 20 Nationally: MATC Selected for PepsiCo Foundation's Community College Program

THE SCHOLARSHIP PROGRAM is a cornerstone effort of PepsiCo's more than \$570 million Racial Equality Journey, a comprehensive initiative to support Black and Hispanic/Latino/a communities, people and businesses. See story on page 42.

Career Exploration for Young Adults: First Students in New Gap Year Program

OFFERING PAID HANDS-ON CAREER EXPLORATION, the MATC Gap Year program provides an alternative learning experience for recent high school graduates who are taking a gap year before continuing their education. Participants are led through a curated program that includes career exploration at MATC, career exposure at local companies and networking development with peers. MATC partnered with NEWaukee, an agency that helps Milwaukee organizations create transformational programming. Major contributors to the program's first year include the Dohmen Company Foundation, ManpowerGroup and Wisconsin Economic Development Corporation.



Highlights 2021

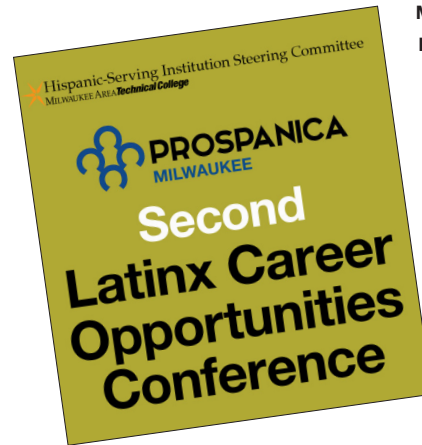
Rapid Response: Study Revealed Wisconsin's Technical Colleges Adapted With COVID-19



A RESEARCH BRIEF from the University of Wisconsin-Madison released in September 2021 reinforced that MATC and the state's 15 other technical colleges responded quickly to the pandemic, revamping services and instructional practices

to holistically serve students and meet their critical needs. "The adaptive and cutting-edge nature of technical education cannot be overstated, especially in the wake of COVID-19," the brief concluded.

Serving the Community: Prospanica Milwaukee Partnered on Latinx Career Conferences



MATC'S HISPANIC-SERVING INSTITUTION (HSI) STEERING COMMITTEE and Prospanica Milwaukee, the local chapter of one of the largest Hispanic professional networks in the country, held virtual conferences in March and October 2021. The sessions focused on MATC programs and career pathways.

MATC PROMISE

Program Expansion: GED, HSED and Adult High School Graduates Included in MATC's Promise Program

THE MATC PROMISE FOR NEW HIGH SCHOOL GRADUATES PROGRAM was expanded to include recent General Educational Development (GED) and High School Equivalency Diploma (HSED) completers in the MATC District, and new graduates of MATC's Adult High School. Launched in 2015, the MATC Promise was the first program of its kind in Wisconsin; it provides free tuition for eligible students who are new high school graduates or adults who earned some college credits but never completed a degree.



Grand Opening Celebration: A Special Milwaukee PBS Broadcast From New Bradley Symphony Center

MILWAUKEE PBS played a pivotal role in partnering with the Milwaukee Symphony Orchestra (MSO) to bring the opening of the reconstructed Bradley Symphony Center to southeastern Wisconsin viewers. The station broadcast MSO's first subscription concert of the season in October 2021, and PBS rebroadcast it nationally at the end of the year. Milwaukee PBS also premiered a behind-the-scenes look at the concert hall, "A Symphonic Celebration: The Milwaukee Symphony's New Home."



Integrating Arts: Community Arts Project Installed at the Downtown Milwaukee Campus

COMMUNITY ARTISTS, including two MATC students and an alumna, were among the creators of 13 new installations on the campus. The artwork was open to the public as part of Gallery Night Milwaukee in October 2021. Community artists were invited to send proposals for additional installations planned for 2022. The work from the original 13 artists is posted at matc.edu/community/community-art-breaking-through.html.

Serving People With High-Functioning Autism: MATC's Uniquely Abled Academy (UAA) Pilot Program

THE COLLEGE LAUNCHED the pilot program for the state's first UAA in Fall 2021, and participants earned a Computer Numerical Control (CNC) Setup and Operations credential in January 2022. The next cohort begins in Fall 2022; the 16-credit program will be offered part-time over two semesters. In addition to the coursework, students receive employability skills training and visit local machine shops.



In-Person Commencement Returns: Ceremonies Held in December

THE COLLEGE HELD its 2021 Winter Commencement ceremony at Fiserv Forum in Milwaukee to make an in-person ceremony possible while maintaining social distancing and other COVID-19 safety protocols. MATC hosted the GED/HSED Winter Commencement ceremony at the Downtown Milwaukee Campus' Cooley Auditorium. Both events implemented a ticketing system to support COVID-19 protocols.



Shelly Boyd (left) studied nursing at MATC and husband Anthony Boyd studied biomedical electronics at the college. Photographed at the Downtown Milwaukee Campus.

COUPLE UNLOCKS A MORE *Prosperous Future*

MATC Is Key to Career Changers



Anthony and Shelly Boyd both enjoy lucrative and rewarding careers in healthcare — careers that were made possible through the education the couple received at MATC. Here, the Boyds share the inflection points that shaped their careers.

When they realized they were ready for a career change

Shelly Boyd: I'd been working in the printing industry for about nine years. Anthony and I met working for the same company. We had just started dating. My job wasn't really going anywhere. I had some experience as a CNA (certified nursing assistant). My mom had always encouraged me to become a nurse. I did a lot of research and found that MATC offered a strong nursing program that was very affordable.

Anthony Boyd: The salary I was earning at the printing company at the time seemed OK but I didn't really love the work. I wanted to find something more suited to my long-term aspirations. At the time, I thought it would be something related to computers so I joined the Air Force to receive training in electronics, and communication and navigation systems. It was after serving in the Air Force that I enrolled in MATC.

What they discovered at MATC

Shelly Boyd: I started off in the CNA class to refresh my skills. My CNA instructor was tough; she emphasized the minutiae and that focus on the little details that matter has carried me forward throughout my nursing career. As a new nurse, I was much more comfortable around patients on the floor than my peers from other programs. The clinical experience I gained at MATC put me so much further ahead.

Anthony Boyd: Although I started out at MATC studying computer electronics, I quickly realized that the jobs in those career fields didn't appeal to me. My counselor mentioned the Biomedical Electronics Technology program. I didn't even know that existed. He explained to me that it's working with electronics in a healthcare setting and the salaries were more substantial. That was important to me because we had a growing family. The opportunity to gain real-world experience through an internship while I was still in school was really valuable.



MATC alumni Shelly and Anthony Boyd



EMPLOYMENT RATE



100%

Employment rate for
MATC Biomedical
Electronics
Technology associate
degree grads
six months after
graduation

Source: Graduate Career
Report, 2021

How MATC positively influenced
the trajectory of their lives

Shelly Boyd: I completed training to become a CNA, LPN (licensed practical nurse) and RN (registered nurse) at MATC. Very soon after I started working, I was promoted to the role of charge nurse. I was very comfortable in that role for many years but after our second child was born, I realized I wanted to do more. When my daughter was 6 weeks old, I went back to school for my bachelor's at Chamberlain College of Nursing. I had a head start because my MATC credits transferred. Within six months of earning my bachelor's, I started on my master's at Concordia University Wisconsin. I became a nurse practitioner working in pulmonary and critical care.

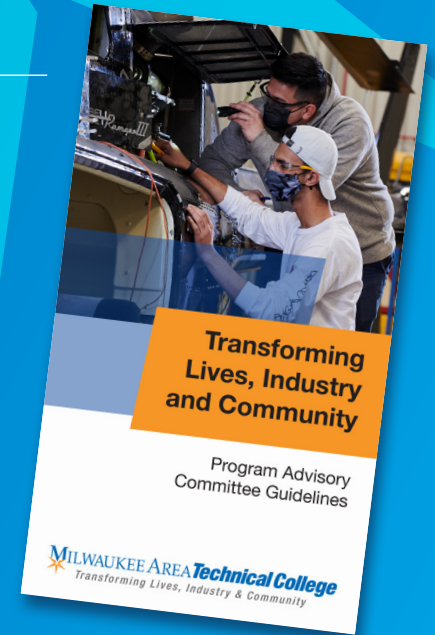
I chose to step away from that field during the pandemic and now I make house calls for United Healthcare and have started working as a legal nurse consultant. Our lives are totally different from where we were 10 years ago.

