

MISSION

Education that transforms lives,
industry, and community

VISION

The best choice in education,
where everyone can succeed

Transformation 2025

MILWAUKEE AREA *Technical College*

VALUES

Empowerment

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

Inclusion

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

Innovation

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

Integrity

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

Respect

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



Transformation 2025 Strategic Priorities

Student Experience

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

Objectives:

1. Increase three-year graduation and/or transfer rates
2. Enhance student-centered onboarding experiences
3. Ensure access to technological resources for students
4. Improve academic advising based on student data

Organizational Excellence

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

Objectives:

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

Equity

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

Objectives:

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

Community Impact

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

Objectives:

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