



Madison College

# PRESIDENT'S REPORT

February 2022





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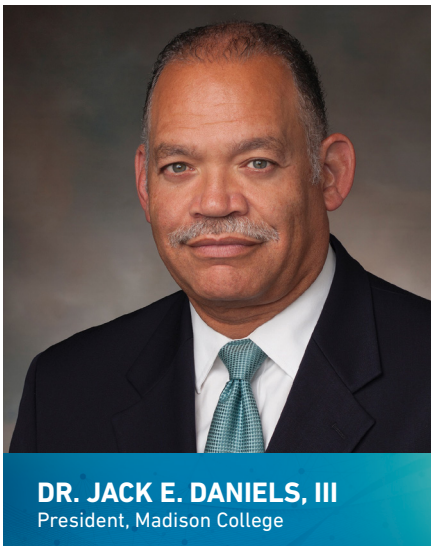
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# 01.0\_\_\_\_\_

## LETTER: WELCOME TO 2022



Dear friends of Madison College,

The year is still young. Here at Madison College we choose optimism as we plan for the rest of 2022.

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This optimism is backed by our respect for the health and safety of our community. And it is evidenced in the smiling eyes of our students and faculty.

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I have no doubt the stories we share with you here will inspire you as they have inspired us. They are proof that the union of determination and hope is stronger than ever at the college.

We value your advocacy, time and confidence in Madison College. Your support emboldens us and propels us into the future.

In sincere gratitude,

Jack E. Daniels, III, Ph.D.  
President, Madison College



WHAT GUIDES US

# 01.1 \_\_\_\_\_

## MADISON COLLEGE: MISSION, VISION, VALUES



### MISSION

Madison College provides open access to quality higher education that fosters lifelong learning and success within our communities.



### VISION

To be the leader in accessible affordable education that meets the evolving needs of our diverse communities.



### VALUES

- » Excellence
- » Respect
- » Commitment to students and diverse communities
- » Making higher education available to all



# 02.0\_\_\_\_\_

## ECONOMIC IMPACT HIGHLIGHTS







# 02.1 \_\_\_\_\_

## OUR GRADUATES THE EVERYDAY IMPACT OF MADISON COLLEGE



[CLICK ON IMAGE TO WATCH THE VIDEO](#)



### GRADUATE EARNINGS

Associate degree graduates **EARN \$11,600 MORE PER YEAR** than workers who stop at a high school diploma.



### JOB MARKET

**1 OUT OF EVERY 33 JOBS** in the Madison College district is supported by Madison College.



### ALUMNI YIELD

**\$871.4 MILLION IN ADDED INCOME =** economic boost of hosting the championship game 3x.



### STUDENT SPENDING

**STUDENTS SPEND \$14.3 MILLION =** enough to buy 1 year of groceries for 1,151 families.



### COMMUNITY INVESTMENT

**FOR EVERY \$1 INVESTED IN MADISON COLLEGE...**

- **STUDENTS GAIN \$3.70** in earnings
- **TAXPAYERS GAIN \$1.60** in added revenue and savings
- **SOCIETY GAINS \$5.70** in added income and savings



# 03.0\_\_\_\_\_

## LOOK WHAT WE'VE DONE: SUCCESS STORIES







# 03.1 \_\_\_\_\_

## A DREAM COME TRUE – AYELE'S GRADUATION STORY



Fall 2021 student commencement speaker Ayele Dossavi addresses the audience.

I was full of joy knowing I would wear the royal blue gown with all its decoration as I shared this beautiful moment with an audience.

When the school administration decided to hold Fall 2021 graduation in-person, I was so excited! I started preparing for that beautiful event immediately. My dream was to experience commencement in person.

You cannot image how delighted I was when I learned I was chosen to be the student commencement speaker. I felt the pride of being a role model throughout my body. I was full of joy knowing I would wear the royal blue gown with all its decoration as I shared this beautiful moment with an audience.