Are you an MATC alumnus? Join the Alumni Network!
Visit matc.edu/alumni

MATC SPOTLIGHT

Advisory Committee Members Share On-the-Job Insights

Industry representatives who volunteer to serve on the college's advisory committees help shape MATC's high-quality education. Approximately 100 committees are aligned with MATC's career-focused programs; Anthony Boyd is a previous member of the Biomedical Electronics Technology advisory committee. Committee members provide input regarding the college's equipment purchases and course development to ensure graduates have the skills employers seek. To learn more about MATC's advisory committees, visit matc.edu/advisory.



Anthony Boyd: What I learned at MATC was how to solve problems, how to figure things out. I'm now a clinical imaging engineer at Froedtert Hospital in the radiology department. Hospitals invest a lot of money in radiological devices such as CTs, MRIs and X-ray machines and they are quite complex pieces of technology. Which means if there's any downtime, it costs the hospital a lot of money so being responsible for their proper functioning is critical. I now have a career full of opportunities where I contribute to society in a very positive way.

Most importantly, I'm able to prioritize my family because I'm earning a good salary, and my schedule is much more manageable and realistic than it was in the printing industry.

Their advice to others contemplating a career change

Shelly Boyd: Don't let your age or the time commitment be a roadblock keeping you from going to school. Focus on your end goal. MATC is affordable and flexible for working families.

Anthony Boyd: Community college is a good avenue to explore career opportunities. Through hands-on internship experience working alongside people in your industry, you get a better sense not only of the work but also what the environment is like.

“ I now have a career full of opportunities where I contribute to society in a very positive way.”

ANTHONY BOYD, clinical imaging engineer,
Froedtert Hospital; MATC alumnus

EDUCATORS SHARE INSPIRATION

WHY WE TEACH

Teaching is, without a doubt, one of the most rewarding professions. Teachers impart knowledge and provide counsel and support to students while inspiring enthusiasm for learning and careers. Whether it's a love of teaching, a passion for a particular field of study or a calling to give back, the reasons MATC faculty members teach are as varied as the subject matters they cover.



Sharing Trade Knowledge:

Mary Rooney,
Machine Tool
Instructor

What do you enjoy most about teaching at MATC?

"I love when the students come in and they're really green but by the end of the program, they're talking the lingo and learning how to read our instruments, how to read the prints. It's gratifying to watch that progression and see their confidence grow, knowing they can walk away with a very valid skill."

What do you love about teaching?

"It's a great honor and a great opportunity to be able to give back by sharing my knowledge and keeping the trades going. Not only do I feel like I'm helping the students, but they're helping me. As an instructor, you meet such a variety of students; it really opens you up to interact with different people you might not see in your everyday life."

What are your goals as an educator?

"I tell my students an MATC education is like the base of a tree. They're getting that base through their education but there's so much opportunity to grow. It's not just being a machinist and making parts; it's not just being a tool and die maker or a CNC programmer. There are so many branches like inspection, quality and sales. If you get the base, there are a lot of opportunities in manufacturing beyond standing behind a machine."



Igniting a Passion for the Craft:

Darin Dubinsky,
Photography
Department Chair

As an alumnus of MATC's photography program, Darin Dubinsky admits he's a little biased when he calls it one of the best associate degree photography programs in the Midwest. Dubinsky points to the high caliber photographers the program produces as proof that he's not exaggerating. Alumni have

gone on to attain high-profile, sought-after jobs with hundreds — sometimes even thousands — of applicants, including positions at creative agencies, popular magazines and even a coveted position with the National Park Service.

“That’s the sign of the quality of the program and the quality of the education that we instill in our students,” said Dubinsky.

“That is the culmination of our entire photography program. Our instructors work together to keep delivering quality instruction.”

Dubinsky’s passion for photography spills over into the classroom. He is eager for students to derive the same joy he does looking through the lens of a camera.

“I think it’s that passion that fuels the fire within the students. Seeing that fire within them grow and watching them take that passion and move it forward; it’s what’s going to push them,” he said. “I think that’s what’s important about teaching as a whole; getting the students excited. I really enjoy working with the students and seeing that fire that’s within me resonate and reflect through their eyes.”



Chris Terry:

“I was teaching a blueprint reading class and I remember one student saying that when he first saw a blueprint it was like looking at something in Japanese. When I was correcting those finals, I had to take a moment because the same student did so well.

“At the end of the semester, we pass out evaluation forms. Even though responses are anonymous, sometimes some of the stuff students say blows you away. You can get really good compliments. You can get a lot of feedback.

“I’m still in contact with a lot of students. I get calls on Father’s Day. That kind of gets my bottom lip quivering. I think that applies to tradespeople in general — we are very hands-on as far as mentoring. That’s kind of built into our DNA and so once we connect with somebody, we’re totally involved and engaged with them.



“... we are very hands-on as far as mentoring. That’s kind of built into our DNA and so once we connect with somebody, we’re totally involved and engaged with them.”

CHRIS TERRY, Electricity Program Instructional Chair

“A student I haven’t seen in three years will text me a picture of something at work, or they’ll be excited about something they learned in class that they got to use on the job.

“One student was working down in Racine two years after I taught him and he told me about a code exception that saved a gas station so much money when they had to run a fiber optic cable out to a sign. It’s stuff like that. We hear from students a lot. When they finally catch on with an employer or sponsor, they’ll send a long email thanking us for everything we did to help them. We get a lot of feedback so we know we’re making a difference.”

Learn more about MATC’s 170+ academic programs at matc.edu/academics



“Teaching at MATC is so different because I am working with groups of students who come from a bunch of different backgrounds. ... By building relationships, we are essentially teaching each other.”

KESHENA ARMON, Music Occupations and Audio Production Programs Educational Assistant, Music Instructor



Instilling Compassion and Confidence:

Tonia Morley,
Dental Hygiene
Department Chair

What do you love about teaching?

“I love to see those ‘aha’ moments on students’ faces when they finally get what you’re trying to explain. Our program is so close-knit — it’s a rewarding experience to meet the students on day one and then watch them graduate, knowing how far they’ve come in just two years.”


What makes teaching at MATC different?

“We have such a diverse group of students compared to some of the other dental hygiene programs throughout the state. We always want as much diversity as we can get. And since dental hygiene is very much a female-oriented profession, it’s really exciting to work with men and see them grow within the profession.”

What do you hope your students have gained by the end of a semester?

“I want our students to gain compassion for their patients and I want them to gain confidence in themselves. That’s another thing that we often see when students first come to the program — they’re very timid initially but by the time they’ve finished the coursework, they’re very confident. In order to be a good hygienist you have to have confidence in yourself and in your work.”

CAREER



\$48,334

AVERAGE ANNUAL WAGE

earned by MATC associate degree grads within six months of graduation

Source: Graduate Career Report, 2021



Promoting Financial Literacy:

Talaya Scott,
Accounting Instructor

A relative newcomer to the accounting and finance faculty, Talaya Scott is keen on sharing her real-world experience as an accountant, author, speaker and entrepreneur with her students.

As the owner of FIIT Perspective, a financial literacy education company that promotes financial freedom through education, becoming a full-time accounting instructor at MATC seemed only fitting for Scott.

Her diverse financial career includes serving in the U.S. Air Force for eight years in military finance and working for Ernst & Young LLP, one of the “Big Four” accounting firms. But it was Scott’s own journey to financial independence that ultimately led her to teaching. A single mother of three from Milwaukee, she recalls growing up with limited exposure to financial literacy.

