

# EMPLOYER SATISFACTION

WITH WTCS PROGRAMS, GRADUATES' SKILLS

WISCONSIN  
TECHNICAL COLLEGE  
SYSTEM  
we are futuremakers



	Distance	Current	Target
X	+00.0000	+08.5228	+08.5228
Y	+00.0000	-00.9300	-00.9300
Z	+00.0000	-07.1796	-07.1796

Parameter	Value
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# EMPLOYER SATISFACTION

## WITH WTCS PROGRAMS, GRADUATES' SKILLS

AUGUST 2018



**Wisconsin Technical College System**  
4622 University Avenue  
Madison, Wisconsin 53705

“*Employers in every sector and in every region of the state rely on Wisconsin’s technical colleges in order to compete and grow.*”

S. MARK TYLER, PRESIDENT, OEM FABRICATORS, INC.



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If you have questions regarding the information in this report, contact [hilary.barker@wtcsystem.edu](mailto:hilary.barker@wtcsystem.edu)

# HIGHLIGHTS

## 2018 Employer Satisfaction

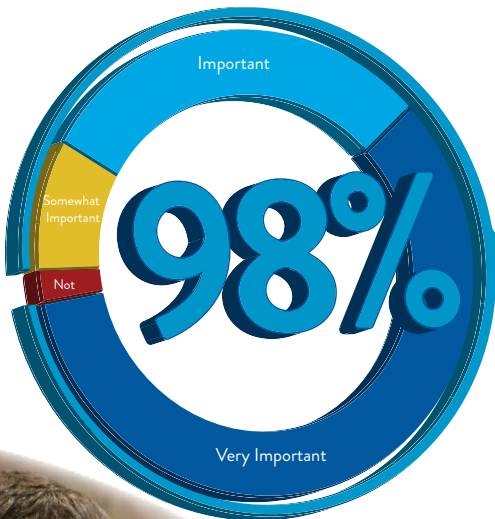


High-quality employer partnerships are essential to the continuous improvement of Wisconsin Technical College System (WTCS) programs and services.

In addition to working closely with employers in the development and delivery of tech college programs, WTCS also routinely surveys employers to allow them to evaluate programs and graduates' skills. The System's proven, sustained track record of delivering positive graduate outcomes is a testament to the value of these local employer partnerships.

This report summarizes the results of the 2018 employer survey to gauge satisfaction with WTCS programs and graduates' skills. This survey is conducted every four years.

## OF THE EMPLOYERS RESPONDING...



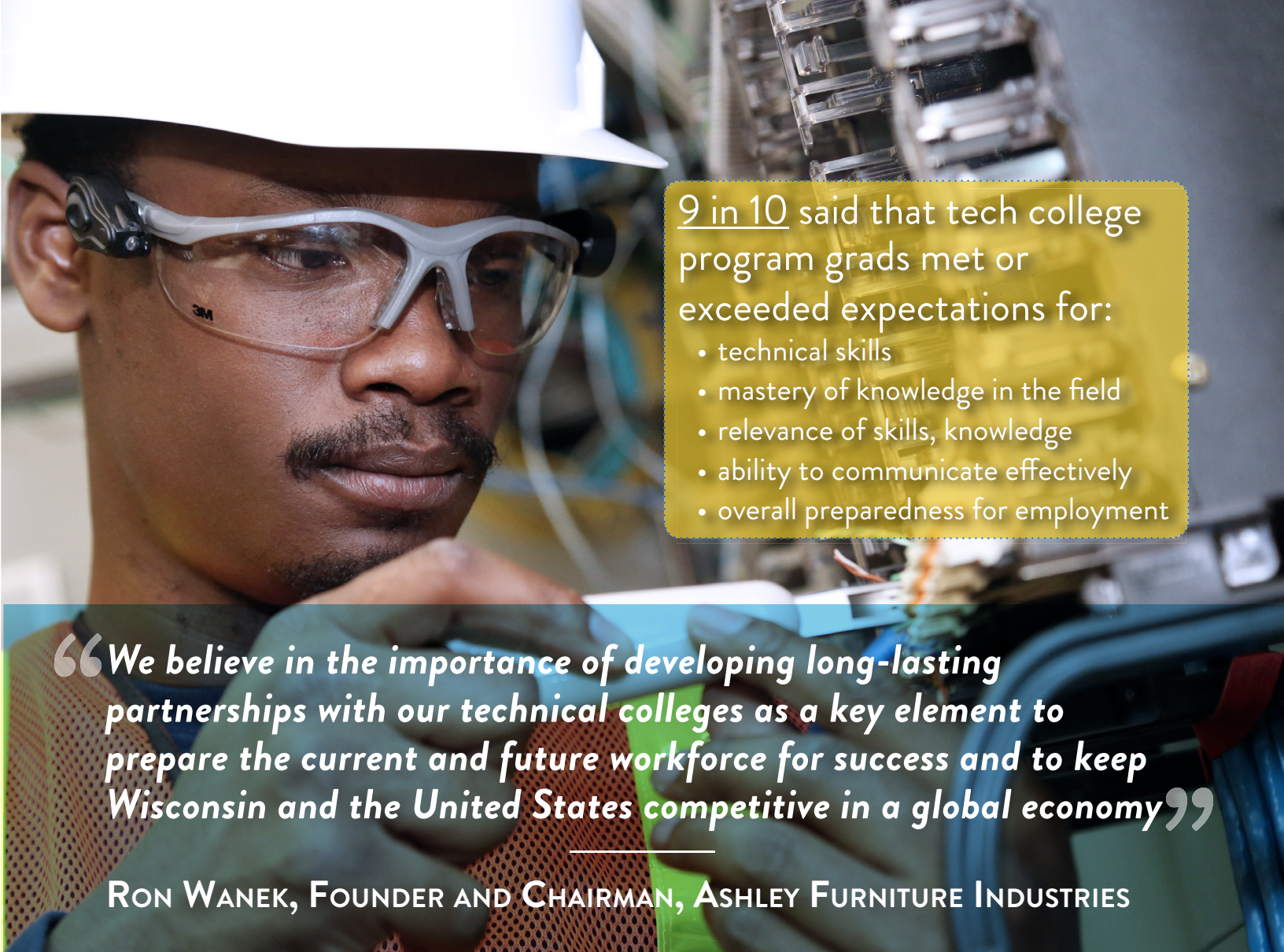
**SAID A TECHNICAL COLLEGE WAS IMPORTANT TO THE OVERALL SUCCESS OF THEIR BUSINESS**

