

SPRING 2024

Impact

WAUKESHA COUNTY TECHNICAL COLLEGE



Embracing



Working Professionals
ACHIEVING DEGREES



THE
STUDENT'S
STORY

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Enjoy this spring edition of the Impact



WCTC Impact is designed to showcase stories of how our graduates, students, instructors, and community and business partners strive to make a difference in the world around them, and how WCTC has propelled them to succeed. This publication highlights the latest happenings, changes and improvements at the College, and it shines a light on student and alumni achievement.



Impact is published for the communities of Waukesha County Technical College.

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A Message from the WCTC PRESIDENT



It is an interesting time for higher education in Wisconsin. At WCTC, it is a time of growth. We recently completed our 100th year in operation, our enrollment has grown over the past several semesters, and we are leading in artificial intelligence and automation. We also recently announced a new partnership with the University of Wisconsin-Milwaukee in creating the UWM University Center at WCTC. Our relationships with local businesses, industry, higher education partners and, most importantly, our students, have never been stronger.

As the College grows and expands programs over this decade, we will continue to provide greater opportunities for residents of our local communities to participate in new academic programs, events and activities on campus. Part of our long-term vision is to serve as the regional hub for our area of the state. You will see big things happening on campus.

This spring, we begin construction on a first-of-its-kind applied AI lab to complement our AI degree and certificate programs. The lab will advance the ethical use of AI providing our regional businesses and entrepreneurs with an advantage over their national and global competitors. We are resolved in our commitment to deliver for the taxpayers, driving community prosperity.

I hope to see you on campus,

Rich Barnhouse, Ph.D.



WAUKESHA
COUNTY TECHNICAL
COLLEGE

Hands-on
Higher Ed

800 Main Street, Pewaukee, Wisconsin 53072



Embracing

AI

WCTC Emerges as a Leader in Artificial Intelligence for Higher Education, Business and Industry

Waukesha County Technical College has been laser focused on bringing artificial intelligence (AI) to the forefront and positioning itself as a leader in this revolutionary technology. And AI is quickly gaining momentum in a number of areas at the College, in the business community – and beyond.

Academic Programs, Applied AI Lab to Focus on **REVOLUTIONARY TECHNOLOGY**

To start, the College launched short-term certificates in fall 2023, followed by a full associate degree, which will welcome students in fall 2024. Now, the College is in the process of creating the WCTC Applied AI Lab: Wisconsin Center for AI Development and Implementation to strengthen the workforce and economy.

"We have emerged as the experts in AI, as it relates to business and industry. There are a few four-year and research institutions that are doing work with artificial intelligence, machine learning and deep learning, but it's at such an abstract level," said WCTC President Rich Barnhouse, Ph.D. "Where we really lead is putting the tire tread on AI and allowing it to hit the road. We're not just teaching in labs and lecture halls; we're going to be educating the entire workforce and creating new businesses and industries."