“I joined the MATC faculty because I’m deeply passionate about financial literacy education,” Scott said. “Teaching provides a kind of satisfaction. I wake up each day and have an opportunity to inspire people. It’s rewarding to be able to help people learn and gain financial independence.”



Diversifying the Field:

Heidi Katte,
Health Promotion
Department Chair

Heidi Katte:

“The wonderful thing about nutrition is that we get to share all of the traditions and cultures around food. It’s a welcoming way to learn, and it’s important for all of us in nutrition to appreciate and understand each person’s differences.

“In my opinion, one of the big reasons students choose MATC is because they’re trying to make better lives for themselves. I hope to challenge my students to see that they’re able to strive for that life and achieve it, whatever their goals are. It’s my goal to help my students be the best version of themselves.

“As a teacher, I want to foster diversity in the field; we need differences; we need people of all abilities and backgrounds.

“When students tell me they applied the knowledge or experiences I shared with them when they go out into the professional world, that’s good stuff. It’s exciting to hear that.”



Inspiring Confidence:

Keshena Armon, Music
Occupations and Audio
Production Programs
Educational Assistant,
Music Instructor

How did you get into teaching?

“My parents were pastors so I saw them teaching all of the time and being active in the community. I saw what an impact good teachers have on students by being involved in church and attending school in Wauwatosa and Glendale. Teaching is a great opportunity to connect with other people and find out what’s going on outside of my bubble and hopefully give substantial and valuable information to help my students learn.”

What is different about teaching at MATC?

“I taught privately for over 20 years and most of my work was with one student at a time. Teaching at MATC is so different because I am working with groups of students who come from a bunch of different backgrounds. No one has the same story and it’s really interesting to interact with everyone. By building relationships, we are essentially teaching each other.”

What are your goals as an educator?

“Our audio production students have to take electives, usually voice lab or piano lab, and most come in with no prior singing experience. I like seeing students go from not wanting to be there to looking forward to coming to class because of what they learn about themselves, what they’re capable of and how the course material will help them in their careers.

“I want my students to actually feel like they’re learning something. If I’m not inspiring or motivating them, what’s the point? As an educator, I want to create a positive learning environment and impart knowledge that will give students the edge and the confidence to succeed.”

UNIQUE PROGRAM ATTRACTS TALENT ACROSS MIDWEST

Dental Technician students blend artistry and science

TEETH ARE AS UNIQUE AS FINGERPRINTS. When they need to be replaced, dentists can't pull ready-made teeth off the shelves. They turn to artisans to create them. That's where dental technicians come in.

"There's a lot of magic and mystery for patients behind where those replacement teeth come from," explained Nicole Jackson, lead faculty and program coordinator for MATC's Dental Technician technical diploma program.

After dentists make digital or manual impressions to aid in building the shape and size needed to fit perfectly with surrounding teeth, technicians then handcraft crowns, dentures and bridges to fit the individual's mouth.

MATC's Dental Technician program is the only one in Wisconsin and one of the only in the Midwest. "The next closest program is in Indiana," Jackson said. "My students are traveling from Illinois and Minnesota as well as various places in Wisconsin."

It's a great career for individuals who are interested in the dental industry who might not see themselves in a clinical setting working directly with patients, Jackson said. Grads can work in a variety of sites and aspects of the business — in clinics, labs, marketing, sales or even producing webinars.

They can specialize in creating certain types of replacement teeth or dental prostheses.

A 2003 graduate of MATC's Dental Technician program, Jackson said she chose the career "because I love the health dynamic and working in a clinical space. I had a really strong artistic background and a scientific background as well. Dental technology was a blend of both of those worlds for me."

When an opportunity to lead and coordinate MATC's program opened in fall 2020, she jumped at the chance.

"I love to see the spark ignite in somebody else and to support their efforts to follow whatever their dream may be," Jackson said. "The best part is giving back. I'm so thankful and appreciative for the experience I had in this program."

DENTAL PROGRAMS

One

Dental Technician diploma program in Wisconsin

Source: Wisconsin Technical College System

Dental Technician student Rachel Czosnek is motivated by giving back, too. "I want to do something that makes a difference," she said. "Improving someone's smile can make a very big difference in their lives."

Czosnek said she loves working with the people in her program.

"I feel like we're a tight group. And we really lucked out with Nicole. She takes the extra time to help you. All the MATC instructors are really awesome and very knowledgeable," she said.

For fellow student Deatrice (DeeDee) Morehead, much of the attraction is in working with her hands and creating the teeth.

"I like building and recreating things," Morehead said. "We're designing the tooth and paying attention to every landmark within it. It's very artistic. You use a lot of instruments and you actually carve the tooth. Everything has to line up correctly in order for it to work out. I like watching it all come together."

Morehead also stressed that she was glad the program could be completed in one year and that the training she gets at MATC will prepare her to advance in her career.

Individuals can become dental technicians without attending college, but graduates of MATC's program are at a "huge advantage," Jackson said.



“

“[MATC graduates’] training makes them able to scale that ladder much more quickly in terms of salary and opportunity.”

NICOLE JACKSON,
Dental Technician
program coordinator
and lead faculty;
MATC alumna



“Their training makes them able to scale that ladder much more quickly in terms of salary and opportunity.”

Dental technicians are in great demand. The aging population needs an increasing number of crowns, bridges and dentures. In addition, many dental technicians took the opportunity to retire during the early days of the pandemic when people were hesitant to visit the dentist, said Jackson.

Now there is a pent-up demand for replacement teeth.

“Last year, there were 30 job opportunities on the table before

my 10 students hit the door for graduation,” Jackson said.

As an MATC graduate who now leads the program that trained her, she is determined to keep the curriculum cutting edge.

“This year’s students will be the first to digitally design full, anatomical restorations that will be milled in zirconia (a new material for teeth),” Jackson said. “At all times, we are taking the program to the next level.”

To learn about MATC’s programs for dental careers, visit matc.edu and search “dental”



MATC’s Dental Technician program students at the Downtown Milwaukee Campus

Education

Breaks Down Barriers

First-generation college graduate views MATC as bridge to a secure future

G**R****O****W****I****N****G** **U****P**
in Walker’s Point on Milwaukee’s near south side, Eleazar Lopez Jr. recalls a tight-knit community and a childhood world that consisted of about six city blocks. The United Community Center anchored one end and El Rey Super Mercado bordered the other. His parents emigrated from Mexico as young adults and Lopez grew up with cousins living on the same block. He attended Albert E. Kagel School, a bilingual elementary school in the Milwaukee Public Schools system, through fifth grade, when his parents enrolled him in Nativity Jesuit Middle School.

“My parents didn’t have the opportunity to go to college,” Lopez said. “They grew up in poverty and only have middle school educations but they recognized that a college education could make my life easier for social and economic mobility. Education breaks down barriers. They wanted to put me on a path to receive the best education I could.”

After graduating from Pius XI Catholic High School, Lopez enrolled at MATC to pursue a liberal arts associate degree. As the oldest of four siblings he felt a responsibility to pursue a college education, but wasn’t sure what route he should take. A high school counselor encouraged him to consider a two-plus-two program — two years earning credits at a community college that would then transfer to a four-year institution.