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**My goal was to encourage students who were immigrants in the U.S., to inspire hope.**

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What an honor to share my story and encourage other students. During my speech, I was relaxed yet eager. My goal was to encourage students who were immigrants in the U.S., to inspire hope. My two children and my friends were there that day to celebrate with me.

After the challenges of the pandemic and virtual learning, in-person commencement felt even more important. To commemorate our accomplishments with thousands of people was the best way to rejoice. It was a great opportunity to take a picture with President Daniels and celebrate with all the Deans of Madison College. Even the music was incredible!

This experience empowered me and has already shaped my future. I strive every day to be a leader. Since that December night, I've passed my nursing board exams and I'm ready to help others in my career. I also hope to inspire future healthcare workers to choose the Madison College School of Nursing.

– Written by Ayele Dossavi, Fall 2021 nursing graduate.



## 03.2\_\_\_\_\_

### HELPING AFGHAN FAMILIES START OVER IN WISCONSIN



Volunteers package and sort donated clothing at a September 17 drop-off event.

In August, we learned that refugees from Afghanistan were being relocated to Wisconsin's Fort McCoy.

The Ho-Chunk Nation was coordinating a donation drive to provide Afghan families with essential items for their new lives in Wisconsin. Fort McCoy sits on Ho-Chunk traditional territory and they wanted to welcome Afghan families and their allies to their homeland.

Madison College recognizes and respects the Ho-Chunk Nation as a community partner. In this spirit, we reached out and agreed to join forces in gathering donations for the refugee families.

We collected items at all regional and metro campuses for three weeks. This led up to our September 17 drive-thru event at Truax Campus. People donated clothing, footwear, personal hygiene products, backpacks, luggage and baby items.

About 35 volunteers made the drive-thru event a success. People from across the college directed traffic, unloaded vehicles, sorted and packed items. That day alone generated 14 pallets of donated goods. This was enough to fill our facilities truck three times.

Roughly 115 vehicles came through with donation items.

We then committed ourselves to sorting all of the items so they could be given to families more quickly.

Not only did we see our faculty, staff, and students give time and materials to the donation drive, we made connections with community organizations across the district. We were all connected by a desire to help.

I'm proud of this effort because it allowed us to strengthen our relationship with our partners and put the mission of our college—meeting the evolving needs of our diverse communities—into further action.

– Contributed by Nicole Soulier, Madison College  
community engagement coordinator



## 03.3 \_\_\_\_\_

### NATIONAL GUARD MEMBERS RECEIVE C.N.A. TRAINING



Nursing instructor Caron King shows Guard members how to administer a partial bath.

COVID-19 and its variants have caused a nationwide nursing shortage. During the peak of the omicron variant surge, hospitals were having to turn away patients and cancel elective procedures.

Enter the National Guard.

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Governor Tony Evers announced nearly 100 members of the Wisconsin National Guard would receive certified nursing assistant training at Madison College.

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In January, Governor Tony Evers announced nearly 100 members of the Wisconsin National Guard would receive certified nursing assistant training at Madison College.

The projected staffing relief was expected to allow skilled nursing facilities to open up roughly 200 more beds by the end of February.

Dr. Lisa Greenwood, Associate Dean of Nursing says, "Our healthcare providers are beyond exhausted. This historic partnership between Madison College and the National Guard is critical in providing Wisconsin communities and the healthcare industry the help they desperately need in the fight against COVID-19."

The Guard members arrived on campus and dove into their training. Over two intense weeks, they earned their digital badges. This hands-on education will provide a ripple effect of relief in the months ahead.

Approximately 230 Wisconsin National Guard members are working in healthcare facilities throughout Wisconsin.

This collaboration has shone a spotlight on Wisconsin and on Madison College. Local, regional and national news outlets have shared this story on a grander scale. This is proof that the innovative and generous spirit of Madison College is a force for good in our community and beyond.