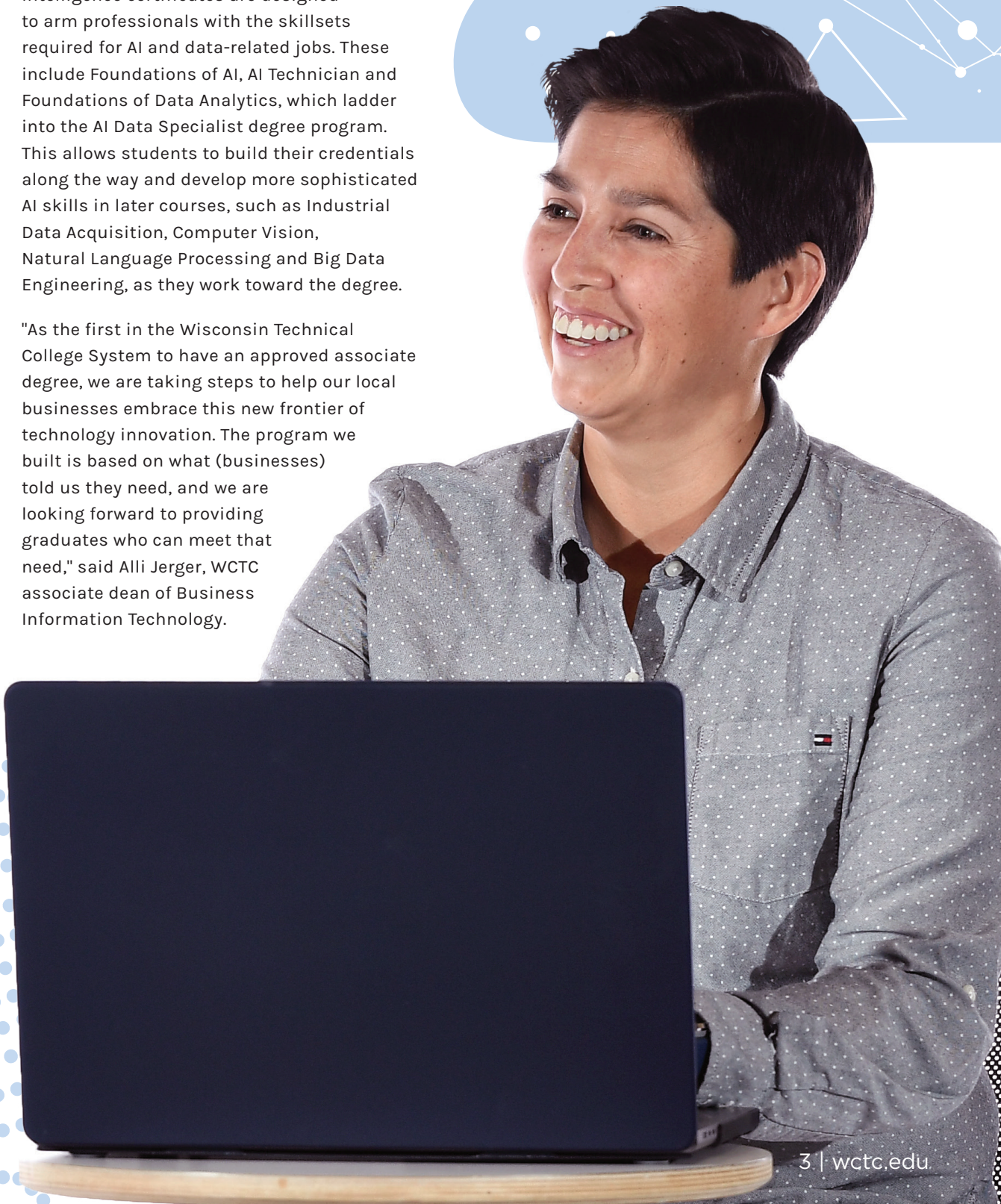
Where we really lead is putting the **tire tread on AI** and allowing it to hit the road."

- WCTC President Rich Barnhouse, Ph.D.

Certificates and Programs **DELVE INTO AI**

On the academic side, the College's artificial intelligence certificates are designed to arm professionals with the skillsets required for AI and data-related jobs. These include Foundations of AI, AI Technician and Foundations of Data Analytics, which ladder into the AI Data Specialist degree program. This allows students to build their credentials along the way and develop more sophisticated AI skills in later courses, such as Industrial Data Acquisition, Computer Vision, Natural Language Processing and Big Data Engineering, as they work toward the degree.

"As the first in the Wisconsin Technical College System to have an approved associate degree, we are taking steps to help our local businesses embrace this new frontier of technology innovation. The program we built is based on what (businesses) told us they need, and we are looking forward to providing graduates who can meet that need," said Alli Jerger, WCTC associate dean of Business Information Technology.



AI Lab Designed to Support Existing and Future **BUSINESSES AND INDUSTRIES**

On the business side, the purpose of the WCTC Applied AI Lab is to create a hub to support AI implementation and development, said Laura Krohn, executive director for the College's Corporate Training Center (CTC). Additionally, the lab will help entrepreneurs in the creation of new AI businesses – ultimately leading to entirely new AI industries.

"We're really looking at small and mid-sized businesses and how we can help them implement AI," Krohn said. "Our goal is to help businesses stay in business and grow, which will help support the economic engine in the region."

The lab will be housed on the first floor of Building Q on the main Pewaukee campus, in a fully renovated 5,000 square-foot space – with future plans for a large expansion. The facility will be remodeled to include state-of-the-art offices, conference rooms, huddle spaces, open workstations, collaboration and incubation space, and a dedicated entrance. Construction is slated to begin later this spring, with the official opening in fall 2024.

Experts in the WCTC Applied AI Lab will work with businesses and entrepreneurs to share AI knowledge and help them work toward their AI goals, no matter what sector they're in – even if that sector is not yet defined or established.

"What we're going to do is allow unbelievably talented and creative people to collide ideas, and build businesses and industries – and economies – that don't exist," Barnhouse said.

We're really looking at small and mid-sized businesses and how we can help them implement AI."

- Laura Krohn,
Executive Director,
Corporate Training Center (CTC)

Ahead of the opening of the AI lab, the College is offering daylong AI seminars through the CTC. These are intended to help business and industry professionals understand what artificial intelligence is, discover how it can be used at their companies and gain insight on how to apply it, Krohn explained. The first seminar – AI and the 21st Century Worker – was held in late March and focused on key concepts, practical application, future trends and personal upward mobility strategies; additional seminars are being planned for June 6 and Sept. 12.

