

# Madison College Annual Report

## From the President and District Board Chair

Geologists use the word “seismic” to describe movement of the earth whether due to natural causes or influenced by human intervention. If we were pressed to choose a single word that captures the year in review at Madison College, seismic sums it up well. However, the factors that are shaping the teaching and learning landscape of the college are anything but natural. Instead, they are the product of careful planning that is informed by data, community engagement and employer demand for workers in specific industry segments.

Our 2017 annual report affirms the collective commitment of every Madison College instructor, staff member and administrator to our mission of providing quality higher education that fosters lifelong learning and success within the communities that are part of our 12-county district. It shares information about the launch of the STEM Center, which provides inclusive and innovative programming, services and guidance to foster success in STEM-related careers. It outlines our plan to complete the state’s largest rooftop solar installation, illustrates our efforts to promote a culture of entrepreneurship and innovation, and demonstrates the continued engagement of our regional campuses to meet needs that are specific to each of them, and more.

You’ll also learn about our historic South Campus Initiative, which includes the construction of a new, 75,000-square-foot facility that will expand our presence in this long-underserved community. Thanks to the generosity of the Irwin A. and Robert D. Goodman Foundation, the American Family Dreams Foundation and the Great Lakes Higher Education Corporation and Affiliates, we have funds in hand to complete the first and second phases of this project. Great Lakes has also issued a challenge for Madison College to raise \$3.5 million by March 31, 2018. If we do, Great Lakes will match it, placing construction of the project in its entirety on the fast track for completion by Fall 2019.

Whether your relationship with Madison College is as a student, taxpayer or elected official—employer or entrepreneur—graduate, beneficiary or benefactor—you can be confident that the impact of Madison College on our communities is positive and enduring.

Thank you for your continued support.

Dr. Jack E. Daniels, III  
President  
Madison College

Joseph J. Hasler

Chairperson  
Madison College District Board of Trustees

[From the Student Senate President](#)

Dear Community Members,

Madison College creates inclusive and challenging learning environments for all students, whether they are in a vocational program, earning a certificate, or intend to transfer to another higher learning institution. The college's dedication to accessible, affordable education creates opportunities for students to achieve their dreams. On behalf of the student body, I sincerely thank you for your investment and trust in our future.

Sincerely,

Tina Marshalek  
Student Senate President

[Rooftop solar installation will save energy, lower costs - Big project brings big savings](#)

When completed in early 2019, Madison College's Truax Campus will have the largest rooftop solar energy installation in Wisconsin. The 1,400-kilowatt photovoltaic system could save the campus more than \$200,000 per year in electricity costs.

"On a sunny day, the system will reduce the college's peak electric load by about 50 percent. Averaged over an entire year, it will offset about 10 to 15 percent of the college's total electric consumption," said Ken Walz, chemistry and engineering instructor, and director of the Center for Renewable Energy Advanced Technological Education.

In addition, renewable energy students will gain more hands-on experience and the system will reduce airborne emissions for local residents. Solar electric monitoring technology will produce data for students and the public to analyze.

MGE has granted up to \$500,000 for the system and Madison College will provide an additional \$1.8 million.

Renewable energy students will conduct periodic inspections of the system to check for signs of wear, weathering and maintenance needs. Students enrolled in related fields such as electrical apprenticeship, electronics, electrical engineering, industrial maintenance and architecture will also benefit from access to the system installation.

## New South Campus will address disparities, barriers

In the fall of 2019, residents of south Madison will have greater access to skills training and college courses that lead to better employment and quality of life.

Madison College secured the funding necessary to purchase the Wisconsin Department of Employee Trust Funds property at the intersection of Badger Road and South Park Street and redevelop the site for the new South Campus. Initial donations of \$1.3 million came from American Family Insurance Dreams Foundation and \$10 million from the Irwin A. and Robert D. Goodman Foundation. On Oct. 30, Great Lakes Higher Education Corporation and Affiliates announced a \$3 million gift.

The current building will be razed to make room for a new 45,000 sq. ft. campus, including classrooms and labs, community meetings and support services. The final phase of the project will increase the campus to 75,000 sq. ft. and expand the service capacity from 1,000 to 3,000 students. It will include a comprehensive suite of student services, community access to social service and community-based organizations, and additional classrooms and community meeting spaces.

In addition to the \$3 million gift, Great Lakes Higher Education Corporation and Affiliates also established a \$3.5 million matching challenge grant to complete the final phase of the project. With this challenge grant, they look to engage the community in completing the project. If Madison College successfully raises \$3.5 million before March 31, 2018, Great Lakes Higher Education Corporation and Affiliates will match that amount dollar for dollar and ensure that the final phase, including the 75,000 sq. ft. campus, will be completed.

The new South Campus “will allow us to join forces with our community partners to address significant racial, economic and educational disparities that exist on the south side and stimulate economic development in this part of the city,” said Dr. Jack Daniels, president of Madison College.

The South Campus plans include a partnership with the Madison Metropolitan School District that will allow high school students to complete science, technology, engineering and math-related coursework as they work toward graduation while earning college credits, thus preparing students for a smooth transition to college and career.

## Smart Start sessions lead to college enrollment

Filling out all the forms for college can be a daunting task, especially if no one in your family has ever done it. Smart Start sessions were created to help. Staff members from Madison College’s South Campus began offering Smart Start sessions during Spring Semester 2017.

At these five-hour Saturday events, staff provide one-on-one assistance with placement testing, application completion, career guidance, financial aid and course registration. Participants also

learn about disability resources, veterans services and academic advising. After each event, these new Madison College students are ready to begin their higher education.

During the spring semester, each session was filled to capacity and the number of students served at the South Campus rose by more than 15 percent from 2016 to 2017. Full-time equivalent students increased by more than 4 percent.

For more information and dates for future Smart Start sessions, visit [madisoncollege.edu/smart-start](http://madisoncollege.edu/smart-start).