## 03.4\_\_\_\_\_

### ALUMNUS OUSMANE KABRE CREATES FUTURE LEADERS OF CHANGE



Ousmane Kabre made a memorable impression while at Madison College.

Determination is what makes a dream turn into a goal. Effort makes that goal become a reality.

Madison College Business Management alumnus, Ousmane Kabre, started his journey from West Africa. He came to the United States to learn English and find opportunity.

At Madison College, Ousmane put in that determination and effort, earning himself prestige as a Student Senate President, a Wisconsin Technical College State Ambassador, and by earning the Karen Roberts Student Life Leadership Award. Ousmane also earned a seat at the Phi Theta Kappa International Honor Society and was awarded the Jack Kent Cooke Foundation Undergraduate Transfer Scholarship.

With a list of accomplishments like that, it's without wonder that Ousmane Kabre would now earn the Wisconsin Technical College System's 2021 Distinguished Alumni of the Year award, presented by the District Boards Association.

Provost Turina Bakken shared, "In my 25 years at Madison College, I have had the honor of working with many outstanding students—students who have modeled the ideals of the WTCS with integrity, work ethic and great success. Yet there is one who simply rises above all, in character, in occupational and educational success, in serving our communities and quite literally in changing our world. That is Ousmane."

Ousmane doesn't intend to stop there. He earned a Master of Accountancy from UW-Madison. This gave him the foundation for his career in finance. It also led him to a way to show people of his home country their own potential: he started the nonprofit organization, Leading Change.

His Leading Change dream is to transform more than 1,000 young Africans into leaders by the year 2030. Ousmane plans to make that dream happen by jump-starting the road to success for 24 Leading Change Scholars journeying from West Africa to Wisconsin.

For those aspiring scholars, Leading Change opened an educational center in Africa, opening its doors for those taking their first steps of success. Just like Ousmane, some of those scholars will begin their journey here at Madison College.



## 03.5

### DR. KEN WALZ RACKS UP AWARDS FOR CLEAN ENERGY EDUCATION



Dr. Ken Walz explains the benefits of solar energy.

Renewable Energy instructor Dr. Ken Walz has played a significant role in the quest for a clean future. He continues to prove how much impact one person can make in pursuit of a goal.

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Renewable Energy instructor Dr. Ken Walz has played a significant role in the quest for a clean future.

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His impact continues to earn well-deserved recognition. RENEW Wisconsin, an organization that recognizes clean energy efforts made at the business and individual level, has honored Dr. Walz with the title of Clean Energy Educator of the Year.

This is not the only award he has earned. Dr. Walz holds a stellar collection of awards for his contributions to a renewable future through education:

- William H. Mearly Faculty Member Award
- Association of Community College Trustees Outstanding Faculty Award
- Carnegie Foundation and the Council for Advancement and Support of Education's Professor of the Year
- Wisconsin Association for Environmental Education's Energy Educator of the Year

Dr. Walz also serves as director of CREATE (Center for Renewable Energy Education). Through CREATE, he provides educators across the nation with instructional materials and methods designed to stimulate the future of renewable energy.

His achievements reflect greatly on Madison College.

In 2020, Madison College earned the Green Power Leadership Award by the U.S Environmental Protection Agency, thanks in part to Dr. Walz' commitment to sustainability.

President Daniels says, "I congratulate Ken for the innovative leadership and expertise he brings to the college and his students. These are distinctions we can all celebrate and take pride in."

Madison College will continue to work toward a greener future. As we do, we will be looking to our bright star Dr. Ken Walz to guide us there.





## 03.6 \_\_\_\_\_

### FURTHERING STATEWIDE EQUITY AND INCLUSION

Madison College has been part of the WTCS Diversity, Equity and Inclusion Committee for some time.

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To bring about change, we need to be able to talk about the challenges we face.

