Manhattan Area Technical College
Board of Directors Meeting Agenda
February 25, 2025/MATC Advanced Technology Center/5:30pm (zoom/live stream)

Mission: Manhattan Area Technical College provides high quality technical, general, and adult education to prepare individuals to pursue technologically advanced careers and lead productive lives in a dynamic and diverse global environment.
Vision: As a leader in technical education, Manhattan Area Technical College will enhance student-centered learning and service to business, industry, and community members.
Values: Providing HIRE Education - Helping Ignite & Revolutionize Education

HELPING IGNITE the ambition and passion:
- in our students through self-advocacy
- in our faculty and staff by providing student centered support
- of our community by supporting regional workforce needs.

REVOLUTIONIZE EDUCATION through:
- active learning with hands-on instruction from day one
- faculty delivering cutting-edge industry driven expertise
- inspiring innovative lifelong learning.

Objectives:
- Offering associate of applied science degrees and technical certificates upon completion of programs and courses in technical fields to meet student, employer, and community needs.
- Complementing technical instruction with general education courses emphasizing written and verbal communication, quantitative literacy, and critical thinking/problem solving.
- Creating opportunities for secondary students in technical and general education through partnerships.
- Providing student-centered services to include counseling, financial aid, skill enhancement and assessment, employability preparation, and student-led organizations.
- Assessing student performance and outcomes to enhance learning.
- Allocating resources to ensure a safe, accessible, and student-friendly learning environment.
- Maintaining integrity through interaction with Business and Industry Leadership Teams (BILT), our Board of Directors, and ensure compliance with approving agencies.
- Serving as a valued community leader and partner in the educational, economic, and workforce development of our service area.

Board of Directors Statement of Ownership: The Board of Directors for Manhattan Area Technical College has identified its moral ownership, to which it has a fiduciary or trusteeship responsibility, as the general public of the college's service areas.

VISION AND MISSION: The Vision and Mission of the Manhattan Area Technical College Board of Directors is to ensure that MATC strives to be a leader in postsecondary technical education in Kansas to prepare people for productive and enriched lives.

Attendance:
Board of Directors

Tim Flanary, Chair (Pottawatomie)

David Urban, Vice Chair (Riley)

Brett Ballou (Riley)

John Armbrust (Riley)

Julie Crimmins (Clay)

Heather Peterson (Pottawatomie)

Dan Strom (Pottawatomie)

Stephanie Pierce (Riley)

Leslie Goodwin (Geary)

Administration/Staff

James Genandt, President/CEO

Pam Imperato, Special Advisor to President

Josh Gfeller, Vice President of Operations

Chris Boxberger, Dean, Academic Partnerships/Outreach

Kerri Bellamy, Dean, Advanced Technologies

Cara Prichard, Chief Financial Officer

Kim Davis, Dean, Nursing Ed & Health

Neil Ross, Dean, Student Services

Peter Vopata, HR Coordinator

Brian Koch, Math Instructor, Chair Faculty Senate

Bryant Kniffin, Marketing Coordinator

Rachel Ohmes, Communications Instructor

Suzy Baker, Exec Operations Coordinator, Board Clerk

<u>Agenda</u> (*items require Board action)

1. Call to Order
   a. Introductions (if necessary)
   b. Agenda revisions (if necessary)*
2. Consent Agenda*
   a. Previous board minutes **(Attachment 1)**
   b. Previous month check register and related financial information **(Attachment 2)**
   c. Organizational update **(Attachment 3)**
3. General Agenda (*items that may require Board action)
   a. Partnerships/Outreach
      i. See President's Report for new initiatives
      ii. Marketing Presentation **(Attachment 4)**
   b. Faculty Senate
      i. Update report **(Attachment 5)**
   c. Operations
      i. Facilities update
   d. Finance (as required)
      i. No requirements this month
   e. Academics
      i. New Faculty Introductions
   f. Federal Notices to all colleges/universities
      i. Title IV of the Civil Rights Act
      ii. MATC Procedure Plan for ICE Presence on Campus
   g. Resource Development
      i. See President's Report for grant updates
   h. Governance Monitoring Reports (as required)

i. No requirements this month
 i. President's Report **(Attachment 6)**
    i. Kansas Technical Colleges Testimony **(Attachment 7)**
    ii. Manhattan Area Technical College Policy 6.5.1, Donated Equipment/ Supplies **(Attachment 8)**
    iii. Manhattan Chamber of Commerce Annual Report **(Attachment 9)**
4. Events/Meetings Calendar
    a. Open House (Feb 27, 9a-1p)
    b. MATC Tribute at State Senate (Mar 4, 2p)
    c. 60th Celebration (Mar 12, 5-7p)
    d. Mar Board Meeting (Mar 25, 5:30p)
    e. Career Fair (Mar 26, 1p-3p)
    f. Signing Day (Apr 10, 1p-2:30p)
5. Adjournment

	Schedule of President's Monitoring Reports
Monthly Through BOD Meetings Written Report in December	1. **GENERAL EXECUTIVE CONSTRAINT** a) The President shall not cause or allow any practice, activity, decision or organizational circumstance which is illegal, imprudent, or unethical
June	2. **TREATMENT OF PEOPLE** a) With respect to treatment of students, staff, volunteers and the community, dealings shall not be inhumane, unfair, or undignified.
October	3. **BUDGETING/FINANCIAL PLANNING/FORECASTING** a) Budgeting shall not deviate significantly from board priorities, or risk fiscal jeopardy.

Quarterly (Reports to Include Both MATC Operating Financials as Well as MATC Foundation Impact)	4. **FINANCIAL CONDITION**
	   a) With respect to the actual, ongoing condition of the organization's financial health, the President shall not cause or allow the development of fiscal jeopardy or a significant deviation of actual expenditures from board priorities established in policies.
	   b) July – September
	   c) October - December January – March
	   d) April – June

Ongoing	5. **INFORMATION AND ADVICE** a) With respect to providing information and counsel to the board, the President shall not permit the board to be uninformed.

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January & August	8. **STRATEGIC PLAN (General Executive Constraint & Board Governance Process)**
	    a) Annual presentation of Strategic Plan…the President shall not operate the college without a Strategic Plan.
	    b) Monitoring progress of Strategic Plan.

February & October	9. **ACHIEVMENT OF ENDS**
	    a) Vision & Mission
	    b) Essential Skills
	    c) Work Preparedness
	    d) Workforce Development
	    e) Leadership

Manhattan Area Technical College
Board of Directors Meeting Agenda
January 28, 2025/MATC Advanced Technology Center/5:30pm (zoom/live stream)

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- active learning with hands-on instruction from day one • faculty delivering cutting-edge industry driven expertise
- inspiring innovative lifelong learning.

Objectives:
- Offering associate of applied science degrees and technical certificates upon completion of programs and courses in technical fields to meet student, employer, and community needs.
- Complementing technical instruction with general education courses emphasizing written and verbal communication, quantitative literacy, and critical thinking/problem solving.
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- Allocating resources to ensure a safe, accessible, and student-friendly learning environment.
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James Genandt, President/CEO   Pam Imperato, Special Advisor to President

Josh Gfeller, VP of Operations   Cara Prichard, Chief Financial Officer

Chris Boxberger, Academic Partnerships/Outreach   Kerri Bellamy, Advanced Technologies

Kim Davis, Nursing Ed & Health   Neil Ross, Student Services

David Umazor, Outreach Coordinator   Kim Withroder, Dir Institutional Research

Harry Watts, (zoom) Dir MATC Foundation   Brian Koch, Math Instructor, Chair Faculty Senate

Suzy Baker, Exec Operations Coord, Board Clerk

Agenda (*items require Board action)

1. Call to Order **Tim called the mtg to order at 5:32**

   a. Introductions (if necessary)

   b. Agenda revisions (if necessary)*

2. Consent Agenda* **Motion made by Tim to approve the Consent Agenda. David 1st, Leslie 2nd. 7 agree, 0 oppose, motion carried.**

   a. Previous board minutes (Attachment 1)

   b. Previous month check register and related financial information (Attachment 2)

   c. Organizational update (Attachment 3)

3. General Agenda (*items that may require Board action)

   a. Audit Update/FY24 Financial Statements* (Attachment 4) **Auditor attended and provided a detailed overview of the audit process, findings and recommendations. Auditor noted improvements in internal controls. A clean opinion was issued, indicating no significant issues with the financial statements other than the need for further reconciliation efforts. Jim and the auditor discussed the importance of data in grant applications and deferred maintenance. Cara's efforts in improving financial processes were acknowledged and appreciated. Jim praised the long-standing partnership with the auditors, emphasizing the benefits of teamwork and open communication. Motion made by Tim to approve the audit report, John 1st, Brett 2nd. 7 agree, 0 oppose, motion carried.**

   b. Faculty Senate (Attachment 5) ~ **Brian highlighted several faculty and student achievements, mentioned upcoming professional development events and trainings for faculty members.**

   c. Operations

      i. Facilities update ~ **Josh - Overview of the snow event management, drainage project progress, geothermal unit issue at Wamego Center and new sign design with WTC partnership. Jim mentioned some renovations are being discussed on our main building, but nothing to present at this point. In response to a question regarding snow days, Jim explained the need to avoid risks associated with travel and that time is factored into the schedule to accommodate potential snow days.**

d. Finance

      i. BHE expenditure report (Attachment 6) ~ **Josh - Explanation of recent expenditures related to furniture RFP and other minor invoices. This is the finalization of BHE expenditure reports with minimal remaining items.**

      ii. FY25 Q2 Actuals (Attachment 7) ~ **Cara presented that both college and foundation are fully secured in terms of bank deposits. Capital assets are detailed, with ongoing projects noted in the construction process. Future debt schedules are outlined, with some obligations excluded until project completion. Interest revenue is higher than anticipated due to conservative initial estimates. Additional interest from a CD will be deposited next month.**

e. Academics

      i. New Faculty Introductions ~ **Kerri introduced Brain Braun, Callie Hansen - they will attend Feb meeting. New clinical adjuncts were hired for nursing, and evening CAN classes are being held in Junction City.**

      ii. Program Updates ~ **Kerri mentioned that the search continues for HVAC and Electrical Instructors. Kerri reported that welding programs have been started at Ft Riley, with plans to expand general education offerings in the fall. Construction Tech is undergoing realignment to meet state requirements. The plumbing program is being equipped.**

      iii. 2025-2026 Academic Calendar* (Attachment 8) ~ **Kerri presented the academic calendar for 2025-2026, noting that it matches K-State's current calendar. Motion made by Tim to approve the academic calendar, Stephanie 1st, Leslie 2nd. 7 agree, 0 oppose, motion carried.**

f. Partnerships/Outreach

      i. Outreach & Marketing Update (Attachment 9) ~ **Chris introduced the new workforce solutions initiative, emphasizing the need to think beyond traditional models to cater to working professionals. The initiative comprises three components: traditional college programs, workforce solutions and the Tech Plus program. This initiative aims to partner with businesses to provide customized training, both credit and non-credit, to address specific challenges faced by employers. Plans to issue internal certificates and explore micro-credentialing to provide additional benefits to participants. Stephanie questioned the vetting process of external instructors and protecting proprietary content. Chris explained the vetting process and the hands-on nature of training that adds value.**