## 2016-17 Highlights of Student Learning

### July 2016

- Eight students participated in the first Biotechnology Bridge, a skill-building program designed for students entering the Biotechnology Laboratory Support Assistant program. Bridge programs provide extra support while students complete their coursework for a credential.

### September 2016

- Risk Management/Insurance and Finance programs held a student-centered Industry Day event featuring 20 roundtable sessions to help students better understand their career paths.

### October 2016

- Madison College received a \$184,268 grant from the U.S. Department of Education to help minority and low-income students expand their international education experience including scholarships for study abroad opportunities.
- Occupational Therapy Assistant students hosted an event featuring accessible, outdoor wheelchairs. Attendees were encouraged to test drive the chairs on an obstacle course.

### January 2017

- The Cosmetology program welcomed its first cohort to the new TruStyle Salon at the Truax Campus.
- Fifteen Madison College theater students competed in the American College Theater Festival in Indianapolis.

### February 2017

- Agriculture Equipment Technology students earned top honors at the 2017 Wisconsin Postsecondary Agriculture Student contest held at the Truax Campus. Eight students progressed to the national Agriculture Machinery Service Technician competition.
- Madison College Student Nurses Association received the Breakthrough to Nursing Project Award at the Wisconsin Student Nurses Association conference.

### March 2017

- The Service Learning Academy was named Action Program of the Year at the 2017 IMPACT

National Conference, a key component of the national student service movement. The movement includes students young and old who value service, action and advocacy.

- Two Interior Design students were honored at the annual Wisconsin Chapter of the American Society of Interior Designers Design Excellence Awards in Milwaukee.

April 2017

- Medical Laboratory Technician students placed first and second in the Quiz Bowl at the statewide American Society for Clinical Laboratory Science convention. The two teams from Madison College were undefeated in the final round.

- Madison College was awarded a \$400,000 grant from the Wisconsin Technical College System to expand bridge programming for Culinary Arts, Hospitality Management, Administrative Professional and Medical Administrative Professional programs.

- Twelve students from the Fashion Marketing program created a student art installation at the Hilldale Shopping Center.

May 2017

- Accounting students who belong to Business Professionals of America took part in the national competition and had 26 top 10 finishes, including six first-place honors.

June 2017

- Madison College won the North Central Community College Conference All-Sports Trophy for the first time since joining the league in 2009-10.

- Two-hundred sixty-seven students completed their GED or HSED, 61 of whom transitioned into degree programs at Madison College.

- Fifteen Madison College students and 10 faculty advisors competed at the SkillsUSA National Leadership and Skills Conference in Louisville, Ky. Three students earned medals.

### [New campus serves Madison's west side](#)

Students and community members on Madison's west side now have a convenient place to take continuing education classes or begin their higher education. In Spring 2017, Madison College opened the new West Campus at 8017 Excelsior Dr., with easy access to bus routes, shuttle service and free parking. Previously the West Campus was located at the corner of Gammon and Mineral Point Roads.

The campus serves degree, certificate and noncredit students. Degree credit programming includes access to business, liberal arts and pre-health courses, including a science lab offering Anatomy and Physiology 1. The School of Professional and Continuing Education offers noncredit courses at the campus including professional development classes and certificate programs, created to improve and expand career options for the adult student.

A variety of noncredit enrichment courses are also available and range from art and culinary to world languages, all designed to let students explore new interests and enrich their lives.

### Public Safety training center opens

A new 40-acre Public Safety Training Center opened in October for training police, fire, emergency medical service and non-public safety drivers. In addition to Madison College students, local agencies and employers can train drivers at the Columbus location.

“Public safety agencies across the district have expressed interest in training there,” said Ken Zimny, associate dean of Human and Protective Services. “There is no other facility in our district that can accommodate this kind of training.”

Both beginning and advanced drivers will benefit from the large skills area and a variety of paved roadways to set up an almost infinite number of courses. In the future, the college plans to create an area designed like a city block to provide more realistic scenarios. Instructors will teach defensive driving, fleet driving, emergency driving, weather-related driving and parking. Drivers will learn their own capabilities and those of the car they drive.

### Exchange offers cross-cultural experiences

Exchange: An act of giving one thing and receiving another in return.

At the Intercultural Exchange located near the Truax Campus bookstore, students study and hang out, listen to music, dance or sample foods from other cultures.

Glass doors roll up to welcome anyone passing by or sitting in the nearby lounge. Students, faculty and staff may be drawn in when they hear a topic of interest. This helps accomplish the goal of enhancing personal growth and educating the campus about diversity in all its forms.

“The Exchange is a place for teaching people about diversity and exposing them to new ideas,” said Rogelio Encizo, student support advisor.

Student Life and International Education share the Exchange and schedule events together. International students meet and connect with local students. They learn about services and resources provided by the college and community.

Clubs such as United Common Ground, Women Lead, the Asian American Student Association, African Student Association and Orgullo Latino hold meetings and events, watch films and discuss current issues in the Exchange.

“The Exchange is a visible commitment of the institution to diversity,” said Geoff Bradshaw, director of International Education. “We use it to promote global and multicultural understanding.

“Students need exposure to knowledge and understanding of international issues. They need to learn to work with people from diverse linguistic and cultural backgrounds,” Bradshaw continued. “The Exchange is the perfect place for that exposure.”

## STEM Center Opens Doors

Play with a 3D printer. Talk to the president of a nuclear technology firm. Hear about hot careers you didn't even know existed. Where can you go for these activities? Visit the new Madison College STEM Center.

The STEM (science, technology, engineering and mathematics) Center opened Aug. 28 after a year of planning. Its purpose is to establish Madison College as a first choice for STEM education and job training, especially among underrepresented populations such as women and minorities.

Anyone can use the STEM Center's resources, which include employment opportunities, internship leads, college transfer details, degree program information and grant information. In addition to 3D printers, more high-tech gadgets will be available in the coming months.