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Over the past year, efforts were focused on establishing affinity groups, employee of color mentoring, and equitable hiring practices at various colleges. These connections have been used to compare notes across the 16 colleges and to foster ideas and opportunities that further equity engagement. The need for progress throughout Wisconsin has led to the colleges' shared commitment to five leading efforts:

- Sustained conversations on systemic racism and policy reform
- Focus on equity in student access and success
- Use data to close equity gaps
- Review hiring and retention policies
- Increase transparency

To bring about change, we need to be able to talk about the challenges we face. Madison College is proud to partner with WTCS in sharpening our collective equity lens.



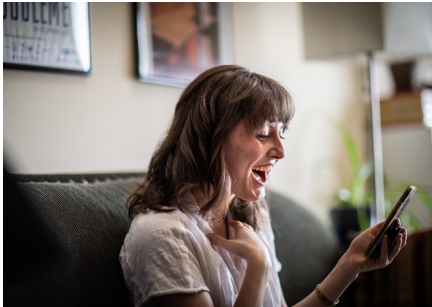
Students enjoy a welcoming, diverse campus environment. (Photo taken pre-pandemic)





## 03.7

### COLLEGE ERASES MILLIONS IN STUDENT DEBT



Students were elated to find out they could return to school.

“Thank you!”

“Bless you!”

Students exclaimed these phrases to me multiple times in the summer of 2021.

Last April, our Financial Wellness team did a preliminary outreach to students to see what barriers stopped them from re-enrolling at Madison College to finish their education.

Students had several reasons in common for being unable to re-enroll. Many could not pay their outstanding balances.

A considerable number had lost income due to reduced work hours or closed workplaces. Some had been forced to start supporting parents and siblings. So many faced stress-related health issues and difficulty adjusting to online learning—their own and their children’s.

And of course, many were grieving family members who passed away unexpectedly from COVID.

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*“What a joy to be able to share some good news with these students.”*

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Our team followed up with them at the end of June to let them know that their outstanding tuition balances would be forgiven through the American Rescue Plan Act at Madison College.

The students’ responses ranged from excited to happy to grateful! One said she had been paying little by little to get back into school. Now the debt forgiveness would get their plans back on track.

Another screamed in my ear, “This means I can go back to school!”

In total, we erased \$4 million of debt for students who attended between spring 2020 and spring 2021.



# 03.8

## WE'D LIKE TO THANK THE ACADEMY

While the work we do is its own reward, recognition is appreciated and helps share the Madison College vision within and beyond our community. Here are just a few of the honors we've received over the last year.

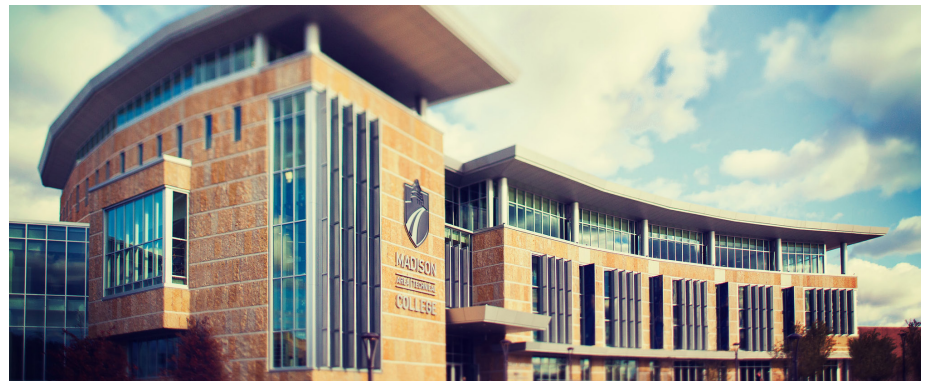
### February 2021

- G.I. Magazine Military Friendly Award (Second consecutive year) Madison College was once again designated one of the top three military friendly colleges in the U.S. (Category: large community college)
- Community Colleges for International Development Faculty Innovation in Global Education Award
- Faculty members Janet Sperstad and Holly Mercier were recognized as innovative leaders in the areas of study abroad and online virtual exchange.