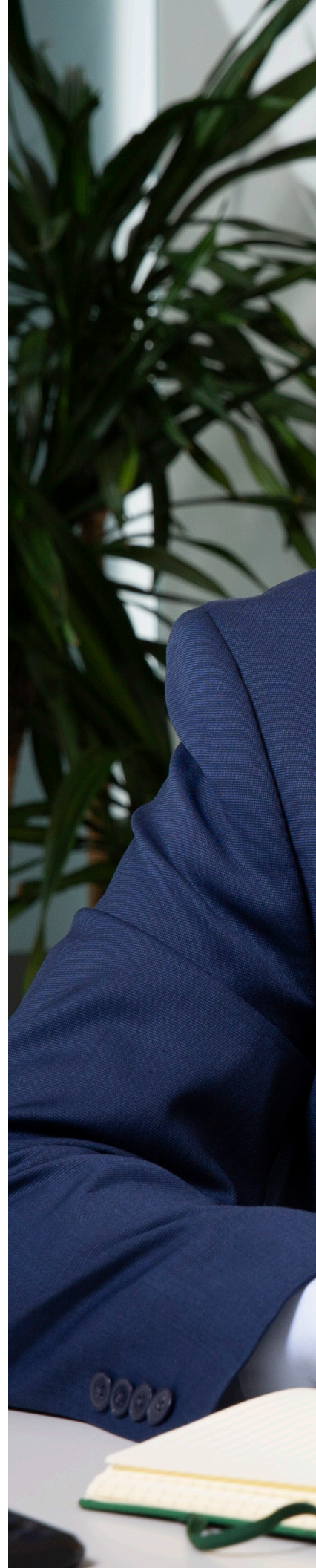


Cynthia Galvan

En MATC, Lopez y algunos amigos relanzaron la Organización de Estudiantes Latinos con la orientación de Cynthia Galvan, una instructora de inglés que se desempeñó como mentora del grupo.

At MATC, Lopez and some friends relaunched the Latino Student Organization under the guidance of Cynthia Galvan, an English instructor who served as the group’s mentor.

“Coming from Walker’s Point, we had a very strong Latino community,” Lopez said. “We wanted to share our culture, our stories, our traditions. We felt like we had an opportunity, but also a responsibility, to give back by bringing attention to issues that





*MATC alumnus Eleazar Lopez Jr.,
financial advisor for IronwoodDrive
Financial Group*

“ Sabía que MATC era el primer paso para avanzar en mi educación y asegurar un futuro de oportunidades”

ELEAZAR LOPEZ JR., asesor financiero de IronwoodDrive Financial Group y exalumno de MATC

affect the Latino immigrant community such as poverty and lack of education.”

Through MATC, Lopez met Christine Neumann-Ortiz, founding director of Voces de la Frontera, a low-wage and immigrant workers center.

Motivated to activism, he volunteered to serve as assistant campaign manager in 2006, canvassing Hispanic/Latino/a



Por medio de MATC, Lopez conoció a Christine Neumann-Ortiz, directora y fundadora de Voces de la Frontera, un centro de trabajadores inmigrantes y con salarios bajos.

Christine Neumann-Ortiz

neighborhoods and encouraging citizens to register to vote.

“Christine is a champion for immigrant rights,” Lopez said. “There is so much energy in her organization. We felt empowered. We could be a voice for the voiceless and help people get out to vote and advocate for change.”

His planned two years at MATC stretched into three. While he was pursuing his degree, Lopez was also raising a family and working two jobs. He attended classes full time in the morning, worked as a part-time bank

teller in the afternoon and as a front-line supervisor for UPS in the evenings.

“A lot of times I wanted to give up but I knew that I couldn’t,” Lopez said. “I knew the moment I stopped taking classes, I wouldn’t go back. I just had to continue to push forward. Times were tough financially. But I knew MATC was the first step in furthering my education and securing a future of opportunity.”

His associate degree from MATC gave him a head start on earning his bachelor’s in business administration at the University of Wisconsin-Milwaukee. He followed that up with a Master of Business Administration from Cardinal Stritch University. He now works as a financial advisor for IronwoodDrive Financial Group.

“MATC was the bridge that got me to where I am today,” Lopez said. “I met a lot of great people and established relationships there. I leveraged the resource centers too. I learned to seek out help if I needed it.”

TRANSFER

796

students transferred to four-year schools who were enrolled in an MATC program in 2019-20

Source: MATC Fast Facts, 2021



VOCES de la Frontera

Make a donation to support students at matc.edu/donate




MATC GAP YEAR

Learn more about this innovative program at matc.edu/gapyear

His daughter is following in his footsteps and getting a jump start on her college education through MATC's new Gap Year program for intensive career exploration.

Lopez continues to serve his community through board involvement for various organizations. He's particularly passionate about volunteering for organizations that promote education. By paying it forward, Lopez honors his father who worked in meatpacking plants for 32 years to provide educational opportunities for his children.

"I give my dad full credit for my MATC degree and continued success," Lopez said. "He's the one who made the sacrifice to move to a new country where he didn't know the language. He wanted to give his family a better opportunity. For him to be able to say, 'My son graduated from college,' that is a big accomplishment."



MATC continues on path to attain federal
Hispanic-Serving Institution designation

Shining as a Beacon for Hispanic/Latino/a Students

Like thousands of other students heading to school, Linishka Aviles was a little nervous.

Butterflies flitted in her stomach and questions filled her head as she started classes at MATC.

“I had no idea what to expect,” said Aviles, who identifies as Hispanic and earned her High School Equivalency Diploma (HSED) along with an administrative professional certificate at MATC last year. “But things became very welcoming for me in a very short time. The students in my classes got the support they needed from all the instructors and from each other.”

Creating a respectful and rewarding environment where Hispanic/Latino/a students can learn, succeed and transform their lives has long been MATC’s mission. That objective influenced the college’s announcement in 2019 that it would work to attain a Hispanic-Serving Institution

(HSI) designation through the U.S. Department of Education.

Among the criteria for designation is that MATC’s headcount is at least 25% college-level Hispanic/Latino/a students by 2024.

In Fall 2017, 16.4% of MATC college-level students were Hispanic/Latino/a. By the end of 2021, the percentage grew to 18.5%.

MATC administrators, faculty and staff are committed to eliminating barriers to accessing college faced by Hispanic/Latino/a students.

“We have strong support from our leadership to get this implemented, so I believe we can continue to move the

needle,” said Dr. Wilma L. Bonaparte, who recently retired as the executive director of MATC’s Mequon Campus and head of the college’s Hispanic-Serving Institution Steering Committee. “I feel optimistic that we are moving in the right direction.”

“We are proud to continue the work that Dr. Bonaparte started under the direction of Cynthia Galvan (HSI Academic Diversity Officer) and Arlensiu Garcia Novelli (HSI Student Services), our new co-chairs,” said Eva Martinez Powless, MATC’s chief diversity, equity and inclusion officer. “In the coming months, we will

continue to deepen our commitment to providing Hispanic students the tools needed to transform their lives.”

MATC vital to community

Leaders in Milwaukee’s Hispanic community agreed that MATC continues to excel at fostering an environment of achievement for Hispanic/Latino/a students, and that the college will achieve HSI designation as planned.

“The HSI journey shows a strong commitment to make all students feel a sense of inclusion and belonging, and that is so important,” said Francesca

BILINGUAL OFFERINGS



115+

Number of bilingual
course sections
offered in
Spring 2022

MATC SPOTLIGHT

Staying Connected With the Consulate of Mexico

The exterior of the Consulate of Mexico in Wisconsin is unassuming, a two-story stone structure on Milwaukee’s North Prospect Avenue.

Yet inside those plain walls, the consulate is a safe haven that provides information, documentation and inspiration for many people in Milwaukee’s Hispanic, Mexican and Latino/a community — whether they are newly arrived or established residents.

And in 2019, MATC became the first Wisconsin institution of higher education to enter into a partnership with the consulate to create “Ventanilla de Oportunidades Educativas,” a place where Mexican citizens find a range of educational resources, from early education to English as a Second Language (ESL) programs to General Educational Development (GED) preparation classes.

Last year the partnership between MATC and the consulate continued to thrive and grow, despite the lingering effects of the COVID-19 pandemic.

“One of our main purposes is to educate people on all topics, especially when they just arrive here,” said Dante Gomez Martinez, consul of community affairs. “We serve as a bridge to provide confidence to people that there are places like MATC to serve

them, promote them and respect them. We know MATC is one of the main state institutions to serve this community. We know the commitment that the college’s leadership, staff and others have made to the Hispanic community.”

In the past, MATC collaborated with the consulate on live presentations about educational and health topics. “Because of the pandemic and the effects it had on our live presentations, we had to change our communications channels,” Martinez said.

