

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



BUILDING THE  
**WORKFORCE**



GENERATING  
**\$1.4 BILLION**  
IN ANNUAL ECONOMIC IMPACT

# Proven Results. Local Impact. Stellar Return on Investment.

**MATC is a vital economic engine** that is preparing grads to fit the most difficult-to-fill job openings in the region.

Milwaukee Area Technical College is Wisconsin's largest and most diverse technical college, offering 180+ high-quality programs that **connect students to a career in as little as one to two years and offer a less expensive path to a four-year degree.**

## The Region's Source for Diverse, Skilled Talent

- 56% of MATC students are students of color.
- 3,300+ students to date earned free tuition through the MATC Promise — 78% are students of color.
- MATC's first full-ride scholarship, the Ellen & Joe Checota MATC Scholarship Program, accelerates careers for eligible students to pursue short-term credentials faster.
- Graduates are ready on day one with career-specific and employability skills.
- MATC's Workforce Solutions provides on-site and customized training.

## Faster Time to Degree

- Students can earn a credential in as little as one to two years.
- 8% increase in the number in total credits earned by high school students in 2023.
- Youth apprenticeships help high school students explore careers, gain experience and earn credit.
- 25+ apprenticeship programs, where students work and earn income while learning.



**2,697**  
graduates in 2021-22

## Helping All Students Succeed

- Using nationally recognized Guided Pathways model to keep all students on track for success.
- Part of the first group of colleges nationwide to join in the Moon Shot for Equity, a partnership to eliminate equity gaps in graduation rates.

Wisconsin's first college to offer Second Chance Pell financial aid to students leaving incarceration — 90% of students found work after release.



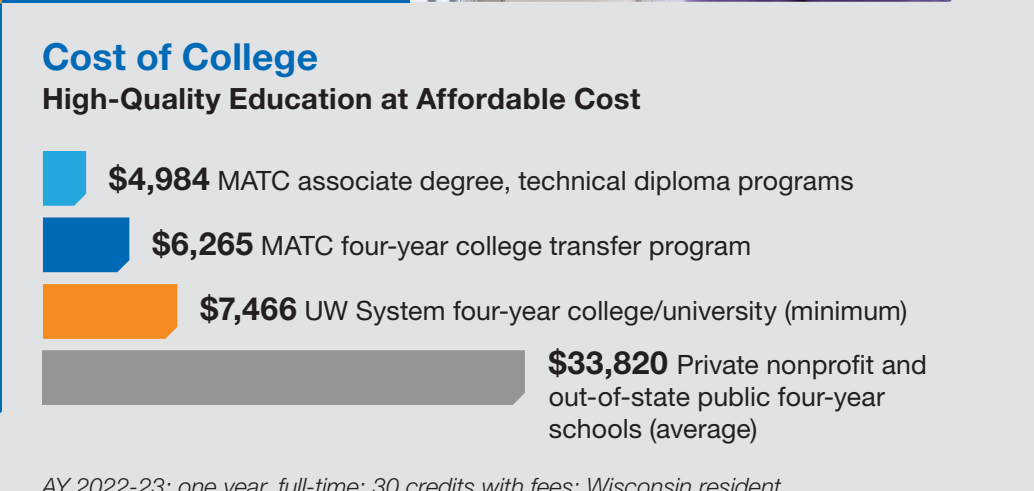
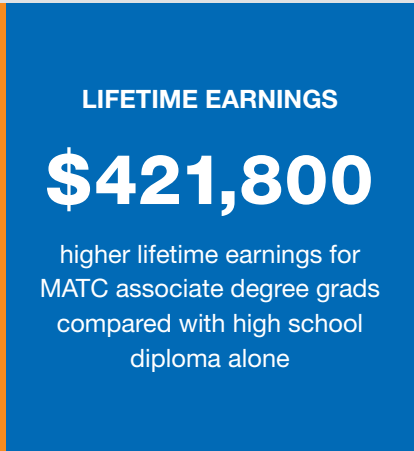
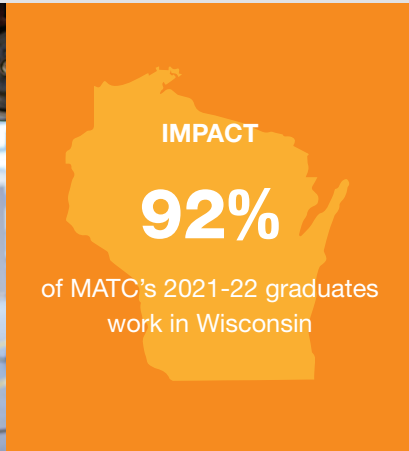
## Milwaukee PBS:

### A Community Resource With Hands-On Training

MATC is the license holder for Milwaukee PBS which is the area's only over-the-air source for PBS and other national public television programs and also offers a diverse schedule of award-winning local series and specials. With channels that reach an estimated 2.1 million potential viewers, Milwaukee PBS serves as the hands-on training facility for MATC's students in the Television and Video Production associate degree program.

# Generating \$1.4 Billion

in Annual Economic Activity



Data in this document is from Lightcast, Milwaukee Area Technical College, Wisconsin Technical College System.

# Build the Region's Workforce With MATC



- Post an internship or job opportunity: [matc.edu/careerhub](https://matc.edu/careerhub)
- Support the talent pipeline by donating to MATC scholarships: [matc.edu/donate](https://matc.edu/donate)
- Bring MATC to your business to provide customized or on-site training: [matc.edu/workforcesolutions](https://matc.edu/workforcesolutions)
- Join the MATC Alumni Network: [matc.edu/alumni](https://matc.edu/alumni)
- Volunteer on an advisory committee to shape in-demand curriculum: [matc.edu/impact](https://matc.edu/impact)

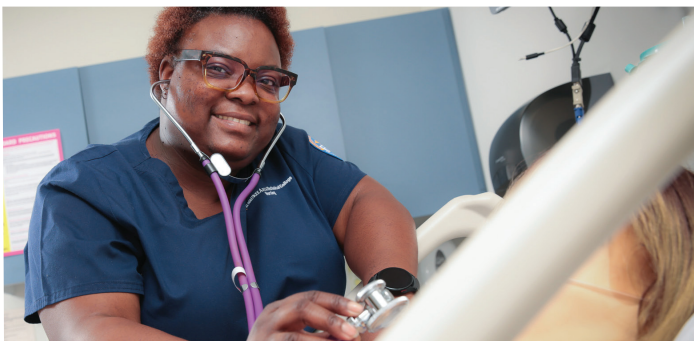
## MATC Foundation Public-Private Partnership



Since 1979, public-private partnerships have been formed

through the MATC Foundation Inc., a 501(c)(3) nonprofit corporation, to raise funds for programs that cannot be supported by government funding alone: student scholarships, emergency grants and special initiatives that address community workforce needs. These initiatives cannot be supported through government funding alone which has not kept pace with rising costs.

The MATC Foundation manages more than 200 endowments and donor restricted funds totaling \$12 million and stewards Milwaukee PBS' nearly \$13 million endowment. In 2022-23, the MATC Foundation awarded nearly \$3 million in scholarship support and student emergency grants.



### Contact

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### GRADUATION RATE

# 70%

graduation rate of students who received \$2,000 in scholarships from the MATC Foundation

# 900+

volunteer industry advisors to keep curriculum current