### October 2021

- Association of Community College Trustees (Central Region) 2021 Equity Award
- ACCT awards recognize outstanding community college trustees, equity programs, chief executive officers, faculty members and professional board staff members from throughout the nation.
- Wisconsin Department of Natural Resources Recycling Award
- Awarded to the Culinary Arts and Baking and Decorative Arts programs for innovation in recycling and minimization of waste.

*(story continued on page 15)*





**November 2021**

- ALL IN Campus Democracy Challenge
- The college received a Bronze Seal for achieving a student voting rate of 54.4 percent in the 2020 election. That's a 4.8 percent increase from 2016. The college ranked first in student voter registration and turnout among the state's two-year programs. More than 840 institutions participated in the ALL IN Challenge.
- Government Finance Officers Association's Certificate of Achievement for Excellence in Financial Reporting. This is the highest form of recognition in governmental accounting and financial reporting.

**January 2022**

- Eduardo J. Padrón Award for Institutional Transformation
- The award recognizes community colleges that have successfully implemented institution-wide efforts to address issues of public concern by aligning teaching, research, practice and values in service of the common good.



## 03.9

### FUTURE TEACHER CELEBRATES A NEW PATH TO HER CAREER



Students like Nikki will graduate from Madison College and transfer directly into the UW-Madison School of Education.

When I first heard about the Guaranteed Admission Contract between Madison College and the UW-Madison School of Education, I was thrilled!

Being able to get into a school like UW-Madison once seemed impossible. High school was not easy for me. With this agreement, I now know the “impossible” is possible.

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*“I now know the impossible is possible.”*

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Thanks to the support the program offers, I know exactly what I need to do and that I have a spot waiting for me when I transfer. It’s kind of like seeing a finish line. Some days it seems far away, but I can see it and it gives me hope.

I would encourage other future teachers to take this path because it saves you money and stress. Plus, you’ll earn your associate degree along the way.

I can’t wait to become an elementary school teacher. I have taught at a daycare center, coached basketball and I’m a mom who currently works at an elementary school. Teaching is not just what I do—it’s what I love!

I meet with advisors at both colleges to ensure I’m on track. My Madison College advisor, Tracey, has really guided me. She makes sure I know what classes I need to take, what my different options are. She has made my time here extra great. Better yet, she taught me that there is more than one right path to success!

I have also had some amazing teachers here at Madison College. They have pushed me to think critically and ask questions when things do not make sense. Some teachers have even opened my eyes differently to teaching. They have made me think more deeply of what it really means to be a teacher.

I’m beyond grateful for all Madison College has done to support and prepare me.

– Written by Nikki Retelle-Harden, Liberal Arts Transfer-Education student



## 03.10

### WISCONSIN INNOVATION GRANT WILL HELP WORKING FAMILIES



Governor Tony Evers announces the award at a December 16 press conference.

December yielded a gift for Madison College and the community.

During his December 16 visit to Truax Campus, Governor Tony Evers announced the college would receive up to \$2.9 million to develop in-demand skills training in childcare, advanced manufacturing, health care and information technology.

Madison College is among a dozen regional projects that will receive a total of nearly \$60 million in Workforce Innovation Grants to develop long-term solutions to the state's workforce challenges.

The projects will be funded through the federal American Rescue Plan Act. A second round of grants will be awarded in 2022.

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*"These investments will make a big difference for our workers, families and communities, and the long-term success of our state."*

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"Wisconsin has one of the lowest unemployment rates in the country and we have high labor participation, but our state faces long-standing workforce challenges that existed for years before the pandemic," said Gov. Evers. "These investments will make a big difference for our workers, families and communities, and the long-term success of our state."

President Daniels added, "We know working families often face barriers to accessing higher education and the higher earnings that result from advanced training or a college degree. Access to high-quality childcare and family-sustaining wages are critical to eliminating barriers to accessing higher education and supporting the success of all in our diverse communities."