> **Jim discussed the need to rethink marketing and promotion strategies at Ft Riley, especially with the deployment of soldiers. The focus is on keeping families in the area, which could influence soldiers' decisions to retire here.**

g. Resource Development

    i. Patterson Grant Update ~ **Pam reported we have received our first disbursement. Immersive technology coordinator position has been posted & has had several applicants. Andrew has transitioned to Director of Immersive Technologies and is leading efforts around the grant, focusing on software applications and mobile LAN configuration. Upcoming travel to Dreamscape Learning.**

    ii. FRAME Grant Development ~ **Pam reported that this grant was investigated but it may not work for us. This grant offers learning opportunities for partnerships and new ideas. Jim mentioned the challenges of meeting state requirements but highlighted alternative funding routes for success.**

    iii. Jobs for Innovations & Training Grant (GIST) ~ **Pam reported that this grant was submitted in Dec and will partner with MANCO. Pam shared the application for the grant, and ARC grant aimed at the Industrial Maintenance Technology Program. This partnership with MANCO to train 22 individuals during the one-year grant period. The grant requires a $79,000 match, highlighting the importance of understanding financial limitations.**

h. Governance Monitoring Reports (as required)

    i. General Executive Constraint* (Attachment 10) ~ **Jim presented this report. Tim motioned to approve. Brett 1ˢᵗ, Stephanie 2ⁿᵈ. 7 agree, 0 opposed, motion carried.**

    ii. Achievement of Ends - Annual Assessment Report AY 22-23, Adult Learning Student Outcomes* (Attachment 11) ~ **Kim presented the assessment report for the 22-23 academic year, highlighting course evaluations and workforce engagement efforts. Jim emphasized the importance of closing the loop on professional development and assessment of student learning. Tim confirmed that he reviewed the report beforehand and saw no issues. Tim motioned to approve. Leslie 1ˢᵗ, Julie 2ⁿᵈ. 7 agree, 0 opposed, motion carried.**

i. President's Report (Attachment 12)

> ~ **Jim testified to the House Higher Ed Budget Committee, advocating for level funding and discussing the relationship with the State Board of Regents. Jim presented the Regional Growth Summit - MATC received multiple mentions and there is pressure to produce results as part of the Chamber's Growth Summit plans. Jim provided an update on the federal freeze on expenditures. The situation remains uncertain.**
>
> **Jim spoke about the recent co-enrollment agreement with K-State. The objective is to establish an agreement to assist with their enrollment by admitting students who aren't fully qualified for K-State. Draft agreement has been reviewed by both K-State Legal and our lawyers, final changes are being made. Pilot is expected to be effective by Spring 2026to allow time for marketing and procedural arrangements. The agreement is set for 4 years, with an option for either party to withdraw.**

    i. Strategic Plan ~ **Jim presented his Strategic Plan. Volatility, Uncertainty, Complexity, and Ambiguity (VUCA) have been ongoing challenges.**

Expressed concerns about declining enrollment numbers, though our region is less susceptible due to factors like Ft Riley and the K-State collaboration. Government policies and politics heavily influence strategic planning and operations. Public universities and technical colleges are competing for students. This plan emphasizes flexibility and adaptability to maintain value and relevance in higher education.

      ii. HLC accreditation update ~ **Jim presented official letter of accreditation report with a perfect verdict from the Higher Learning Commission. No follow ups or monitoring reports required.**

Events/Meetings Calendar
      b. Feb Board Meeting (Feb 25, 5:30p)
      c. 60th Celebration (Mar 12, 5-7p)
    B. Adjournment ~ Tim motioned to adjourn 7:56p. John 1st, Brett 2nd.

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To: MATC Board of Directors
From: Administration
Re: January Expenditures

February 25, 2025

MANHATTAN TECH
MANHATTAN AREA TECHNICAL COLLEGE

Category	Costs	%
Payroll, Withholdings and Benefits (200, 230, 590)	$ 438,544.03	58.20%
Facilities (510)	$ 33,274.75	4.42%
Student Payments (110)	$ 4,788.00	0.64%
Program Expenditures	$ 142,739.28	18.94%
ALC Operating Costs (excludes salary/benefits) (900, 930, 931)	$ 1,642.27	0.22%
Wamego (excluding salary/benefits)	$ 3,791.07	0.50%
Other Operating costs	$ 128,699.39	17.08%
Total January Expenditures	**$ 753,478.79**	**100%**

***Expenditures occurring outside state appropriated funding, tuition/fees income, etc. as allocated for operations are noted

Threshold Expenditures > $5,000				
Vendor Name	Item(s) Purchased	Cost	Department	Funding
IRS	PR 1.15.25 Payroll deductions	$ 38,219.93	Institutional	
IRS	PR 1.31.25 Payroll deductions	$ 37,446.22	Institutional	
KS Dept of Revenue	PR 1.15.25 Payroll deductions	$ 8,179.50	Institutional	
KS Dept of Revenue	PR 1.31.25 Payroll deductions	$ 8,083.37	Institutional	
BCBS	Health Insurance Premium	$ 69,052.44	Institutional	
KPERS	PR 1.15.25 Payroll deductions	$ 10,485.64	Institutional	
KPERS	PR 1.31.25 Payroll deductions	$ 10,392.93	Institutional	
Evergy	Evergy- January 2025	$ 7,834.12	Institutional	
Watts Consulting	Harry Watts December Contract Hours	$ 5,000.00	Institutional	
BBN Architect	East Building	$ 7,516.15	Institutional	
Kientz & Penick CPAs	FY24 Audit	$ 22,000.00	Institutional	
KS StateBank	KS StateBank January Interest Payment	$ 74,107.25	Institutional	Donations
Anixter	EPD Student Tool Kits	$ 72,362.62	EPD	
SecureW2 Inc.	Secure W2 Renewal	$ 16,142.49	Institutional	
Total January Expenditures Exceeding Threshold		**$ 386,822.66**		

MANHATTAN TECH

MANHATTAN AREA TECHNICAL COLLEGE

MEMORADUM TO: **The Board of Directors**
FROM: **Jim Genandt, President**
Human Resources
DATE: **February 25, 2025**
SUBJECT: **Consent Agenda: Organizational Update**

New Hire/Rehires					
Employee Name	**Position Title**	**DOH**	**Department**	**Funding Source**	**Status**
Justin Merwarth	Immersive Technology Coordinator	3/3/2025	IT	Operating/Patterson Grant	New Hire
Promotions/Title Changes					
Employee Name	**Position Title**	**DOC**	**Department**	**Funding Source**	**Status**
Separations/Retirements					
Employee Name	**Position Title**	**DOS**	**Department**	**Funding Source**	**Status**
New/Advertised Positions					
Position Title		**Department**	**Funding Source**	**Status**	
Adjunct Faculty & Clinical Instructors		Academics & Nursing	Operating	Open	
Concurrent Instructors		Academic Partnerships & Outreach	Operating	Open	
Full-Time Associate Degree Nursing Instructor		Nursing Faculty	Operating	Open	
Full-Time Electrical Instructor		CEM Faculty	Operating	Open	
Full-Time HVAC Instructor		CEM Faculty	Operating	Open	
HVAC Program Assistant & Adjunct		Academic Staff	Operating	Open	

MANHATTAN
TECH
MANHATTAN AREA TECHNICAL COLLEGE

2025
**Marketing
Strategy**

WALLETHUB BEST AWARD
W
2024
BEST
COMMUNITY COLLEGES

Summary

This strategic marketing plan for Manhattan Tech outlines the key initiatives to increase brand awareness, enhance program and course visibility, and improve prospect engagement. By leveraging diverse communication channels, targeted campaigns, and robust performance metrics, the plan aims to achieve measurable results that align with institutional goals. Key strategies include improving email marketing, hosting impactful events, optimizing social media presence, and utilizing earned media and external advertising. Research-driven insights will guide decision-making, ensuring relevance and adaptability in a competitive landscape.

Marketing Objectives

» Create brand awareness by diversifying our communication means

» Enhance program and course offerings awareness

» Targeted campaign development for prospect generation

» Identify and track KPI across communication platforms

Context

Audience Terminology & the Pipeline

Many students start as **unidentified explorers** in Manhattan Tech's prospect pipeline, with no contact established. This marketing strategy focuses on converting these unidentified explorers into **identified** ones—prospects in the early exploration stages whose contact information is collected.

Unidentified Explorer

Identified Explorer

Inquirer

Tourist

Applicant

The Pipeline

Inquirers are prospects who engage with Manhattan Tech and move into the final stages of exploration. **Tourists** are those who take the next step by scheduling or completing a tour, signaling their intent to apply. Once an application is submitted, they enter the final pipeline stage as **Applicants** awaiting admission.

