Progressive K-12 Partnerships: Building a Pipeline of Prepared Learners

Paul Proulx, Board of Trustees Member
Dr. Lori Weyers, President
Dr. Jeannie Worden, Executive Vice President
Katie Felch, Associate Vice President of Marketing, Public Relations & Legislative Advocacy
• Approximately 30,000 learners
• 5,900 square mile, 10-county district
About NTC

- Nearly 200 associate degree, technical diploma and short-term certificate programs
- Over 400 transfer opportunities with over 50 four-year colleges
K-12 Demographics

- 25 Public High Schools
- Recent growth of 26% of students under age 25
- Median age of program students is 24
- 54% of program students are under 25
Increase in 18-24 Enrollment

2016-17 Program and Pre-Program Students

Median student age, program students: 24
Median student age, entire College: 31
<table>
<thead>
<tr>
<th>Change in Parent Perception</th>
<th>WTCS</th>
<th>NTC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Promoter Score</td>
<td>+17</td>
<td>+23</td>
</tr>
<tr>
<td>Promoters</td>
<td>35%</td>
<td>37%</td>
</tr>
<tr>
<td>Passives</td>
<td>47%</td>
<td>49%</td>
</tr>
<tr>
<td>Detractors</td>
<td>18%</td>
<td>14%</td>
</tr>
<tr>
<td>Familiar with Technical College</td>
<td>98%</td>
<td>99%</td>
</tr>
<tr>
<td>Favorable Opinion of Technical College</td>
<td>69%</td>
<td>81% *</td>
</tr>
<tr>
<td>Technical College is Top of Mind Option for Child</td>
<td>36%</td>
<td>49% **</td>
</tr>
<tr>
<td>Technical College is Consideration Set</td>
<td>37%</td>
<td>42%</td>
</tr>
<tr>
<td>Technical College is First Choice</td>
<td>13%</td>
<td>24% **</td>
</tr>
</tbody>
</table>

*Highest rating of all Wisconsin Technical Colleges, Increase of 19% since 2007
**Second highest rating of all Wisconsin Technical Colleges
Progressive Strategies

• Change in Marketing Approach
• Dual Credit
  – The Results
• Academies
  – Dual Credit
  – Regional Academy
  – Northern Academy
  – Pathway Academy
  – The Results

“Dual Credit is a great way to get a head start on your education. Besides getting college credit, you’re also earning high school credit, so it’s a win-win.”

Casey Pietz, Former NTC Dual Credit Student
Progressive Strategies

- Branch Academy
- Marian University
- K-12 Administrator Breakfast
- NTC Promise
- Youth Apprenticeship (YA)
- The Edge/Transition Tuesday
- Commit to College
- VIP Registration
Progressive Strategies

- Timberwolf Suites
- **High School Hub**
- Calculating Return & Benefits
- School to Career Partnership Meetings
- Board Investment
Questions?

Paul Proulx:
proulxp@ntc.edu
715.675.3331

Dr. Lori Weyers:
weyers@ntc.edu
715.803.1060

Dr. Jeannie Worden:
worden@ntc.edu
715.803.1070

Katie Felch:
felch@ntc.edu
715.803.1012