On April 13, I shared exciting news that will have significant impact on our college and Milwaukee PBS for many years to come.

Recently the federal government, through the Federal Communications Commission (FCC), launched a broadcast incentive auction to free up bandwidth to accommodate the growing capacity needs for wireless technology. Every broadcast station in the United States had the opportunity to participate in the voluntary FCC auction.

The MATC District Board, as the license holder for Milwaukee PBS (Channels 10 and 36), made the strategic decision to participate in the auction.

The FCC announced on April 13 that MATC will receive one-time proceeds of $84.9 million as a result of its voluntary participation in the auction. MATC anticipates it will receive the auction proceeds in late 2017 or early 2018.

The viewing experience of Milwaukee PBS Channels 10 and 36 will not be affected as a result of the auction outcome.

These funds will support MATC’s ability to meet the needs of our communities in the areas of educational attainment, addressing workforce needs, and building the talent pipeline for high-demand careers. The auction proceeds also will support Milwaukee PBS, which broadcasts award-winning local and national programming to more than 600,000 viewers on a weekly basis.

Currently the MATC District Board and college leaders are carefully considering the best investment strategy and process to leverage the funds to benefit generations to come. We are focused on using this one-time opportunity for the long-term benefit of the college, Milwaukee PBS and the community.

Additional information is posted at www.matc.edu/matc_news/2017_FCC-Auction-Results.cfm
WE CARE Survey Invites Customer Service Feedback

Signage and drop boxes promoting the WE CARE survey are now at locations across all the campuses. You have the opportunity to encourage students, employees and MATC visitors to complete the survey and share feedback about their customer service experience at MATC. The survey can be completed online or on a postcard.

As the phrase “Student Success #Allin” conveys, all employees contribute to providing a service-centered environment, and service excellence helps increase student satisfaction, loyalty and retention.

The WE CARE survey will give insights into the perceptions of service levels and quality today, and help us continue to enhance all aspects of service throughout the college.

EMPLOYEE TRAINING

The WE CARE Service Excellence Standards and their importance for upholding MATC’s vision of excellence in education have been a focus of this academic year. Two training offerings are planned for all employees in the coming months to further advance WE CARE knowledge and skills. These include:

Phase 1: Computer-Based Training (Starting week of April 24)

Phase 1 provides all MATC employees an introduction to WE CARE Service Excellence Standards, including the behaviors for each standard, the importance of service excellence and the employee's role in service excellence.

Phase 2: Face-to-Face Workshops by Department (Starting July 1)

Phase 2 further explores the WE CARE Service Excellence Standards by department, and helps employees identify behaviors unique to their role or function in support of these standards.

If you have questions about WE CARE, please contact Michelle Krueger at kruegem1@matc.edu or Jane Beyer at beyerj@matc.edu.

Thank you for putting WE CARE into practice and for striving to Exceed Customer Expectations.

All our efforts contribute directly to MATC becoming known as a premier service excellence provider.
Accolades

#Allin Employee Recognition

The following individuals are the #Allin Employee Recognition nominees, received January through April 10, for demonstrating outstanding efforts to foster student success:

- Dana Cooper
- Vicky Gilane
- Clifton Keeler
- Dewayne Lee
- Kerry Moore
- Suzanne Moore
- Lenita Sally
- Carol Spain
- Bianca Standa
- Brian Taubert
- Gerald Trotter

Vice President Al Pinckney presented Suzanne Moore, a counselor at West Allis Campus, the #Allin Employee Recognition Award at the April 25 Leadership Quarterly meeting.

Nominate a Colleague

MATC employees have the opportunity to nominate colleagues who go above and beyond to ensure that our students are succeeding. Please use this link to complete a nomination: https://tinyurl.com/MATCform

Dr. Martin Receives WTCS Award

On March 2, the 2017 Eagle Management Leadership Award was presented to Dr. Martin by the Wisconsin Technical College System Instructional Services Administrators. This honor is given to individuals who have demonstrated outstanding leadership in producing significant positive results on behalf of the state’s technical college system. The award presentation was at Western Technical College in La Crosse.

Student’s Broadcast Program Earns Award

Shireen Ghalib, an MATC student and tutor, won third place honors in the Wisconsin Broadcasters Association’s Student Awards for Excellence. Her broadcast program, “Rhythm of the Soles,” is about Irish dance.