STEM Center visitors can explore career possibilities that meet their interests. Students who plan to pursue a bachelor's degree will be referred to advisors who can help them create an education plan.

The center's speaker series features leaders from area organizations such as Electronic Theatre Controls, Wisconsin State Crime Lab, UW-Madison and Death's Door Spirits. The guests typically speak about industry innovations and job outlook.

Attendance for the speaker series has been greater than expected, with audiences of 10 to 30 people at each event. Good attendance isn't the only success resulting from the series. Several students were granted job interviews during the first speaker event with Ross Radel, president of Phoenix Nuclear Labs. Connections like this are exactly why the STEM Center was developed.

Dr. Kevin Mirus, STEM Center director, said, “We're going to be the place where anyone with a question about STEM careers or education can get an answer and take a step forward.”

The STEM Center is located at the Truax Campus in Room C1450.

## Events Facilitate Community Relationships

During 2017, Madison College administrators began hosting groups of community leaders at the Truax Campus as a way to get to know our neighbors and identify potential partnership opportunities to maximize resources to better serve our community.

The first Community Connections events included leaders of faith- and community-based groups. This fall, the college hosted representatives of associations, chambers of commerce, sororities, fraternities, and racial and ethnic organizations.

“We aim to build partnerships with local organizations and leaders to help our communities prosper,” said Lucía Nuñez, vice president of Equity, Inclusion and Community Relations.

While mingling and networking with other leaders, guests find common interests and ways to work together. Attendees learn how the college can serve individuals they represent and have an opportunity to tour Madison College facilities. College staff share information about Scholars of Promise, the STEM Center and the South Campus Initiative.

In 2018, the college will host similar events at the Portage, Fort Atkinson, Reedsburg and Watertown campuses.

## Dream becomes Reality for Scholars of Promise

Kashyra Hall never thought she would go to college. In middle school and high school, she lagged behind her peers and gave up trying.

Sonia Hernandez participated in a college preparatory program, but lacked money for tuition. No one in her household even applied to college.

Jason Reno was a procrastinator. He admits not taking high school seriously. “I didn’t know what I wanted to study, where I wanted to go to college or who would accept me,” he said.

### Beyond financial support

These are just a few of the Madison College students in the new Scholars of Promise program. In addition to being eligible for financial assistance, coaching, engagement opportunities and community support is also available to help them overcome barriers. Funds donated through the Madison College Foundation pay the remaining balance of tuition and fees after state and federal financial aid are applied.

Scholars participate in service learning projects, student success workshops, career exploration and student life activities. They meet in small groups or individually with college staff coaches who keep them on track, direct them to resources and give advice.

“It is good to have someone asking, ‘How are you doing? How can I help? What’s the next step?’” said Sarah Useche. Her immigrant parents always stressed getting a college education because they never had that opportunity. Useche wants to major in biology at a four-year college and go on to medical school.

#### Caring community

Megan Ngo earned good grades to please her family.

In her junior year of high school, Ngo lost motivation and made some bad choices. As the daughter of Vietnamese American parents, she felt like she didn’t fit in.

Through Scholars of Promise, Ngo found a community and the support she needed to make a good transition to college life. “I love school again,” she said.

After one semester, Hall has gained confidence and plans to transfer to a four-year college for a nursing degree. Hernandez intends to get a four-year degree and become a medical interpreter. She influenced her older sister to enroll too. Reno now realizes when he applies himself, he gets good grades.

#### Get a head start

Scholars of Promise staff are recruiting high school juniors and seniors for the Fall 2018 cohort. Juniors who show interest in the program receive information throughout their junior and senior year on how to meet the program requirements. To qualify, students must complete the FAFSA application, achieve 80 percent attendance during their senior year, apply to the college by April 1 of their senior year and earn a minimum cumulative GPA of 2.25. Acceptance letters will be sent by May 1, 2018. To be retained in the Scholars of Promise Program, students must maintain continuous full-time enrollment status (12 credits or more) and achieve a minimum GPA of 2.0 each semester (not including summers).

More information about this program can be found at [madisoncollege.edu/scholars-of-promise](http://madisoncollege.edu/scholars-of-promise).

#### Reedsburg Middle school students experience science

Research shows that middle school is the best time for career exploration, as adolescents are developing greater capacity to think about and plan for the future. They enjoy hands-on learning and like to see how to apply what they've learned.

More than 175 middle school students visited the Reedsburg Campus in May to sample microbiology, chemistry and anatomy classes offered at the college. Instructors Nicole Fuhrman, Jennifer Gavinski, Michael Whiteside and Linda Craft also helped the students

see connections to potential careers with a need for qualified workers.

The students participated in four activities covering an overview of the circulatory system, blood components, heart health and microbiology.

Wearing blue gloves, they examined a pig's heart and a sheep's brain, and learned how they are similar to human organs. Shaving cream and food coloring provided fun lessons in the chemistry of molecules with positive and negative electrical charges.

"Madison College provided our students with an outstanding day of learning," said Kaycee Templin, Webb Middle School teacher. "It was a great introduction of what Madison College could offer them in their academic futures."

### [How food insecurity impacts patient health](#)

In March, nursing students from Madison College's Reedsburg Campus spent a day learning about food insecurity in their communities. They toured food pantries in Lodi and Baraboo to learn about services available for patients who lack adequate and nutritious food.

Students learned that senior citizens who live with food insecurity are at higher risk of chronic health conditions and depression. High blood pressure and diabetes often result from poor food choices due to poverty or lack of access to healthy foods. Children experience food insecurity, too. According to Feeding America, one in five children in Southcentral Wisconsin suffers from hunger.

At the end of the day, the student nurses volunteered at Second Harvest Food Bank of Southern Wisconsin, an organization that serves 16 counties in Southern Wisconsin through local partner agencies.