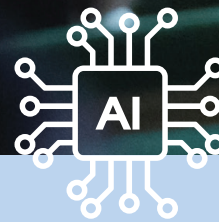
COLLABORATING with Higher Education Institutions

As WCTC continues to develop its AI efforts, the College has been collaborating with the Milwaukee School of Engineering (MSOE). Moving forward, the two institutions will create pathways to four-year degrees in IT and machine learning at MSOE that have a focus on artificial intelligence.

WCTC's vision for AI is broad, Barnhouse said, and the College is excited to be at the forefront of a transformational technology that will have a marked impact on the workforce and play a critical part of day-to-day business – much like the internet.

"We intend to shape and revolutionize the economic landscape for Southeastern Wisconsin and to set a model for the United States," Barnhouse said. "We are pushing the envelope on artificial intelligence and we intend to lead indefinitely." ■

To learn more about **AI OPPORTUNITIES** at WCTC, visit wctc.edu/ai.



AI DATA SPECIALIST

60-CREDIT ASSOCIATE DEGREE

Develop the data and programming skills necessary to acquire, analyze and prepare data for use in machine learning algorithms in this first-of-its-kind comprehensive associate degree program in Wisconsin.

wctc.edu/ai-spec

AI TECHNICIAN

23-CREDIT TECH CERTIFICATE

Go beyond foundational AI skills. Dive into algorithms for predictive analysis, computer vision, natural language processing and more.

wctc.edu/ai-tech

FOUNDATIONS OF AI

17-CREDIT TECH CERTIFICATE

Build a solid foundation for a career in AI. Learn important data skills to support AI, including how to extract, analyze and prepare data for algorithms.

wctc.edu/ai



Nontraditional Students are

WCTC Students

Nontraditional students, those age 25 and older, represent a wide range of adults attending college later in life. Their road to education may have been postponed or interrupted for any number of reasons, among them full-time work, caregiving responsibilities or a change in career.

At Waukesha County Technical College, more than 40 percent of postsecondary students – those taking any course that can be credited toward an associate degree, technical diploma or certificate – are older than 25. Meet a few recent and soon-to-be grads who came to WCTC as older adults and how their College experience is impacting their future.

Jasmine

911 COMMUNICATION CENTER SUPERVISOR

Freeman

While Jasmine Freeman was in high school, she started working at Arby's and quickly moved up the ranks to become general manager of her own store, overseeing day-to-day operations.

During this time, she earned her certified nursing assistant (CNA) credential at WCTC – and had a short stint in healthcare – and later dabbled in a few

accounting classes, but ultimately chose full-time work over college. She switched jobs in 2016 and became a 911 telecommunicator for Waukesha County, and later, the 911 Communication Center supervisor.

In her restaurant and telecommunications roles, she honed her leadership and management skills, which heavily influenced what she did next.



"I like to be a part of the change and influence others - in a healthy, productive, positive manner - to do the same," she said, and she enrolled in WCTC's Human Resources program.

Returning to college at 32, Freeman worried she wouldn't belong and questioned if it was too late: "It felt like, 'no, girl. You already got your chance,'" she said, but she eventually embraced her older student status.

She drew upon life events from her young adulthood - from losing jobs, to breakups, to falling down and getting back up - to shape her experience and share wisdom with younger classmates.

"When I scraped the dirt off my knees and enrolled yet again at

WCTC, I saw it as a platform for me to finally use those experiences as ammo to move the heck forward," she said.

And move forward, she did, earning her associate degree and three certificates at WCTC in 2021, and a certificate and bachelor's degree from the University of Wisconsin-Green Bay in 2022 and 2023, respectively.

Freeman said WCTC helped her believe in herself and realize she was deserving of the many rewards that are the result of hard work and a solid education.

"WCTC was the first place that really made me put (myself) first and understand that I was worth a lot as long as I knew that and did something with it," she said. ■

“ At WCTC, I saw it as a platform for me to finally use those experiences as ammo to move the heck forward.”

- Jasmine Freeman, Human Resources, Class of 2021





Bradley

IT CLIENT SERVICES SPECIALIST

Wooten

“If you have doubts, let an entire campus believe in you until you believe in yourself. That is a place of strength.”

- Bradley Wooten, IT-Cybersecurity Specialist and IT-Network Security, Future Class of 2024

At 38, Bradley Wooten wanted an entirely new career - with a completely different skillset from the one he developed. After high school, he earned bachelor's degrees at a local university (Philosophy, Journalism and Mass Communications), and later, a Paralegal diploma from another institution. He spent years in paralegal, customer service and restaurant management jobs but was always drawn to information technology.

"I spoke to a representative from the graduate school of my alma mater and discovered it did not offer coursework that taught the specific and specialized skills I wanted to know," he said. "WCTC does."

