Customized training: Building Solutions for a changing workforce

Gateway Technical College serves our business community in many ways.

Customized training services allow for employers to be directly involved in designing training programs that address specific workforce needs. You have a say in what is being taught and applied to your company needs. As the needs of employers change, so must our training services. More than 70 employers use Gateway as a training resource. From small business to international corporations, Gateway has the expertise to meet your needs.

This year alone we provided more than $1.9 million dollars in customized training to area employers. To support this effort, Gateway provided training grant services to access state and federal resources when appropriate.

Connecting business and education is one way to ensure that your workforce is prepared for the changing economy. Plan now to build a stronger workforce through customized training at Gateway Technical College.

To learn more about Gateway’s customized training services, contact Debbie Davidson at davidsond@gtc.edu or Bryan Albrecht
President, Gateway Technical College
New signs set up to help Gateway visitors

Gateway is in the process of installing new building-mounted, backlit signage to enhance students’ and visitors’ Gateway experience. Each building on the Racine, Kenosha, and Elkhorn campuses will be identified, helping our visitors find the building in which their class or meeting is located. The Gateway logo is being added to the buildings as well, to better identify those buildings as part of the Gateway Campus.

“We are pleased to be able to offer students and community members an easier way of finding the Gateway building they are seeking,” says Jayne Herring, director of Marketing and Communications. “Several of the Gateway campuses have multiple buildings with entrances and parking on multiple levels or sides of the building. We are hoping to ease confusion. Also, a large number of visitors come to campus for the first time after dark and our existing ground-mounted signs are not lit. The building signage will be readable after dark.”

Hong Kong college official changes US trip to include Gateway

A Hong Kong technical community college official was so impressed with what he had heard about Gateway and its Engineering Tech Wing that he changed his San Francisco travel plans to include a side trip to the Center for Advanced Technology & Innovation (CATI).

O Hin-Ming, head of Engineering Department, Hong Kong Institute of Vocational Education, visited Gateway’s Engineering Tech Wing in late September after hosting Gateway representatives in May.

O Hin-Ming said his college is looking at Gateway’s Engineering Tech programs as a model for offering the needed training to students. Hong Kong is making a shift in how it delivers its technical education, reducing the number of years from three to two but still holding to the same standards. One of the many aspects which impressed him was the incorporation of various advanced teaching methods.
methods and resources which extend the educational delivery beyond the physical classroom.

“I was quite amazed by the outside-the-classroom programming,” O Hin-Ming said. “In Hong Kong, we are going to have fewer hours for teaching the same program. One of the options is to convert portions of the class as self-study. The Engineering Tech Wing provides resources for students to do self-learning, allowing the students' to become more proactive learners.”

“The Engineering Tech Wing provides online materials for students to engage self study on some basic and core principles. These advanced delivery methods and resources are the major reasons for my visit today.”

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German exchange program continues to unite, educate

While Germany is a world away, technology at Gateway’s Horizon Center helped bring it much closer for students, parents and staff involved with the exchange program with the German college Kaufmannische Schulen Hanau.

A videoconference held Oct. 1 with the central Germany college allowed the six German students, one instructor, the college’s president, the apprenticeship coordinator from Heraeus GmbH and the director of the local chamber of commerce to talk about their current trip, the joint effort with Gateway students and generally talk about the opportunities for learning and strengthening relationships between the two colleges.

Students will undertake a number of activities during the most recent exchange effort which will help them and their Gateway counterparts to obtain a more global look at business and their areas of study.

Kaufmännische Schulen students started this trip by agreeing on a joint project with Gateway students to set up and run a virtual international chocolate and cyber cafe business. Students are also expected to tour several local businesses and job shadow others as part of their international experience.

Kaufmännische Schulen student Christina Binder said the trip will help her to improve her English and to open her eyes to new ways, to new business methods, and working with people of a different culture.
“Because I work in information technology, there is always a need for English,” said Binder. “I am looking forward to seeing how accounting is done in America, and I think learning about the business atmosphere will be interesting. Doing this will open our eyes to different ways of doing things.”

