



DEVELOPING A 3D BUDGET

Aligned with Strategic Planning & HLC

This presentation relates to HLC Criterion 5:
Resources, Planning, & Institutional Effectiveness

Last HLC Review: May 2021

WHO WE ARE

OUR 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.

OUR VISION

As a leader in technical education, Manhattan Area Technical College will enhance student-centered learning and service to business, industry, and community members.

OUR VALUES

In making decisions to advance the mission of Manhattan Area Technical College, the faculty and staff value:

INTEGRITY
being accountable for our actions

STUDENT-CENTERED INSTRUCTION
addressing the needs of our students

RELEVANT PROGRAM CONTENT
applying industry recommendations

QUALITY PERFORMANCE
striving for excellence

OUR TEAM

President & CEO	Jim Genandt
V.P. of Student Success	Sarah Phillips
V.P. of Operations/CFO	Carmela Jacobs

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Manhattan Tech is a public, accredited technical college.

- No taxing authority
- 30% of budget revenue comes from state allocations based on enrollment in qualifying courses
- Annual budget approximately \$7M, annual economic impact approximately \$20M
- Primary service area of MATC: Geary, Pottawatomie, and Riley counties
- 65% of graduates remain in the area for at least two years as employees, taxpayers, & consumers

HERDING CATS vs. **CHASING WHAT MATTERS**

“

Just because you can measure everything doesn't mean that you should

- W Edwards Deming

”

3D BUDGET: Strategic Plan & HLC Criteria

Three "Time" Components:

CORE

Present out to 24 months, approx.
70% resources committed here,
incremental innovation,
performance metrics for
accountability

ADJACENT

25-60 months, expand existing
programs/services or develop new,
approx. 20% of resources here, goal:
strategically positively impact
market share

COMING ATTRACTIONS

Creating the future, creativity-to-
prototype, up to 10% of resources
here, viability metrics for
accountability

Resources:

People, Time, Facilities, Equipment, General Funds, Perkins Funds, MATC Foundation Funds, Grants, Greater Manhattan Community Foundation Funds, Capital Outlay

Tabs:

Summary, Wamego, Main Campus, Career Academy, Equipment-Capital Outlay, Funds, etc.

3D BUDGET: Strategic Plan & HLC Criteria

Strategic Plan Categories	Description	Link(s) <i>to Strategic Plan, HLC Criteria, Etc.</i>	Estimated Cost	Funding Source(s)
Resource Development				
Marketing/PR				
Accreditation/ Accountability				
Student Retention/Completion				
Professional Development				
Program Development & Partnership Engagement				
Resources, Effectiveness, & Efficiencies				

MATC 3D Budget & Strategic Plan

Key: Non-Financial Resources: P=People, T=Time, F=Facilities, E=Equipment/ Financial Resources: GF-General Funds, P-Perkins, FD-MATC Foundation, G-Grants, GMCF-Greater Manhattan Community Foundation, CPMOE-Capital Outlay MOE

CORE				ADJACENT				COMING ATTRACTIONS			
(Now-24 months, incremental innovation, up to 70% of resources committed here, performance metrics accountability)				30-60 months, emphasis on existing products to new markets or new products to existing markets, up to 20% of resources committed here, market share metrics for accountability)				(Creating the future, creativity to prototype, up to 10% of resources committed here, viability metrics for accountability)			
Description	Link to Strategic Plan, HLC Criteria, Other Justification	Estimated Cost	Funding Source(s)	Description	Link to Strategic Plan, HLC Criteria, Other Justification	Estimated Cost	Funding Source(s)	Description	Link to Strategic Plan, HLC Criteria, Other Justification	Estimated Cost	Funding Source(s)
Resource Development											
Scholarships	SP 1, HLC 5	\$1,500,000	FD		SP 1, HLC 5				SP 1, HLC 5		
Capital Outlay	SP 1 HLC 5	\$400,000	FD, G		SP 1 HLC 5				SP 1 HLC 5		
General	SP 1, HLC 5	\$50,000	FD		SP 1, HLC 5				SP 1, HLC 5		
Title 3 Endowment Challenge	SP 1 & 7, HLC 5	\$45,000	FD, GMCF		SP 1 & 7, HLC 5				SP 1 & 7, HLC 5		
Marketing/PR											
Social media & digital marketing plan focusing on student attraction, student/parent/teacher/counselor awareness, employer engagement, student success stories, connecting to alumni, sharing achievements of faculty/staff, recognition of donors and alumni,crafting the story of the ROI/value of the College	SP 1	TBD	GF, FD		SP 1				SP 1		
Marketing Coordinator (PT)	SP 2	\$20,000	GF		SP 2				SP 2		
Development & distribution of college annual report by end of 2021	SP 2	\$5,000	GF, FD		SP 2				SP 2		
Accreditation/Accountability											
Employee, board/trustee members, key stakeholders engagement for 2021 HLC review	SP 3	TBD			SP 3				SP 3		
Analysis of AIU/CFI annually	SP 3, HLC 1, 2, 5	TBD			SP 3, HLC 1, 2, 5				SP 3, HLC 1, 2, 5		
Individual program accreditation/credentialing as required	SP 3, HLC 1, 2, 5	TBD	GF		SP 3, HLC 1, 2, 5				SP 3, HLC 1, 2, 5		

QUESTIONS?

PROVIDING **HIRE** EDUCATION

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