### [College shares space at Watertown Campus](#)

Under a new lease agreement, Discovery Academy alternative high school students take classes at Madison College's Watertown Campus. During the fall semester, 35 students were enrolled in the program and that number is expected to grow.

"We hope to continue the momentum. I have received positive feedback from Discovery Academy students and their families," said Josh Kerr, associate principal of Watertown High School.

The agreement involves one dedicated classroom and one shared classroom. Discovery Academy offers a three-hour session in the morning and another in the afternoon. Some students also attend classes at the high school.

Discovery students experience a college atmosphere, meet college staff and have direct access to Madison College enrollment assistance.

### Nursing students gain eye-opening experience

Nursing students from Madison College's Fort Atkinson Campus are volunteering their time and sharing their knowledge to help give sight to patients halfway around the world.

According to Madison-based Combat Blindness International, one-third of the world's blind population lives in India. Most blindness is preventable through screenings, cataract surgeries and providing glasses or other medical supplies. However, India has a shortage of trained eye care personnel to screen and treat these patients.

### Restoring vision

"In India, cataracts affect people at a younger age when they could still be productive members of society," said Dallas Prockl, leader of the nursing student group. "This disease is easily treatable and within 24 hours of surgery, you can see again."

To meet the need for skilled workers in India, the Madison College students produce videos and learning modules and University of Wisconsin-Whitewater students publish the materials online to train young women from rural communities so they can become Certified Ophthalmic Personnel. Through the process, the American students are learning about how cultural differences affect teaching and patient care.

### Empowering young women

In addition to helping visually impaired patients, the COP program empowers young women with employable skills. They gain confidence and a sense of purpose. Wages and stipends create economic independence necessary for the women to fully pursue their education. Combat Blindness International is opening small eye clinics in remote areas, creating jobs in rural areas for COP graduates to serve their communities.

### Making a difference

"Our students believe making a difference in someone's life is worth giving their time, which is why they are in nursing," said instructor Tara Basu.

This volunteer experience adds to Madison College students' global education and will help them provide culturally sensitive care to future patients.

## English classes bring opportunity to Baraboo

Baraboo's Latino residents had no way to improve their English skills or gain high school diplomas. Their opportunities for advancement were limited—until Madison College stepped in.

Jim Falco, associate vice president of Regional Campuses, and Tina Ahedo, associate dean of Metro Campuses, met with Latino community representatives to discuss options.

“They told us they could not travel a great distance for school. They were working two jobs, had family responsibilities, leaving little time to travel,” Falco said. “The group shared their desire to access educational services that seemed out of their reach.”

As a result, Madison College instructors are teaching beginning, intermediate and advanced English language classes at the UW-Baraboo/Sauk campus. Ninety-four students enrolled in the first semester.

When students have progressed in their English skills, the college will offer preparation for high school diploma examinations.

The initiative demonstrates Madison College's desire to provide access to quality higher education for communities throughout the 12-county district.

## Services lead to student success

From application to graduation and beyond, Madison College provides services to assist students every step of the way. Students who face difficulties or barriers along their education pathway can find many different types of help.

Even before individuals begin their college studies, they can attend an Academic Information Session. Academic advisors help students understand admission requirements, how to select classes and develop a personal education plan. They also answer program-specific questions. Students can attend these sessions in person or online.

Campus libraries provide a wealth of print or electronic resources and staff to help them find what they need. Students access tutoring, supplemental instruction, technology assistance and software skills practice in Student Achievement Centers located at the Truax, Fort Atkinson, Reedsburg, South and Watertown campuses.

## The write stuff

Combined, more than 40 instructors, professional and peer tutors are available throughout

every campus to help with writing assignments or projects through the Writing Center. This service is accessible in person and online. Visits to the Writing Center improve students' performance in their classes and help them with personal communications.

Students who seek career options can visit Career and Employment Services. Staff members educate, encourage and support students and alumni through the career development process. They lead students through career exploration and connect them with employers. Transfer advisors and fairs help students planning to continue their education at a four-year institution or beyond. The college has more than 140 transfer agreements in Wisconsin and elsewhere. Free personal counseling services are available for students struggling with emotional or mental health issues. If necessary, counselors refer students to appropriate community-based mental health providers.

Madison College's Disability Resource Services creates conditions that empower and support students with disabilities to reach their chosen learning goals. This may include accommodations and working with faculty and staff to ensure equal access to all programs.

#### Dollars and sense

SALT, another free service offered to students, provides education and advice on finances and financial aid. Financial Aid office staff also provide one-on-one assistance to connect students with scholarships, grants, work study and loans.

Veterans enrolled at the college benefit from advising and counseling services specifically for them. The Student Veterans Club provides a supportive group for networking, volunteering and helping each other. A Veterans Administration clinical social worker meets with student veterans on campus when needed. College staff can help with on-campus enrollment for VA health care services, adjustment counseling, treatment for addictions, PTSD and other mental health issues and medication management.

This wide array of services helps students become confident, successful learners. They learn to be successful in college and in life after college.

#### Top teacher helps students focus

As students enter Jodi Goldbeck's classroom Monday morning, she greets each one and asks about their weekend. They take their seats and she turns out the lights, puts an image on the screen and leads the class through a guided meditation.

"With each breath, you can take in the air your body needs and become filled with energy," she says. "You can exhale any tension or fatigue you may be experiencing."

Goldbeck recommends giving the brain a break from having to work every waking moment of the day. She hopes the meditation centers the students and gives them a positive way to start the week. It is one of the reasons her peers gave her the 2017 Excellence in Full-Time Teaching Award.

“Jodi makes her curriculum come alive through active and engaged teaching methods, use of real-world situations and staying abreast of industry changes,” said Tina Rettler-Pagel, instructional consultant for the Center for Excellence in Teaching and Learning at the college. Mauricio Hernandez, one of her students, added, “Jodi takes the time to get to know her students and is always available to help us.”

