

The MATC Promise



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In January 2015 President Obama announced the “America’s College Promise that will make two years of community college free to responsible students who are willing to work for it.”

Source: President’s speech in Tennessee

MATC researched other examples of programs including:

- Tennessee
- Harper College, Illinois
- Philadelphia
- Michigan
- Minnesota
- Oregon



- ▶ MATC began as the Milwaukee Continuation School for “the forgotten children of Milwaukee,” in the era before child labor laws. Our initial goal was to provide skills training to young people who had left formal education for menial – often dangerous – employment with little hope for a brighter future. The school offered a path out of poverty for thousands of young children.



MATC DEMOGRAPHICS

Enrollment

▶ FY2010	47,270
▶ FY2011	44,306
▶ FY2012	41,601
▶ FY2013	43,196
▶ FY2014	40,825

Student Profile

- Average Age: 30
- Gender: 54% Female; 46% Male
- Part-time enrollment 70%
- Direct from High School 7-9%
- 58% Minority Enrollment
 - State's only Minority Majority Higher Education Institution

Current MATC scholarships are directed toward continuing students not as a mechanism to attract new students to MATC



MAY 2015 MANPOWER TALENT SHORTAGE SURVEY

Skilled trade workers were identified as most in demand for fourth consecutive year.

(Sampling of programs includes: Architectural Woodworking/Cabinetmaking; Bricklaying and Masonry; Carpentry; Electricity; Refrigeration, Air Conditioning & Heating Service Technician; Preparatory Plumbing; and Welding)

Other Careers with High Vacancies include:

- Sales
- Technicians
- Drivers
- Accounting/Finance
- Office support
- Information Technology
- Production/Machine operations



MIDDLE SKILL JOBS IN DEMAND

BETWEEN 2010-2020, 51% OF JOB OPENINGS IN WISCONSIN WILL BE MIDDLE-SKILL. MIDDLE-SKILL JOBS REQUIRE EDUCATION BEYOND A HIGH SCHOOL DIPLOMA BUT NOT A FOUR-YEAR DEGREE, AND MAKE UP THE LARGEST PART OF AMERICA'S AND WISCONSIN'S LABOR MARKET.

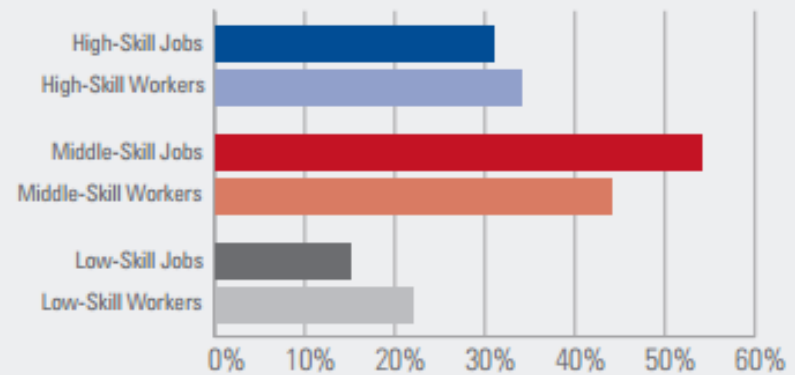
SOURCE: NATIONAL SKILLS COALITION



A Middle-Skill Gap

Middle-skill jobs account for 54 percent of United States' labor market, but only 44 percent of the country's workers are trained to the middle-skill level.

Jobs and Workers by Skill Level, United States, 2012

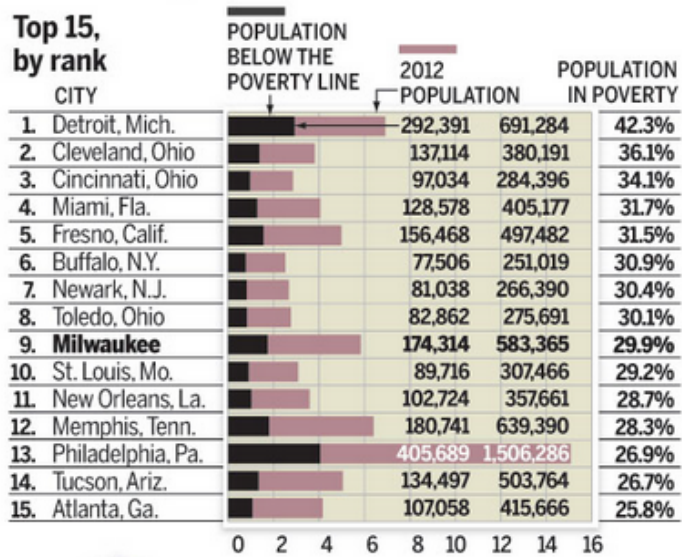


Source: NSC analysis of Bureau of Labor Statistics Occupational Employment Statistics by State, May 2012 and American Community Survey data, 2012.



Most-impovertised cities

Top 15,
by rank
CITY



Milwaukee Journal Sentinel September 18, 2013

Nearly a third of the city's residents, including four in 10 children, lived in poverty in 2012, according to the census estimates.