In 2022, Wooten started studying IT at WCTC, and it was a cybersecurity competition that sealed the deal. "My first experience with the National Cyber League as a competitor is what confirmed IT a passion and viable career."

Wooten immersed himself in activities, including leadership positions with the IT Club and Cybersecurity Team, membership on the WCTC IT Advisory Committee and in three honor societies (plus receiving a prestigious scholarship award) among others. Additionally, he began working at Husco in 2023 after connecting with the company at a WCTC IT Career Fair. His full-time position also filled the internship requirement for both the IT-Cybersecurity Specialist and IT-Network Security programs, which he will graduate from later this year. He is currently the U.S. IT client services specialist at Husco.

"If I can do night school, work 40-plus hours and be involved in extracurriculars, anyone can. If you have doubts, let an entire campus believe in you until you believe in yourself. That is a place of strength." ■



“(Flexibility) was a game-changer.”

- Jaimie Sponder, Human Resources and Leadership Development, Class of 2023

Jaimie Sponder

DIRECTOR, YMCA

At age 19, when many of her peers were heading to college, Jaimie Sponder took a different path, becoming a parent to her baby daughter. She paused her education and at 24, earned her GED. She hoped to continue with school, but life took more unexpected turns: she got married, welcomed a bonus son and had three more daughters, focusing her energies on caring for her family.

As her children got older, Sponder began working as a volleyball coach and later in customer experience roles at the YMCA.

With unwavering support from her family and employer, Sponder, now in her 40s, enrolled in WCTC’s dual-degree Human Resources and Leadership Development program in fall 2021. A few months later, she was promoted to membership director at the YMCA of Greater Waukesha County, Southwest Y.

She found herself juggling new work and school responsibilities with family commitments, and her mother also became critically ill and spent three months in a coma. Sponder was by her mother’s side

throughout the illness, and served as healthcare power of attorney and primary caregiver.

Sponder continued to take tests, attend online classes and complete assignments – many times, from her mother’s bedside – as she knew her mother would have wanted Sponder to achieve her dream. Sadly, her mother died in spring 2022, but Sponder kept her promise, earning two degrees in 2023, in part thanks to encouragement from the WCTC community.

"The staff made it clear in that first class that flexibility was on the table, contingent on effective communication. I found this policy to be a game-changer," she said. "Instructors at WCTC ... genuinely care and are there to help you succeed. (Their) embrace of flexibility and empathy has undoubtedly made the academic journey for adult students like myself manageable and enriched, with a sense of understanding and support." ■

Sherry

LABOR & DELIVERY NURSE

Drinan

When Sherry Drinan divorced in 2015, she had spent most of her married life managing her household and caring for her four children as a stay-at-home parent.

"I did not have an impressive business work history, nor the retirement to go along with it. I knew if I wanted to create the life I desired, I needed to go back to school," she said.

Drinan earned two associate degrees (Advertising and Marketing) and a bachelor’s degree (Graphic Design) in 1995, and she became certified as a personal trainer in 2014. The latter focused on anatomy and physiology, and she developed a love for helping people become healthier. "Nursing seemed a very logical next step," she said.

In 2019 at age 48, she enrolled at WCTC. It was a new, but challenging, start. A few months before her general education classes

began, Drinan suffered a minor stroke – but she persevered.

"I was determined I was going to have a viable and rewarding career," she said. "I needed to show my kids that you can grow and





evolve at any point in your life, and sometimes you have to dig deep into your soul to find your strength."

Unfortunately, that strength would be tested again. As she was about to start Nursing courses, she was diagnosed with invasive breast cancer; treatment involved multiple surgeries and rounds of chemotherapy. Her health, plus school and other responsibilities, left Drinan feeling overwhelmed and defeated.

"I (went) through my entire Nursing school career waging the cancer battle," she said.

Despite wanting to give up, Drinan's children raised her up, and she received tremendous compassion and support from WCTC faculty and staff. This collective encouragement shifted her mindset, helping her move forward.

Thankfully, Drinan's cancer is in remission and she's embracing her role as a labor and delivery nurse at Waukesha Memorial Hospital.

"If given the opportunity to do it all over again, I would choose WCTC again - without a doubt," she said. ■

“You can grow and evolve at any point in your life, and sometimes you have to dig deep into your soul to find your strength.”

- Sherry Drinan, Nursing,
Class of 2023

Since Kathi Moses was a little girl, she loved styling hair, learning new techniques and trying different looks.

Her hope was to one day become a hairstylist with her own salon. But like many returning adult students, life took an unconventional path.

At 21, she had her daughter, followed by a son a few years later. She needed to provide for them, and returning to school posed a challenge as a single parent. Then she discovered WCTC's part-time Cosmetology program.

"I was a mom and I had to work," said Moses. "But then I found out that WCTC offered a night program so I didn't have to sacrifice work to also pursue my dreams at the same time."