MATC leaders along with Martinez and Daria Bzeniuk, a native of Ukraine who teaches classes in Spanish and Spanish literature at MATC, have produced almost daily Facebook broadcasts on basic adult education courses, financial education, GED and High School Equivalency Diploma (HSED) programs and bilingual classes.

Bzeniuk, who serves as the consulate’s education promoter, helps create hour-long videos four days a week and posts them on the consulate’s Facebook site.

In response, audience numbers have soared, Martinez said.

Mayca Wegner, executive director of HPGM (formerly known as Hispanic Professionals of Greater Milwaukee), which advocates and supports Hispanics and Hispanic businesses. “It is clear to me that MATC staff and leadership have a lot of care and concern for students. I am very impressed with the resources, the support and the partnerships they have created for this effort.”

The college has moved toward attaining HSI status by:

- Hiring designated bilingual staff in the Call Center and Recruitment department to support Spanish speakers; the bilingual recruiters are assigned to work with high schools with at least 30% Hispanic/Latino/a populations
- Hosting “Casa Abierta” open house events each semester with Spanish-speaking staff to provide information about MATC’s programs
- Increasing the number of bilingual courses and programs
- Continuing to offer the MATC Promise program, which provides free tuition to eligible students
- Starting a DACA Scholarship Fund at MATC Foundation
- Deepening its partnership with the Mexican Consulate of Wisconsin

With HSI designation, MATC would be eligible for financial resources to improve student services for Hispanic/Latino/a students and all students, provide innovative instruction to retain students, support partnerships with four-year colleges and help improve financial literacy.

These efforts also will broaden MATC’s impact as an educational solution to some of the community’s persistent employment challenges — unemployment, underemployment and skills gaps — by diversifying the regional workforce and creating economic growth.

“MATC is precisely what the Hispanic community needs to improve the quality of their lives and the quality of their jobs,” said Dante Gomez Martinez, the consul for community affairs at the Mexican Consulate of Wisconsin in Milwaukee. “The first Hispanic generation arrived here to work. They



Eva Martinez Powless, MATC's Chief Diversity, Equity & Inclusion (DEI) Officer

learned they needed to be trained, and at some point, they needed some education. Achieving HSI will enhance the strong presence that MATC has in the Hispanic community.”

Mayca Wegner, of HPGM, views MATC as a crucial step in students’ career preparation and future success.

“Not every student is ready for a four-year college experience,” she said. “MATC can provide avenues for success and help build Milwaukee into a city where Hispanics and Latinos want to live, work and raise families.”

The Hispanic population is growing locally and nationally. According to the U.S. Census Bureau, there were 35.3 million Hispanics in the United States in 2000. That number rose to 50.5 million in 2010 and to 62.1 million in 2020 — a 76% increase in two decades.

While the population of Milwaukee County and the city of Milwaukee decreased between 2010 and 2020, the Hispanic population increased in both cases.

“MATC is precisely what the Hispanic community needs to improve the quality of their lives and the quality of their jobs.”

DANTE GOMEZ MARTINEZ, consul for community affairs, Mexican Consulate of Wisconsin in Milwaukee

MATC SPOTLIGHT

Learning Technology in the Mother Tongue Aprenda sobre tecnología en su lengua materna

Applying for a job. Writing a résumé. Taking a test. Helping a child with homework.

To do those tasks these days, you need a computer.

With technology so prevalent in society today — from personal computers to tablets to smartphones to interactive televisions — knowing how all these systems work is critical.

For many Hispanic/Latino/a students, learning technology is easier and more effective in a familiar language. MATC continues to provide bilingual computer training courses, allowing Spanish-speaking students all-important access to the digital world.

“Not having computer knowledge or computer skills limits a person drastically,” said Daria Bzeniuk, a Spanish instructor at MATC and the education promoter at the Consulate of Mexico in Milwaukee. “Without these skills, people can’t apply for jobs on the internet. They are not familiar with Microsoft Word and other programs. They can’t help their kids with homework. Many doors stay closed.”

MATC works to open those doors by offering a wide range of bilingual programs. MATC teaches courses in Spanish and in English, has a college website in

Spanish, hosts open houses in Spanish and utilizes Spanish signage.

The Wisconsin Technical College System granted \$150,000 to MATC to improve the engagement and academic success of bilingual students — especially Hispanic/Latino/a students — by enhancing bilingual course offerings, campus communication, employee onboarding orientations and professional development opportunities.

MATC plans to increase the number of bilingual courses by 20% by the end of Spring 2022. Bilingual computer training is a natural extension to those efforts.

Last year, MATC partnered with the Latino Chamber of Commerce of Southeastern Wisconsin to provide basic computer courses in Spanish at MATC’s Oak Creek Campus.

The course started in late October and met twice a week. Taught entirely in Spanish, the course covered topics such as computer fundamentals and the Microsoft Office suite.

“I didn’t know anything about computers. We learned the basics, the parts of a computer and different programs such as email and how to make presentations for our jobs,” said student Ada Tovar.

Still, only slightly more than half of Hispanics/Latinos/as in the U.S. are high school graduates; as a result, they are more likely to be employed in lower-skill occupations than non-Hispanic Whites.

Increase in bilingual offerings

HSIs have become important institutions for increasing access to college and improving economic opportunities for Hispanics/Latinos/as. Two-year HSIs lead the way in producing the highest number of Hispanic transfer students and associate degree recipients, according to the federal Department of Education.

Hispanic/Latino/a students come to MATC because of the bilingual programs, representative faculty, support programs and extensive cultural programs on campus, Dr. Bonaparte said.

“Students like seeing themselves reflected in the staff,” she explained. “Plus, many alumni talk about how MATC was life-saving and how they would not be where they are without MATC. Our mission is to transform lives and I believe that for many, their experiences align with that.”

Support the DACA Scholarship fund
at bit.ly/matcdacaplus

BEST IN THE MIDWEST

Paralegal Program Earns Top Spot

“I can’t stress enough what MATC did for me, for my confidence in my own abilities.”

COURTNEY HESS, paralegal, Gimbel, Reilly, Guerin & Brown LLP; MATC alumna

You probably expect to see MATC graduates on a construction site or at a hospital. You’re likely to find them at local law firms too. The college’s award-winning paralegal program prepares students to work in the legal community, in government or in business and industry.

Alumna Courtney Hess works at Gimbel, Reilly, Guerin & Brown LLP in Milwaukee and supports attorneys specializing in family law.

“I chose the MATC program because it’s approved by the American Bar Association. That was really ‘the thing’ for me,” explained Hess, who graduated in 2016.

Alumni work in law firms, governmental agencies, legal departments of banks and other private organizations and companies. Through MATC’s affordable, high-quality paralegal program, students develop skills they can immediately apply in the workplace.

MATC PARALEGAL PROGRAM



Named 2021 “Best Paralegal Program in Midwest”

by Readers of the Wisconsin Law Journal

The college's program attracts a mix of students, from recent high school graduates to adults with advanced degrees and decades of work experience. Program alumni who are a few years into their careers often return for specialty courses and to keep their skills sharp.

Encouraged by friends and instructors

Hess applied to MATC after achieving a high school diploma later in life. "I was a high school dropout and was homeless for a while when I was a teenager. I went back and got a high school diploma through Waukesha County Technical College."

Like many potential students, Hess wasn't certain that college was right for her.

"I had a lot of insecurities and wondered, can I do this? Some friends encouraged me and the MATC instructors really boosted my abilities and helped me see that this is a great path for me," she said.

The MATC paralegal program was recognized last year as the "best paralegal program" in the Midwest by readers of the Wisconsin Law Journal. It prepared Hess and other program alumni well for the practicalities related to a career in law.

The college offers two credentials: the Post-Baccalaureate Legal Studies/Paralegal technical diploma program that requires a bachelor's degree and at least 18 liberal arts credits prior to admission, and the Legal Studies/Paralegal associate degree program. According to the U.S. Bureau of Labor Statistics, the mean annual wage for paralegals in Wisconsin is \$50,950.