In 2014, only 48% of MATC program students received Federal Pell grants

Only 32% of these students attended full time



FAFSA

Pell

SAR

Unsubsidized

Stafford Loan

Verification

EFC

Subsidized

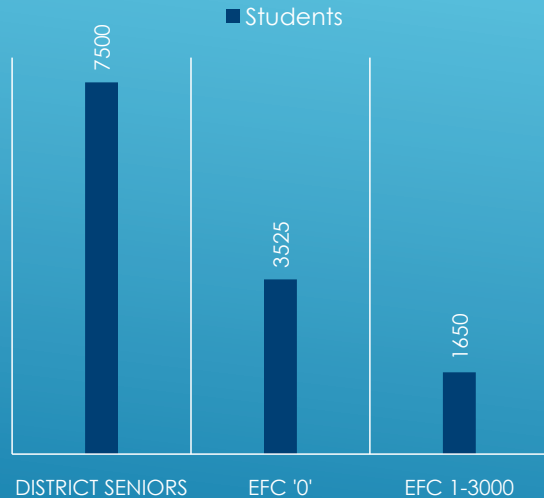


MATC Commitment

- **Cost of tuition and fees for four consecutive semesters**
 - maximum of 15 credits per semester
 - after all grants and scholarships have been applied
 - summer semester not included
- **Provide comprehensive wraparound services that include:**
 - Assistance in completing the FAFSA
 - Academic advising
 - Career counseling
 - Tutoring
 - Financial literacy
 - Mentoring
- **Develop opportunities for Dual Enrollment senior year and transfer opportunities after graduation**
- **The College will pay the difference between federal, and state financial aid grants, scholarships, and the cost of tuition and fees**



EXPECTED FAMILY CONTRIBUTION (EFC)



- EFC is the dollar amount the U.S. Department of Education believes the student and their family can contribute toward the student's cost of education annually.
- MATC 2014-15 Average 'EFC' \$2,954
- Approximately 47% of District High School Seniors are Economically Disadvantaged.
 - EFC '0'

Peak enrollment MATC served 47,270
Current capacity could accommodate 2,500 through the Promise



STUDENT EXAMPLE

Full Time Enrollment (30 college parallel credits) With an EFC of \$3,000

- Tuition - \$5,647.80 ($\188.26×30 credits)
- Minus Grants - \$3,458 (Pell \$2,725 and Wisconsin Tuition Grant \$733)
- **Unpaid tuition by Grants - \$2,189.80**

Full Time Enrollment (30 college parallel credits) With an EFC of \$2,500

- Tuition - \$5,647.80 ($\188.26×30 credits)
- Minus Grants - \$4,016 (Pell \$3,225 and Wisconsin Tuition Grant \$791)
- **Unpaid tuition by Grants - \$1,631.80**



Eligibility Criteria

- Direct-from-High School Matriculation
- On time graduate of qualified high school in MATC service area or 2016 graduate residing in MATC service area.
- Senior school year GPA of 2.0 or higher
- Senior school year attendance rate of 90% or higher
- Apply for admission to MATC by December 1, 2015
- Minimum score of 16 on ACT; completed by May 1, 2016
- Complete Free Application for Federal Student Aid (FAFSA) by March 15, 2016
- Student and academic program must meet eligibility requirements for federal and Wisconsin financial aid.
- Have and Expected Family Contribution (EFC) of <\$3,000 or lower



Continuation Criteria

- Maintain full-time enrollment (minimum of 12 credits) at MATC for four consecutive semesters
- Maintain 2.0 GPA at MATC
- Participation in service learning projects totaling eight (8) hours each semester
- Participation in wraparound service workshops to help ensure academic success and retention
 - Academic and Career counseling
 - Job shadow and/or Internships
 - Time Management
 - Job placement skills



Promise Launch

- Met with educational leaders
 - Milwaukee Public Schools superintendents, high school principals, counselors; CESA 1 superintendents; Archdiocese of Milwaukee superintendent; High school counselors
- Public announcement on September 9
 - Subsequent media coverage
- Advertising Campaign
- Collateral material distribution to high schools and libraries



What's Next?

- 2944 eligible students completed an application by December 1, 2015 (Approximately 40% of graduating class)
- Students who do not meet the criteria (not a current high school senior; does not live in or attend high school in MATC district) will be contacted by MATC Recruitment team member to discuss benefits of still applying to MATC



What's Next?

Wrap-Around Services for MATC Promise Students

Processes/Services	Who/Departments	Date	Support Needed	Progress/Update
Promise/MATC Applications Due	Student	December 1, 2015		Complete
Communication to students to ensure all Promise steps are completed <ul style="list-style-type: none"> ● Promise Line ● Customer Service Standards ● Student Ambassadors ● ACT Prep and Tutoring 	Recruitment	December 1, 2015 – June 30, 2016		Only Recruitment to communicate with students <ul style="list-style-type: none"> ● Per Sophia, communication being sent 12/11/15 and will include the ACT Prep courses and tutoring in the Milwaukee Area.
MATC Application processed	Admissions	December 1, 2015 – January 4, 2016		Completed
Cohort Model Developed	Academics	January – February 2016		In progress
Mentoring Model Developed <ul style="list-style-type: none"> ● Student Model ● Parent Model ● Peer Model (Students helping students) 	Academics	January – February 2016		In progress
Financial Aid Workshops Downtown January 23 9:00 a.m. – 12:00 p.m. March 1 5:00 p.m. – 8:00 p.m. West Campus	Financial Aid	January 1, 2016 – March 15, 2016		Workshops scheduled Students need to be notified



MATC Foundation Campaign

The MATC Foundation has launched a \$1 million *Invest in Student Success* scholarship campaign, and the MATC Promise is a major component of it.

This is the first phase of what will be a larger endowment campaign to sustain the MATC Promise.



“Write a check, and help MATC keep a ‘Promise’”

-M. Sabljak, *Milwaukee Business Journal*
September 11, 2015