At 34, Moses enrolled at WCTC. She continued working in a medical office, but as soon as her work day ended and her children were cared for, she headed to campus. Because of support from her mother, employer, and WCTC faculty and staff, she stayed the course.

Moses benefited from instructors' real-life stories and examples shared in class, which made learning more authentic. Faculty were also understanding of students' unique circumstances outside the classroom.

"It was always positive reinforcement coming from every single (instructor), and I really appreciate that," Moses said. "It takes the weight off you a little bit to know that

you have instructors in your corner. They want to see you win; they want you to be successful."

Today, Moses rents a chair at King's Barber and Beauty Shop and is finally able to realize her dream.

"I truly can't believe that I'm doing what I love every day, and I'm successful in it," she said. ■

“I didn't have to sacrifice work to also pursue my dreams.”

- Kathi Moses, Cosmetology,
Class of 2022



Kathi

Moses

HAIR STYLIST



Matt

OWNER, MATT
GERBER DESIGNS

Gerber

Matt Gerber spent many years as a restaurant manager and server before taking the leap in his late 20s to return to college and earn his Graphic Design degree at WCTC.

After high school, he attended classes at different universities but didn't find the right fit. He put education on hold, focused on work and later realized he wanted to pursue a degree.

He always had an interest in layout and design but hadn't considered it as a job; he hoped to shape his career into something that prioritized time with his wife, Julie (a WCTC Hospitality graduate), his daughter and later, his son.

"It was a very chaotic period in my life," Gerber said of his return to college. "I was busy working full time, I had a very new family and I was going to school."

And although he was dedicated to his education, life happened: his child got sick or he had a work conflict, and he needed flexibility and accommodating instructors, which, he said, WCTC provided.

"The reason I chose a technical college was really work-life balance," he said. "The ability to set my schedule and choose the classes and the times - it fit into our lives perfectly."

Faculty were a source of inspiration, bringing a high level of experience to the table and an understanding of the challenges working adult students face.

Gerber interned at Marcus Promotions while at WCTC, which led to a permanent job and reaffirmed he picked the right field. Creative roles at other companies followed, and today, he runs Matt Gerber Designs. He's also given back to his alma mater, having served on the Graphic Design Advisory Committee.

"After WCTC, not only do I have this great career, but I'm self-employed. I get to set my own hours, be there when my kids get home from school and for every event," he said. "My work-life balance is exactly what I set out to do." ■

**“It fit into our
lives perfectly.”**

- Matt Gerber, Graphic
Design, Class of 2012



Nestled in the heart of downtown Waukesha lies Chef Pam's Kitchen, a culinary haven where food enthusiasts come to learn, create and connect. At the helm of this thriving enterprise is Pam Dennis, a New England native whose journey from naval captain to culinary entrepreneur is as captivating as the flavors she serves.

After earning her Bachelor of Science in Nursing in 1983, Dennis embarked on a remarkable three-decade career in the U.S. Navy, serving most recently as a captain and senior nurse executive overseeing hundreds of healthcare personnel across the Midwest.

Growing up near Boston, Dennis loved spending time in the kitchen with her mom, learning to make bread from scratch and Mediterranean dishes from her father's Albanian roots. Her palette would expand further while living abroad during her time in the Navy.

Culinary Crossroads

Stationed in Italy in her 20s, Dennis' culinary journey truly began to take shape. "My 'Italian mom' who lived across the hall shared her love for cooking with me," said Dennis. "My roommate and I ate with their family at least four times a week." This fusion of food and fellowship planted the seed for a future she had not yet envisioned.

A Recipe for **REINVENTION**

Inside Chef Pam's Kitchen



Chef Pam's Kitchen
280 W. Main Street, Waukesha
chefpamskitchen.com

Over the following decades, Dennis continued working in the healthcare space and even started two master's programs in healthcare administration that were ultimately interrupted by relocation or deployment. At age 50, she made the decision to pivot toward her passion for cooking and used her Wisconsin GI Bill to attend culinary school at WCTC.

At WCTC, Dennis found not only the advanced training she sought but also a supportive community that embraced her as a nontraditional student. She had the opportunity to spend six weeks in Rota, Spain as part of her culinary internship, working in a fish restaurant, tapas bar and paella restaurant. Under the mentorship of her instructors, Dennis honed her skills and graduated with her Culinary Management degree in 2017.

"I loved that WCTC was so helpful right away from my first call to them," said Dennis. "Chef Andy Tenaglia, Randy Grippe and Chef Jack [Birren] all had a big influence on me while in culinary school, and what they taught me will stay with me as a chef."

Armed with her newfound culinary expertise, Dennis embarked on an entirely new journey of entrepreneurship, opening Chef Pam's Kitchen in early 2019.