Some students bypass earlier stages, entering as **stealth applicants**, while others may drop out at any point as lost prospects.

This structured pipeline helps Manhattan Tech's admissions and marketing team grow the pool of identified explorers, enabling Admissions to target communications and measure progress toward applications.
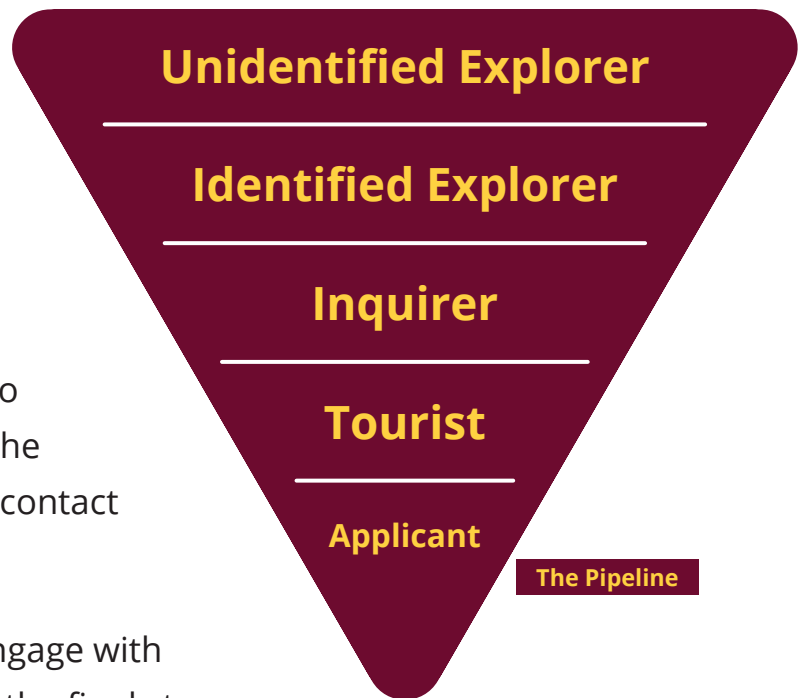
Decision Research

To better understand prospective students' priorities and decision-making processes, the Marketing Team conducted a survey targeting the student body. The goal was to gather insights that could inform marketing and messaging strategies.

The survey focused on questions such as whether students considered alternatives to Manhattan Tech and whether they explored options outside their chosen program field.

57% of respondents considered other options before applying to Manhattan Tech.

52% of respondents who considered other options, were also interested in another technical trades.

Options Considered:

28.6%

42.9%

28.6%

- Full-Time Employment
- 4-Year University
- Other 2-Year Colleges
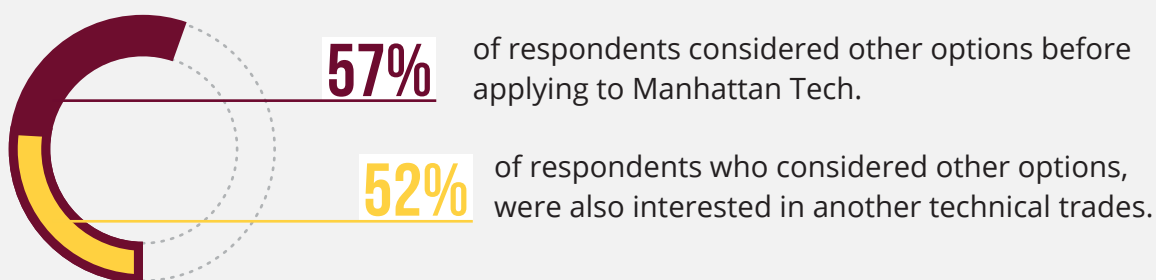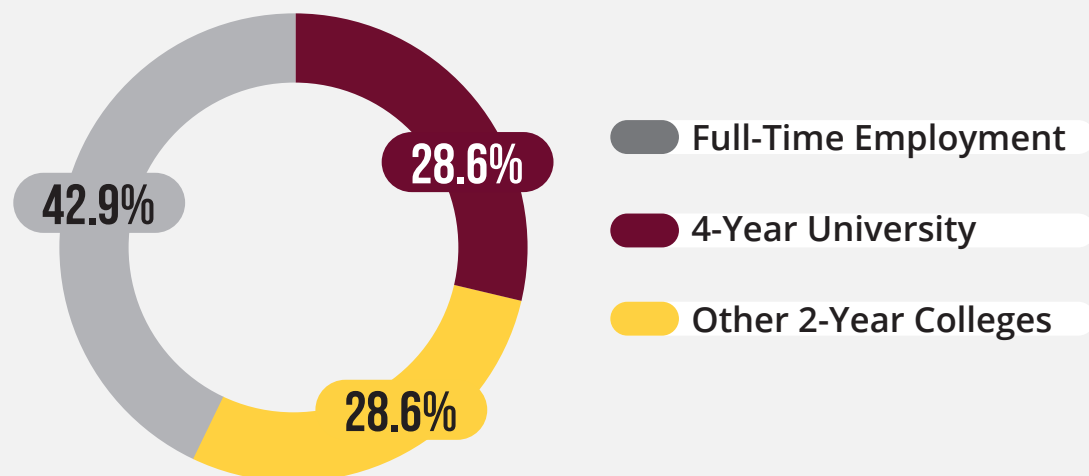
Note: Some respondents chose more than one option, but most were between education and full-time employment.

The survey also included questions about how prospective students typically identify and research the options mentioned above.

When asked about their preferred methods of gathering information, 27% of respondents indicated search engines, while 39% cited relationships, such as friends, family, and school personnel, as their primary sources.

Resources used:
by prospects to identify and research options

Internet Search Engines

Social Media

High School
Counselor/Teacher/Admin

Manhattan Tech
Advisors & Admissions

Friends and Family

Other

5   10   15   20   25   30

● Identifing Options   ● Researching Options
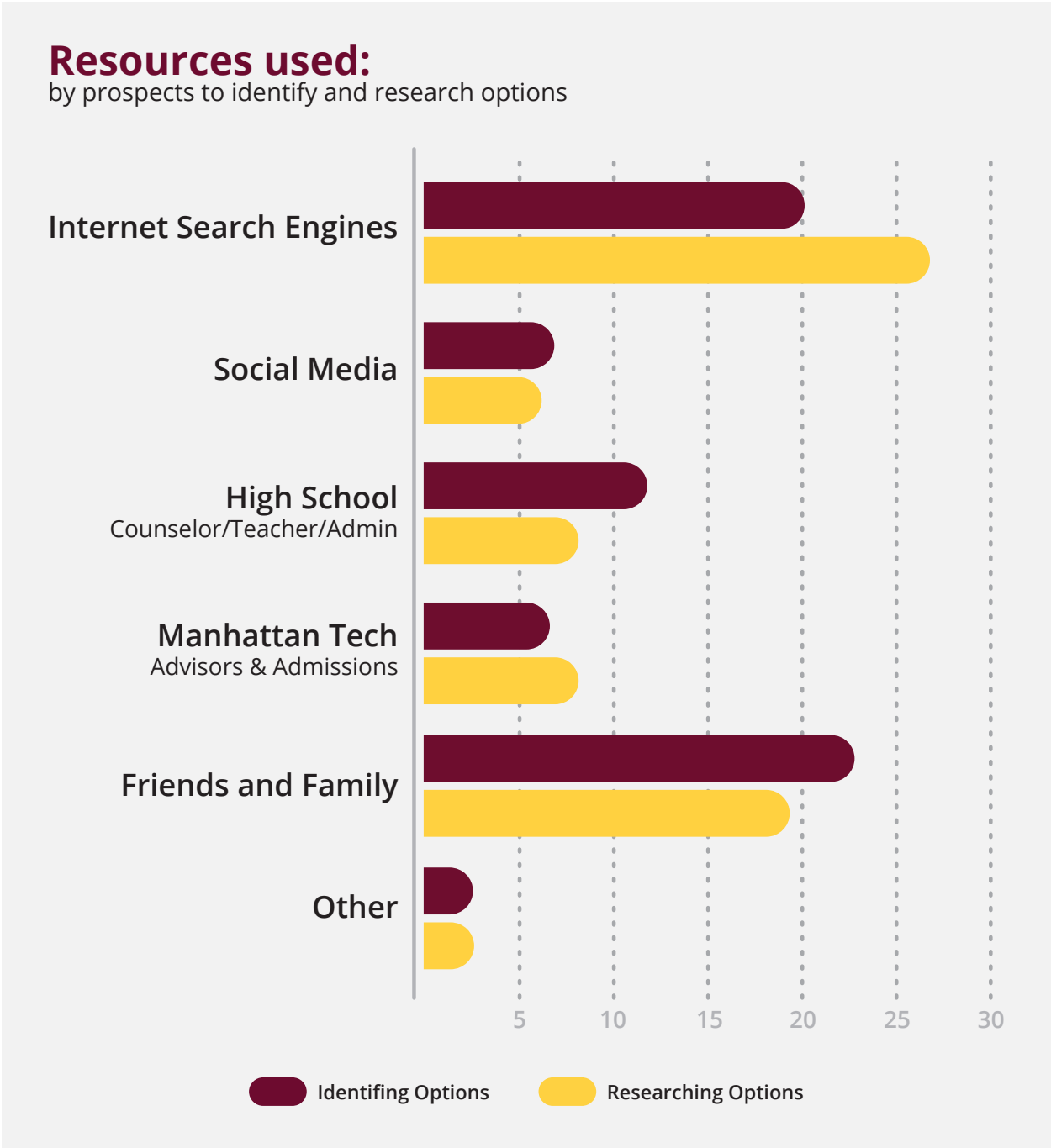
Most prospective students are located within Manhattan Tech's primary service area: Riley, Pottawatomie, and Geary Counties. As such, both digital and in-person initiatives will primarily target this geographic region.

Given this context, the Marketing Team's role is to attract prospects by focusing on the platforms they use most frequently, crafting messaging that highlights the benefits of choosing Manhattan Tech over current career opportunities, addressing their specific needs, and achieving other objectives outlined later in this plan.