On February 1, Goodman South Campus hosted a roundtable discussion to begin deciding how to allocate the funds. Madison College stakeholders were joined by leaders from the state Department of Administration, Wisconsin Department of Children and Families and the Wisconsin Department of Workforce Development.



# 03.11\_\_\_\_\_

## IT'S NEVER TOO LATE FOR A NEW BEGINNING



Charles Satterfield on graduation day, May 2021

Charles Satterfield has worked as a night shift custodian at Madison College for about five years. In May 2021, at age 67, Charles earned his GED. His story garnered extensive local media coverage, inspiring others to start over at Madison College.

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*“They never gave up on me, so I never gave up on myself.”*

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**Q: You got your GED at age 67. What made you decide to come to Madison College to complete it after all these years?**

As a custodian on campus, I used to see how hard the students were working. I thought, “I could do that. I could get my GED. And maybe, just maybe I can be a reflection on my grandkids and my children. Maybe I can motivate them to go to school.” It looks like in some ways that’s paid off because my daughter is pursuing nursing and my grandson—he’s only six—but I can see he’s more motivated about school. He sees me going to classes and that’s made him more excited about school.

**Q: How did it feel to earn your GED?**

It felt good. But honestly, my biggest accomplishment is becoming drug-free. I took some turns in life and my family is still what matters most.

When I got cleaned up, I did it for my kids. I honestly never thought about going back to school until I started working here. I saw the students, how hard they were working. But it also looked like fun!

And if I got my GED, I knew I’d make my mom proud. She’s almost 90 and lives in Texas. My family sent her a tape of my graduation and it made her so happy.

*(story continued on page 19)*





**Q: What's next in your future?**

I am enrolled in classes now! It's a challenge with my work schedule because I'm on the night shift. But I am not giving up on myself.

I want to be an addiction counselor and help other people who are in recovery. Maybe I can help somebody. That's my goal.

**Q: How has Madison College impacted your life?**

It got me to go to school. Seeing the students working so hard really got to me. And the staff here –I could go on and on about how wonderful the instructors are.

Any time it got difficult and I thought about quitting my classes, my instructors talked to me and kept me going. They never gave up on me, so I never gave up on myself. That was pretty cool.

**Q: What advice would you give someone who is thinking about coming back for their GED?**

Don't give up on yourself. You never know what can happen. Until you try. Just try ...



# 03.12\_\_\_\_\_

## ACHIEVING THE DREAM



Our journey with Achieving the Dream provides the opportunity to make significant, strategic improvements to the already great work we do for students. I'm all in for that!

Achieving the Dream is a national, nonprofit network organization that helps colleges make evidence-based institutional improvements. They are committed to sustainable changes that lead to student success and the closing of achievement gaps.

Achieving the Dream focuses on students' success in their academic goals and beyond, extending into the vitality of their communities. This idea meshes perfectly with Madison College's mission, which is focused on open access, quality higher education that fosters lifelong learning and success within our communities.

The organization has a long history of helping to facilitate strategic, data-driven improvements at more than 300 colleges. One of our own WTCS colleges, Northeast Wisconsin Technical College, is a Leader College of Distinction with Achieving the Dream.

I got involved because of my deep commitment to serving students. It is my genuine honor to work with students every day.

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Our journey with Achieving the Dream provides the opportunity to make significant, strategic improvements to the already great work we do for students.

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Our journey with Achieving the Dream provides the opportunity to make significant, strategic improvements to the already great work we do for students. I'm all in for that!

– Written by Holly Mercier, Marketing Faculty and  
Achieving the Dream Core Team Co-chair



# 03.13\_\_\_\_\_

## SPECIAL EVENTS CELEBRATE CULTURE AND DIVERSITY



The Hmong New Year celebration showcased fashion, food and tradition.

The pandemic hasn't stopped college-wide efforts to build a more welcoming and inclusive learning environment. One of the ways we do this is through special events.

Throughout 2021 we hosted several opportunities for students, staff and the community to learn more about various cultures. This opens the door to deeper understanding of each other and our collective histories.