Experts in the field

Classes are taught by faculty with extensive on-the-job experience including instructor Lori Kornblum, a former Milwaukee County assistant district attorney who also teaches at Marquette University and Northwestern University in Evanston, Illinois. In November, Wisconsin Governor Tony Evers appointed Kornblum to the Court of Appeals District II.

"I'm proud to say that our students are immediately employable in the legal field. They are hired directly out of the program or even before they complete it. Employers come back to us because our students are well-prepared," noted Kornblum. "We teach the basic legal skills, like research and writing, in the same manner that we would teach if they were in law school. In our other courses, we focus on the specific job skills that paralegals need to have. We weave in segments from high-profile current cases, for example, closing arguments from a case the students might see on TV."

The preparation made Hess feel "really ahead of the game" and perform so well that she was promoted quickly by her first employer. "I can't stress enough what MATC did for me, for my confidence in my own abilities. If anyone is questioning whether or not they should do this or can do this: You can!" said Hess.

To learn about MATC's paralegal programs, visit matc.edu/course-catalog and search "paralegal"

MATC SPOTLIGHT: What Does a Paralegal Do?

This is an in-demand career with great pay. Paralegals work under one or more attorneys to make efficient and cost-effective use of an attorney's time. While they are not allowed to provide legal advice directly to clients, a paralegal:

- Conducts client interviews
- Performs client intake
- Obtains case information
- Performs legal research
- Prepares and files official legal documents and court papers
- Prepares documents such as corporate forms or real estate forms

"If you like homework, you're going to be good at this because you're kind of doing homework all the time. If you're the kind of person who takes pride in putting out a good work product, this is the career for you. It's about attention to detail. It's about deadlines," said alumna Courtney Hess.

"Many students become paralegals because they love working on a legal team, but don't want to be that front person in court," said instructor Lori Kornblum.



MESSAGE FROM THE Foundation Board President and Executive Director

As we collectively face the most complex workforce shortages in decades and the challenges of the ongoing pandemic, **scholarships and emergency support are a lifeline for MATC students.**

The MATC Foundation continues to **increase student scholarships** and serve more students by providing free tuition for eligible students through the MATC Promise, assisting students in financial crisis through the Dreamkeepers Emergency Fund, helping students who are not eligible for financial aid due to citizenship status through DACA Plus, paying the cost of course-required equipment and books through a new Back to School Scholarship, and more.

This support provides access to a career-focused education that unlocks the door to family-supporting careers and helps **build a skilled talent pipeline for our region.** We are excited to report these results:

- With donor support, we have increased the amount of scholarship awards by a remarkable 253% on average in the past five years, compared with the five years prior.
- In 2020-21, the MATC Foundation awarded nearly \$1.3 million in scholarships and emergency grants in support of 1,138 students, serving 660 more students last year than five years ago.
- 88% of students who received Dreamkeepers emergency grants stayed at MATC, 16 points higher than comparable students.
- MATC Foundation scholarship recipients are nearly **twice as likely** to stay in college from one year to the next.
- Together, donors have increased giving by 280+% when comparing the average annual giving in the last five years with the previous five years.

Thank you to the hundreds of donors investing in our students and selecting **MATC as the place to impact skill building, employability and equity.**

“ My father got diagnosed with cancer ... and I was there to help him recover every step of the way. Despite the hardships that I have faced, I plan to continue on with my dreams of becoming an RN. The MATC Promise program has been one of the biggest blessings for me and my family.”

MATC PROMISE STUDENT

Julianna Ebert
Board President
MATC Foundation Inc.

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

MATC FOUNDATION BOARD OF DIRECTORS 2021-22

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MATC DISTRICT BOARD LIAISON

Erica L. Case - *Director of Field Human Resources - Global Manufacturing, Harley-Davidson Motor Company*

The MATC Foundation Inc. 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.

FOUNDATION STAFF

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

Monika Walloch
Development Director

Jason Flanders
Finance and Operations Director

Sara Dachelet
Scholarship and Foundation
Operations Coordinator

Robert J. Holland
Donor and Alumni Relations
Coordinator

Carol Voss
Corporate and Foundation
Relations Coordinator

Brenda Quinn
Donor Communications Assistant

Ploua Lor
Administrative Assistant II

Sarah Shepherd
Executive Administrative Assistant



MATC Foundation Inc. Financial Statements

2020-21 Revenue

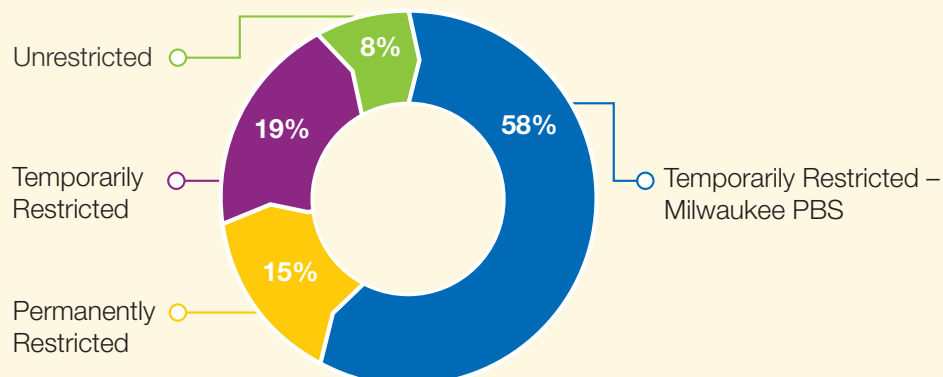
Revenue Type	Amount (in Thousands)
Milwaukee PBS	\$ 6,776
Program	\$ 1,692
Investment (Net)	\$ 4,926
Scholarships	\$ 1,710
In Kind	\$ 560
Emergency Student Assistance	\$ 110
Special Events	\$ 4
Other	\$ 107
Total	\$ 15,885

2020-21 Expenses

Expense Type	Amount (in Thousands)
Milwaukee PBS	\$ 5,957
Scholarships	\$ 1,283
Management and General	\$ 372
College Programs	\$ 977
Fundraising	\$ 282
Program Administration	\$ 201
Emergency Student Assistance	\$ 28
Total	\$ 9,100