**97% were satisfied or very satisfied with technical college graduates' education**

**96% would hire a WTCS graduate again**

**92% would recommend a WTCS graduate to another employer**





9 in 10 said that tech college program grads met or exceeded expectations for:

- technical skills
- mastery of knowledge in the field
- relevance of skills, knowledge
- ability to communicate effectively
- overall preparedness for employment

**“We believe in the importance of developing long-lasting partnerships with our technical colleges as a key element to prepare the current and future workforce for success and to keep Wisconsin and the United States competitive in a global economy”**

**RON WANEK, FOUNDER AND CHAIRMAN, ASHLEY FURNITURE INDUSTRIES**

In addition to associate degree and technical diploma programs, as well as short-term diplomas and certificates, WTCS is a major provider of customized instruction for incumbent workers and technical assistance for Wisconsin employers.

Employers routinely engage Wisconsin’s technical colleges to:

- enhance employees’ skills
- achieve industry certifications
- improve productivity
- achieve cost savings
- improve safety and compliance
- reduce turnover

*The Wisconsin Technical College System (WTCS) delivers the technical experts and entrepreneurs who drive economic activity in every sector and region of the state*

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## EMPLOYER SATISFACTION, BY CAREER CLUSTER

### ALL CAREER CLUSTERS - ALL PROGRAMS

All Clusters							
All Credential Types							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	1,941	181 (9%)	576 (30%)	1,146 (59%)	38 (2%)	0 (0%)	58 (3%)
Satisfaction with Graduate Education	1,943	A - Satisfied 944 (49%)	B - Very Satisfied 935 (48%)	C - Unsatisfied 47 (2%)	D - Very Unsatisfied 17 (1%)	0 (0%)	56 (3%)
Hire Graduate Again	1,833	A - Yes 1,752 (96%)	B - No 7 (0%)	C - Maybe 74 (4%)			166 (9%)
Recommend Graduate to Another Employer	1,836	1,688 (92%)	19 (1%)	129 (7%)			163 (9%)
Relevance of Skills and Knowledge	1,960	Nearly Meets 201 (10%)	Meets 1,172 (60%)	Exceeds 531 (27%)	Does Not Meet 39 (2%)	17 (1%)	39 (2%)
Mastery of Knowledge in the Field	1,980	176 (9%)	1,303 (66%)	442 (22%)	37 (2%)	22 (1%)	19 (1%)
Ability to Perform Technical Skills	1,980	148 (7%)	1,222 (62%)	568 (29%)	25 (1%)	17 (1%)	19 (1%)
Ability to Communicate Effectively	1,973	179 (9%)	1,073 (54%)	682 (35%)	28 (1%)	11 (1%)	26 (1%)
Mastery of STEM	1,962	166 (8%)	1,194 (61%)	415 (21%)	25 (1%)	162 (8%)	37 (2%)
Overall Preparedness for Employment	1,977	181 (9%)	1,138 (58%)	618 (31%)	28 (1%)	12 (1%)	22 (1%)

### ALL CAREER CLUSTERS, BY CREDENTIAL TYPE

All Clusters							
Short-Term Technical Diploma							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	467	34 (7%)	102 (22%)	323 (69%)	8 (2%)	0 (0%)	15 (3%)
Satisfaction with Graduate Education	470	A - Satisfied 245 (52%)	B - Very Satisfied 207 (44%)	C - Unsatisfied 15 (3%)	D - Very Unsatisfied 3 (1%)	0 (0%)	12 (3%)
Hire Graduate Again	431	A - Yes 408 (95%)	B - No 1 (0%)	C - Maybe 22 (5%)			51 (12%)
Recommend Graduate to Another Employer	433	400 (92%)	4 (1%)	29 (7%)			49 (11%)
Relevance of Skills and Knowledge	473	Nearly Meets 44 (9%)	Meets 300 (63%)	Exceeds 114 (24%)	Does Not Meet 9 (2%)	6 (1%)	9 (2%)
Mastery of Knowledge in the Field	475	43 (9%)	328 (69%)	89 (19%)	9 (2%)	6 (1%)	7 (1%)
Ability to Perform Technical Skills	474	35 (7%)	326 (69%)	105 (22%)	4 (1%)	4 (1%)	8 (2%)
Ability to Communicate Effectively	471	36 (8%)	295 (63%)	130 (28%)	7 (1%)	3 (1%)	11 (2%)
Mastery of STEM	472	42 (9%)	287 (61%)	84 (18%)	7 (1%)	52 (11%)	10 (2%)
Overall Preparedness for Employment	475	46 (10%)	303 (64%)	114 (24%)	7 (1%)	5 (1%)	7 (1%)



All Clusters							
One-Year Technical Diploma							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	439	35 (8%)	136 (31%)	260 (59%)	8 (2%)	0 (0%)	21 (5%)
		A - Satisfied	B - Very Satisfied	C - Unsatisfied	D - Very Unsatisfied		
Satisfaction with Graduate Education	438	223 (51%)	200 (46%)	12 (3%)	3 (1%)	0 (0%)	22 (5%)
		A - Yes	B - No	C - Maybe			
Hire Graduate Again	419	402 (96%)	2 (0%)	15 (4%)			41 (10%)
Recommend Graduate to Another Employer	420	380 (90%)	7 (2%)	33 (8%)			40 (10%)
		Nearly Meets	Meets	Exceeds	Does Not Meet		
Relevance of Skills and Knowledge	441	53 (12%)	265 (60%)	106 (24%)	13 (3%)	4 (1%)	19 (4%)
Mastery of Knowledge in the Field	456	42 (9%)	298 (65%)	96 (21%)	15 (3%)	5 (1%)	4 (1%)
Ability to Perform Technical Skills	457	39 (9%)	281 (61%)	124 (27%)	9 (2%)	4 (1%)	3 (1%)
Ability to Communicate Effectively	455	46 (10%)	246 (54%)	154 (34%)	6 (1%)	3 (1%)	5 (1%)
Mastery of STEM	442	61 (14%)	257 (58%)	95 (21%)	5 (1%)	24 (5%)	18 (4%)
Overall Preparedness for Employment	457	49 (11%)	252 (55%)	144 (32%)	9 (2%)	3 (1%)	3 (1%)