At the heart of Chef Pam's Kitchen are her chef-assisted cooking classes, where guests prep, chop and cook a three-course meal, then sit down and enjoy their creation together. "I think people these days are looking for experiences to share with friends and family, and these classes offer that to them," she said.

Aside from classes, guests can enjoy an array of immersive culinary experiences, including private events, kids' camps and team-building events. They can also take home the popular pizza kits and other to-go options.

Expanding Horizons

As the demand for her unique offerings grew, so did the need for more space. In June 2021, Chef Pam's Kitchen expanded to add 3,500 square feet and three additional commercial kitchens. The added space made it possible to scale up another key element of the business: kitchen rentals.

Today, more than two dozen local artisans rent Chef Pam's Kitchen space for their culinary endeavors. Husband Brian Dennis puts his business background to work, supporting the artisans through contracts, packaging and other business guidance, while Chef Pam offers help with culinary questions.

“What [the instructors] taught me will stay with me as a chef.”

- Pam Dennis, Culinary Management, Class of 2017



"Our goal is always that they become so successful that they outgrow our kitchen, and for those who are holding down a full-time job and doing the culinary endeavors end up making the culinary choice the full-time job," she said. "Then we know we have helped in a special way to see them succeed."

Dennis and her husband launched their popular Winter Farmers Market in 2022, providing a platform for local vendors to showcase their products and a space for the community to gather during Wisconsin's long, cold winters. Nearly 20 different vendors come together every first and third Saturday from November until April offering a variety of products, plus music, wine tastings and more.

Looking ahead, Dennis' ambitions show no signs of slowing down. In spring 2024, Chef Pam's Kitchen is launching franchising opportunities in 34 states. "We heard so many people who were coming to classes from out of state say, 'We wish there was something like this where we live,'" she said, "and after hearing that so much, we decided to move forward with the endeavor." Also in the works is a Chef Pam's Cookbook featuring recipes from both her heritage and her travels abroad.

Dennis credits her time in the Navy for instilling in her the values of leadership, camaraderie and a people-first mentality, which continue to guide her work today. She remains committed to proving that the power of food extends far beyond the plate. ■



WCTC President Rich Barnhouse, Ph.D., celebrates with Waukesha County Executive Paul Farrow.

100TH ANNIVERSARY

Last year marked an amazing and historic one for WCTC, as the College celebrated its milestone 100th anniversary filled with special events, recognitions and honors, and a look toward the exciting Next Century of Impact. The College would not be where it is today - and will not be able to reach its destiny - without support from so many individuals, businesses, partners and donors. The College is grateful to these businesses and organizations that provide significant support for cutting-edge tools and technology and ensure future generations of students are equipped to be leaders in the modern workforce.



Metal-Era, an expert in the commercial roofing industry, is the largest and most accomplished edge metal systems manufacturer in North America. An industry leader, Metal-Era has become an invaluable partner of WCTC. The company's commitment to excellence aligns seamlessly with the College's mission to provide top-notch education in Metal Fabrication and Welding, Robotics and Mechanical Engineering Technology programs.

Metal-Era actively engages with WCTC by serving on numerous advisory committees. This ensures that WCTC programs remain at the forefront of industry trends, and that graduates are equipped with the skills and knowledge ever-evolving workplaces demand. Additionally, through these committees, Metal-Era is able to extend their support to recruit prospective students. This not only benefits the students, but also fortifies Metal-Era's pipeline for future skilled employees.

The company sponsors Dual Enrollment Academy high school programs and hires graduates from a variety of WCTC's applied technologies programs. This speaks to the quality of a WCTC education and also showcases Metal-Era's commitment to fostering local talent.





Trace-A-Matic produces precision CNC machined parts and assemblies for an array of industries including aerospace, defense, food processing, medical equipment, power generation and more.

Established in 1968, this Brookfield-based company has evolved into a state-of-the-art multifacility operation that uses the latest CNC manufacturing technologies to produce complex and intricate components that meet or exceed the most critical tolerances.

Committed to a culture of service, Trace-A-Matic actively seeks to give back to the community. Through volunteering and financial gifts, the company supports organizations like Habitat for Humanity and the Milwaukee Rescue Mission, among others. Trace-A-Matic is also a proud sponsor of the Waukesha and Elmbrook school districts' robotics teams.

A longtime partner of WCTC, Trace-A-Matic was the founding employer partner and a

key architect in establishing the College's Dual Enrollment Academy (DEA). Launched in 2013, this program allows qualified high school students to explore high-demand fields and earn college credit while still in high school. Thanks to continued input from industry leaders like Trace-A-Matic, the DEA program has been able to provide advanced training to hundreds of future manufacturers in areas like CNC, welding, robotics and more.