Net Assets \$28,809,692

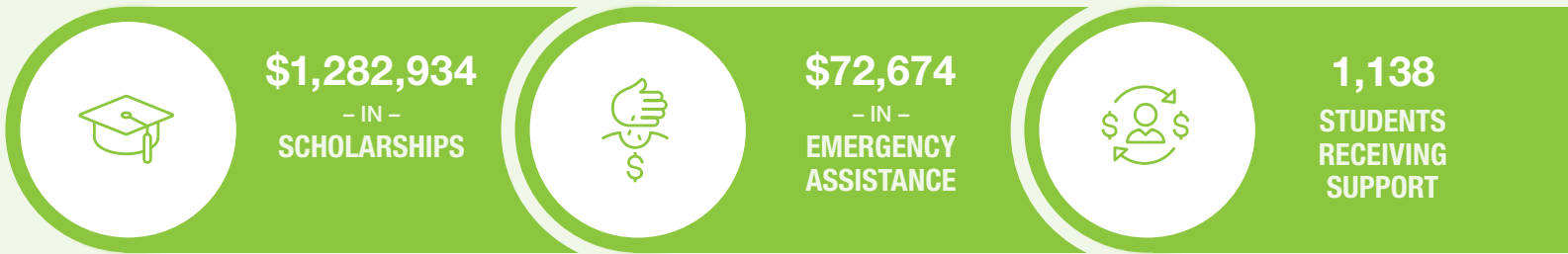
as of June 30, 2021



Impact Made Through Scholarships and Emergency Dollars

Student Scholarships and Emergency Assistance

— AWARDED IN 2020-21 —

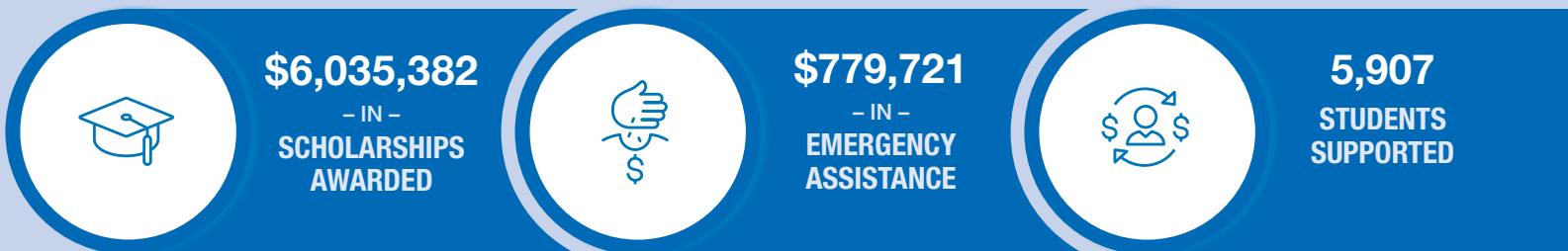


2020-21 MATC Promise Impact



10-Year Totals

— OF STUDENT SCHOLARSHIP AND EMERGENCY ASSISTANCE* —



*Scholarship and emergency assistance given by MATC Foundation Inc. between 2011-12 and 2020-21.

NEW FACES ON THE MATC FOUNDATION BOARD

MATC Foundation Inc. is a nonprofit corporation with the mission to support student success and enhance learning by engaging those who are passionate about the college and the community it benefits. The Foundation partners with philanthropic organizations, corporations and individuals to work with college leadership on meaningful solutions to two of the most pressing problems in our community: economic disparities and the skills gap. We are grateful to Milwaukee-area leaders who joined the board in 2021, including:



DR. DEBBIE ALLEN

Founder, president and CEO of DNA Network LLC; a corporation that provides coaching, mentorship and education to entrepreneurs running small businesses

- Worked at Wisconsin Gas (now We Energies) for 20 years
- Bought McDonald's franchises and operated them for 18 years
- Named Milwaukee Magazine "Woman of Distinction" in 2019 and 2020
- Judged entrepreneurs' projects on the Milwaukee TV show "Project Pitch It" in 2019
- Is deeply involved in community organizations, including YWCA Southeast Wisconsin
- "I believe that education is the power that can transform lives and position one for success. MATC provides a significant number of high-quality programs that positively impact both our workforce and our community. By serving on the MATC Foundation Board, I can get the word out about the educational opportunities available at an affordable cost."



CHANTEL BYRD

Vice president of shared services at ManpowerGroup; has been responsible for the firm's leadership, strategy and operations for internal and external North America shared services processes since 2015

- Had a progressive career at MillerCoors (now Molson Coors), serving in numerous financial management roles throughout the finance division prior to becoming director of finance shared services
- Graduated from University of Wisconsin-Madison and is a certified public accountant
- Co-chaired American Heart Association Diversity & Inclusion Impact Committee, 2020
- "Serving on the board for me is extremely personal. I have a daughter who graduated from MATC two years ago."



CARLO CERVANTES

Manager, human resources business partner in the Milwaukee brewery at Molson Coors

- Served as Molson Coors' DEI program manager and supported the design and delivery of various learning and experiential programs; prior to that was on the people development team with a focus on leadership, commercial and enterprise onboarding
- Worked at Johnson Controls in leadership and talent development
- Graduated from University of Wisconsin-Parkside with a degree in sociology
- "After I learned of all of MATC's diversity initiatives and their commitment to DACA students, I was all in to join the board. Being the son of an immigrant and the first in my family to graduate from college, volunteering at MATC is very personal for me."



DAVE MEGNA

Vice president of Wisconsin field operations at We Energies; has overall responsibility for the delivery of safe and reliable electric and natural gas service in the We Energies, Wisconsin Public Service and Upper Michigan Energy Resources areas

- Earned an electrical technology associate degree from MATC and a bachelor's in business administration from Upper Iowa University
- Served as a guardian on a Stars and Stripes Honor Flight, and volunteered with St. Mary's basketball program in Hales Corners and a student-reading program in Racine
- "As an alum, I proudly say I wouldn't be where I am today without that base of the MATC education."



DAYLA RANDOLPH, PH.D.

System vice president for learning and development at Advocate Aurora Health; areas of responsibility include leadership and team member development, workforce development, organizational development, simulation and learning technology

- Named a "Top 100 Under 50 Emerging and Executive Leader" by Diversity MBA Magazine in 2014
- Earned doctorate and master's degrees in industrial/organizational psychology from Northern Illinois University
- "Looking at the mission of MATC, it is all about transforming lives and that's a personal passion of mine, in particular, resilient communities."

MORE THAN NEIGHBORS

BUSINESSES AND FOUNDATIONS DEEPEN PARTNERSHIPS WITH MATC

Neighbors and coworkers are situational: They are part of our world through physical or daily proximity. But a friend or a partner is something more — committed to closeness and well-being, a long-term durable, positive relationship that benefits everyone. Here are some local organizations that are true partners with MATC in our work to build and sustain the diverse talent pipeline for the success of the region's economy.

Herb Kohl Philanthropies

While former Milwaukee Bucks owner and U.S. Senator Herb Kohl may be best known for keeping the Bucks in Milwaukee, he has also been a strong community partner and financial champion of education in Milwaukee for more than 30 years. Today, Herb Kohl Philanthropies (HKP) initiatives aim to improve education, economic opportunity and quality of life for the people of Milwaukee and Wisconsin.

We are grateful that MATC students have been the recipient of Senator Kohl's generosity in recent years. In fall 2019, HKP announced the donation of more than \$110,000 in small grants to students facing financial emergencies. The grants were made through the M³ (pronounced M-cubed) partnership, which multiplies the power of Milwaukee Public Schools, MATC and the University of Wisconsin-Milwaukee to transform the future of Milwaukee through education.

Then came the beginning of the COVID-19 pandemic in 2020. Many businesses shut down, and so did a number of charitable foundations, at a time when student need was never greater.

But not Herb Kohl Philanthropies. HKP leaned in and donated \$50,000 to help solve students' emergency needs through MATC Dreamkeepers in 2020, with an additional \$70,000 donation in 2021 supporting both Dreamkeepers and MATC Promise.

Just in case the Milwaukee Bucks' 2021 world championship didn't convince you, Kohl's dedication to MATC students more than demonstrates that dreams really do come true.

Northwestern Mutual Foundation

Over the years, many businesses in Milwaukee have come and gone. One was, and remains, a firm oak tree beside the lake we all love. Founded in 1857, the Northwestern Mutual Life Insurance Company remains the area's largest private company and its reputation of doing good for its customers and the community endures.

MATC too has a long-standing legacy since 1912 — a year that was a busy one for Northwestern Mutual. When the RMS Titanic sank in April 1912, Northwestern paid more in benefits than any other life insurance

company did. The company went on to retain a full workforce during the Great Depression and to support the greater community through numerous difficulties.

As these two Milwaukee strongholds face the pandemic, workforce





From left to right, James Sokolowski, postsecondary engagement coordinator at Milwaukee Public Schools, (shown at podium); Keith P. Posley, Ed.D., MPS superintendent; Mark A. Mone, Ph.D., UWM chancellor; Vicki J. Martin, Ph.D., MATC president; at an M³ College Connections dual enrollment graduation ceremony in May 2019



 **Northwestern Mutual®**

shortages and equity disparities, we entered into a transformational partnership in 2021.

The Northwestern Mutual Foundation has committed a four-year, nearly \$700,000 grant to MATC Foundation to support targeted outreach to promote information technology careers and a \$250,000 investment in the MATC Promise, the program’s largest corporate gift to date. The free tuition Promise scholarship was the first of its kind in the state when launched in 2016 and has served more than 2,000 students to date — 75% of whom identify as students of color.