All Clusters							
Two-Year Technical Diploma							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	81	8 (10%)	31 (38%)	41 (51%)	1 (1%)	0 (0%)	1 (1%)
		A - Satisfied	B - Very Satisfied	C - Unsatisfied	D - Very Unsatisfied		
Satisfaction with Graduate Education	81	46 (57%)	31 (38%)	2 (2%)	2 (2%)	0 (0%)	1 (1%)
		A - Yes	B - No	C - Maybe			
Hire Graduate Again	79	77 (97%)	1 (1%)	1 (1%)			3 (4%)
Recommend Graduate to Another Employer	79	74 (94%)	0 (0%)	5 (6%)			3 (4%)
		Nearly Meets	Meets	Exceeds	Does Not Meet		
Relevance of Skills and Knowledge	81	12 (15%)	46 (57%)	20 (25%)	2 (2%)	1 (1%)	1 (1%)
Mastery of Knowledge in the Field	81	12 (15%)	52 (64%)	16 (20%)	1 (1%)	0 (0%)	1 (1%)
Ability to Perform Technical Skills	81	11 (14%)	45 (56%)	24 (30%)	1 (1%)	0 (0%)	1 (1%)
Ability to Communicate Effectively	81	10 (12%)	49 (60%)	21 (26%)	1 (1%)	0 (0%)	1 (1%)
Mastery of STEM	81	8 (10%)	54 (67%)	14 (17%)	2 (2%)	3 (4%)	1 (1%)
Overall Preparedness for Employment	81	8 (10%)	50 (62%)	20 (25%)	3 (4%)	0 (0%)	1 (1%)

All Clusters							
Associate Degree							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	951	104 (11%)	306 (32%)	520 (55%)	21 (2%)	0 (0%)	21 (2%)
		A - Satisfied	B - Very Satisfied	C - Unsatisfied	D - Very Unsatisfied		
Satisfaction with Graduate Education	951	428 (45%)	497 (52%)	18 (2%)	8 (1%)	0 (0%)	21 (2%)
		A - Yes	B - No	C - Maybe			
Hire Graduate Again	901	862 (96%)	3 (0%)	36 (4%)			71 (8%)
Recommend Graduate to Another Employer	901	831 (92%)	8 (1%)	62 (7%)			71 (8%)
		Nearly Meets	Meets	Exceeds	Does Not Meet		
Relevance of Skills and Knowledge	962	92 (10%)	559 (58%)	290 (30%)	15 (2%)	6 (1%)	10 (1%)
Mastery of Knowledge in the Field	965	79 (8%)	623 (65%)	240 (25%)	12 (1%)	11 (1%)	7 (1%)
Ability to Perform Technical Skills	965	63 (7%)	568 (59%)	314 (33%)	11 (1%)	9 (1%)	7 (1%)
Ability to Communicate Effectively	963	87 (9%)	481 (50%)	376 (39%)	14 (1%)	5 (1%)	9 (1%)
Mastery of STEM	964	55 (6%)	596 (62%)	221 (23%)	11 (1%)	81 (8%)	8 (1%)
Overall Preparedness for Employment	961	78 (8%)	531 (55%)	339 (35%)	9 (1%)	4 (0%)	11 (1%)



## AGRICULTURE, FOOD AND NATURAL RESOURCES



Production, processing, marketing, distribution, financing and development of agricultural commodities and resources including food, fiber, wood products, natural resources, horticulture, and other plant and animal products and resources

All Credential Types							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	65	7 (11%)	22 (34%)	34 (52%)	2 (3%)	0 (0%)	3 (5%)
		A - Satisfied	B - Very Satisfied	C - Unsatisfied	D - Very Unsatisfied		
Satisfaction with Graduate Education	65	35 (54%)	26 (40%)	3 (5%)	1 (2%)	0 (0%)	3 (5%)
		A - Yes	B - No	C - Maybe			
Hire Graduate Again	66	61 (92%)	0 (0%)	5 (8%)			2 (3%)
Recommend Graduate to Another Employer	66	60 (91%)	0 (0%)	6 (9%)			2 (3%)
		Nearly Meets	Meets	Exceeds	Does Not Meet		
Relevance of Skills and Knowledge	67	9 (13%)	38 (57%)	17 (25%)	1 (1%)	2 (3%)	1 (1%)
Mastery of Knowledge in the Field	67	5 (7%)	43 (64%)	15 (22%)	1 (1%)	3 (4%)	1 (1%)
Ability to Perform Technical Skills	67	8 (12%)	40 (60%)	16 (24%)	1 (1%)	2 (3%)	1 (1%)
Ability to Communicate Effectively	67	8 (12%)	37 (55%)	17 (25%)	2 (3%)	3 (4%)	1 (1%)
Mastery of STEM	67	7 (10%)	42 (63%)	14 (21%)	1 (1%)	3 (4%)	1 (1%)
Overall Preparedness for Employment	67	6 (9%)	42 (63%)	16 (24%)	1 (1%)	2 (3%)	1 (1%)



## ARCHITECTURE AND CONSTRUCTION



Design, planning, management, building and maintenance of structures

All Credential Types							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	83	8 (10%)	27 (33%)	44 (53%)	4 (5%)	0 (0%)	1 (1%)
		A - Satisfied	B - Very Satisfied	C - Unsatisfied	D - Very Unsatisfied		
Satisfaction with Graduate Education	83	43 (52%)	39 (47%)	1 (1%)	0 (0%)	0 (0%)	1 (1%)
		A - Yes	B - No	C - Maybe			
Hire Graduate Again	80	78 (98%)	0 (0%)	2 (2%)			4 (5%)
Recommend Graduate to Another Employer	80	73 (91%)	1 (1%)	6 (8%)			4 (5%)
		Nearly Meets	Meets	Exceeds	Does Not Meet		
Relevance of Skills and Knowledge	84	13 (15%)	50 (60%)	19 (23%)	2 (2%)	0 (0%)	0 (0%)
Mastery of Knowledge in the Field	84	12 (14%)	56 (67%)	13 (15%)	2 (2%)	1 (1%)	0 (0%)
Ability to Perform Technical Skills	84	9 (11%)	58 (69%)	17 (20%)	0 (0%)	0 (0%)	0 (0%)
Ability to Communicate Effectively	84	7 (8%)	46 (55%)	31 (37%)	0 (0%)	0 (0%)	0 (0%)
Mastery of STEM	84	12 (14%)	52 (62%)	17 (20%)	1 (1%)	2 (2%)	0 (0%)
Overall Preparedness for Employment	84	7 (8%)	50 (60%)	26 (31%)	1 (1%)	0 (0%)	0 (0%)