In 2016, the Wisconsin Technical College System Board awarded its Futuremakers Partner award to Trace-A-Matic, recognizing the company's significant contributions to both the DEA program and the College's Integrated Manufacturing Center. Today, Trace-A-Matic remains one of WCTC's most active supporters.



Eaton, a diversified, global power management company that operates through various segments - including electrical products, electrical systems and services, aerospace, vehicle and e-mobility - is a champion of technical education and a proponent of WCTC.

Eaton's partnership with WCTC has helped to motivate students, strengthen and refine the skills of its existing workforce and explore opportunities for future collaborations.

A highly specialized, first-of-its kind training program, the coil winding boot camp, was developed between Eaton and

WCTC in 2022 to train coil winders, which are in high demand. With a curriculum jointly created by the company and the College, the camps help Eaton employees learn many facets of the coil winding process, both on the shop floor and in classrooms. This benefits employees, the College and the greater Waukesha





Quad, founded in Pewaukee in 1971, has evolved from a tech-obsessed commercial printer into a global powerhouse in marketing experience with solutions that span every facet of the marketing journey.

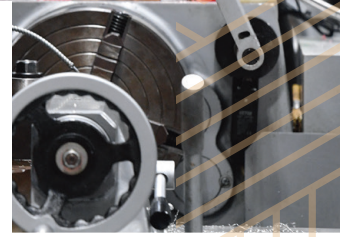
Supported by data-driven intelligence and state-of-the-art technology, Quad helps its clients, which include industry-leading blue-chip companies, forge direct connections with consumers worldwide. By providing a better marketing experience, Quad enables its clients to focus on delivering the best customer experience.

For more than three decades, Quad has partnered with WCTC to identify and cultivate skilled talent for a broad range of opportunities, such as the Industrial Electrician apprenticeship. Since its inception in 2002, Quad has had 182 apprentices complete the program. More than 100 of these apprentices are currently employed by Quad, with many others having stayed on until their retirements.

Quad

Other key partnerships include the Maintenance Mechanic, Maintenance Technician and Mechatronics Technician programs, among others. WCTC's proximity to multiple Quad plants also makes it easy to connect with new recruits to fill highly skilled maintenance positions at the company's manufacturing locations throughout Southeastern Wisconsin.

Like Quad, WCTC is committed to meeting the ever-changing needs of industry. More than 1,400 industry professionals, including members of Quad's leadership, serve on the advisory committees that guide WCTC curriculum and serve as vital links between the College and the community it serves.



County community as an investment in workforce development. Additionally, through customized trainings and specialty workshops available in WCTC's Corporate Training Center, Eaton has provided employees with opportunities to update and refine their skillsets.

Eaton continues to expand its partnership with WCTC. Company employees share their expertise with WCTC by serving on program advisory committees in the manufacturing area to ensure what is being taught in the classroom reflects industry needs, and

Eaton welcomes students to their facilities for tours and information sessions to discover the many opportunities available in the industrial trades. Students have served apprenticeships and internships at the company - many of which have led to permanent, full-time professional and technical jobs.

Eaton's unwavering support of WCTC continues to contribute to a better-educated workforce and a stronger economy.

EATON

Powering Business Worldwide



Generac is a leading, Waukesha-based energy technology company that manufactures a wide range of backup and prime power systems for home and industrial applications, solar-plus-battery storage solutions, advanced power grid software solutions, virtual power plant platforms, and engine- and battery-powered tools and equipment. In 1959, Generac introduced the first affordable backup generator and later created the category of automatic home standby generator. Generac remains committed to sustainable, cleaner energy products poised to revolutionize the 21st century electrical grid.

Generac considers education a key focus area in the community, which is reflected



in its longstanding relationship with WCTC. The company's financial and in-kind donations help the College continue to improve its equipment and facilities, while its input through WCTC advisory committees helps ensure that program curriculum aligns with the ever-changing needs of the industry.

Generac's support also helps power unique learning opportunities like WCTC's career exploration summer camps for middle and high school students. The manufacturing tracks in these camps allow youth to try out hands-on activities in areas like CNC, welding, machine maintenance and robotics.



With a joint commitment to bridging the skills gap and developing a talent pipeline, WCTC and Generac continue to work toward a bright future for advanced manufacturing in Southeastern Wisconsin.

The Waukesha County Center for Growth has been a strong partner and collaborator with WCTC. As Waukesha County's economic development organization, one of the Center for Growth's four core functions is to develop a talent pipeline that can help contribute to the next generation's workforce - something in which the College plays an important role. Additional functions of the organization include attraction, retention and expansion services;

small business consulting; and finance and incentive programs.

In partnership with Waukesha County, the Waukesha County Business Alliance and local municipalities, the Center for Growth was developed in 2016 with a focus on expanding the county's economic base by ensuring businesses and communities have the resources they need to grow.