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MATC Takes Top National Honors

Inside MATC Transformations, the college’s e-publication that features stories about our students, faculty/staff, alumni, college initiatives and partnerships, claimed first place in the National Council of Marketing and Public Relations Paragon Awards electronic newsletter category. Communications and Events Director Kathleen Hohl is shown with the award. The publication is posted at https://tinyurl.com/MATCepub

Students Show Skills in National Landscape Competition

For 41 consecutive years, MATC has participated in the National Association of Landscape Professionals (NALP) collegiate competition. This year 11 students attended the event at Brigham Young University in Provo, Utah, with advisor Joe Dietz. MATC finished 26th out of 60 teams from two-year and four-year colleges and universities. Student Brennan Delap finished in the top 5% for total points awarded.
Largest Private Gift to MATC

Grant Will Expand Automotive Programs

On March 28, the MATC Foundation announced the largest private gift in the college’s history: a $3 million challenge grant to expand our automotive programs and create the Al Hurvis/PEAK Transportation Center.

Tom Hurvis, chairman of Old World Industries LLC, the parent company of the PEAK automotive brand and co-founder of the Al Hurvis/ADAMM Education Foundation, attended the event held in the T Building Auditorium on the Downtown Milwaukee Campus, which will be the site of the transportation center.

The grant provides:

• $1 million in immediate funding
• Up to an additional $2 million for every dollar the MATC Foundation raises for the project over the next two years
• Seed money to launch expanded academic programming, including personnel and equipment for the new transportation center

Automotive Technicians Are in Demand

The gift addresses a shortage of skilled automotive technicians by encouraging middle school, high school and adult students to enter careers in the growing transportation industry. The new center will serve as a hub for youth-oriented activities, enable the expansion of MATC’s automotive repair programs and provide opportunities for our students to serve the community.

The center will be named for Hurvis’ father who mentored many professionals and helped expand southeastern Wisconsin’s automotive industry. Hurvis said MATC is the ideal partner for this project because “the college offers a clear career pathway for our young people and has a great track record of working with industry to prepare the kinds of skilled job candidates that employers are seeking.”

(Pictured above) Steve Herro, Automobile Dealers Association of Mega Milwaukee (ADAMM) vice president; Dr. Martin; Tom Hurvis; Milwaukee Bucks President Peter Feigen and Milwaukee Mayor Tom Barrett were among the speakers at the event announcing the gift.
Dr. Martin is pictured with legendary Major League Baseball Hall of Famer Hank Aaron.

The MATC Foundation received a $104,000 gift from the Greater Milwaukee Foundation Hank Aaron Fund and the Hank Aaron Chasing the Dream Foundation 4 for 4 Scholarship program.

The gift will endow a scholarship at MATC for at least two students each year. The scholarship will be awarded to MATC Promise students, with a preference for students who have been referred by the Milwaukee Boys & Girls Clubs’ Chasing the Dream program and are pursuing a career in public service, social work, paramedicine, education or allied healthcare.

Mary Kehoe was hired as Promise program coordinator in January. The Promise office is on the Downtown Milwaukee Campus, Room M226. Phone: 414-297-6668.

Students who will graduate from high school in 2018 can apply now for the MATC Promise. Students must reside in, or attend a high school in, the MATC service district. An online application is at www.matc.edu/promise.

In 2016 and 2017, more than 6,100 students applied for the Promise, far exceeding expectations for the program. For students who meet initial and subsequent eligibility requirements, the Promise program pays their tuition and fees for five consecutive semesters.
The MATC District Board Appointment Committee has appointed three individuals to volunteer positions on the District Board:

- **Dr. Darienne Driver**, Milwaukee Public Schools Superintendent; School District Administrator classification.
- **David Dull**, President/CEO, Allis Roller, LLC; Employer (15+ employees) classification. Dull has served on the District Board since 2012.
- **Mary Scheibel**, Principal/Owner, Trefoil Group, Inc.; Employer (15+ employees) classification. Scheibel has served on the District Board since 2014.

Terms begin July 1, 2017, and expire June 30, 2020. The appointments are subject to approval by the Wisconsin Technical College System Board.

The certification is from the College Reading and Learning Association's (CRLA) International Tutor Training Program Certification (ITTPC) team.

Certification conveys that MATC Tutoring Services meets or exceeds the measures of a well-run tutoring program, as prescribed by the CRLA. **MATC’s tutor training** also complies with CRLA’s curriculum, standards and outcomes. CRLA certification is a testimony to the tutor's skill and professional development, and it is valuable in assembling an employment portfolio. Currently 90 tutors throughout MATC assist students in a variety of disciplines.