## ARTS, A/V TECHNOLOGY AND COMMUNICATIONS



Design, production, exhibition, performance, writing and publishing of multimedia content, including visual and performing arts and design, journalism and entertainment services

All Credential Types							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	44	5 (11%)	17 (39%)	19 (43%)	3 (7%)	0 (0%)	0 (0%)
Satisfaction with Graduate Education	44	A - Satisfied	B - Very Satisfied	C - Unsatisfied	D - Very Unsatisfied	0 (0%)	0 (0%)
Hire Graduate Again	43	A - Yes	B - No	C - Maybe			1 (2%)
Recommend Graduate to Another Employer	44	42 (95%)	0 (0%)	2 (5%)			0 (0%)
Relevance of Skills and Knowledge	44	Nearly Meets	Meets	Exceeds	Does Not Meet	1 (2%)	0 (0%)
Mastery of Knowledge in the Field	44	8 (18%)	21 (48%)	15 (34%)	0 (0%)	0 (0%)	0 (0%)
Ability to Perform Technical Skills	44	3 (7%)	23 (52%)	16 (36%)	1 (2%)	1 (2%)	0 (0%)
Ability to Communicate Effectively	44	8 (18%)	17 (39%)	17 (39%)	1 (2%)	1 (2%)	0 (0%)
Mastery of STEM	44	4 (9%)	19 (43%)	12 (27%)	0 (0%)	9 (20%)	0 (0%)
Overall Preparedness for Employment	44	6 (14%)	18 (41%)	18 (41%)	1 (2%)	1 (2%)	0 (0%)



## BUSINESS MANAGEMENT AND ADMINISTRATION



Planning, organization, direction and evaluation of business functions essential to efficient and productive business operations

All Credential Types							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	131	21 (16%)	46 (35%)	62 (47%)	2 (2%)	0 (0%)	3 (2%)
Satisfaction with Graduate Education	131	A - Satisfied	B - Very Satisfied	C - Unsatisfied	D - Very Unsatisfied	0 (0%)	3 (2%)
Hire Graduate Again	127	A - Yes	B - No	C - Maybe			7 (6%)
Recommend Graduate to Another Employer	127	115 (91%)	2 (2%)	10 (8%)			7 (6%)
Relevance of Skills and Knowledge	132	Nearly Meets	Meets	Exceeds	Does Not Meet	4 (3%)	2 (2%)
Mastery of Knowledge in the Field	132	5 (4%)	74 (56%)	47 (36%)	0 (0%)	6 (5%)	2 (2%)
Ability to Perform Technical Skills	132	6 (5%)	63 (48%)	57 (43%)	2 (2%)	4 (3%)	2 (2%)
Ability to Communicate Effectively	132	8 (6%)	61 (46%)	61 (46%)	1 (1%)	1 (1%)	2 (2%)
Mastery of STEM	132	12 (9%)	62 (47%)	35 (27%)	2 (2%)	21 (16%)	2 (2%)
Overall Preparedness for Employment	132	7 (5%)	63 (48%)	60 (45%)	1 (1%)	1 (1%)	2 (2%)



## EDUCATION AND TRAINING



Planning, management and provision of education, training services and related learning support services

All Credential Types							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	65	8 (12%)	20 (31%)	35 (54%)	2 (3%)	0 (0%)	1 (2%)
Satisfaction with Graduate Education	65	A - Satisfied	B - Very Satisfied	C - Unsatisfied	D - Very Unsatisfied	0 (0%)	1 (2%)
Hire Graduate Again	64	A - Yes	B - No	C - Maybe			2 (3%)
Recommend Graduate to Another Employer	64	57 (89%)	2 (3%)	5 (8%)			2 (3%)
Relevance of Skills and Knowledge	66	Nearly Meets	Meets	Exceeds	Does Not Meet	1 (2%)	0 (0%)
Mastery of Knowledge in the Field	66	4 (6%)	42 (64%)	19 (29%)	0 (0%)	1 (2%)	0 (0%)
Ability to Perform Technical Skills	66	2 (3%)	38 (58%)	23 (35%)	1 (2%)	2 (3%)	0 (0%)
Ability to Communicate Effectively	66	9 (14%)	33 (50%)	23 (35%)	1 (2%)	0 (0%)	0 (0%)
Mastery of STEM	66	4 (6%)	32 (48%)	14 (21%)	0 (0%)	16 (24%)	0 (0%)
Overall Preparedness for Employment	65	6 (9%)	34 (52%)	24 (37%)	1 (2%)	0 (0%)	1 (2%)



## FINANCE



Planning and services for financial and investment planning, banking, insurance and business financial management

All Credential Types							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	47	4 (9%)	20 (43%)	17 (36%)	6 (13%)	0 (0%)	1 (2%)
Satisfaction with Graduate Education	47	A - Satisfied	B - Very Satisfied	C - Unsatisfied	D - Very Unsatisfied	0 (0%)	1 (2%)
Hire Graduate Again	47	A - Yes	B - No	C - Maybe			1 (2%)
Recommend Graduate to Another Employer	47	45 (96%)	0 (0%)	2 (4%)			1 (2%)
Relevance of Skills and Knowledge	48	Nearly Meets	Meets	Exceeds	Does Not Meet	0 (0%)	0 (0%)
Mastery of Knowledge in the Field	48	4 (8%)	30 (62%)	14 (29%)	0 (0%)	0 (0%)	0 (0%)
Ability to Perform Technical Skills	48	3 (6%)	31 (65%)	14 (29%)	0 (0%)	0 (0%)	0 (0%)
Ability to Communicate Effectively	48	2 (4%)	25 (52%)	21 (44%)	0 (0%)	0 (0%)	0 (0%)
Mastery of STEM	48	1 (2%)	33 (69%)	13 (27%)	0 (0%)	1 (2%)	0 (0%)
Overall Preparedness for Employment	48	2 (4%)	29 (60%)	17 (35%)	0 (0%)	0 (0%)	0 (0%)