Additionally, the Marketing Team will explore ways to refine internal communications to foster brand loyalty among current students and future alumni. The plan also includes initiatives to strengthen engagement with Business & Industry partners as well as K-12 current and prospective partners.

Service Area Counties and High Schools:

Schools with Memorandum of Understanding (MOU)

Valley Heights High School
Marysville High School
Blue Valley High School
Frankfort High School
Clay County High School
Onaga High School
Riley County High School
Rock Creek High School
Wakefield High School
Wamego High School
Chapman High School
St. Marys High School
Abilene High School
Flint Hills Christian School
Hope High School
Manhattan High School
Fort Riley
Junction City High School
Solomon High School
Herington High School

Marshall
Clay
Pottawatomie
Riley
Geary
Dickinson

Shared Service Area

Key Populations for Recruitment

High School Students:
Local current high school students preparing to enroll in higher education for the first time.

Active high school students looking to earn dual or concurrent college credit while still in high school.

Military:
Fort Riley soldiers preparing to transition out of the military and are staying in the area looking for education options.

Active military and/or spouses and dependants looking to reskill or upskill.

Second Career Seekers:
Adults transitioning to new professions or advancing their skills for workforce growth. They value flexible, affordable programs with clear pathways to in-demand careers.

Manhattan Tech supports their goals with industry-focused training and services designed to balance education with personal responsibilities.

General and Adult Education:
Students enrolled at other colleges or universities looking for General Education course alternative.

People seeking their High School Diploma (GED) in the Adult Education Program instead of traditional High School setting.

English language learners seeking to learn English for the first time or to improve their English skills.

Manhattan Tech's Voice

The Steady Hand of Experience

Manhattan Tech's voice is encouraging, realistic, and unafraid of rolling up our sleeves and getting after it. It's the voice of someone who's walked the hard road, stumbled along the way, and come out stronger for it. We are realistic about the hard work it takes to build something you can be proud of, but we are encouraging every step along the way. We know success doesn't mean perfection—it means showing up, learning from mistakes, and having the guts to try again. With the right skills and mindset, you can **Get After It** and build something to be proud of.

Our voice is the steady hand of experience—reassuring, realistic, and ready to put in a hard day's work. We know success doesn't mean perfection—it means showing up, learning from mistakes, and having the guts to try again. With the right skills and mindset, we believe you can Get After It and build something you're proud of.

Tone:

» **Encouraging and Realistic:** Honest about the effort required but optimistic about what's possible. Success takes work, and failure is part of the process.

» **Grounded and Relatable:** Understands real life, real challenges, and real rewards gained from experience. Speaks to people where they are, with no judgment, just practical support

» **Resilient and Gritty:** Embraces imperfection, celebrates effort, and inspires confidence in the ability to keep going. Celebrates perseverance over perfection.

» **Proud and Encouraging:** Champions the value of hard work and celebrates those who choose to build their future. Supports those who try, learn, and grow through their experiences.

Core Message:

66 Success doesn't follow a script. It's built through hard work, a good plan, and the right skills to back it up. At Manhattan Tech, we offer HIRE Education—training that puts you on the fast track to a good paycheck, a stable career, and the pride of knowing you've earned it. Let's Get After It. 99

66 At Manhattan Tech, we offer HIRE Education: hands-on training that prepares you for a real career, real paychecks, and the real world. You don't have to be perfect. You just have to start. Let's Get After It. 99

Encouraging Students Considering College:

66 Not every journey looks the same, and that's the point. At Manhattan Tech, you'll find a path built for you. Learn the skills you need, get out into the workforce faster, and start making a real impact—on your career, your family, and your future. This is HIRE Education. Let's Get After It. 99

66 Building a better future doesn't happen overnight—it happens with practice, persistence, and the right education. This is HIRE Education. Let's Get After It. 99

Celebrating Accomplishments:

66 It's not just what you've done—it's how you got there. Hard work, grit, and good character will always take you further. To our grads, congratulations. You've earned this. Now go out there and show the world what HIRE Education looks like. 99

66 To the ones who stumbled but never stopped, who got back up and kept going—you've earned this. You've shown what grit, integrity, and real effort can do. Now, walk proudly into the world and show everyone what HIRE Education is all about. 99

Challenge and Opportunity:

" Your future is what you make of it. And at Manhattan Tech, we'll make sure you've got the tools to build something great. Real skills, real paychecks, real results. Ready to Get After It? "

" It's okay if it doesn't go perfectly the first time—or the second. What matters is that you keep trying. At Manhattan Tech, we'll teach you the skills to move forward, no matter what. Mistakes aren't the end; they're part of getting better. Ready to Get After It? "

Essential Keywords and Phrases for Consistent Voice:

Action-Oriented:
Build.   Earn.   Get After It.   Learn by doing.

Value-Focused:
Stable.   Good pay.   Foundation.   Respect.   Integrity.

Grit-Inspired:
Hard work.   Integrity.   Pride.   Character.

Community-Oriented:
Family.   Trust.   Good people.   Skilled hands.   Folks.

Manhattan Tech-Specific:
HIRE Education.   Get After It.   Build your future.

Marketing Programs

Designed to build brand awareness, engage diverse audiences, and drive meaningful connections through a mix of traditional and digital initiatives. By leveraging tools such as email campaigns, social media, direct mail, video content, and legacy media, the college reaches prospective students, parents, alumni, and community partners. These strategies are backed by data-driven approaches, thoughtful messaging, and creative outreach to highlight Manhattan Tech's programs, values, and impact, ensuring every effort aligns with the institution's mission of growth and community engagement.

Email

Digital Advertising

Social Media

Campus Events

Events

Direct Mail

Search

Video Marketing

Websites

Handouts & SWAG

Earned Media

Legacy Media Advertising

Email

Focuses on fostering meaningful connections with students, alumni, and the broader community. By delivering personalized, engaging, and timely content, the strategy aims to promote academic programs, highlight institutional achievements, share event updates, and strengthen relationships. Utilizing segmentation and analytics, Manhattan Tech ensures its messaging is relevant and impactful, driving enrollment growth, alumni engagement, and community involvement while maintaining a professional and approachable tone.

Objectives:

» Strengthen relationships with prospects, students, alumni, and the community

» Promote academic programs and events

» Generate new leads and applications

» Drive engagement with personalized, relevant content

Tactics:

» Use segmentation to send targeted emails to specific audiences

» Share newsletters, event invitations, and program updates

» Incorporate compelling subject lines and clear calls to action

» Follow-up emails - Prospects who use "Request Info" form online or in person

» Encourage actions (Learn More, Apply Now, Visit Campus, etc)

Audiences:

» Prospective Students & Parents: Informing them about Manhattan Tech's programs

» Current Students: Updates on resources, events, and deadlines

» Alumni: Newsletters highlighting students and opportunities for involvement

» Community Partners: Updates on partnerships, campus news, and events

» Lost Accounts: Re-connect with previous prospects who have disconnected

Metrics:

» Open and click-through rates

» Conversion rates (e.g., applications, RSVPs, inquiries)

» Engagement with specific email content

» Growth of subscriber lists

» Bounce and unsubscribe rates

Email with HubSpot

Email is an effective way to communicate with students, alumni, and other stakeholders and can reach a wide range of segmented audiences.

Digital Advertising

Leverages targeted online campaigns to connect with prospective students, alumni, parents, and community partners. By utilizing platforms like social media, search engines, ans streaming networks, we deliver engaging and visually impactful ads that highlight our programs, achievements, and events. Our strategy focuses on data-driven audience targeting, consistent branding, and measurable outcomes to maximize reach, drive website traffic, and boost enrollment and community engagement.

Objectives:
» Increase visibility and strengthen brand awareness
» Drive traffic to the Manhattan Tech website
» Generate leads and boost program inquiries
» Support enrollment goals through targeted digital campaigns

Tactics:
» Advertise on Social Media; Meta (Facebook, Instagram, etc), X, LinkedIn, etc.
» Attention-grabbing content, including videos, photography, and unique messaging
» Target ads by audience and needs (low enrollment programs etc)
» Utilize top streaming networks and platforms to engage with audiences
» Encourage actions and next steps (Learn More, Apply Now, Visit Campus, etc)

Audiences:
» Prospective Students: High school students, transfer students, adult learners.
» Parents: Decision influencers for prospective students.
» Alumni: Re-engaging alumni with news and opportunities.
» Community Partners: Promoting partnerships and collaborations.

Metrics:
» Impressions, clicks, and click-through rates (CTR).
» Website traffic generated from paid ads.
» Lead generation and conversion rates (inquiries, applications, event sign-ups).
» Engagement metrics (comments, shares, likes on social media ads).
» Return on investment (ROI) and cost-per-conversion.

All Digital

Our digital ads are all about variety, including different content, target audiences, and calls to action.

Social Media

Focuses on building an authentic online presence that fosters engagement and strengthens community connections. By sharing compelling content such as student success stories, campus events, program highlights, and behind-the-scenes glimpses, we aim to inspire prospective students, connect with alumni, and keep the community informed. Through consistent posting, interactive engagement, and platform-specific content, we cultivate a vibrant and connected digital community that reflects Manhattan Tech's values and mission.

Objectives:
» Build brand awareness and community engagement

» Showcase student success and campus life

» Drive traffic to the website and increase inquiries

» Strengthen connections with alumni and partners

Tactics:
» Post engaging content such as videos, photos, success stories, and PAC partner profiles

» Utilize multiple platforms: Facebook, Instagram, X, YouTube, LinkedIn

» Interact with followers through comments, direct messages, and polls

» Share live updates from events and behind-the-scenes moments

» Create a consistent posting schedule and utilize trending hashtags

Audiences:
» Prospective students & their parents

» Current students

» Alumni

» Community partners

Metrics:
» Follower growth rate and engagement rate (likes, comments, shares)

» Website clicks and referral traffic from social media

» Reach and impressions of individual posts

» Number of inquiries or applications driven by social campaigns

» Alumni and partner interactions on posts

Follow Us!