#### Wearing many hats

As a full-time instructor in the Meeting and Event Management program, Goldbeck teaches courses such as Meeting Coordination and Logistics, Registration and Housing, Special Events and Green Meetings. She also advises Business and Applied Arts students and acts as a mentor to fellow faculty members in educational technology.

Her Madison College career began with teaching part-time for the Business Technology program. When she learned of an opening in the Meeting and Event Management program in 2009, Goldbeck jumped at the opportunity.

“[As an instructor] you know you are having an impact on people’s lives,” Goldbeck said of her profession. “I love my students and their commitment to learning.”

#### Wozniak encourages students to go for gold

When Tom Wozniak entered the Alliant Energy Center in Madison, Wis., for his opening address at the Wisconsin SkillsUSA Leadership Conference, all eyes and ears were on him. Wozniak roared in from the back of the auditorium riding his Harley Davidson motorcycle onto the stage. “I wanted them to think of all the skills that go into building and marketing that motorcycle,” he said. “From production to sales, to service, to welding fabrication and painting, all these skills are represented at SkillsUSA.”

#### When they win, he wins

Wozniak serves as team coordinator for Madison College and postsecondary state director for the organization that provides educational programs, events and competitions to support career and technical education.

SkillsUSA involves 30 different contests that range from Automated Manufacturing Technology to Technical Drafting. Some are individual events, others require teams. Contestants complete tasks to demonstrate their skills and industry representatives judge them.

A diesel technology instructor, Wozniak loves to see students succeed. He calls the work he does with SkillsUSA, “the most rewarding thing I do besides raising my own children.”

#### Making it personal

“Tom takes all the students under his wing,” said Jeff Molzahn, SkillsUSA advisor. “During the competition, he is out on the floor checking on all of them. He cares about every individual.” Wozniak encouraged Madison College student Tim Myers of Waterloo to become a SkillsUSA state officer.

“Tom is a dedicated leader and mentor for SkillsUSA. I will always draw from his guidance and passion even after my time on campus,” said Myers, who earned first place in Additive Manufacturing at the state level.

#### More precious than metal

Many students gain national recognition during the contests and return home with job offers. Competitors learn their strengths and weaknesses and where they need to improve.

“I can see how it helps students and impacts their lives,” Wozniak said. “That’s my reward.” Even when they don’t receive medals, Wozniak expresses pride in the students’ efforts. He knows they have reached a high level of skills they will use the rest of their lives.

#### Helping ideas grow into businesses

Bryan Woodhouse looks for opportunities for interaction and cooperation among different Madison College entities. He’s developing new ways the college can serve students, businesses and local economies.

“We have this huge amount of faculty expertise to offer the district,” Woodhouse said. As vice president of Strategic Partnerships and Innovation, Woodhouse integrates services provided by the School of Professional and Continuing Education, the School of Workforce and Economic Development and the Center for Entrepreneurship.

#### Making connections

Woodhouse wants to build bridges to integrate programming throughout the college. He hopes to develop training contracts in areas the college hasn’t offered before such as trades, culinary arts and protective services. The college will provide more Interest-Based Problem-Solving services to third parties.

Under his leadership, the Center for Entrepreneurship has begun offering more workshops and classes for startups and new small businesses including a Business Planning Series. The series includes topics such as Financials for Startups and Small Businesses, Marketing and Social Media for Startups and Business Model Canvas.

### Going on their own

More people are becoming freelance or independent workers and the college is responding to the growth of the “gig economy.”

“People who have experienced layoffs personally or in their family do not want to put themselves in that position,” he said. Woodhouse plans to address their needs with workshops that include: freelancing, partnership agreements, food cart operations and social entrepreneurship.

He established an “Entrepreneur in Residence” program at the college that provides consulting and mentorship for students.

“Hopefully, we can have four entrepreneurs in different fields with office hours including the regional campuses and open it up to early-stage startups,” Woodhouse explained.

### Protecting ideas

With the assistance of the WiSys Technology Foundation, an independent, nonprofit supporting organization for the University of Wisconsin System, Madison College recently helped students submit three patent disclosures and Woodhouse wants to facilitate more student patents, copyrights or commercial licensing agreements.

Madison College is uniquely positioned to assist entrepreneurs in establishing their businesses and helping them flourish.

### New embedded programs build pathway to success

As career pathways at Madison College continue to evolve, the college has developed options to help meet student needs. High school students, current degree holders, unemployed or underemployed workers and young career starters can take advantage of different pathway options through Madison College.

With new embedded technical diplomas, students have more opportunities to create their own path to their career goals.

Embedded credentials offer students the flexibility to build their skills in small steps and provide a path to entry-level positions. If a student is not ready to complete an associate degree, or needs to enter the workforce, embedded programs offer the option to gain a credential and begin working in their industry.

### New embedded programs in 2017

- Biotechnology Laboratory Support Assistant
- Carpentry Techniques

- Construction Essentials
- Electronic Service Technician
- Electronic Assembler
- Management Trainee
- Marketing – Social Media
- Basic Early Childhood Educator
- Early Childhood Education – Preschool

### Frustration leads Sperstad to innovation

Janet Sperstad was sick and tired of people not recognizing her career field as a profession requiring certain skills. When asked “What do you do for a living?” Sperstad proudly said, “I’m in event management.” That reply was often met with blank stares or puzzled looks.

Event management duties were often wrapped into other jobs. It was not identified as a separate entity. There were no academic programs to train individuals for the field.

### Employer need was urgent

Sperstad and her colleagues on the Events Industry Council were lamenting these facts. They recognized that on-the-job training takes too long. Employers needed individuals ready to take on the duties upon hire.

That pain point became the motivation that eventually led to establishment of the Meeting and Event Management degree program at Madison College.