## HEALTH SCIENCE



Planning, management and provision of therapeutic services, diagnostic services, health informatics, support services and biotechnology research and development

All Credential Types							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	834	59 (7%)	194 (23%)	575 (69%)	6 (1%)	0 (0%)	35 (4%)
		A - Satisfied	B - Very Satisfied	C - Unsatisfied	D - Very Unsatisfied		
Satisfaction with Graduate Education	836	380 (45%)	438 (52%)	13 (2%)	5 (1%)	0 (0%)	33 (4%)
		A - Yes	B - No	C - Maybe			
Hire Graduate Again	746	724 (97%)	2 (0%)	20 (3%)			123 (16%)
Recommend Graduate to Another Employer	747	706 (95%)	7 (1%)	34 (5%)			122 (16%)
		Nearly Meets	Meets	Exceeds	Does Not Meet		
Relevance of Skills and Knowledge	841	59 (7%)	543 (65%)	225 (27%)	8 (1%)	6 (1%)	28 (3%)
Mastery of Knowledge in the Field	859	54 (6%)	596 (69%)	191 (22%)	10 (1%)	8 (1%)	10 (1%)
Ability to Perform Technical Skills	860	46 (5%)	554 (64%)	248 (29%)	4 (0%)	8 (1%)	9 (1%)
Ability to Communicate Effectively	856	67 (8%)	493 (58%)	283 (33%)	9 (1%)	4 (0%)	13 (2%)
Mastery of STEM	842	52 (6%)	564 (67%)	174 (21%)	5 (1%)	47 (6%)	27 (3%)
Overall Preparedness for Employment	857	67 (8%)	525 (61%)	255 (30%)	6 (1%)	4 (0%)	12 (1%)



## HOSPITALITY AND TOURISM



Management, marketing and operation of restaurants and other food services, lodging, attractions, recreation events and travel-related services

All Credential Types							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	18	2 (11%)	4 (22%)	11 (61%)	1 (6%)	0 (0%)	2 (11%)
		A - Satisfied	B - Very Satisfied	C - Unsatisfied	D - Very Unsatisfied		
Satisfaction with Graduate Education	19	6 (32%)	13 (68%)	0 (0%)	0 (0%)	0 (0%)	1 (5%)
		A - Yes	B - No	C - Maybe			
Hire Graduate Again	18	17 (94%)	0 (0%)	1 (6%)			2 (11%)
Recommend Graduate to Another Employer	18	14 (78%)	0 (0%)	4 (22%)			2 (11%)
		Nearly Meets	Meets	Exceeds	Does Not Meet		
Relevance of Skills and Knowledge	19	0 (0%)	9 (47%)	8 (42%)	2 (11%)	0 (0%)	1 (5%)
Mastery of Knowledge in the Field	19	3 (16%)	11 (58%)	5 (26%)	0 (0%)	0 (0%)	1 (5%)
Ability to Perform Technical Skills	19	2 (11%)	11 (58%)	6 (32%)	0 (0%)	0 (0%)	1 (5%)
Ability to Communicate Effectively	18	0 (0%)	11 (61%)	7 (39%)	0 (0%)	0 (0%)	2 (11%)
Mastery of STEM	19	3 (16%)	11 (58%)	3 (16%)	1 (5%)	1 (5%)	1 (5%)
Overall Preparedness for Employment	19	2 (11%)	8 (42%)	9 (47%)	0 (0%)	0 (0%)	1 (5%)



## HUMAN SERVICES



Provision of counseling and mental health services, family and community services, personal care and consumer services

All Credential Types							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	36	4 (11%)	10 (28%)	21 (58%)	1 (3%)	0 (0%)	0 (0%)
		A - Satisfied	B - Very Satisfied	C - Unsatisfied	D - Very Unsatisfied		
Satisfaction with Graduate Education	35	14 (40%)	18 (51%)	3 (9%)	0 (0%)	0 (0%)	1 (3%)
		A - Yes	B - No	C - Maybe			
Hire Graduate Again	36	35 (97%)	0 (0%)	1 (3%)			0 (0%)
Recommend Graduate to Another Employer	36	33 (92%)	1 (3%)	2 (6%)			0 (0%)
		Nearly Meets	Meets	Exceeds	Does Not Meet		
Relevance of Skills and Knowledge	35	1 (3%)	14 (40%)	18 (51%)	2 (6%)	0 (0%)	1 (3%)
Mastery of Knowledge in the Field	35	3 (9%)	19 (54%)	10 (29%)	3 (9%)	0 (0%)	1 (3%)
Ability to Perform Technical Skills	35	3 (9%)	16 (46%)	14 (40%)	2 (6%)	0 (0%)	1 (3%)
Ability to Communicate Effectively	35	1 (3%)	13 (37%)	19 (54%)	1 (3%)	1 (3%)	1 (3%)
Mastery of STEM	35	3 (9%)	12 (34%)	11 (31%)	2 (6%)	7 (20%)	1 (3%)
Overall Preparedness for Employment	35	6 (17%)	9 (26%)	19 (54%)	1 (3%)	0 (0%)	1 (3%)



## INFORMATION TECHNOLOGY (IT)



Design, development, support and management of hardware, software, multimedia and systems integration services

All Credential Types							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	89	15 (17%)	36 (40%)	37 (42%)	1 (1%)	0 (0%)	1 (1%)
		A - Satisfied	B - Very Satisfied	C - Unsatisfied	D - Very Unsatisfied		
Satisfaction with Graduate Education	88	39 (44%)	48 (55%)	1 (1%)	0 (0%)	0 (0%)	2 (2%)
		A - Yes	B - No	C - Maybe			
Hire Graduate Again	88	86 (98%)	0 (0%)	2 (2%)			2 (2%)
Recommend Graduate to Another Employer	88	82 (93%)	1 (1%)	5 (6%)			2 (2%)
		Nearly Meets	Meets	Exceeds	Does Not Meet		
Relevance of Skills and Knowledge	89	11 (12%)	51 (57%)	26 (29%)	1 (1%)	0 (0%)	1 (1%)
Mastery of Knowledge in the Field	90	7 (8%)	65 (72%)	18 (20%)	0 (0%)	0 (0%)	0 (0%)
Ability to Perform Technical Skills	90	7 (8%)	56 (62%)	27 (30%)	0 (0%)	0 (0%)	0 (0%)
Ability to Communicate Effectively	90	16 (18%)	39 (43%)	34 (38%)	1 (1%)	0 (0%)	0 (0%)
Mastery of STEM	89	7 (8%)	53 (60%)	24 (27%)	0 (0%)	5 (6%)	1 (1%)
Overall Preparedness for Employment	90	5 (6%)	52 (58%)	32 (36%)	0 (0%)	1 (1%)	0 (0%)