We share stories, stats, and helpful admissions information on our social media channels.

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Campus Events

Emphasizes creating dynamic and engaging experiences that showcase the campus and its offerings. Through events like open houses, signing day, campus visits, we aim to connect with prospective students, parents, alumni, and community partners. Our strategy involves targeted invitations, creative promotions, and personalized follow-ups to drive attendance and foster deeper engagement with the Manhattan Tech community.

Objectives:
» Showcase campus facilities, programs, and community culture
» Strengthen connections with prospective students, parents, and alumni
» Increase event attendance and engagement
» Generate new leads and boost event attendance

Tactics:
» Events like Open House, Signing Day, Career Fair, and more
» Engaging campus visits
» Use targeted email, social media, and direct mail campaigns to promote events
» Provide branded materials and SWAG as takeaways
» Collect attendee information for follow-up communication

Audiences:
» Prospective Students: Offering them a firsthand look at Manhattan Tech's offerings
» Parents: Engaging them with resources and opportunities for their students
» Current Students and Alumni: Encouraging their participation and advocacy
» Community Partners: Showcasing collaboration and partnership opportunities

Metrics:
» Event attendance numbers and demographics
» Applications, inquiries, or sign-ups initiated during/after events
» Attendee feedback and satisfaction surveys
» Engagement with event promotions (e.g., RSVPs, social shares)
» Trackable QR code destinations or linked websites

Getting Together

Events allow us to meet face-to-face with students and their families. We aim to provide excellent customer service and create positive experiences.

Events (off campus)

Focuses on building connections and increasing visibility within the community. By hosting and participating in events such as college fairs, community gatherings, high school events and industry expos, we aim to engage prospective students, parents, alumni, and partners directly. Our approach includes targeted promotions, engaging event materials, and interactive experiences that highlight Manhattan Tech's programs, values, and opportunities, fostering relationships and driving interest in our institution.

Objectives:
» Increase brand awareness in the community

» Build relationships with prospective students, parents, and K-12 partners

» Drive interest in programs and campus opportunities

» Generate new leads and boost event attendance

Tactics:
» Host booths at college fairs, community events, and expos

» Provide engaging materials like brochures, giveaways, and SWAG

» Utilize social media and email to promote event participation

» Train staff to create memorable, personalized, and engaging interactions

Audiences:
» Prospective Students: High school students, transfer students, and adult learners

» Parents: Informing them about Manhattan Tech's programs and student success

» K-12 Partners: Strengthening relationships and fostering collaborations

» Local Organizations: Building connections with businesses and nonprofits

Metrics:
» Number of attendees engaged at events

» Inquiries, applications, or sign-ups generated

» Feedback collected from event participants

» Trackable QR code destinations or linked websites

» Social media engagement around event promotion

Direct Mail

Leverages personalized, high-impact print materials to engage prospective students, alumni, partners, and parents. By targeting specific audiences with tailored messages, the strategy focuses on driving enrollment, increasing donor support, and promoting key events. Our strategy focuses on targeted messaging, compelling visuals, and clear calls to action to drive enrollment, strengthen alumni and partner relationships, and foster community support.

Objectives:
» Build awareness and engagement with target audiences

» Highlight academic programs, events, and campus opportunities

» Foster personal connections through tangible communication

» Generate new leads, inquiries, event attendance, and applications

Tactics:
» Design visually appealing brochures, postcards, and flyers

» Personalize messages for specific audience segments

» Time mailings to align with key academic and event schedules

» Admissions and acceptance packets

» Keepsake materials - SWAG

Audiences:
» Prospective Students & Parents: Informing them about Manhattan Tech's programs

» Alumni: Sharing institutional updates and opportunities for involvement

» K-12 Staff: Educators and counselors as influencers for student recruitment

» Community Partners: Promoting collaboration and partnership opportunities

Metrics:
» Response rates (e.g., RSVPs, inquiries, applications)

» Conversion rates for included calls to action

» Trackable QR code destinations or linked websites

» Feedback from recipients (e.g., surveys or direct responses)

» Cost-effectiveness and return on investment

Search

Focused on enhancing online visibility and driving organic traffic to our website. By optimizing content, keywords, and technical elements, we ensure that prospective students, parents, and partners can easily find relevant information about our programs, events, and campus life. Our strategy includes ongoing SEO analysis, content creation, and strategic link-building to improve search engine rankings, ensuring that Manhattan Tech stands out in search results and attracts a highly relevant audience.

Objectives:

» Increase online visibility in search engine results

» Drive qualified traffic to the Manhattan Tech website

» Generate leads and inquiries from high-intent searchers

» Optimize search campaigns to improve conversion rates

Tactics:

» Implement search engine optimization (SEO) techniques to improve organic rankings

» Use educational search partner pages - CollegeBoard, WalletHub, etc

» Optimize website landing pages for better user experience and conversion rates

» Conduct keyword research to identify high-performing and relevant terms

» Blog creation and writing

Audiences:

» Prospective Students: High school seniors, transfer students, adult learners

» Parents: Individuals researching educational options for their children

» K-12 Staff: School counselors and educators guiding students

» Community Partners: Local organizations seeking collaborations

Metrics:

» Organic search rankings and keyword performance

» Click-through rates (CTR) for search ads and organic listings

» Website traffic from search engines

» Lead generation (inquiries, applications)

» Conversion rates from search traffic

CollegeBoard

W WalletHub

Find a college or university ...   In   Kansas

Log In   Sign Up

College Search   College Rankings   Grad School Search   Scholarships $2,000 No Essay Scholarship   Admissions Calculator   • • •   Write a review

COLLEGE

Kansas Technical Colleges

Manhattan Area Technical College ✔

B Overall Grade • 2 Year • MANHATTAN, KS • ★★★★☆ 60 reviews

How to Apply

● **Report Card**

About

Rankings

Admissions

Will You Get In?

Cost

Scholarship

Academics

Majors

B

Overall Niche Grade

How are grades calculated?
Data Sources

B- Academics
B- Diversity
—   Athletics

A- Value
—   Campus
—   Party Scene

View Full Report Card ⌄

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Video Marketing

Engage and inform audiences through dynamic and visually compelling content. By creating videos that highlight student experiences, faculty insights, campus events, and program features, we showcase the vibrant community and unique opportunities at Manhattan Tech. Our strategy leverages platforms like YouTube, social media, and our website to share authentic stories, increase engagement, and attract prospective students, alumni, and partners, fostering a deeper connection with the Manhattan Tech brand.

Objectives:

» Increase brand awareness and engagement through video content

» Showcase student stories, campus life, and academic programs

» Build stronger connections with prospective students and the community

» Highlight Manhattan Tech's unique value and impact

Tactics:

» Create short-form videos (student testimonials, campus tours, live events)

» Publish program overview and faculty insights videos on YouTube and other platforms

» Utilize storytelling to highlight success stories and student experiences

» Optimize video content for search engines using keywords and descriptions

Audiences:

» Prospective Students: High school seniors, transfer students, and adult learners

» Parents: Providing insights into campus life and programs.

» Current Students: Keeping them informed and engaged

» Alumni: Fostering ongoing connections and pride

» K-12 Staff: School counselors and educators guiding students

Metrics:

» Video views and watch time

» Engagement rates (likes, comments, shares)

» Click-through rates (CTR) to related content or website

» Audience growth (subscribers on YouTube or followers on social platforms)

» Conversion rates (inquiries, applications, event registrations from video content)
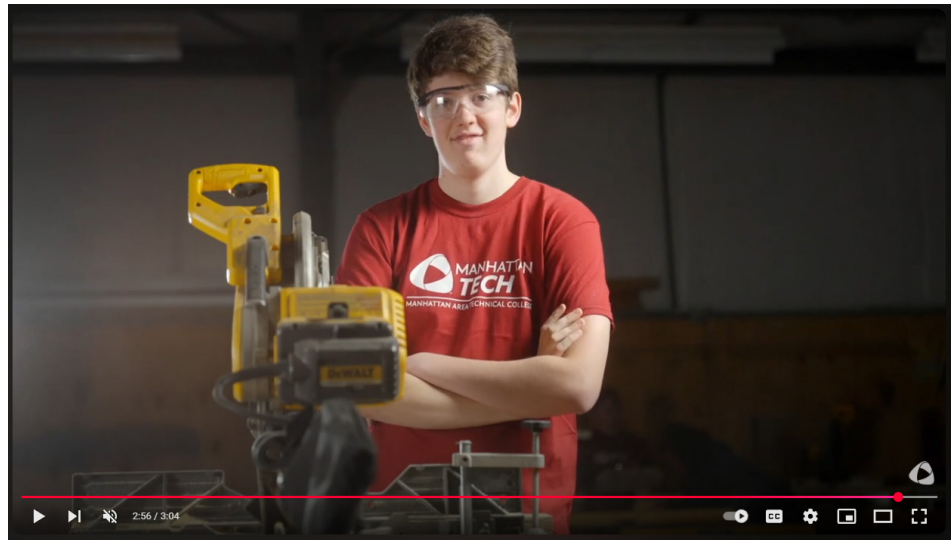
Capture!