Sperstad researched and found no universities offered a degree in Meeting and Event Management. What’s more, they didn’t seem interested in offering such a degree. Jack Hart, instructor in Madison College’s Hospitality Management program, suggested she approach the college with the idea. Sperstad did all the footwork, surveying employers, tallying job openings and salaries, and recording the necessary skills and knowledge base. She even obtained funds from the Wisconsin Department of Tourism.

Meanwhile, the college asked her to teach part-time in the Hospitality program. “When I walked through the door I thought, ‘you’re going to work here one day,’” Sperstad recalls.

### Doing what she loves

The Meeting and Event Management program was established in 2002 and the college was searching for a program director. Sperstad gave up her business to accept the position.

“Why wouldn’t I want to get up every morning and do something I love?” she said. “I want to make a difference, not a dollar.”

Fast forward 15 years. The profession is now recognized as its own sector by the U.S. Department of Labor with competency standards and a body of knowledge separate and distinct from hospitality.

“It has been my calling to elevate the profession from logistics to design to cognitive science and beyond,” Sperstad said. That quest has taken her around the world consulting with other higher education institutions, speaking at professional conferences and networking with colleagues. And she takes students with her whenever she can.

#### Sharing the recognition

In October, Sperstad was inducted into the Events Industry Hall of Leaders. The award recognizes professionals who have shaped the industry through innovation, influence, creativity and contributions to charitable efforts and the advancement of other members of the community.

She shares her accolades and recognition with Madison College, striving to make the program a thought leader and innovator among other institutions and the profession. Sperstad is proud of graduates who serve corporations, nonprofit organizations, state associations and businesses large and small.

One overarching goal she passes on to students is to create meetings and events that people “walk away from happier and healthier than when they came in.”

#### Learning together through volunteering

Two groups of Madison College students headed south for spring break. They were not bound for the beach. Instead, these students chose to give their vacation time to serve others on alternative spring break trips organized by the college Volunteer Center.

Eleven students and one instructor traveled to New Orleans to volunteer with SBP, (formerly known as St. Bernard Project) a national organization that works to speed up disaster recovery time. SBP volunteers rebuild homes for low-to-moderate income homeowners, focusing on families with small children, the elderly, disabled persons, veterans and the under- and uninsured.

Meanwhile in Perryville, Ark., Dr. Clarissa Sheldon, a veterinary technician instructor, led another team of 11 students working at the Heifer International Ranch.

#### Rebuilding homes and lives

Although Hurricane Katrina passed through Saint Bernard Parrish in 2005, many families still cannot return to their homes. Total property damage from the storm was estimated at \$108

billion.

“The trip was a great opportunity to reach out beyond this community,” said Ana Rodriguez, a liberal arts transfer student. “I wanted to do some good where it was really needed.”

“The students are doing work that is profoundly important to the residents, and to the city as a whole,” said Ali Berenyi, construction instructor, who accompanied the group.

The student volunteers performed different tasks each day and met homeowners who benefitted from their work. Rodriguez was inspired to see how much she and her fellow teammates could accomplish by working together. “It was a great learning experience,” she said.

#### Experiencing limited food supply

Heifer International brings sustainable agriculture and commerce to areas with a long history of poverty. The 1,200-acre ranch is filled with gardens and goats, pigs and cows that are given to families to produce food, create business opportunities, support local economies and create regional development.

At the ranch, students learned about world hunger and poverty. In addition to chores, they participated in teambuilding exercises and spent time in a Global Village to see how people in other cultures experience shortages of food and other resources.

“By 2050, there will be nine billion people living on earth,” said Kailyn Ripp, a veterinary technician student. “We won’t have enough farmland to produce adequate food for them. We need to educate people on how to use what we have more efficiently.”

The group also learned how to reduce food waste and make use of waste for composting soil. Ranch staff challenged each group to consider how they might make changes in their college in light of what they learned.

“The whole trip opened my mind to the struggles of others,” said Ryan Niebuhr, a welding student and U.S. Marine Corps veteran.

Alternative spring break trips provide meaningful experiences where students gain team building, leadership and career-specific skills. They return to campus with renewed sense of purpose and inspiration.

#### Honors Program Student seeks worldwide change

When Luci Chikowero enters a doctoral program, she will already have a great head start. The Madison College graduate completed two Madison College Honors Program projects on feminist issues and earned a Gender and Women’s Studies certificate while finishing her liberal arts associate degree.

Through the Honors Program, qualified students work with a faculty member to develop a research project in their discipline. Each honors project credit requires 51 hours of work. At the end of the semester, students present their projects and receive a grade for their work.

In March, Chikowero, a citizen of Zimbabwe, served on a panel at the United Nations Commission on the Status of Women. She also participated in the CSW World Youth Conference with a group of 12 girls she mentors including her daughter, Maka.

In many African countries, girls are denied education and forced into early marriages that trap them in poverty. Chikowero has joined the fight to end child marriages throughout the world. She wants girls to have the same opportunities as boys and women to have the same opportunities as men.

### **Equality and empowerment**

Her first Honors Program project focused on women in politics with emphasis on liberation struggles in nations such as Zimbabwe and Liberia. The second project was Feminism as a Vehicle for Democracy, Equality and Self-Sustenance.

“My goal was to examine if women’s struggles had translated into women’s freedom, economic empowerment, development and self-sustenance globally.”

A mother of two, Chikowero chose Madison College for the flexible scheduling. She was supported by instructors and especially enjoyed her relationship with Christine Cina, a part-time history instructor who was her advisor for the Honors Program.

“My instructors bought and shared books with me, provided extra resources and told me about conferences that would benefit my research,” Chikowero said.

### **Lesson for a lifetime**

One class in particular gave Chikowero a valuable skill. “In Cultural Anthropology, I learned to view people without judging,” she said. “You can influence without judging.”

Influence is her goal. This spring, Chikowero will enter the University of Wisconsin-Madison for a degree in Family Sociology and Women’s Studies. Eventually, she wants to earn a doctorate degree, teach, study and influence policies around women and girls.