Learn more at [guides.matc.edu/Tutoring_Services/overview](http://guides.matc.edu/Tutoring_Services/overview)

**Tutoring Services assists MATC students in a number of ways:**

- Walk-In Tutoring
- Supplemental Instruction (SI or Peer-Guided Tutoring)
- Structured Learning Assistance (SLA)
- NetTutor
- Online Writing Lab (OWL)
- Assigned Tutoring
- Workshops on Request
Tennis Teams Added to Athletic Department

The ball is in our court: MATC’s athletic department will add men’s and women’s tennis teams beginning with the 2017-18 academic year.

The teams will participate on the National Junior Collegiate Athletic Association (NJCAA) Division III level and will be independent. The women’s team will compete in the fall; the men’s team will compete in the spring.

“We are excited to add tennis programs to our athletic offerings and appreciate the support of many community and tennis partners,” Dr. Martin said. The Milwaukee Tennis & Education Foundation, Milwaukee Tennis Classic, Summit Education Association, Medical College of Wisconsin, Milwaukee Public Schools and the Al Hurvis/ADAMM Education Foundation work collaboratively to provide support across Milwaukee and southeastern Wisconsin.

Five Star Food & Wine Evening

The MATC Foundation and the students, faculty and staff in MATC hospitality programs invite you to this special fundraising event.

Thursday, April 27
5:30 – 8:30 p.m.
Downtown Milwaukee Campus
1015 North Sixth Street
Main Building, Sixth Floor
(Registration on First Floor)

Tickets on Sale Now
• $55 in advance
• $65 at the door

Sample a range of cuisines, unique pastries, wines and beers; plus silent auction, raffle and more.

All proceeds raised assist hospitality program students and faculty through scholarships and continuing education opportunities.

Visit fivestar.matc.edu

CHEER ON THE STORMERS
Support these teams throughout the academic year:
• Baseball
• Men’s and women’s basketball
• Men’s and women’s soccer
• Softball
• Men’s and women’s tennis
• Women’s volleyball

Check schedules and information on www.matcstormers.com
FREE ADMISSION

Sustainability Summit
& Exposition May 3 & 4

Spread the word – the 14th annual Sustainability Summit and Exposition will be hosted by MATC on the Downtown Milwaukee Campus, Wednesday, May 3 and Thursday, May 4. Also, a job fair for sustainability-related careers will be held 10 a.m. – 2 p.m. on May 3. Summit attendance is free for all attendees.

Register now at www.sustainabilitysummit.us.

The summit features speakers and breakout sessions that address emerging global realities. Topics include:

• Energy efficiency
• Green agriculture
• Green building, business and manufacturing
• Green careers
• Social responsibility
• Water issues

For more information, contact Mary Pat Halaska, 262-370-8432, marketing@sustainabilitysummit.us.

Summit Speakers

International and local names join Dr. Martin and Dr. Mark Felsheim, MATC Oak Creek Campus vice president, on the list of speakers:

• Will Allen, founder and CEO of Growing Power in Milwaukee
• Peter Feigin, Milwaukee Bucks president
• Stephen Hargarten, associate dean, Office of Global Health at the Medical College of Wisconsin
• Momodu Maligi, minister of water resources, Sierra Leone
• Dr. Mark Mone, University of Wisconsin-Milwaukee chancellor
• Richard Appaiah Otoo, chief manager, Ghana Water Company Ltd.

For more details visit www.sustainabilitysummit.us
Milwaukee PBS Events

Same Great TV Auction, New Great Channel!
The Milwaukee PBS Great TV Auction moves to Channel 36 this year. This Milwaukee tradition is a unique on-air fundraising event that will be broadcast live April 28 – May 6. New merchandise, certificates, services, art, antiques and collectibles are auctioned off to viewers who bid by telephone and via the internet. The Great TV Auction also is an opportunity for companies, small businesses and individuals to garner valuable television exposure. The funds raised help provide quality, non-commercial programming for southeastern Wisconsin.

“Outdoor Wisconsin” in its 33rd Season
Upcoming episodes of Milwaukee PBS’ longest running series, “Outdoor Wisconsin,” feature the healing properties of common backyard plants and exploring the Wisconsin River on a paddleboard. “Outdoor Wisconsin” airs Thursdays at 9 p.m. on Channel 10.