Video is a great platform to communicate, educate, and entertain. Our goal is to use YouTube to bring organic traffic.
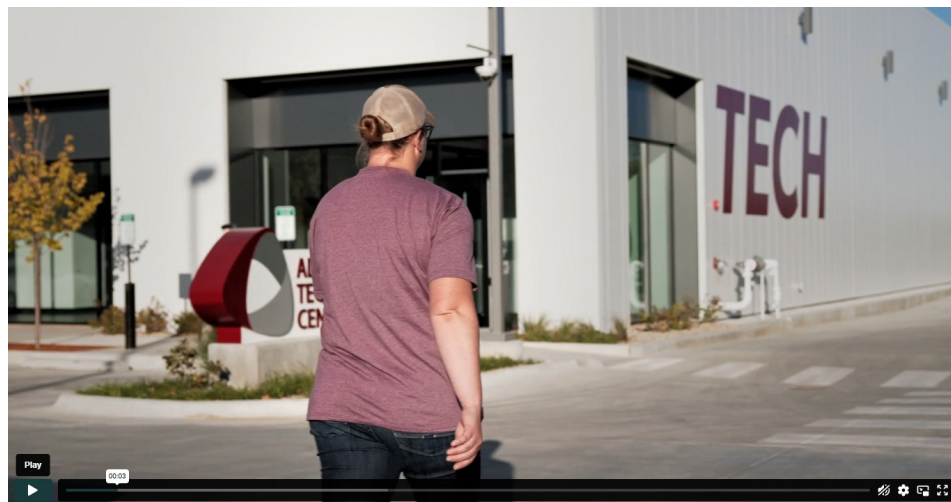
Website

Creating an user-friendly experience that provides visitors with easy access to essential information about our programs, admissions, events, and campus life. By optimizing website design, content, and navigation, we aim to engage prospective students, parents, alumni, and partners. The strategy includes continuous updates to ensure content is fresh, relevant, and SEO-optimized, driving traffic and enhancing user engagement. Through clear calls to action and streamlined pathways, we guide visitors toward taking meaningful next steps.

Objectives:
» Increase website traffic from prospective students, parents, and community members
» Improve user experience and engagement across the site
» Drive conversions such as program inquiries, applications, and event sign-ups
» Strengthen Manhattan Tech's brand presence online

Tactics:
» Updated Home Page and Program pages in Fall 2024.
» Improve second-teir pages; Admissions, Student Life, TLC etc
» Implement clear calls to action on every page to drive conversions
» Ensure the site is mobile-friendly and easy to navigate
» Use landing pages to target specific campaigns (e.g., admissions, events).

Audiences:
» Prospective Students: High school students, transfer students, and adult learners.
» Parents: Seeking information on programs, costs, and campus life.
» Community Partners: Local organizations and businesses interested in partnerships.
» K-12 Staff: School counselors and educators guiding students

Metrics:
» Website traffic and page views.
» Bounce rate and average session duration.
» Conversion rates (applications, inquiries, event sign-ups).
» User engagement metrics (form submissions, downloads, video views).
» SEO performance (keyword rankings, organic search traffic).

Online

Most of our communications direct our audience to the web, where prospects request info or apply.

Handouts & SWAG

Creating memorable, branded items that leave a lasting impression on prospective students, alumni, partners, and event attendees. By distributing high-quality, useful items—such as brochures, branded merchandise, apparel, and event materials—we aim to reinforce the Manhattan Tech brand and engage audiences in a tangible, personal way. Our on-campus store provides easy access to these items, building school pride and offering a physical touchpoint for prospective students.

Objectives:

» Increase brand visibility and recognition through physical takeaways & merchandise

» Engage prospective students, alumni, and campus visitors with branded items

» Build school pride and community through unique, high-quality SWAG

» Drive sales and engagement at the on-campus store

Tactics:

» Print Handouts - viewbooks, program pages & degree maps, catalogs etc

» Offer high-quality SWAG (apparel, water bottles, bags) at events, orientations, and fairs

» Promote the campus store through email and social media posts

» Organize giveaways or contests to encourage SWAG participation and engagement

Audiences:

» Prospective Students: Attracting and engaging through useful and appealing SWAG.

» Current Students: Building school pride and enhancing the campus experience.

» Alumni: Offering branded merchandise for continued connection with Manhattan Tech.

Metrics:

» Quantity of SWAG and handouts distributed at events and through mail

» Sales volume and revenue from the campus store

» Engagement rates from campus store promotions and giveaways

» Customer feedback and satisfaction on store products and quality

» Trackable QR code destinations or linked websites

Important Takeaways

Along with booklets and informational materials, many of our handouts are keepsake items such and pennants and SWAG.
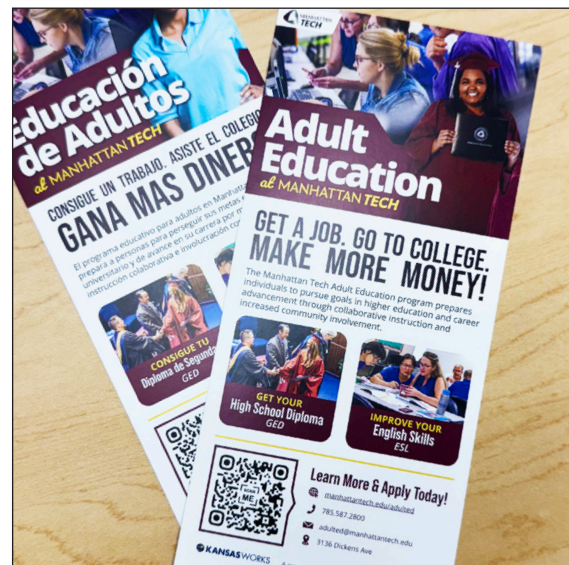
Earned Media

Focuses on building positive awareness through organic coverage in news outlets, social media, and community platforms. By sharing compelling stories about student achievements, faculty expertise, and campus initiatives, we aim to attract media attention and foster word-of-mouth promotion. This strategy leverages strong relationships with local media, timely press releases, and authentic storytelling to highlight Manhattan Tech's impact, enhancing credibility and strengthening our reputation within the community.

Objectives:
» Increase brand credibility and visibility through media coverage
» Highlight student achievements, faculty expertise, and institutional impact
» Build positive relationships with local media outlets and influencers
» Strengthen Manhattan Tech's reputation within the community

Tactics:
» Share press releases about key milestones, events, and student success stories
» Pitch media outlets with compelling story ideas related to campus activities or initiatives
» Cultivate relationships with local journalists and influencers to secure coverage
» Leverage media coverage on the website and social channels to maximize exposure
» Encourage media outlets to feature faculty and student expertise in industry discussions

Audiences:
» Prospective Students: Reaching them through news and success stories in local media
» Alumni: Keeping them connected to Manhattan Tech's progress and achievements
» Community Partners: Building recognition and collaboration opportunities
» Local Media and Journalists: Cultivating relationships for consistent coverage

Metrics:
» Number of media mentions and press coverage
» Social media shares and engagement from earned media content
» Website traffic generated from media coverage links
» Media sentiment (positive, neutral, or negative coverage)
» Inquiries or applications stemming from media exposure

Board chairman Brett Ballou, center, uses a chainsaw at the ribbon cutting for Manhattan Area Technical College's advanced technology center on Thursday as president James Genandt, to his left, holds the "ribbon."

Staff photo by Peter Rice

Legacy Media Advertising

Focuses on reaching diverse audiences through traditional media channels. By creating engaging, high-quality ads that highlight our programs, success stories, and community impact, we aim to build brand awareness and drive interest among prospective students, parents, and partners. This strategy emphasizes targeted placements in local and regional outlets to maximize reach, ensuring Manhattan Tech's message resonates with key audiences and strengthens our presence in the community.

Objectives:
» Build broad brand awareness through traditional media channels
» Reach local and regional audiences who may not engage with digital media
» Promote key programs, events, and institutional achievements
» Drive prospective students and parents to explore Manhattan Tech.

Tactics:
» Run targeted radio ads during peak listening times to promote programs and events
» Use TV ads to showcase campus life, student success, and academic offerings
» Place print ads in local newspapers and magazines highlighting key initiatives
» Invest in billboards near high-traffic areas to increase brand visibility

Audiences:
» Prospective Students: Local high school students, adult and general education learners
» Parents: Individuals researching educational options for their children
» Community Members: Local residents who may influence prospective students
» Alumni and Partners: Engaging them with the institution's latest developments

Metrics:
» Brand recall and sentiment from audience surveys or social media mentions
» Event attendance or inquiries generated from specific ads
» Return on investment (ROI) and cost-per-impression

Find us anywhere

Legacy media ads for Manhattan Tech amplify our presence across traditional platforms, engaging a broad audience and driving awareness of our programs and achievements.

Target Audience Personas

Explorers Considering Workforce Entry
High school students exploring direct-to-workforce options.

Explorers in Transition from Military
Military affiliates and second-career seekers.

Explorers Considering a Four-Year Institution
Students weighing further educational opportunities.

Explorers Considering Workforce Entry

Persona's Story

Jake Carter

Age: 16-18

Jake is a high school senior who values hands-on work over traditional classroom settings. He's eager to start earning money immediately after graduation, influenced by family members in trades or agriculture. Jake is skeptical about traditional college paths but curious if there's a faster, more practical option to achieve financial independence.

Lifestyle and Values:

» Respects hard work and takes pride in tangible achievements.

» Wants to contribute financially to their household or begin saving for their future.

» Prefers action and results over lengthy commitments.

Motivations

» Interested in quick pathways to secure, good-paying jobs.

» Wants to gain skills that make them employable right after graduation.

» Needs assurance that college isn't just sitting in a classroom but offers real, practical training.

Challenges

» Feels pressure to join the workforce immediately to avoid student debt or support their family.

» May feel out of place in a traditional college setting.

» Unsure about what technical programs entail or how they lead to specific careers.

Communication Preferences:

» Simple, direct messaging that speaks to their goals of earning quickly and avoiding debt.

» Visual examples of hands-on training and stories of young graduates succeeding in local industries.

» Highlight clear, short-term program options and connections to stable, high-demand jobs.

Key Message Themes:

» "Why wait? Earn faster with HIRE Education at Manhattan Tech."

» "Hands-on skills, high-paying jobs—your future starts here."

» "Get to work faster. We'll give you the tools to succeed."

» "Real training for real jobs—graduate ready to work."

» "Skills that stick, jobs that last—Manhattan Tech makes it possible."

» "Real skills, real jobs, less time—get after it at Manhattan Tech."

Preferred Channels:

» **Social Media**: TikTok (for short, engaging videos showing hands-on training), Instagram (highlighting success stories), and Facebook (for parents and guardians).