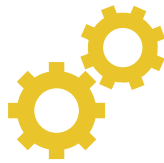


## LAW, PUBLIC SAFETY, CORRECTIONS AND SECURITY

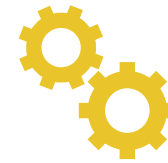


Planning, management and provision of legal, public safety, protective services and homeland security, including professional and technical support services

All Credential Types							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	200	10 (5%)	58 (29%)	130 (65%)	2 (1%)	0 (0%)	2 (1%)
		A - Satisfied	B - Very Satisfied	C - Unsatisfied	D - Very Unsatisfied		
Satisfaction with Graduate Education	200	116 (58%)	75 (38%)	6 (3%)	3 (2%)	0 (0%)	2 (1%)
		A - Yes	B - No	C - Maybe			
Hire Graduate Again	192	178 (93%)	0 (0%)	14 (7%)			10 (5%)
Recommend Graduate to Another Employer	193	171 (89%)	2 (1%)	20 (10%)			9 (5%)
		Nearly Meets	Meets	Exceeds	Does Not Meet		
Relevance of Skills and Knowledge	201	28 (14%)	126 (63%)	42 (21%)	5 (2%)	0 (0%)	1 (0%)
Mastery of Knowledge in the Field	202	26 (13%)	138 (68%)	33 (16%)	5 (2%)	0 (0%)	0 (0%)
Ability to Perform Technical Skills	201	17 (8%)	142 (71%)	38 (19%)	4 (2%)	0 (0%)	1 (0%)
Ability to Communicate Effectively	201	14 (7%)	123 (61%)	59 (29%)	4 (2%)	1 (0%)	1 (0%)
Mastery of STEM	202	17 (8%)	126 (62%)	33 (16%)	1 (0%)	25 (12%)	0 (0%)
Overall Preparedness for Employment	202	23 (11%)	129 (64%)	47 (23%)	2 (1%)	1 (0%)	0 (0%)



## MANUFACTURING



Conducting or managing the processing of materials into intermediate or final products and related professional and technical support activities, such as production planning and control, maintenance and manufacturing/process engineering

All Credential Types							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	150	15 (10%)	63 (42%)	69 (46%)	3 (2%)	0 (0%)	3 (2%)
		A - Satisfied	B - Very Satisfied	C - Unsatisfied	D - Very Unsatisfied		
Satisfaction with Graduate Education	149	84 (56%)	57 (38%)	6 (4%)	2 (1%)	0 (0%)	4 (3%)
		A - Yes	B - No	C - Maybe			
Hire Graduate Again	149	143 (96%)	1 (1%)	5 (3%)			4 (3%)
Recommend Graduate to Another Employer	149	136 (91%)	1 (1%)	12 (8%)			4 (3%)
		Nearly Meets	Meets	Exceeds	Does Not Meet		
Relevance of Skills and Knowledge	152	24 (16%)	90 (59%)	30 (20%)	6 (4%)	2 (1%)	1 (1%)
Mastery of Knowledge in the Field	152	19 (12%)	99 (65%)	24 (16%)	8 (5%)	2 (1%)	1 (1%)
Ability to Perform Technical Skills	152	15 (10%)	100 (66%)	31 (20%)	6 (4%)	0 (0%)	1 (1%)
Ability to Communicate Effectively	152	20 (13%)	94 (62%)	37 (24%)	1 (1%)	0 (0%)	1 (1%)
Mastery of STEM	152	28 (18%)	90 (59%)	27 (18%)	5 (3%)	2 (1%)	1 (1%)
Overall Preparedness for Employment	152	20 (13%)	88 (58%)	35 (23%)	7 (5%)	2 (1%)	1 (1%)



## MARKETING, SALES AND SERVICE



Anticipation, planning, management and satisfaction of consumers' demand for products, services and ideas by performing marketing, sales and service activities

All Credential Types							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	15	2 (13%)	5 (33%)	8 (53%)	0 (0%)	0 (0%)	1 (7%)
Satisfaction with Graduate Education	16	A - Satisfied 7 (44%)	B - Very Satisfied 8 (50%)	C - Unsatisfied 1 (6%)	D - Very Unsatisfied 0 (0%)	0 (0%)	0 (0%)
Hire Graduate Again	16	A - Yes 15 (94%)	B - No 0 (0%)	C - Maybe 1 (6%)			0 (0%)
Recommend Graduate to Another Employer	16	14 (88%)	0 (0%)	2 (12%)			0 (0%)
Relevance of Skills and Knowledge	16	Nearly Meets 2 (12%)	Meets 6 (38%)	Exceeds 7 (44%)	Does Not Meet 1 (6%)	0 (0%)	0 (0%)
Mastery of Knowledge in the Field	16	2 (12%)	10 (62%)	4 (25%)	0 (0%)	0 (0%)	0 (0%)
Ability to Perform Technical Skills	16	2 (12%)	7 (44%)	7 (44%)	0 (0%)	0 (0%)	0 (0%)
Ability to Communicate Effectively	16	0 (0%)	7 (44%)	8 (50%)	1 (6%)	0 (0%)	0 (0%)
Mastery of STEM	16	1 (6%)	5 (31%)	5 (31%)	0 (0%)	5 (31%)	0 (0%)
Overall Preparedness for Employment	16	1 (6%)	6 (38%)	9 (56%)	0 (0%)	0 (0%)	0 (0%)



## SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICS (STEM)



Planning, management and provision of scientific research and professional and technical services (physical science, social science, engineering), including laboratory and testing services and research and development