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This opens the door to deeper understanding of each other and our collective histories.

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### **April 2021: Indigenous Education Week**

Students had a chance to learn about indigenous languages and foods. Highlights included a performance by Native Pride Dance Troupe and a discussion with Isanti Dakota filmmaker/comedian Dallas Goldtooth.

### **September-October 2021: Hispanic Heritage Month**

The college celebrated Hispanic culture with a series of in-person and virtual events. Options included a performance by Ballet Folklorico Los Angeles, a Frida Kahlo paint party and a showing of Lin Manuel-Miranda's movie musical *In the Heights*.

### **October 6-7, 2021: Indigenous People's Day celebrations**

Madison College recognized Indigenous People's Day through a series of events held at most campuses. The ceremony included a land acknowledgment presentation celebrating the inherent sovereignty of the Ho-Chunk Nation and the 11 indigenous First Nations that originated in Wisconsin. A Native American drum group also performed.

*(story continued on page 19)*



**November 12, 2021: Veterans Day event**

This event honored all veterans and recognized the impact that the United States military has had on different communities. It was sponsored by the Madison College Native American Association, the Office of Equity and Inclusion, Veteran Resource Services and the Ho-Chunk Nation. All veterans in attendance were awarded a certificate.

**December 12, 2021: Hmong New Year celebration**

The events included a fashion show and opportunities to enjoy food, games and door prizes. The goal was to educate the community on Hmong culture and Hmong New Year traditions. Efforts were coordinated by the Asian American Student Association, Intercultural Exchange and the Office of Equity and Inclusion.

**January 13, 2022: Embrace Your Identity Fashion Show**

This fashion show focused on celebrating identity through fashion and expression. Transgender performance artist ALOK attended and signed copies of her new book.



# 04.0\_\_\_\_\_

## MADISON COLLEGE AT A GLANCE



# 04.1

## THE STUDENTS WE SERVE

The students of Madison College represent a diverse array of cultures and life experience. Every single one of them has a story to tell. We're honored to play an important role in one chapter, their education. Throughout our history, our students have made an impact on the community with their good sense, strong work ethics and commitment to a brighter future. Their resilience over the last couple of years is impressive, but far from surprising. Thank you for your support in fostering their continued success.

*From the 2021 Graduate Employment Report  
\*Students may be counted in multiple categories  
\*\*Includes dual credit students*

### CAMPUS ENROLLMENT 2020-21 ACADEMIC YEAR

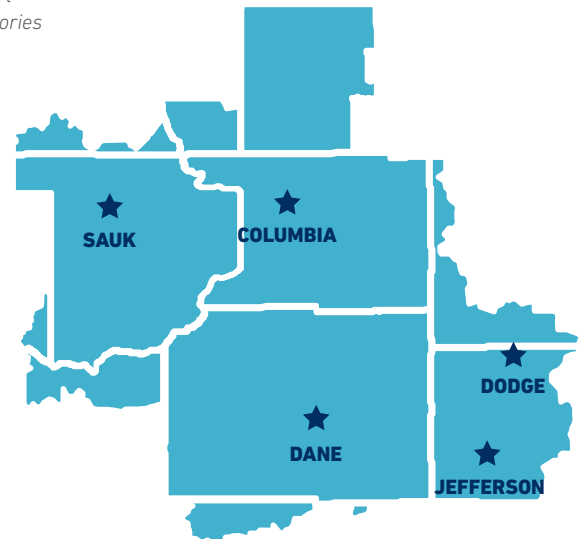
#### MADISON CAMPUSES

TRUAX	6,566
COMMERCIAL AVE	581
MADISON SOUTH	678

#### REGIONAL CAMPUSES

FORT ATKINSON	625
PORTAGE	826
REEDSBURG	702
WATERTOWN	380
ONLINE	16,988

**TOTAL ENROLLMENT 22,854**







# 04.2

## OUR DIVERSITY

Madison College wants every student to feel seen, heard and represented. We are committed to building an equitable, inclusive and diverse learning community. Everyone deserves to feel welcome and included in the classroom, and to see themselves reflected at all levels. Research has shown that a diverse campus leadership has a direct, positive impact on the student community. We will continue to do all we can, for as long as we must, to deepen that impact for every Madison College student.