WCTC has been working closely with the Waukesha County Center for Growth and the Waukesha County Business Alliance to help develop talent, and mitigate workforce shortages, by introducing



Power Test, LLC – an industry leader in the design, manufacture and sale of dynamometers, heavy equipment testing systems, and related data acquisition and control systems – has long been an outstanding partner to WCTC. The company’s unwavering commitment to excellence aligns seamlessly with the College’s mission to provide cutting-edge education in CNC Machining, Electronics, Robotics and Mechanical Engineering Technology programs.

Power Test recognizes the quality of education at WCTC and actively seeks out graduates from the College’s diverse programs. Whether a CNC machining specialist, a robotics enthusiast or a mechanical engineering whiz, Power Test provides a platform for students’ and graduates’ skills to shine.

Additionally, Power Test demonstrates a dedication to upskilling their workforce by having their employees participate in



tailored training programs through WCTC’s Corporate Training Center, which ensures they remain at the forefront of their field.

Power Test employees have served on WCTC advisory committees, and this collaboration certifies College programs remain relevant, responsive and aligned with industry needs. The company also plays a vital role in student recruitment as employees share their experiences and insights, inspiring future talent to enroll in WCTC programs.

Power Test’s commitment to technical education is beneficial to students, but it also strengthens the company’s pipeline for skilled and dedicated employees.



students to the many opportunities available in the county. This work has included participation in Schools2Skills™, a program designed for middle and high school students to tour manufacturing businesses and post-secondary institutions like WCTC. Schools2Skills™ helps students discover connections between business and education and exposes them to the breadth of career pathways in the manufacturing industry as they plan for the future. Additionally, WCTC has worked closely with the Center for Growth to support a variety of other initiatives.





SUMMARY OF WCTC PROGRAMS

Apply NOW! Choose from over 90 Degree Programs!

Architecture and Construction

Building Trades - Carpentry
Refrigeration, Air Conditioning and
Heating Service Technician
Concrete Finishing (ABC)
Electrician (ABC)
Plumbing (ABC)

Business, Management and Finance

Accounting
Human Resources
Marketing
Real Estate

Education

Cosmetology
Master Aesthetician

Interior Design

Graphic Communications

Health
Nursing
Dental Hygiene
Phlebotomy
Surgical Technology
Medical Assisting

Hospitality, Culinary, and Baking and Pastry

Information Technology

Artificial Intelligence (AI)

Liberal Arts

Manufacturing

Welding
Robotics
Tool and Die

Protective Services

Criminal Justice
Emergency Medical Technician
Fire Protection Technician

Science, Technology, Engineering and Math (STEM)

Biomedical Electronics
Electrical Engineering
Manufacturing Engineering
Mechanical Engineering

Transportation

Automotive Maintenance
Diesel Maintenance
Truck Driving (CDL Class A)

Check out all
our programs
at [wctc.edu/
programs](http://wctc.edu/programs).

TRANSFER OPTIONS

Ready to Try Something Different?

We make transferring easy! Check out wctc.edu/transfer to take the next step in your education at WCTC.



NEW DEGREE AND DIPLOMA PROGRAMS

AI Data Specialist

60-CREDIT ASSOCIATE DEGREE

In this evolving field, students will develop the technical, programming and analytical skills necessary to prepare data for use in machine learning algorithms and support AI implementation in a variety of industries.

Substance Use Disorder Counseling

60-CREDIT ASSOCIATE DEGREE

Students gain preparation to work with individuals experiencing substance use disorders by developing skills in counseling, addiction assessment, case management/treatment planning, group facilitation, trauma-informed care and crisis management.

Mechanical Systems Technology

26-CREDIT TECHNICAL DIPLOMA

Students will build a broad mechanical skillset and learn to perform preventative maintenance, troubleshooting and general maintenance of mechanical systems in a wide range of industries.

Waukesha County Technical College is accredited by the Higher Learning Commission (hlcommission.org), a regional accreditation agency recognized by the U.S. Department of Education. Member college of the Wisconsin Technical College System (WTCS).

All information in this edition of *Impact* is current as of publication printing. The most current information is located on our website at wctc.edu.

Text "wctcalerts" to 78015 to sign up for WCTC emergency alerts.

WCTC prohibits discrimination or harassment based on any status protected by applicable state or federal law.



WAUKESHA
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COLLEGE

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**FROM
UNDERDOG**

WCTC is undergoing rapid transformation, positioning itself as a leader in higher education. We are propelling forward, to enhance educational standards and make remarkable change in industry, ultimately impacting the community and beyond. We are inspiring and driving positive change through those we influence.

**THIS IS THE FUTURE OF
HIGHER ED. JOIN US.**

WCTC.EDU/UNRIVALED



TO

UNRIVALED