» **Community Outreach**: Career days at high schools, trade show events, and rural fairs.

» **Digital Presence**: Website pages showing program-to-career pathways, email campaigns targeting parents and students, and alumni success stories.

Persona's Story

Alex Turner

Age: 30-45

Alex is a determined individual in a life transition, with military affiliations or a desire for a second career. This group includes veterans returning to civilian life, military spouses seeking career portability, and career changers displaced from their industry and looking for a more stable sector or a higher-paying job. They value structure and purpose, often drawn to clear pathways and tangible results.

Lifestyle and Values:

» Believes in hard work and earning success.

» Prioritizes family and stability but is unafraid to challenge themselves with rigorous programs.

» Seeks respect in their career, wanting to make a meaningful contribution while ensuring financial security.

Motivations

» Ready to "get after it" by diving into programs that quickly lead to well-paying, stable jobs.

» Wants education that matches their grit—Hands-on. Practical. No-nonsense.

» Looking for a rigorous education, yet they want solid relationships with support systems such as faculty, advisors, and academic resources.

» Attracted to the promise of HIRE Education: a direct route to employment in fields that value their work ethic.

Challenges

» Balancing the demands of education with family responsibilities, work, or military commitments.

» Financial constraints and concerns about navigating tuition assistance, GI Bill benefits, or scholarships.

» Feeling uncertain about returning to school after years away.

Communication Preferences:

» Straightforward messaging that respects their time and emphasizes outcomes.

» Reassurance that their hard work will pay off with real, local job opportunities.

» Authentic success stories from peers who've made similar transitions.

Key Message Themes:

» "HIRE Education: Learn the skills. Get the job. Change your life."

» "At Manhattan Tech, hard work pays off. It's time to get after it."

» "Your next mission starts here. Roll up your sleeves and get after it!"

» "Second career, first-class training. It's time to get after it."

» "Success isn't handed out; it's earned. At Manhattan Tech, we're here to help you earn yours."

» "Your determination meets opportunity at Manhattan Tech."

» "Life transitions aren't easy, but you've never taken the easy way out. Let's get to work."

» "Skill up, show up, and succeed—Manhattan Tech has your back."

Preferred Channels:

» **Social Media:** Facebook (veterans and families, older career changers), TikTok (younger career changers, younger spouses, younger veterans), and Instagram (younger spouses, typically female).

» **Digital Presence**: Website sections tailored for veterans and career changers, email campaigns offering step-by-step guidance.

» **Community Outreach**: Print ads on military bases, at career fairs, and in local publications.

» **Broadcast Media:** Radio spots emphasizing "HIRE Education" and hard work themes.

Persona's Story

Sebastian Robles

Age: 16-18

Sebastian is a graduating high school student who is looking to attend a college and complete a bachelor's degree but is not sure what field or where to start. His friends are looking at and choosing 4-year universities, but he's a little more pragmatic than to just begin a four-year degree with no declared major. As an overthinker, Sebastian would benefit from an encouraging voice that would simplify the options ahead.

Lifestyle and Values:

- » Sebastian is seeking some guarded independence and is not much of a risk taker

- » Friendships and social relationships are very important to him

- » He's looking for new experiences, but in safe circumstances

Motivations

- » Long-term investment in the future

- » Taking the "correct" step

- » Wants to make sure that time is not being wasted

Challenges

- » Overwhelmed with options

- » Will need some education about the benefits of beginning with tech education

Communication Preferences:

- » Aspirational messaging that ties them to a bigger story

- » Simplified messages that bring clarity to the options they have in front of them

- » Encouragement/inspiration that gets them feeling motivated about the next step

Key Message Themes:
- » "Look at the doors Tech Ed can open for you at Manhattan Tech"
- » "You don't have to follow the same steps as anyone else, take the road less traveled and more rewarding"
- » "Big Dreams start with Hard Work at Manhattan Tech"

Preferred Channels:
- » **Social Media:** TikTok (for short, engaging videos showing hands-on training), Instagram (highlighting success stories), and Facebook (for parents and guardians).
- » **Community Outreach:** College & Career days at high schools, trade show events, and rural fairs.
- » **Digital Presence:** Website pages showing program-to-career pathways, email campaigns targeting parents and students, and alumni success stories.
- » **Mailers:** If audience can be isolated, we can create mailers to promote

FACULTY UPDATES
BOARD OF DIRECTORS MEETING
February 25, 2025

1. Business, Early Childhood Education, and General Education

- **Home Show:** Business students helped with the Flint Hills Home Show on Feb. 22-23
- **Complete College America Launch (CCA):** Brian and Rachel attended the CCA launch in Topeka where they explored data on student outcomes in Kansas and the nation and reviewed progress on the state's efforts to improve student success and attainment. Click here to learn more about CCA.

2. Auto Tech, Industrial Tech, Welding, and Cybersecurity

- **HVAC Class:** Alex just got back from the HVAC class in Florida.
- **Welding in Fort Riley:** Welding in Fort Riley is still going well. We recently released a press release, and it was also picked up by WIBW. Click here for the WIBW link. Click here for the press release.
- **EV Technology:** They are working on adding more EV technology to the Auto Tech program.

3. Construction, EPD, HVAC, Plumbing, and Electrical

- **Home Show:** Construction students helped with the Flint Hills Home Show on Feb. 22-23
- **Assistance in HVAC:** Brian Braun has been assisting Allen in his labs. Students have responded positively to Brian and enjoy the labs.

4. Nursing (AND/PN), Medical Laboratory Technician, and Healthcare

- **CNA Class in Junction City:** Kim James-Stewart is teaching the first CNA class in Junction City. Heath Welch State Farm Insurance Agency is sponsoring one student's tuition.
- **MHS CNA Class:** A second CNA class is being added to MHS in the fall due to demand.

5. Adult Education (ESL and GED)

- **Evening Support:** Due to high enrollment numbers, Rachel has been assisting as a third instructor during the evening courses. The students are incredibly eager to learn, respectful, and fantastic learners.
- **KAEA Conference**: Janae, Lindsay, Michelle, Brian, Chelsea, and Rachel will attend the KAEA conference in Wichita February 26-28. Click here to learn more about the KAEA conference.

President's Report: February 2025

Institutional Performance

➢ As you have seen in our accreditation review and in the report Kim W. provided last month on our overall results for student performance, our faculty and staff do well with our students in learning, demonstrating competencies, completions, job placement and earnings. We always look for ways to sustain and improve our performance and value. Recent actions at the state and federal levels in terms of financial support can place the College in a more precarious situation to maintain such performance. At the same time we work to develop more revenue streams less dependent on public resources.

Institutional Leadership

➢ Jim participated in meetings with the Tech Ed Authority (Jan. 30) and with the Kansas Board of Regents (Feb. 12)

➢ Feb. 6 the Kansas Board of Regents academic staff held an open meeting for all colleges and universities with their First 15 Task Force. First 15 is a project to meet the Regents' goal of increasing access to general education courses for students in high school. Unlike Excel in CTE, secondary students taking general education students must pay the tuition and fees for those courses. Members of the state legislature have indicated they will not fund a new program. The Regents have been developing the project to be implemented by fall of 2026 on a "voluntary" basis for colleges and universities to offer a limited number of general education courses at no cost to the students. If a college or university does not want to participate in the project the Regents would allow another institution that is participating to offer the courses in the original institution's service area. Many questions and issues were provided to KBOR staff about this project, its intent vs. the plan to implement it.

External Relations

➢ Jan. 29: Chris, David and I met with representatives of the Kansas Department of Commerce (Andre Heath, Tucky Allen, and Eryn Knecht) to get updates on state apprenticeship options and approaches the department and MATC can take to support apprenticeships IF/WHEN we have a business willing to take that action. We will be working to host a meeting of our program advisory members as well as other participants through the Manhattan Chamber of Commerce later this spring semester so that Commerce representatives can share information with employers.

➢ I participated in biomanufacturing/technology meetings with NSF Engines (K-State) and KC BioHub/Ad Astra Bio (KC area) on Jan. 31, Feb. 3, 6, and17.

➢ BHS is partnering with MATC to support our Building Trades program financially. Details are being developed and their donation will be part of our annual Grow Green project with the Greater Manhattan Community Foundation this spring.

➢ Feb. 5 we welcomed visiting groups to the ATC from the annual state CTE conference (morning) and from the Westloop Business Association (afternoon).
➢ Feb. 5 I participated in the Riley County Comprehensive Planning meeting.
➢ Harry, Chris, and I attended the Manhattan Chamber of Commerce Annual Meeting and 100th year celebration Feb. 7.
➢ We had a table of MATC folks attend the Manhattan Community Health Foundation event Feb. 22.

Budgetary/Fiscal Management (see financial information in this agenda and attachments)

➢ Harry and I met with Mark Bachamp and Jarred Loomis of Ollson Engineering Feb. 3. We are completing a funding request to Ollson with the support of Mark and Jarred.
➢ MATC will be receiving matching funds from the state department of Commerce for their JIIST competition. Pamela, with assistance from others, developed and submitted the proposal. The project will support our assistance to MANKO and beyond with engineering technologies.
➢ Heath Shedd, HVAC Smart Building Rep from Johnson Controls, worked with Pamela so we could submit a funding proposal to their corporate organization for equipment.
➢ I testified to the State House Higher Education Budget Committee on Feb. 13 in support of having the Base Operating Grant be put into statute for authorization. The committee approved the bill moving forward the next day and it has exempt status as it moves forward.

Accreditation/Continuous Improvement

➢ We are reviewing potential changes to improve data analysis, employer feedback, and possible competency-based accreditation for targeted programs.

KANSAS TECHNICAL COLLEGES

To: House Higher Education Committee
        Representative Steven Howe, Chair

From: Jim Genandt, President
        Kansas Technical Colleges

Date: February 12, 2025

      Good afternoon! Thank you for hearing House Bill 2195. This measure simply creates in the state treasury, the Kansas technical college operating grant Fund, administered by the state board of regents. Base operating grant appropriations for the technical colleges would be deposited in this Fund and utilized for instruction and operations to meet target objectives for each technical college's region, established by the postsecondary technical education authority.

