

Date: April 27, 2016
To: Dr. Jack Daniels and the Madison College Board of Directors
From: Downtown Madison, Inc. (DMI) Board of Directors
RE: Madison College Downtown Education Center

Madison College (formerly Madison Area Technical College) has reflected the world around it and met the needs of learners (users) since 1912. Meeting the needs of its users has greatly benefitted Dane County, the City of Madison and downtown Madison.

Since that time, there have been many changes because of the needs of the users in our greater community. During that time, there have also been major changes in downtown Madison. The downtown continues to become more urbanized and dense with many potential students (including adults looking for continuing education opportunities) living and working in the greater downtown area. There are great synergies to be had between employers and students who attend school downtown.

Some of the continuing education opportunities (user needs) at this time focus on computer technology, biotechnology, renewable energy, the arts, etc. These areas of interest appeal to people living and working in downtown Madison. In addition, the downtown area is served well by Madison Metro which assists with the need for convenient public transportation—it is also close to businesses which can offer additional opportunities/internships.

In addition to continuing education, DTEC is in a unique position to better serve people who need help adjusting to or prefer an urban experience when enrolled in Madison College's two year degree transfer program which guarantees them upon completion admission to the University of Wisconsin-Madison. Furthermore, due to budget cuts at the state level, UW-Madison has had to cut many courses and sessions of courses. Under the dual enrollment program between Madison College and UW-Madison, students can more easily take their needed classes at Madison College. This collaboration between UW-Madison and Madison College will undoubtedly become more important in the future.

DMI understands (and agrees with) the need for Madison College to have a major presence in the South Madison area where the need for Madison College services/opportunities are needed most. However, we ask that thought/discussion be given to a downtown education center that can take advantage of what downtown has to offer including easy to access by public transportation along with a business presence and the arts.

We thank you for your consideration and look forward to being part of the continuing discussion.