

Executive Summary: West Transition Plan

Madison Area Technical College is conducting an in-depth study of the existing metro campuses in light of the expiration of the lease for the West campus in June 2016. The study will assist the College in making informed decisions about future facility needs. The Metro Campus Task Force was formed in Spring 2015 to review the metro campuses, and as a result of its work, recommended to end the lease at the West campus. The District Board of Trustees approved this recommendation.

West Transition Team

A West Transition Team was formed and began meeting in July 2015 to address the charge outlined below.

Team Charge

The charge for this team is to create a transition plan with options as to instruction, services, and location(s) designed to promote student access, address the success and completion needs for those currently enrolled at the West campus, and service the educational needs of students being served by and attending the West campus (i.e., non-credit students, degree students, developmental students, etc.)

The plan shall also meet the objective of establishing a policy and procedural framework for how the College will handle transitioning of programs, services, faculty, staff, students, furnishing and equipment in the event of a center or campus being phased out.

Team Makeup

The cross-college West Transition Team includes faculty, staff and administrators in the areas of facilities, Arts and Sciences, Academic Advancement, Business and Applied Arts, Professional and Continuing Education, student services, technology services, Human Resources and campus management.

Data Components

The team reviewed the following data components to inform potential options related to the transition from the West campus: enrollment trends, course mix and space utilization; regional and zip code maps; population and income demographics; course and School revenue; and student surveys. Two student surveys were deployed: the *Student Insights Survey: West Campus Transition* for degree and developmental students and *Continuing Education (SPACE): West Campus Insights* survey for SPACE students.

Options for Transitioning West Programming

The West Transition Team identified options related to instruction, services and locations for transitioning out of the West campus. Those options included the following:

- Location
 - Use existing Madison College campuses in the City of Madison
 - Lease a small facility (8,000-12,000 square feet) on the west side of Madison
- Instruction
 - Move course offerings to existing Madison College campuses
 - Move continuing education offerings to a smaller west side location
 - Provide degree-credit options for daytime use of the facility
- Services
 - Move current faculty and staff to existing locations
 - Determine appropriate staffing of potential new leased facility
 - Provide transportation options for students and staff

Option: Move all West course offerings to other existing Madison College campuses.

The access and educational needs of students attending the West campus will be served by moving degree and developmental programming to the Truax campus and the Downtown Education Center. Students will have access to educational services currently offered at Truax and DTEC to address their success and completion needs.

This option will not support the access needs of the School of Professional and Continuing Education (SPACE). SPACE experienced rapid growth in the past five years because the School expanded its programming at the Foundation Centre and the West campus. The value of the west location for continuing education and customized contract students is room availability, ease of parking, and travel convenience. Without a west presence, a large segment of SPACE students could be underserved.

Recommendation: Move SPACE and select daytime degree programming to an approximately 8,000 to 12,000 square foot facility on the west side of the metro area.

This option supports the access needs for professional and continuing education students. Both enrichment classes for west side working adults and professional development programming could be offered at a potential new site. SPACE would use the facility to capacity during the evening hours. However, additional programming can be offered during the daytime to serve developmental and credit students while optimizing room utilization.

Two options for degree programming would offer access to degree students. First, the College could market the campus to Liberal Arts Transfer students as the place for first-year transfer programming, and/or second, a new site could potentially become a business center that includes degree business programming alongside SPACE programming.

Providing space for students to have some limited access to student services to address their success and completion needs is encouraged.

The West Transition Team recommends that the College take three actions once a new West campus is identified to ensure its success:

- Appoint an administrator to oversee the campus.
- Develop a strategic plan for the campus that aligns with the College Strategic Plan, Impact Initiative and Pillars of Promise.
- Robustly market the campus to attract students to any new site and inform the west community.

Assessment Plan

The Team recommends that the College engage in collaborative assessment of the campus on a yearly basis by developing a West Campus Team. This Team would be charged with recommending improvements and next steps related to the continued success of the campus.

Future Long-Term Consideration

The data that the West Transition Team reviewed informed and supported the need for a presence on the west side of the district and demonstrates that the potential exists to expand in the future. The level of commitment to a new west site, how the campus and programming is marketed and how students are supported will have an impact on the success of the campus. If the College provides support for the campus, the potential for growth is significant. At that point, the College may be in a position to advocate the expansion of its presence on the west side of the district.