      The legislature, beginning with this Committee, has for three years provided an appropriation referred to as a base operating grant for technical colleges. This technical college base operating grant was established to provide an additional source of funding for technical colleges, recognizing in part that none of the technical colleges have local taxing authority, unlike school districts and community colleges. The base operating grant has been instrumental in Kansas technical colleges continuing to deliver high performance and return on investment for Kansas workforce and economic development.

      Our recent testimony before this committee recapped the transformative changes the base operating grant appropriations have enabled at Kansas technical colleges. Technical college graduation rates, job placement rates, retention of students in the state, and the earning power of our students with Kansas employers translate into enhancing and increasing not just skilled workers in essential and high-demand/high-wage occupations, but also our students as consumers, residents and taxpayers in the state of Kansas.

      We urge that you pass House Bill 2195 out of Committee favorably, establishing the Kansas Technical College Operating Grant Fund.

ADDENDUM:

Here are specific examples of the impact state funding from the base operating grant appropriation are having:

2023-2024 Transformative Changes

Flint Hills Tech is targeting the resources to strengthen and increase capabilities in advanced manufacturing, facility maintenance and operations, and new efforts with precision agriculture and CDL.

Fort Hays Tech | North Central will expand its capacity for construction, respiratory care, CDL, and telecommunications (anticipated 2026).

Fort Hays Tech | Northwest is using resources to increase capacity for CDL, diagnostic equipment and labs for several programs in addition to more capability for customized business and industry education.

Manhattan Area Tech's Advanced Technology Center will increase enrollment capacity by 200% in construction, HVAC, industrial engineering tech, critical environment tech, plumbing, and biomanufacturing technology with an annual increased economic impact of $6-10 million by 2026.

Salina Area Tech is moving forward to provide facility improvements impacting industrial maintenance, automation engineering technology, welding, automotive tech, and programs in public safety and health care.

Washburn Tech will enhance capacity for welding, HVAC, aviation tech, and apprenticeships in advanced systems, machine and tool technologies, and early childhood education.

WSU Tech is increasing capability for automotive service and alternative fuel programs with programmatic enhancements, lab improvements, and connections to secondary students for early college access to increase enrollment by 100 headcounts starting in FY26.

2024-2025 Transformative Updates

Flint Hills Tech:

> **Maintenance facility and Academic Programs.** The maintenance crew do not have space for the tractor, the gator, the mower, the snow-removal equipment, etc. Their office is a classroom. Their operations are integrated among students and employees. We are building a maintenance facility to allow us to centralize all academic programs into a quad area of the main campus; we are also relocating the Downtown Campus programs

to the main campus. This vacated space allows us to capitalize on academic labs and classrooms, creating an actual lab space to support our Power Plant Technology program. They are in a 1940s 3rd floor high school classroom.

Main campus programming. We are ending a lease of another location in town to bring all programs to the main campus to support shared resources, lab spaces, integrating programs, etc. (As one example, Multimedia Design and Graphic Arts will share space and faculty; CNA is moving closer to LPN and EMS).

New programs. Started a new Precision Agriculture program based on industry partner feedback. This program starts in August 2025.

Base pay review. We could not hire or retain highly qualified technical program faculty. This fund has helped us support these critical positions.

Fort Hays Tech | North Central: Resources are helping the institution to complete facility and program expansion at both the Beloit and Hays campuses and providing upgraded equipment capability for student learning and skills achievement.

Fort Hays Tech | Northwest:

> **Commercial Driver's License:** We have been able to successfully launch a CDL program with supplemental licensure to provide instruction for industry, farmers, and school districts. In Spring 2025, we will be expanding our fleet to include additional semis and trailers to accommodate demand.

> **Graphic Design Equipment:** We were able to secure new equipment for the Graphic Design program, and specifically a piece of equipment called a Wall Printer. This tool allows students to design artwork and, using the CNC functions of the Wall Printer, to print graphic designs on walls, floors, etc across campus.

> **Power Sports Technology:** The Power Sports program develops technicians who will service, repair, and enhance UTV's, ATV's, motorcycles, industrial grade mowers, and small tractors. The funds are being used to secure training equipment, tooling, equipment lifts, and more to get the program ready for launch in Fall 2025.

> **Crime Scene Investigation:** We are using funds to secure crime scene analysis equipment and software. The new equipment allows students to use professional grade equipment to create 3D renderings of crime scenes. This equipment is starting to be integrated into law enforcement agencies, and this allows our students to be trained before entering the workforce.

> **Plumbing Equipment:** We were able to purchase industrial drain cleaning equipment that allows our plumbing students to experience real-world quality equipment for clearing clogged lines.

Retention Incentive: We utilized a portion of the base operating grant to provide a small retention incentive for employees based on years of service to the college.

Affiliation Rebranding: We were able to utilize some of the funds to rebrand the campus following the affiliation with Fort Hays State University.

Training Center Enhancements: We will be able to complete the final renovations to the Price Convention Center on our campus. The PCC is the only conference center in the county and is used for industry training, conferences, and a host of community events.

Manhattan Tech: Resources helped the College complete construction of the Advanced Technology Center facility in the fall semester, with the College preparing to add new programs in plumbing, electrician tech, expanded capability with Industrial Maintenance technology, critical environment technology (for containment facilities operations related to biotech/sciences and semiconductor manufacturing organizations), and childcare education. Continued funding provided resources for the start-up costs to allow the institution to optimize enrollment and tuition/fee and customized training revenues for ongoing operations and maintenance.

Salina Tech invested $750,000 for the Industrial Maintenance and Automation Building, $250,000 for equipment and supplies in the building, $150,000 for startup costs in Pharmacy Tech program, $100,000 for increased wages for instructors, and $250,000 for starting up Industrial Maintenance and Automation program and expanding Welding and Truck driving programs.

Washburn Tech completed the buildout of the second floor of the East campus providing the ability to offer additional classes and potentially new programs in the future, acquired equipment for our new nursing program, upgraded other healthcare related equipment and Machine Tool equipment, and enhanced facilities on the main campus.

WSU Tech invested the FY 25 $1.5M operating grant to finish off the automotive center renovation started in FY24 (see notes from last year) and the balance of the FY25 funds are going to the National Center for Aviation Training's new building for automation/robotics and aviation expansion.

Title: Donated Equipment and Supplies MATC Policy 6.5.1	
Originated by: Executive Director, MATC Foundation	
Signature	Date
Approved by: President/CEO	
Signature	Date
Reviewed on:	Revised on:

Policy Statement: All equipment and supplies (new or used) donated to Manhattan Area Technical College, whether at the program level or institutional level, must be processed through the MATC Foundation and accepted by the MATC Board of Directors through the President/CEO of the College.

Rationale: If a gift will benefit the College in furthering its mission, it is then related to the purpose of the Foundation and College in regards to maintaining 501(c) 3 recognition.

          Definition of a gift: New or used products, equipment, supplies, or facilities are gifts. Other tangible gifts include real estate and financial resources. Intangible gifts include services, time, stock, and bonds.

Procedure: Accepting the gift:

1. Guidelines to determine if accepting the gift is in the best interest of the College.

      a. Does the gift support the organizations mission?
      b. Does the gift come with encumbrances such as taxes, liens, liability issues, or specific extra costs to make it useable?
      c. Does the gift require the Foundation to accept restrictions or obligations that are not in the best interest of the College?
      d. Will accepting the gift cost more than what the gift is worth?
      e. Could the gift create community relation difficulties or impact the college negatively?

2. Employees may accept the gift for the college with the restriction that final approval is the responsibility of the Manhattan Area Technical College Foundation. Employees are not allowed to state a dollar value of the gift but only recognize that the gift was made. The donor is responsible for monetary value determination. A dollar value for internal purposes only, will be assigned to the gift by the Foundation. The Foundation is neither legal counsel nor a tax accountant, so it is necessary to make sure to not state a value to the donor for legal reasons.

    a. A Gift In-Kind form is to be filled out and signed by the donor.

    b. The donor must be informed that for any gift over $500.00 requires an IRS form 8283 will be required when filing taxes.

    c. The donor is to be informed as soon as final approval is made and a gift in-kind form is received, a receipt will be issued for the gift.

3. Information about and description of gift:

    a. Stated dollar value, if given (for internal purposes only).

    b. Written description of the gift including model number and serial number, if available, title and VIN if donation is a vehicle or heavy equipment (tractor, dirt moving equipment, trailer)

    c. Department for which the gift is designated, if any.

    d. Intended use of gift by the program or college, if any.

Manhattan Area Technical College
MATC LEADS THE NATION AS BEST COMMUNITY COLLEGE IN U.S.

After ranking in the top five each of the last two years, Manhattan Area Technical College took over the top spot on WalletHub's annual list of Best & Worst Community Colleges. To determine where students can receive the best education at the lowest price, WalletHub compared more than 650 community colleges across 18 key indicators of cost and quality. MATC's #1 national ranking resulted from excellent performance in student retention rate (third-best), graduation rate (fifth-highest), employment services to help students find jobs, graduate earnings (fifth-highest median salary), and the lowest student loan default rate. MATC also scored high marks for offering credit for certain life experiences such as volunteerism and special training outside of school.

MANHATTAN TECH

ADVANCED TECHNOLOGY CENTER OPENS
MATC officially opened their new 47,000 square foot Advanced Technology Center on August 29. The facility immediately doubles enrollment capacity in multiple existing programs and will allow MATC to add new programs that directly meet the workforce needs of growing industries in the Manhattan region. These programs include Industrial Engineering Tech, Critical Environment Tech, Biomanufacturing, Electrical Power, HVAC, Plumbing, and Construction Trades.

"Advanced Technology Center is a monumental step forward for Manhattan Tech and the entire region. By expanding our program offerings and providing top-notch facilities, we are preparing our students for high-demand careers while driving economic development." **James Genandt - MATC President.**