Horizon Center design firm recognized for excellence

Gateway President Bryan Albrecht at the September Gateway Technical College Board of Trustees meeting recognized the Partners in Design architectural firm for the award they received for designing the remodeled Horizon Center for Transportation Technology.

Partners In Design was awarded a Silver Citation from American School University in August. The award commends the firm for its renovation of a drastically underutilized older building to the state-of-the-art transportation center. The Horizon Center’s layout and technology affords instructors the environment to train and deliver highly proficient and much-needed automotive technicians and pilots to local and national employers.

Jury members, in commenting on their decision, said: “This renovation tells the story of the college. A unique building that identifies the end user. A mission-driven solution.”
Morava lauded for work with WGTD

Former Gateway board member Alice Morava was recognized at the Sept. 25 board meeting for her work to expand WGTD’s signal into Walworth County.

Morava represented Walworth County on the Gateway board for 15 years before recently stepping down.

“Thanks in large part to Alice's persistence over the years, WGTD is now heard in Walworth County on low-power translators in Lake Geneva at 103.3 and Elkhorn at 101.7,” said David Cole, WGTD general manager.

WGTD, part of Gateway Technical College, can be heard in Kenosha/Racine at 91.1.

ABC filming on campus

Gateway’s boot camp programs were in the national spotlight earlier this month as part of an ABC Nightly News special.

ABC filmed Gateway programs and facilities as part of its program with Charles Gibson. The focus of the filming is on the welding and computer numeric control boot camp programs – which are a partnership between Gateway and the Racine County Workforce Development Center – and the success they have had to address the area’s skilled worker shortage.

Racine was selected as a location for Gibson to broadcast a report on education and training in swing states for the upcoming presidential election. Wisconsin is considered by many to be one of the key seven battleground states for
the election. The report was aired Oct. 9 during ABC’s “World News Tonight.”

Shenkman tells voters to become informed

New York Times best-selling author Rick Shenkman held a community presentation outlining recent trends in voting and the need for the electorate to become more informed on national issues and presidential politics.

Shenkman’s presentation, ”Election 2008, How Will You Decide?” was held 6 p.m. to 8 p.m. Sept. 23 in the Madrigrano Auditorium of Gateway’s Conference Center.

Shenkman outlined habits of highly effective voters and offered his insight on how voters can know what to believe when it comes to politics and presidential elections as well as figure out when they’ve been manipulated, lied to or misled by the media or candidates.

The event was sponsored by Gateway Technical College’s District Activities Advisory Board. Shenkman is the New York Times bestselling author of “Presidential Ambition: How the Presidents Gained Power, Kept Power & Got Things Done.”

Fall Brown Bag series to focus on marketing

Gateway held the first of a three-part Fall 2008 Entrepreneurial Brown Bag lecture series which will benefit business leaders seeking to build and strengthen their customer base through marketing. The series will focus on a variety of market approaches and mediums.

The Brown Bag lecture series will be held noon to 1 p.m. Oct. 15 and Nov. 19. The Oct. 15 lecture will be “Power of Video to Capture Your Audience.” Scott Terry of Fuel Media Group in Racine will offer advice on how to write and deliver a message using the medium of video. Nov. 19 will feature “Entrepreneurial Marketing Strategies.” Professor Jimmy Peltier from the University of Wisconsin-Whitewater will explore how marketing and entrepreneurship affect each other and to help identify entrepreneurial opportunities.

Gateway's Workforce and Economic Development Division
initiated the series as a way to support small business owners and entrepreneurs within the Gateway Technical College District. However, anyone interested is welcome to attend. The Brown Bag lectures are free and complimentary box lunches are available to the first 25 who reserve seating. Reservations can be made by calling Joyce Peterson at (262) 898-7514 or e-mail at petersonj@gtc.edu.

You may email questions or comments about Community Connection to Jayne Herring at herringj@gtc.edu or Lee Colony at colonyl@gtc.edu

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