Sources: Source: Cognos FTE and headcount



### RACE/ETHNICITY 2021-21 ACADEMIC YEAR

#### BREAKDOWN

CAUCASIAN	66.02%
HISPANIC/LATINO	12.74%
AFRICAN AMERICAN	7.01%
DID NOT DISCLOSE	5.4%
ASIAN	4.4%
MULTI-RACIAL	3.93%
AMERICAN INDIAN	0.43%
HAWAIIAN/PACIFIC ISLANDER	0.06%



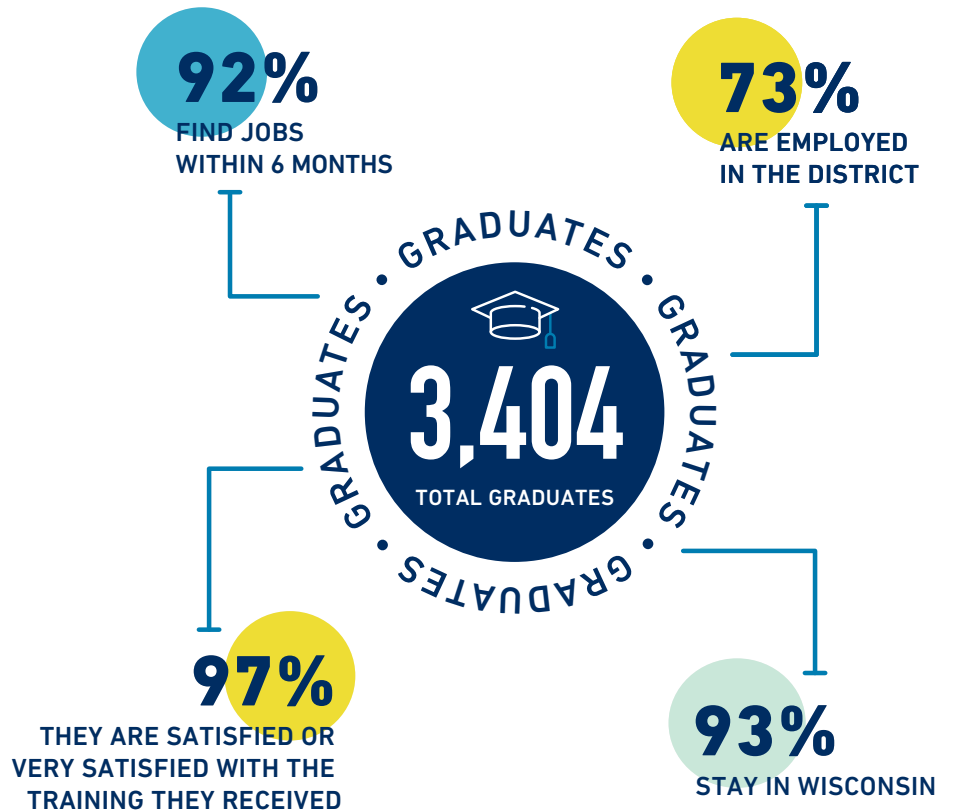
# 04.3

## OUR GRADUATES

They are everywhere. Our graduates move on to find fulfilling careers in everything from healthcare to manufacturing to business to video game animation! When you interact with a local organization or business, odds are good that you're interacting with a former Madison College student. Even during the pandemic, our job placement rate was nearly 90% within six months of graduation. **And in 2021, that number rose back up to 92%.**

Sources: From the 2021 Graduate Employment Report

### OUR GRADUATES 2020-21 ACADEMIC YEAR





From the Office of the President  
Truax Campus, Main Building  
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