Dr. Vicki J. Martin, MATC president, speaking at the ribbon cutting of the new HVAC lab at MPS’ Obama School of Career & Technical Education

The largest portion of the grant funds dedicated advising for students coming from the nine Northwestern Mutual pathway high schools. Each year, as many as 375 local students attend MATC from these schools — either through post-high school or through dual enrollment.

Together we aim to improve student success with a dedicated academic advisor who will provide ongoing, high-touch academic and career advising to increase success.

“These grants will help bridge the social, economic and racial gaps facing far too many students in our community, helping them achieve their full educational potential,” said Ray Manista, executive vice president and chief legal and compliance officer at Northwestern Mutual, who leads law and public affairs, including oversight of strategic philanthropy.

MORE THAN NEIGHBORS

Johnson Controls

Early in the pandemic, Johnson Controls Vice President Grady Crosby (now retired) and Director of Corporate Philanthropy Annemarie Scobey-Polacheck reached out to Dr. Vicki J. Martin, president of MATC. The Johnson Controls Foundation had a vision of a game-changing approach to partner with community colleges nationally to support underrepresented groups in training programs for heating, ventilation and air conditioning (HVAC), fire and security equipment. Their aim was twofold: create a talent

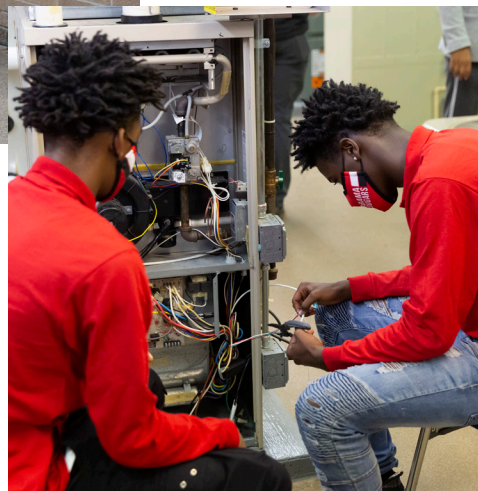
pipeline for their industry and make a positive impact for the local community with access to good-paying careers. The MATC team helped them consider the ways to structure this partnership for scale and impact.

Those initial planning meetings led to a July 2021 announcement of the Johnson Controls Community College Partnership Program and a \$15 million investment over the next five years to support academic programs at community colleges in cities where Johnson Controls has a significant customer base and employee presence. MATC is one of 10 community colleges that received \$100,000 this year with the potential for future support, as well as connecting Johnson Controls employees as volunteers and student mentors.

This partnership spurred innovation to open up career paths for area high school students. Milwaukee Public Schools and MATC partnered to develop a curriculum — and now students at MPS' Barack Obama School of Career and Technical Education have access to training and college credits to prepare for HVAC and building systems careers.



Students, educators and partners from MATC and Johnson Controls at the new HVAC lab at MPS' Obama School of Career & Technical Education in October 2021



PARTNERSHIP EVENTS WORTH CELEBRATING!

October 27, 2021

27

A ribbon-cutting ceremony was held at MPS' Barack Obama School of Career and Technical Education for the new HVAC laboratory and program. Generously funded and equipped by Johnson Controls, the program will provide training and college credits for high school students to prepare for HVAC careers through MATC. The program includes dual enrollment at MATC, allowing students to earn up to 16 free college credits — a full college semester. Johnson Controls' investment includes the hiring of a success coach dedicated to both Obama high school and traditional MATC students training in HVAC. Students will receive real-world experience, internship opportunities and professional connections.



November 4, 2021

04

MATC and Employ Milwaukee hosted a Milwaukee Business Journal panel on workforce shortages and equity gaps. Daniel Serota of Aon Corporation spoke about the Chicago Apprentice Network, an employer-driven cooperative education initiative designed to create nontraditional apprenticeship opportunities for City Colleges of Chicago students. Participants, including representatives from Advocate Aurora Health, Hentzen Coatings, American Family Insurance and Bader Philanthropies, discussed how this model might grow locally through MATC's co-op education program called JobUp Milwaukee. The JobUp Milwaukee pilot was made possible by a combined gift of \$630,000 over three years from the Greater Milwaukee Foundation, Bader Philanthropies and JPMorgan Chase Foundation.



December 9, 2021

09

A kickoff event celebrated the new MATC Gap Year program. The Gap Year program pilot (January 20 through March 31, 2022) helped 25 participants explore careers in an intensive, hands-on learning experience, reaching students who were not certain what they wanted to do immediately after high school graduation. Programming is followed by a year of career mentorship and special events to fuel inspiration. Milwaukee Mayor Cavalier Johnson, who was the Milwaukee Common Council president when the event was held, and Kathy Koshgarian of Dohmen Company Foundation were guest speakers. The MATC Gap Year is funded in part by the Dohmen Company Foundation, Wisconsin Economic Development Corporation (WEDC) and ManpowerGroup Foundation.



December 11, 2021

11

The first commissioning of new Wisconsin Infant and Toddler Credentialed students was held, made possible by a \$300,000 early childhood education investment from the Greater Milwaukee Foundation. Funders are supporting the development of 100 new, highly qualified, early childhood education professionals by supporting students with full tuition, books, digital equity and registry fees.



MATC Chosen a PepsiCo Foundation Uplift Scholarship Recipient College

One of only 20 in U.S. that are part of this new initiative



In 2020, PepsiCo announced its Racial Equality Journey (REJ), recognizing the need for systemic change to address racial inequality. In this effort, PepsiCo committed

more than \$570 million over five years to invest in Black and Hispanic/Latino/a communities to address issues of inequality and create economic opportunities by investing in Black and Hispanic/Latino/a students pursuing credentials in programs that prepare them for jobs that “make, move or sell.”

Sound impressive? It is, and MATC is part of it.

As part of REJ, The PepsiCo Foundation is investing \$40 million over five years in PepsiCo Foundation Uplift Scholarships to help close the wealth gap by providing access to professional training and higher education for 2,000 Black and 2,000 Hispanic/Latino/a students. The scholarships include financial support for tuition, fees, books and wraparound services that address specific barriers to attending college such as housing, child care, transportation and nutrition; as well as offering professional development and potential mentorship by PepsiCo employees.

The MATC Foundation received \$500,000 and **MATC was the only community/technical college in Wisconsin** to be awarded the PepsiCo Foundation Uplift Scholarship funding.

Applying to become an Uplift Scholar college was no small task, but so worth it when the news came that MATC students would benefit from this initiative with a \$2,000 scholarship.

Said one recipient of a scholarship received through the MATC Foundation in Spring 2021:

“I want to show others how dedicated, intelligent and strategic MATC courses have made me. I want to be successful and

show my younger siblings that it does not matter how long it takes you to get the degree, as long as you are dedicated and you work hard, you can be successful.”

Truth. With one small addition. MATC Foundation’s partners like PepsiCo Foundation help to provide equity and essential support for dedicated and hard-working MATC students to succeed.

MATC PROGRAM SPECIFICS

NUMBER OF SCHOLARSHIPS 160 STUDENTS
 Each student will receive \$2,000 scholarships and cohort support services

DOLLAR AMOUNT \$500,000 PepsiCo Foundation investment at MATC over two years

WHEN/WHERE The program launched in Chicago, Dallas and Westchester County in New York in January 2021 and expanded to an additional 17 cities – **INCLUDING MILWAUKEE**

APPLICATION Students in **“MAKE, MOVE OR SELL” PROGRAMS** meeting eligibility criteria apply by invitation for the Uplift program in Fall or Spring semesters

PROGRAMS DEGREES, TECHNICAL DIPLOMAS AND CERTIFICATES that are in demand and high growth in their market such as **logistics, manufacturing, transportation, information technology and business**

Information on the PepsiCo Foundation Uplift Scholars program — including the application process — can be found at matc.edu/scholarships.

Thank you to our donors

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