“Some problems require global solutions and I believe I can play a part in getting the solutions,” she said.

Cina encouraged her to seek out other feminist and African scholars so she can add to the foundation Madison College helped her build.

## Madison College Foundation

Dear Madison College Donors and Supporters,

Each fall a diverse group of people from all walks of life enters Madison College as students. These include first generation college students, those who intend to pursue university degrees, parents who need new skills to earn living wages to support their families, and people changing careers, among others. All these students believe higher education will be the key to their success. Your generosity allows Madison College to fulfill its promise to educate our community's future business leaders, health care workers, advanced manufacturing experts, culinary chefs, electricians, first responders and many others.

Whether you gave to the Madison College Foundation for the first time this year or you have been supporting us for many years, we thank you for your philanthropic investments in scholarships and other initiatives to support Madison College students. All gifts, no matter the size, help ensure that deserving students receive the support they need to be successful and to complete their educational goals at Madison College. Please know that your dedication is making a difference for individuals, their families and our community as a whole.

Because of your generosity, 1,398 students attended Madison College this year with scholarship or private grant support. Madison College Foundation is proud to have awarded more than \$1.5 million this year for scholarships, financial assistance programs and other programmatic activities thanks to your commitment to Madison College. Privately funded scholarships and financial assistance programs support access to higher education and help students succeed by earning degrees and certificates faster. Successful graduates, stronger families and a more prosperous community move us forward. We hope you enjoy reading about the impact of your giving through the stories we share in this foundation report.

We appreciate your philanthropic investment in Madison College and its students.  
Gratefully,

Robin Roberts, Board Chair  
Madison College Foundation

Tammy Thayer, CEO  
Madison College Foundation

## New Engagement Opportunities

The Madison College Foundation connects private and corporate philanthropy with opportunities to support Madison College and its students. Private support is essential if Madison College is to continue to thrive, remain affordable and maintain its margin of excellence. The Madison College Foundation offers numerous ways to get involved and affect

positive change. Join the effort to create a brighter future by investing in the hopes and dreams of those pursuing higher education at Madison College. Below are a couple ways to engage with Madison College Foundation and support the college.

#### Visionary Circle

For more than a century, Madison College has served as a gateway to opportunity for students of all walks of life.

Since 1973, the Madison College Foundation has been partnering with community supporters to bridge the gap between what public funds can support and what Madison College needs to set the standard for educational opportunity, achievement and excellence.

Foundation Visionary Circle Members make the Madison College Foundation's work possible. Members provide the core support that enables the foundation to raise funds necessary to help support Madison College and its students.

Investing in the Madison College Foundation helps ensure that Madison College students have the tools they need to reach their goals.

Members of the Madison College Foundation Visionary Circle receive invitations to special campus and community events, regular updates on the foundation and college and acknowledgement in the Madison College Foundation annual report.

#### Legacy Circle

The Foundation Legacy Circle honors alumni, faculty, staff and other friends who have made provision in their estate plans to support Madison College through the Madison College Foundation.

Alumni, faculty and staff members, retirees as well as other friends of the college are including the Madison College Foundation as a beneficiary in their will, an insurance policy, retirement fund or other gift instrument. According to the donor's wishes, a planned gift can broaden the financial base for scholarships, academic programs and facility enhancements. This contribution will ensure the Foundation's ability to promote learning and success at the college, which in turn benefits families throughout Madison, South Central Wisconsin and beyond.

To learn more, please contact:

Foundation CEO Tammy Thayer at 608.246.6451 or email [tthayer2@madisoncollege.edu](mailto:tthayer2@madisoncollege.edu)

Foundation Executive Director of Philanthropy Bob Dinndorf at 608.246.6440 or email [rdinndorf@madisoncollege.edu](mailto:rdinndorf@madisoncollege.edu)

## Culinary career takes graduate from coast to coast

Marissa Bertram's culinary career has taken her from Lake Geneva to New York City to San Francisco, but her heart remains in Wisconsin.

She joined the ProStart Culinary Team at Badger High School in Lake Geneva "just for fun," never expecting to find something she wants to do for the rest of her life.

"My teacher encouraged me to join and said it would be a good life skill," Bertram recalled. "I loved the creativity and working with my hands." As a teenager, her first food service job was at Big Foot Country Club in Lake Geneva.

After graduating from high school, Bertram enrolled in Madison College Culinary Arts program and gained more experience while working at Sweet House of Madness Bakery in Lake Geneva. She also competed with the college culinary team winning the state contest and Student Chef of the Year as an individual.

"Competitions were my favorite part of the Culinary Arts program," she said. "You work closely with the instructors and get lots of feedback to help you grow and improve." She appreciated the assistance and support of instructors Paul Short, John Johnson and Kevin McGuinnis during her time at the college.

Bertram graduated in 2012 and worked as a line cook for fish at L'Etoile, a gourmet restaurant on Madison's capitol square, under executive chef Tory Miller.

In her first job involving savory foods, she acquired more experience by working through all the stations in the kitchen. Her next move was to New York where Bertram was a meat cook at Lincoln Ristorante, featuring upscale Italian fare at the Lincoln Center for Performing Arts.

## Job security

Because of a nationwide shortage, experienced line cooks can pick and choose between jobs. Eager to gain some West Coast experience, Bertram moved to San Francisco where she visited several restaurants before accepting a position at The Perennial, a unique business that Bon Appétit magazine said, "might be the most sustainable restaurant in America."

To expand her restaurant repertoire, Bertram works as a line cook, does some butchering, works the front of the house and prepares the bar.

## No place like home

On a recent trip back to Wisconsin, Bertram toured the new Culinary Arts facilities at the college. Although her Madison College degree prepared her well for the restaurant world, the larger, well-equipped culinary labs made her wish she could come back and take more classes.

“It is a high-quality program,” she said. “I work beside people who went to expensive culinary schools and my skill level is equal to theirs.”

