

ENVIRONMENTAL SCAN 2018/2019

EXECUTIVE SUMMARY

Moraine Park Technical College

Institutional Research

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All MPTC District Counties

Top non-employer (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 3.6% from 2013 to 2017.

MPTC District counties, as well as Wisconsin, have a lower poverty rate than the United States from 2012 to 2016. 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 2012 to 2016), with the exception of 2013 and 2015.

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 student's median age was 25 during the 2015-2016 and 2016-2017 academic years, and dropped to 24 in the 2017-2018 academic year. During the 2015-2016 academic year, non-program student's median age was 33, which remains true to the previous 2017-2018 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, and then a slight decrease in 2018. From 2015 to 2017, 1-yr direct enrollment decreased slightly.

Placement rates for graduates hover between 92% and 95% over the past 5 years from 2013 to 2017.

21% to 25% of each of the district counties was enrolled in some sort of school in 2016, which is overall less than Wisconsin at 26%.

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 2012 to 2016, 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 2013 to 2017. 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 2013-2014 academic year where they served about 700 students, the number of students served have dropped by about 150 students. In the past 2017-2018 academic year, they served just about 630 students. Again, a small population can affect these numbers.

Green Lake County spends on average less than \$1,000 on education, specifically \$971. Wisconsin averages at \$1,302. 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 non-employer 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 2013-2014 to the 2017-2018 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

Gen Z have many other names (i.e. post-Millennials, Generation Z, iGen, etc.) and are those born between 1997 and 2012 and are anywhere from 7 to 22 years old. Gen Z-ers are now entering college, with a much different mindset and way of learning than previous generations. Being proactive and addressing these needs (i.e. flexibility, hands-on learning, education that is fully integrated with technology, more diversity, having a voice and opinion that is acknowledged, etc.) will help attract this generation to attend MPTC. One way is to focus on the flexibility Moraine Park has to offer—promoting the ease of transferring credits, ease of building upon previously earned credentials, etc. Gen Z is also entrepreneurial-minded with 13% of this generation already having their own business. Creating an emphasis on entrepreneurship in current programs may attract more of this generation to MPTC programs.

Associate's degrees are expected to increase by 27% from 2014-15 to 2026-27. 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.

Given MPTC has rolled out their Promise Program, a program to assist students graduating high school with college tuition costs, this 2018-2019 school year, it would be worth investigating the viability of a MPTC Reconnect Program targeting adult learners who do not already have a degree/credential. A Reconnect Program at Volunteer State Community College was recently rolled out with great success and was received greatly by those living in Tennessee.

The opportunity exists to grow and expand our program offerings. The top growing industries based on employment growth and wage are solar power, translation services, software publishing, accounting services, and advertising agencies.

In addition to how affordable MPTC is compared with other college options, looking into open educational resources (OER) options, such as OpenStax, could be a huge cost savings to our students.