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Manhattan Area Technical College Selected for National Initiative to Support Adult Learners

Manhattan, KS — Manhattan Area Technical College (Manhattan Tech) has been selected to participate in the Rural Community College Adult Learner Engagement initiative, a project supported by Lumina Foundation, CollegeAPP, and StrategyForward Advisors. The initiative focuses on helping rural colleges better reach, engage, and enroll adult learners, which is central to Manhattan Tech's role in the region.

For 60 years, Manhattan Tech has been rooted in serving the community: training students for in-demand jobs, strengthening local industries, and creating opportunities for people to thrive. This new initiative gives the college another way to do just that, by reaching adults who started their education but stepped away and helping them finish strong.

"We are honored to be part of this effort because we know how much it matters here at home," said Dr. Jim Genandt, president of Manhattan Tech. "Many start their education, but life happens, with family, work, or other responsibilities. This initiative empowers us to meet adult learners at their point of need, reigniting their educational journey with purpose and support. By equipping them with the skills demanded by today's workforce, we're not just helping them secure better jobs—we're transforming futures. Every credential earned strengthens a family, uplifts a community, and builds a more resilient, inclusive economy."

As part of the project, Manhattan Tech will analyze data to better understand adult learners in the region, create outreach that speaks directly to working adults, and strengthen the ways the college engages students with opportunities. The college will also design sustainability plans that support long-term enrollment growth and share lessons learned with peer institutions across the country.

This work builds on Lumina's earlier efforts, Intent Matters and The Million Dollar Community College Challenge, which helps colleges become more student-ready and community-connected. CollegeAPP will provide data insights to identify adult learners, while StrategyForward Advisors will guide brand and engagement strategies.

"As we work with Lumina and our partners, our goal is simple," said Chris Boxberger, vice president of education and engagement at Manhattan Tech. "We want to make it easier for adults in our community to get back into school, finish what they started, and take the next step in their careers, whether that means reskilling for a new path or upskilling to advance where they are. It's about opportunity, growth, and keeping our region strong."

About Manhattan Area Technical College

Manhattan Area Technical College is a student and community focused two-year college accredited by the Kansas Board of Regents and the U.S. Department of Education's Higher Learning Commission, as well as multiple other industry credentialing institutions. Ranked the #2 two-year college in the nation by Wallet Hub, Manhattan Tech provides high quality technical, general, and adult education to students to prepare them to pursue technologically advanced careers and lead productive lives in a dynamic and diverse global environment. The college is known for its hands-on programs in healthcare, trades, and adult education, and its goal to prepare students for careers that support their families and strengthen their communities.

MANHATTAN AREA TECHNICAL COLLEGE