Eventually Bertram would like to own her own restaurant but feels she has much more to learn. She hasn’t decided where she would like to settle.

In her travels so far, there is one food item she hasn’t found: cheese curds.

What is her favorite food to prepare? “I’m always in the mood for something cheese related, thanks to my Wisconsin background,” she said.

### Shining a light on apprenticeship

When you walk through the new construction at Madison College’s Truax Campus, notice the many light fixtures illuminating the dining and food preparation areas. All of them were installed by Madison College graduate Kevin Wirth.

As a student at Middleton High School, Wirth didn’t want to spend four years going to college and end up in debt. “I wanted to make money and not waste time or money,” he said. Aside from that, he didn’t know what career would be best for him.

While working at Panera Bread, conversations with his manager led to a meeting with Mark Loeffelholz, the owner of Forward Electric. He told Wirth about electrician apprenticeships and encouraged him to apply.

### Big commitment

Electrical apprenticeships require a five-year commitment including 8,400 hours of on-the-job training and 400 hours of paid classroom and lab training. At first that seemed like a long time, but Wirth decided the investment would pay off—and it has. Looking back, he said the time went quickly.

“We usually have them work as a stock person or material handler so they see the job sites and know what is involved before they commit,” Loeffelholz explained.

After spending two and a half years as a materials handler, Wirth started working as an un-indentured electrician. He applied for the apprenticeship, took an aptitude test, had an interview and was placed on the active waiting list for six months. At that point, he almost gave up.

Finally, the apprenticeship committee made up of union and contractor representatives approved Wirth’s application. At this point, he entered into a formal indentured contract with Forward as his “home shop.”

### Step-by-step training

During the first year, apprentices spend one day a week in class at the Commercial Avenue Campus.

They are not allowed to work with any live or “hot” wiring and receive many hours of safety training. In his second year, Wirth took classes at night. Third and fourth year classes were held one day every other week. By the fifth year, he was working in the field alongside a journeyworker all the time.

As a union apprentice, Wirth was assigned to two other companies before returning to Forward in the final year. He appreciated the opportunity to learn from a variety of journeyworker electricians and to see different ways of assembling, installing and wiring electrical systems.

He passed the journeyworker exam for state licensure, good for four years, before completing the required apprenticeship hours.

### Job security

Since becoming an apprentice, Wirth has spent most of his time working at the Truax Campus. He takes great pride in the new Atrium Café, Diane’s Delicious Diner and the culinary labs where he ran conduit, pulled wires and installed fixtures.

Wirth enjoys working with his hands and doing something different each day. “The work is challenging and you have to use your mind,” he said. “You envision something and then make it all come together.”

Wirth credits Loeffelholz for steering him in the right direction. Since becoming a journeyworker, he has always had a paycheck and works up to 80 hours some weeks. Loeffelholz said since the economy has improved, the need for electricians has increased. Apprenticeship trades are up 10 percent from previous years and growth is expected for the next five years.

As a journeyworker, Wirth passes his knowledge on to current apprentices. Like him, they have discovered a way to gain valuable job skills and get paid while going to school, resulting in a rewarding career that pays well.

### Service Champions revolutionize customer service

According to the Wisconsin Department of Tourism, the state’s hospitality industry contributed \$20 billion to the economy in 2016. Much of that revenue relies on good customer service. Hospitality workers welcome visitors to events, meetings and destinations. The quality of service they deliver could determine if those visitors come back or even settle in our communities. However, increased turnover leads to inconsistent service and high costs for hiring and training new staff.

“Eighty percent of service issues could be dealt with at a lower level when front-line staff are trained and empowered to do so,” said Dennis Wessel, director of Business and Industry Services for Madison College. “That would allow managers to deal with more big-picture decisions and actions.”

#### Training addresses need

To determine industry needs, BIS account manager Mike Baldwin met with local restaurant and hotel business representatives. He recognized common problems that could be addressed with employee training and leadership development.

Funded by a state Workforce Advancement Training grant, Baldwin created two training programs: Leadership Academy and Service Champions. These classes empower service workers and relieve supervisors from having to deal with unhappy customers.

Madison College instructors teach employees how to deal with difficult situations and people by using emotional intelligence, critical thinking and customer recovery practices. The Leadership Academy for hospitality managers includes skills development for effective coaching, delegation, employee communications and planning.

The two programs drew 120 participants from 11 businesses in 2016, including employees of restaurants, hotels and hotel management groups. This year, eight organizations are sending employees through the classes.

#### Employers see benefits

“Service Champions and Leadership Academy have really helped us retain and grow our teams,” said Amy Carrick, director of employee development for Food Fight Restaurant Group. “The industry-specific training provides our people with so many tools to help them navigate daily challenges, whether it is serving customers or coaching a team. We’re thankful to have this opportunity to provide to our employees.”

#### Students meet the challenge of modern manufacturing

Workers at power equipment manufacturer Echo Inc. manually assemble about one million fuel lines per year. To achieve future growth, the company wanted to find a faster, less labor-intensive way to produce this key component.

Automated Manufacturing Systems Technology students Eric Laylan and Chris Dalhoff solved the problem by building an automated system to assemble the lawn trimmer fuel lines. Their project earned first place in the FANUC America Advanced Automation Challenge 2.0 and a \$60,000 prize package of equipment for the college.

AMST students use problem solving, critical thinking and teamwork to create their projects. They are matched with a local company to solve a specific problem or to improve

manufacturing efficiencies. The work requires mastery of science, technology, engineering and math.

“This award demonstrates that Madison College’s graduates are equipped with the knowledge and skills they need to solve real-world challenges employers face in an intensely competitive, global economy. It is also evidence that our program is among the best in the country,” said Peter Dettmer, co-program director and instructor.

The AMST program is in its fourth year and the future looks bright for graduates. Graduates get three or four job offers when they complete the program.