Coming Soon: More “10thirtysix”
“10thirtysix” returns with a new installment May 19 at 7:30 p.m. on Channel 10. Hosted by veteran newswoman Portia Young, the program profiles a couple who left city life for rural Wisconsin to grow and raise their own food. You may recognize one of these homesteaders! Also, Dan Jones introduces two artists whose wedding led to a special work of art in a Milwaukee church.

Tailgate With Milwaukee PBS
Join Milwaukee PBS at Miller Park on Sunday, June 4, to see the Brewers play the Los Angeles Dodgers. Tickets are $49 each and include loge bleachers seats and a pre-game tailgate party with food, beverages, raffles and a meet-and-greet with Klement’s Racing Sausages. For more information or to purchase tickets, visit www.MilwaukeePBS.org/events

Milwaukee Press Club Awards Finalists
The following Milwaukee PBS shows are finalists for the Press Club’s 2017 Excellence in Journalism awards. Winners will be announced May 12.

**Best Long Form Feature Story:**
“Outdoor Wisconsin – Audrey Crowley”
Maryann Lazarski, Emmy Fink, Justin Migliano, Jeff Moorbeck, Dan Small

**Best News or Sports Program:**
“10thirtysix”
Maryann Lazarski, Darin Malkowski, Portia Young, Raul Galvan, Bohdan Zachary

**Best Writing in a Video Story:**
“Who Wants to Be a Police Officer These Days?”
Dan Jones

**Best Documentary:**
“Tour de Force – The Arts Page Special”
Tiff Pua, Sandy Maxx, Jeff Janca, Jeff Moorbeck, Justin Migliano, Chris Michalski
C. Veterans Resource Center

The new Veterans Resource Center on the Downtown Milwaukee Campus officially opened March 14. Dr. Martin is pictured with Veteran Students Organization President William Newton cutting the ribbon.

D. Diversity Dialogues

A large group attended the March 11 Diversity Dialogues forum at Washington High School of Information Technology. The free workshop was part of the monthly series based on the college’s “Introduction to Diversity Studies” course.

E. M³ Training Event

MATC, Milwaukee Public Schools and the University of Wisconsin-Milwaukee, partners in the M³ initiative, collaborated to present instructor training at three sites throughout the Milwaukee area on March 3.

F. Naturalization Ceremony

More than 90 people became U.S. citizens March 9 at a ceremony in Cooley Auditorium on the Downtown Milwaukee Campus. U.S. Magistrate Judge David E. Jones addressed the applicants and administered the oath.

G. Early Childhood Forum

On March 4, Milwaukee PBS, in conjunction with the Early Childhood Education degree program, held a community forum. Titled “What Matters Most: Your Child’s First Five Years,” it explored parenting tips that help prepare children for school. Held on the Downtown Milwaukee Campus, the forum was taped for airing on Milwaukee PBS in April.

H. Town Hall Meeting

Tammy Baldwin, U.S. senator for Wisconsin, held a town hall meeting for her constituents March 12 on the Downtown Milwaukee Campus. About 100 people attended the meeting.

I. Men of Color Event

On March 6, Earl Ingram Jr., talk show host for NewsTalk 1510 AM/WRRD, spoke at the West Allis Campus event sponsored by MATC’s Men of Color initiative.
New Sources of Information

From A to Z, Website Navigation Made Easier

The new A-Z Index on matc.edu makes navigating the website quicker and more convenient. The resource highlights the most frequently visited and searched terms in an easy-to-access webpage. Student Services, Academic Affairs and Communications staff collaborated on the project.

Check it out: www.matc.edu/a-z/index.cfm

2017-18 Catalog Features 200+ Career-Focused Programs

The MATC Catalog includes curriculum and additional information about the college’s academic programs, course descriptions and student services. On-campus catalog displays in high-traffic areas will encourage students to take a copy. Also, community partners are helping to distribute the publication throughout the district. A PDF of the 2017-18 catalog is posted on matc.edu:

www.matc.edu/student/Admissions/catalog.cfm

2016 Annual Report Highlights Alumni Stories

The college’s Annual Report is combined with the latest issue of “Inside MATC Transformations” magazine. In addition to several alumni and student profiles, it includes an overview of the college’s financial standing for the 2015-16 fiscal year and features accomplishments of the MATC Foundation. To read the Annual Report online, visit:

www.matc.edu/discover_matc/annual_report/index.cfm
**Wednesday, April 26**
Apprenticeship Banquet.
Italian Community Center,
631 East Chicago Street, Milwaukee, 5:30 p.m.