All Credential Types							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	43	8 (19%)	12 (28%)	22 (51%)	1 (2%)	0 (0%)	1 (2%)
Satisfaction with Graduate Education	43	A - Satisfied 19 (44%)	B - Very Satisfied 22 (51%)	C - Unsatisfied 1 (2%)	D - Very Unsatisfied 1 (2%)	0 (0%)	1 (2%)
Hire Graduate Again	42	A - Yes 37 (88%)	B - No 1 (2%)	C - Maybe 4 (10%)			2 (5%)
Recommend Graduate to Another Employer	42	36 (86%)	0 (0%)	6 (14%)			2 (5%)
Relevance of Skills and Knowledge	43	Nearly Meets 6 (14%)	Meets 23 (53%)	Exceeds 13 (30%)	Does Not Meet 1 (2%)	0 (0%)	1 (2%)
Mastery of Knowledge in the Field	43	8 (19%)	25 (58%)	8 (19%)	1 (2%)	1 (2%)	1 (2%)
Ability to Perform Technical Skills	43	6 (14%)	21 (49%)	15 (35%)	1 (2%)	0 (0%)	1 (2%)
Ability to Communicate Effectively	43	7 (16%)	21 (49%)	14 (33%)	1 (2%)	0 (0%)	1 (2%)
Mastery of STEM	43	3 (7%)	28 (65%)	11 (26%)	1 (2%)	0 (0%)	1 (2%)
Overall Preparedness for Employment	43	5 (12%)	21 (49%)	15 (35%)	2 (5%)	0 (0%)	1 (2%)





## TRANSPORTATION, DISTRIBUTION AND LOGISTICS



Planning, management and movement of people, materials and goods by road, pipeline, air, rail and water, including related professional support services such as transportation infrastructure planning and management, logistics, mobile equipment and facility maintenance

All Credential Types							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	115	13 (11%)	40 (35%)	58 (50%)	4 (3%)	0 (0%)	3 (3%)
Satisfaction with Graduate Education	116	A - Satisfied 64 (55%)	B - Very Satisfied 42 (36%)	C - Unsatisfied 9 (8%)	D - Very Unsatisfied 1 (1%)	0 (0%)	2 (2%)
Hire Graduate Again	113	A - Yes 105 (93%)	B - No 1 (1%)	C - Maybe 7 (6%)			5 (4%)
Recommend Graduate to Another Employer	113	99 (88%)	2 (2%)	12 (11%)			5 (4%)
Relevance of Skills and Knowledge	117	Nearly Meets 16 (14%)	Meets 67 (57%)	Exceeds 25 (21%)	Does Not Meet 8 (7%)	1 (1%)	1 (1%)
Mastery of Knowledge in the Field	117	16 (14%)	70 (60%)	24 (21%)	7 (6%)	0 (0%)	1 (1%)
Ability to Perform Technical Skills	117	18 (15%)	59 (50%)	37 (32%)	3 (3%)	0 (0%)	1 (1%)
Ability to Communicate Effectively	115	12 (10%)	49 (43%)	49 (43%)	5 (4%)	0 (0%)	3 (3%)
Mastery of STEM	117	11 (9%)	64 (55%)	20 (17%)	6 (5%)	16 (14%)	1 (1%)
Overall Preparedness for Employment	117	17 (15%)	61 (52%)	34 (29%)	5 (4%)	0 (0%)	1 (1%)



## GENERAL EDUCATION



General education programs, including liberal arts

All Credential Types							
Question	Number of Responses	Somewhat Important	Important	Very Important	Not Important	Does Not Apply	No Response
Importance of Local Technical College	6	0 (0%)	2 (33%)	4 (67%)	0 (0%)	0 (0%)	1 (17%)
Satisfaction with Graduate Education	6	A - Satisfied 4 (67%)	B - Very Satisfied 1 (17%)	C - Unsatisfied 0 (0%)	D - Very Unsatisfied 1 (17%)	0 (0%)	1 (17%)
Hire Graduate Again	6	A - Yes 5 (83%)	B - No 0 (0%)	C - Maybe 1 (17%)			1 (17%)
Recommend Graduate to Another Employer	6	5 (83%)	0 (0%)	1 (17%)			1 (17%)
Relevance of Skills and Knowledge	6	Nearly Meets 0 (0%)	Meets 4 (67%)	Exceeds 2 (33%)	Does Not Meet 0 (0%)	0 (0%)	1 (17%)
Mastery of Knowledge in the Field	6	0 (0%)	4 (67%)	2 (33%)	0 (0%)	0 (0%)	1 (17%)
Ability to Perform Technical Skills	6	1 (17%)	3 (50%)	2 (33%)	0 (0%)	0 (0%)	1 (17%)
Ability to Communicate Effectively	6	0 (0%)	4 (67%)	2 (33%)	0 (0%)	0 (0%)	1 (17%)
Mastery of STEM	6	1 (17%)	1 (17%)	2 (33%)	0 (0%)	2 (33%)	1 (17%)
Overall Preparedness for Employment	6	1 (17%)	3 (50%)	2 (33%)	0 (0%)	0 (0%)	1 (17%)

## APPENDIX A: METHODOLOGY & DEFINITIONS

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Between October 2017 and February 2018, Wisconsin's 16 technical colleges surveyed every individual who graduated from a technical college program during the 2016-17 academic year. In that survey, each graduate was asked to identify his or her employer.

For this report, between March 2018 and June 2018, the technical colleges surveyed employers of 2016-17 graduates who reported being employed in an occupation related to his or her training, and who gave permission for the technical college to contact the employer. A copy of the survey instrument is Appendix B.

The survey asked employers to rate how well WTCS programs prepared graduates to meet the employer's expectations relative to those for an entry-level employee. Of the 3,932 employers surveyed, 1,999 (50%) responded. The colleges submitted survey responses to the Wisconsin Technical College System (WTCS) Office for compilation of this System-wide report.

Throughout the report, percentage totals may not equal 100 due to rounding.

## APPENDIX B: SURVEY INSTRUMENT

### Employer Survey

How well does the Technical College \_\_\_\_\_ Program prepare graduates compared to your expectations of an entry-level employee?  
 Circle one number. If the statement does not apply to fields in which you have hired Technical College Graduates, circle 0 – Does Not Apply.

	Exceeds	Meets	Nearly Meets	Does Not Meet	Does Not Apply
Mastery of knowledge in the field	4	3	2	1	0
Ability to perform technical skills of the profession	4	3	2	1	0
Ability to communicate effectively with co-workers and/or customers	4	3	2	1	0
Relevancy of graduates' skill and/or knowledge base in relationship to real world applications within the industry	4	3	2	1	0
Mastery of science, technology, engineering or math skills needed in the field	4	3	2	1	0
Overall preparedness for employment at your company	4	3	2	1	0

GENERAL – Circle one number.

