

ENVIRONMENTAL SCAN 2017/2018

EXECUTIVE SUMMARY

Moraine Park Technical College

Institutional Research

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All MPTC District Counties

Top nonemployer (self-employment) industries by number of establishments include: construction, retail trade, real estate/rental/leasing, professional/scientific/technical services, and other.

Top industry: Manufacturing,

Top occupation: Production Occupation

MPTC District counties averaged a percent decrease in unemployment (U-3) of 2.8% from 2012 to 2016.

MPTC District counties, as well as Wisconsin, have a lower poverty rate than the United States from 2011 to 2015. Dodge, Fond du Lac, and Washington County have all been continuously lower than Wisconsin's poverty rate, with Washington being the lowest. Green Lake county has had a lower poverty rate than Wisconsin every year (from 2011 to 2015), with the exception of 2013.

The most common race or ethnicity in the four counties is white. The second most common across all four counties, though not nearly as predominant, is Hispanic or Latino.

Majority of veterans in the MPTC District counties are high school graduates/GED or have some college/an associate's degree.

The age of program students is dropping, while non program students remains steady. Program students averaged age 30 during the 2012-2013 academic year, and slowly dropped to 28 over the years leading to the 2016-2017 academic year. During the 2012-2013 academic year, nonprogram students averaged at age 37, which remains true to the previous 2016-2017 academic year.

Washington and Fond du Lac Counties tie for having the greatest percent of their population having a highest level of education attained being an associate's degree, compared with the other counties in the district as well as the state and United States.

MPTC District saw a jump in program graduates from 2016 to 2017. From 2013 to 2015, 1-yr direct enrollment is slightly decreasing and 2-yr direct enrollment is slightly increasing.

Placement rates for graduates has been increasing year over year, with a slight dip seen in 2015, but recovered in 2016.

The amount of FAFSA outstanding dollars is generally increasing every year. The number of recipients has also increased over the years, but has increased at a slower rate each year.

Dodge County

Dodge County shows the greatest difference in gender than any other MPTC District county. Dodge has had a 53% male and 47% female population from 2010 to 2015, while the other counties have either 50% males and females (Green Lake and Washington County) or 49% male and 51% female (Fond du Lac County).

Dodge County has the highest unemployment rate for veterans than all other district counties. It also decreased the least from 2012 than all other district counties.

Fond du Lac County

Fond du Lac County is the only county in the MPTC district where the number of individuals employed and living in the county outnumbers those living in the county and commuting outside the county as well as those living outside the county but are employed in the county. As a result, this county has the shortest average drive time to work.

Fond du Lac also increased the number of individuals living and working in the county the most from 2014 to 2015 compared to the other counties in the district.

MPTC serves the most students from Fond du Lac County. This may be a result of their main campus being located in the county.

Green Lake County

Green Lake County has continuously had the highest unemployment rate (U-3) across all MPTC District counties from 2012 to 2016. Take note of the county's small population as it will have a greater impact on the unemployment rate.

MPTC serves the least students from Green Lake County. Since the 2012-2013 academic year where they served about 800 students, the number of students served have dropped by about 200 students. In the past 2016-2017 academic year, they served just about 600 students. Again, a small population can affect these numbers.

Green Lake County spends on average less than \$1,000 on education, specifically \$964. Wisconsin averages at \$1,315. Green Lake County spends the least on education compared to all other counties in the MPTC District.

Washington County

Washington County has the highest median household income compared to the other MPTC District counties, Wisconsin, and the United States. Washington County also has the largest population compared to all other MPTC District counties, which may affect the median.

Washington County has the most veterans, by count, compared to all other MPTC District counties in 2016. While most counties showed decreases in veterans from 2012 of more than 14%-21%, Washington County decreased only by 5%.

MPTC District counties spend less on education than Wisconsin's average as a whole, with the exception of Washington County.

Commuting Patterns

Other than Fond du Lac County, the majority of residents that live in the other three district counties commute roughly 23-24 minutes to work. This commute is longer than the Wisconsin average, however the United States has the highest average of 26 minutes.

Fond du Lac County has seen the greatest increase in those living and working in the county. On the contrary, Green Lake County saw a decrease in those living and working in the county and saw a large increase in those living in the county, but working outside the county. Washington County saw increases across the board.

Top Industries/Occupations

Manufacturing continues to be the top industry in MPTC's district. MPTC should continue to build relationships with like employers. By aligning MPTC's programs with the needs of area manufacturing employers and establishing employer-student relationships, graduates may find themselves embarking on in-district career endeavors, which in turn would fuel the local economy. Not surprisingly, Production occupations are also the leading occupation in the district.

Non-employer

There continues to be an increase in nonemployer businesses, more commonly known as self-employment. MPTC may want to increase their efforts on advertising their Entrepreneurship certificate, as these businesses may be seeking skill sets that align with construction or real estate, rental, and leasing, or retail trade, which are growing industries among these businesses. In addition, these specific businesses should reach out to area organizations like Envision Greater Fond du Lac for research or any business services they may need.

Unemployment

There has been a consistent trend that when unemployment rates increase, higher education enrollment increases as well as more people out of work go back to school to increase their education or skill set. Contrary, current unemployment rates are down; therefore, enrollment has declined since more people are back in the workforce. MPTC should continue to focus on this as an opportunity to increase various training opportunities with area businesses.

Degrees/Diplomas

There has been a decrease in the number of degrees/diplomas awarded when comparing 2012-2013 to the 2016-2017 academic year. MPTC has witnessed many students starting a program by taking a few classes and then choosing to leave the program for employment (termed "jobbing-out"). Due to this, MPTC continues to build within their program curriculum by incorporating career pathway certificates, so that students who "job-out" have the opportunity to earn a credential without having to graduate. Based off this trend, MPTC should continue the expansion of these certificates that meet employer demands. With versatile credentialing, MPTC may see an increase in enrollment and FTE.

Education Hot Topics

Associate's degrees are expected to increase by 29% from 2013-14 to 2025-26. Aligning curriculum to meet market demands will be essential when building upon existing or new programs at MPTC. Continued exploration into the labor market will be essential for this process.

Changes to the Pell Grant starting for aid year 2017-18 provide incentive for students to complete their schooling more quickly. In the past, students were allotted 100% of their Pell funding—once it was used, they could not receive any more Pell grant for the academic year. The new changes allow student to receive up to 150% of their Pell funding for an academic year as an incentive to finish school sooner.

Moraine Park Technical College will be rolling out the first year of their Promise Program, a program to assist eligible students to receive the financial assistance they need to go to school. This program is expected to have 465 eligible students in the 2018 fiscal year with 186 of these students actually enrolled.

Interestingly in the Huffington Post article on the decline in enrollment, colleges that will survive the decline seem to have one thing in common: ability to adjust to the changing student demographic. The projected number of students by demographics will change dramatically by 2030. White students are expected to decrease by 14% while Hispanic students are expected to increase by 12%, with notable increases in the African American/Black students as well as students from low income households. Similar trends are seen in the overall population of the four counties in the district, specifically with the White and Hispanic/Latino population.