**Thursday, April 27**
Five Star Food and Wine Evening.
Downtown Milwaukee Campus,
Main Building – registration on first floor,
event on sixth floor, 5:30-8:30 p.m.

**Wednesday, May 3 & Thursday, May 4**
Sustainability Summit & Exposition.
Downtown Milwaukee Campus – S Building,
first, second and third floors;
Main Building sixth floor and Cooley Auditorium.

**Thursday, May 4**
Academic Honors Recognition.
Downtown Milwaukee Campus, Room M605, 6 p.m.

**Tuesday, May 9**
Nurses Pinning Ceremony.
Downtown Milwaukee Campus,
Cooley Auditorium, 7 p.m.

**Wednesday, May 10**
Allied Health Programs Pinning Ceremony.
Downtown Milwaukee Campus,
Cooley Auditorium, 7 p.m.

**Thursday, May 11**
Portfolio Night.
Downtown Milwaukee Campus,
Main Building, 6 – 8 p.m.

**Friday, May 12**
Spring Commencement.
UW-Milwaukee Panther Arena,
500 West Kilbourn Avenue, 6 p.m.

**Friday, May 19**
Spring Semester Ends.

**Monday, May 29**
Memorial Day. MATC closed.

**Wednesday, June 7**
GED/HSED Graduation Ceremony.
Downtown Milwaukee Campus,
Cooley Auditorium, 6 p.m.

**Monday, June 12**
Summer Semester Begins.

**Tuesday, July 4**
Fourth of July. MATC closed.

**Thursday, August 24 & Friday, August 25**
Non-Student-Contact Days.

**Monday, August 28**
Fall Semester Begins.

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**Dates to Remember**

The final session for this free workshop series is:

**Saturday, May 13**

**Topic:** Celebrating Diversity  
**Time:** 10 a.m. – noon  
**Place:** Washington High School of Information Technology – Cafeteria

2525 N. Sherman Blvd., Milwaukee (Use entrance on the north end of the building that faces Sherman Blvd.) The discussion is led by MATC faculty. Pre-registration is not required. For more information, call Dr. Jennifer Mikulay, School of Liberal Arts and Sciences associate dean, 414-456-5325.
New Employees and Retirees

**Michael Mallwitz** has been named Workforce Solutions Director. Previously he was president of Busch Precision, and he has served on the college’s Machine Tool and CNC Advisory Committee.

His office is on the Downtown Milwaukee Campus.
Phone: 414-297-6083. Email: mallwitm@matc.edu.

**Shannon Weyenberg** recently was hired as the Compensation and Benefits Director. Prior to joining MATC, she was chief human resources officer at an international design and manufacturing company.

Her office is on the Downtown Milwaukee Campus, Room M254. Phone: 414-297-6080. Email: weyenbes@matc.edu.

Welcome, New Employees!

- Luis Acevedo, Public Safety
- Demetric Griffin, Public Safety
- Curtis Higgins, Building Services
- Erick Ivory, Building Services
- Mary Kehoe, Student Services
- Downer Malecki, School of Technology and Applied Sciences
- Scottie Meyers, Milwaukee PBS
- John Salfer, Building Services
- Richard Schallack, School of Business
- Junior Vue, Multicultural Affairs
- Joan Yahnke, Testing Center

Congratulations, Retirees!

The following individuals completed their service after March 3:

- Cynthia Cherny, Library
- Michael Garvin, Milwaukee PBS
- Richard Simon, Student Services

Have a suggestion for **On Campus**? Contact **Ginny Gnadt** at gnadtv@matc.edu or x76770.

Reminder to supervisors: Please print **On Campus** and make available to employees who do not have routine access to their Gmail accounts. Thank you!

**MISSION**

As a public, two-year comprehensive technical college, MATC offers exceptional educational and training opportunities and services to our diverse metropolitan area by engaging with partners to advance the quality of life for our students and community.

**VISION**

MATC is the premier comprehensive technical college that provides excellence in education to enrich, empower and transform lives.

Downtown Milwaukee Campus 700 West State Street
Mequon Campus 5555 West Highland Road
Oak Creek Campus 6665 South Howell Avenue
West Allis Campus 1200 South 71st Street
For more information: www.matc.edu or 414-297-MATC Wisconsin Relay System 711

facebook.com/MilwAreaTechCollege
twitter.com/DiscoverMATC
instagram.com/discovermatc
youtube.com/user/InsideMATC
linkedin.com/edu/milwaukee-area-technical-college-20155