**How satisfied are you with the graduates' technical college education?**

- 4 = Very Satisfied
- 3 = Satisfied
- 2 = Unsatisfied
- 1 = Very Unsatisfied

**Would you recommend graduates of this program to another employer?**

- 1 = Yes
- 2 = No
- 3 = Maybe

**Would you hire a technical college graduate again?**

- 1 = Yes
- 2 = No
- 3 = Maybe

**How important is your local technical college(s) to the overall success of your business?**

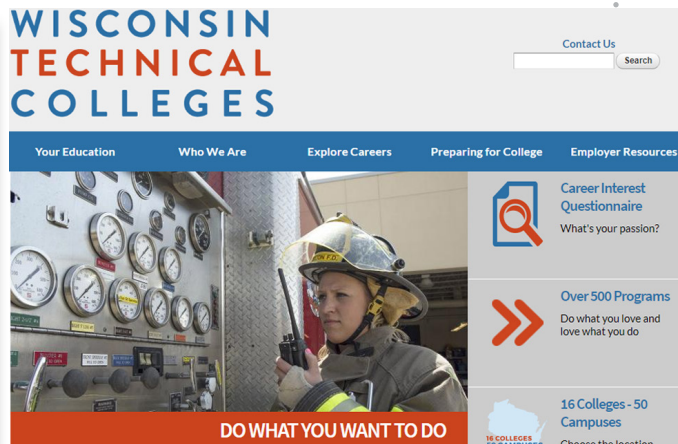
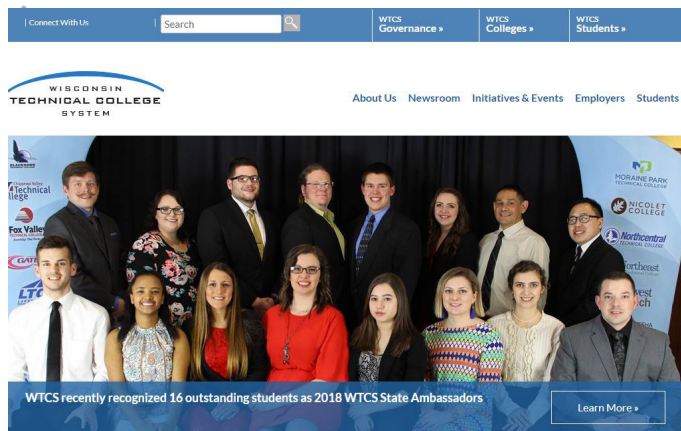
- 4 = Very Important
- 3 = Important
- 2 = Somewhat Important
- 1 = Not important

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System news and event information: [www.WTCSsystem.edu](http://www.WTCSsystem.edu)

Explore program and career options: [www.WisTechColleges.org](http://www.WisTechColleges.org)



## Other WTCS Reports

*Graduate Outcomes*  
*Five-Year Graduate Follow-up*  
*Apprenticeship Completion*  
*Credit Transfer*  
*Fact Book*  
*and more...*

Reports found online: [www.wtcsystem.edu/about-us/resources-publications](http://www.wtcsystem.edu/about-us/resources-publications)

# 16 COLLEGES 50 CAMPUSES ONE SYSTEM







# WISCONSIN'S 16 TECHNICAL COLLEGES

## **BLACKHAWK**

6004 S. County Road G  
P.O. Box 5009  
Janesville, WI 53547-5009  
[blackhawk.edu](http://blackhawk.edu)

## **MADISON COLLEGE**

1701 Wright Street  
Madison, WI 54704  
[madisoncollege.edu](http://madisoncollege.edu)

## **NORTHEAST WISCONSIN**

2740 W. Mason Street  
Green Bay, WI 54303  
[nwtc.edu](http://nwtc.edu)

## **CHIPPEWA VALLEY**

620 W. Clairemont Avenue  
Eau Claire, WI 54701  
[cvtc.edu](http://cvtc.edu)

## **MID-STATE**

500 32nd Street North  
Wisconsin Rapids, WI 54494  
[mstc.edu](http://mstc.edu)

## **SOUTHWEST TECH**

1800 Bronson Boulevard  
Fennimore, WI 53809  
[swtc.edu](http://swtc.edu)

## **FOX VALLEY**

1825 N. Bluemound Drive  
P.O. Box 2277  
Appleton, WI 54912-2277  
[fvtc.edu](http://fvtc.edu)

## **MILWAUKEE AREA**

700 West State Street  
Milwaukee, WI 53233  
[matc.edu](http://matc.edu)

## **WAUKESHA COUNTY**

800 Main Street  
Pewaukee, WI 53072  
[wctc.edu](http://wctc.edu)

## **GATEWAY**

3520 30th Avenue  
Kenosha, WI 53144  
[gtc.edu](http://gtc.edu)

## **MORAINES PARK**

235 North National Ave.  
Fond du Lac, WI 54936  
[morainepark.edu](http://morainepark.edu)

## **WESTERN**

400 7th Street North  
La Crosse, WI 54601  
[westerntc.edu](http://westerntc.edu)

## **LAKESHORE**

1290 North Avenue  
Cleveland, WI 53015  
[gotoltc.edu](http://gotoltc.edu)

## **NICOLET COLLEGE**

5364 College Drive  
Rhineland, WI 54501  
[nicoletcollege.edu](http://nicoletcollege.edu)

## **WISCONSIN INDIANHEAD**

505 Pine Ridge Drive  
Shell Lake, WI 54871-8727  
[witc.edu](http://witc.edu)

## **NORTHCENTRAL**

1000 West Campus Drive  
Wausau, WI 54401  
[ntc.edu](http://ntc.edu)

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we are futuremakers

Blackhawk	blackhawk.edu
Chippewa Valley	cvtc.edu
Fox Valley	fvtc.edu
Gateway	gtc.edu
Lakeshore	gotoltc.edu
Madison College	madisoncollege.edu
Mid-State	mstc.edu
Milwaukee Area	matc.edu

Moraine Park	morainepark.edu
Nicolet College	nicoletcollege.edu
Northcentral	ntc.edu
Northeast Wisconsin	nwtc.edu
Southwest Tech	swtc.edu
Waukesha County	wctc.edu
Western	westerntc.edu
Wisconsin Indianhead	witc.edu

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[wistechcolleges.org](http://wistechcolleges.org)

