The Student Above All

An Introduction

PTC PITTSBURGH TECHNICAL COLLEGE

A HIGHER STANDARD

PITTSBURGH TECHNICAL COLLEGE
An Introduction

Pittsburgh Technical College (PTC) is located southwest of Pittsburgh, Pennsylvania, on a scenic 180- acre campus with student housing, a six-floor education building, and a comprehensive Energy Technology Center. PTC opened its doors in 1946 when it began the School of Management Engineering. Today, PTC offers more than 30 areas of study both on campus and online, including bachelor's, associate, and certificate programs that combine comprehensive general studies with dynamic hands-on, career-focused education. PTC is set apart by its unique and innovative delivery of high-demand academic programs, along with an explicit focus on student outcomes and placement. This commitment to effective education and real-world preparation of students is demonstrated in our remarkable placement rates—96% of PTC's 2019 graduates are working full-time, part-time, or freelance in their field. The College provides the education and support to get students in and out, and into a career they love.*

Evolution is afoot at PTC, and the College is defining a new path forward. In 2017, PTC completed transition to a nonprofit institution—a change which had been part of our strategic plan for years. Not only does this financial structure lower institutional costs and secure the long-term viability of the College, but it also opens opportunities for new partnerships with foundations and other stakeholders to increase our impact and better serve the Pittsburgh area. The momentum behind this transition to a nonprofit educational institution has led to a wave of other recent changes and successes.

- **A new president**—PTC appointed Alicia B. Harvey-Smith, Ph.D., as its new president effective July 1, 2019. Dr. Harvey-Smith is a scholar-practitioner with 30 years of experience in leadership, strategic planning, enrollment management, government and corporate partnerships, and student achievement. Dr. Harvey-Smith was the unanimous choice of the College's Presidential Search Committee and Board of Trustees.

- **Federal grant success**—The National Science Foundation's (NSF) Advanced Technical Education program awarded PTC a $297,000 grant to launch an integrated software and machine lab instruction (ISMI) program in partnership with the local Montour High School. The three-year grant program, which

A scenic 180- acre campus with student housing, a six-floor education building, and a new Energy Technology Center.

took effect July 1, 2019, will be used to develop courses and extracurricular programming for PTC students and Montour upperclassmen interested in careers in architectural and mechanical engineering technology. Through the manufacturing lab at Montour, students will receive hands-on, project-based learning opportunities to work with essential and emerging concepts, software, and equipment. Coursework resulting from the ISMI program is expected to begin in Spring 2020 with plans to expand into other secondary schools.

- **Accolades and recognition**—PTC was selected as a finalist for Pittsburgh Technology Council's 2020 CEO of the Year and 2019 Culture Leader of the Year Tech 50 awards. Each year, the Council's Tech 50 awards showcase leaders in technical advancement in the Pittsburgh region.

- **New facilities**—In Fall 2019, our School of Information Systems and Technology opened the Jarrod T. Mochnick Center for Cybersecurity. Supported through the philanthropic generosity of the AIRES Corporation, the Jarrod Mochnick Center for Cybersecurity will serve as the computer sciences specialized learning hub on campus, boasting the latest technological upgrades such as a pod-style learning environment and cutting-edge forensic systems equipment. This new facility is the most recent addition to our constantly evolving campus, which was expanded in 2013 with a new 15,392-square-foot Energy Tech Center. This Center helps to meet the growing needs for skilled workers by providing students in our welding technology and HVAC technology programs with a state-of-the-art, hands-on work environment that's as real-world as it gets. This facility serves as our hub for innovation in workforce development.

- **Alumni engagement**—We realize that moving forward as a non-profit educational institution and bolstering support from our wide network of alumni will be crucial to success. That's why we've recently launched a new alumni engagement initiative designed to help our graduates "reclaim" their institution. A first step in this initiative was development of Alma Matters newsletter, the first issue of which was distributed electronically to alumni in Spring 2019. The newsletter highlights annual alumni engagement activities such as the "Scholarship Scramble" golf tournament, our homecoming - Alumni Oktoberfest, and the newest addition to the PTC alumni calendar—a baseball outing at the Pittsburgh Pirates stadium. Looking forward, Dr. Harvey-Smith's historic inauguration in 2020 will serve as the launch for other important alumni engagement activities, including the induction of the inaugural class into the PTC Alumni hall of fame.

- **Strategic Visioning**—Dr. Harvey-Smith has initiated and engaged an internal strategic plan committee that along with our Board of Trustees, has crafted the future for our college and reinvigorated our vision, mission, and commitment to our entire campus community. To learn more about the Pittsburgh Technical College strategic plan please visit https://president.ptcollege.edu/.

Our Academic Programs and Student Supports

In 1946, Pittsburgh Technical Institute opened with the School of Management Engineering. In the 1960s, the drafting program (now Computer Aided Drafting) was introduced—among the first in the nation. In 1991, the Graphic Design Program was added. Thereafter, PTI's growth continued with additional programs in Business Administration, Computer Systems Specialist, Computer Programming, Multimedia Technologies, Marketing and Sales, Accounting Administration, Medical Office Administration, Medical Assisting, concentrations in Network Administration, Network Security & Computer Forensics, Safety & Security, and Surgical Technology. Electronics Engineering Technology was added to PTI's offerings when Penn Technical Institute joined with PTI in 1996. Travel and Tourism was added in 1998 when PTI acquired the Wilma Boyd Career School, which later developed Restaurant Management as well as Hotel and Casino concentrations. In 2010, PTI was approved to offer online programs and a certificate in Practical Nursing, and in 2013 added Culinary Arts, Welding, and an Industrial Instrumentation concentration to the existing electronics program.

In July 2016, PTI became Pittsburgh Technical College, and for nearly two decades has been accredited by the Middle States Commission on Higher Education (MSCHE). PTC today offers bachelor's, associate, and certificate programs degrees in over 30 academic programs on campus and online. Housed within 10 different schools, our programs are offered in fields in which there is demand for new graduates—and we adjust our offerings as market conditions change. The curriculum is developed under the guidance of industry advisory boards and designed to meet the current needs of employers by following industry trends and technologies. Class sizes are designed to be intimate with an average of 16 students.

100% of degree seeking students complete internships, clinical rotations, or capstone projects before they graduate.*

Table 1: Summary of Pittsburgh Technical College Academic Programs

School	Program(s)
Business	Applied Management, Online (B.S.) Business Administration (A.S. and B.S.) Business Administration, Online (A.S. and B.S.)
Criminal Justice	Criminal Justice (A.S.)
Culinary Arts	Baking and Pastry (Certificate) Culinary Arts (Certificate and A.S.)
Design and Engineering Technology	Computer Aided Drafting (A.S.) Graphic Design (A.S.) Multimedia Technologies, Video Production (A.S.) Multimedia Technologies, Web Design and Development (A.S.)
Energy and Electronics Technology	Electronics Engineering Technology (A.S.) Electronics Engineering Technology, Industrial Instrumentation (A.S.) Smart Building Technology (A.S.)
Healthcare	Medical Assisting (A.S.) Medical Office Administration, Online (A.S.) Surgical Technology (A.S.) Medical Coding, Online (Certificate) Therapeutic Massage Practitioner (Certificate)
Hospitality	Hospitality Management Administration (A.S.)
Information Systems and Technology	Information Systems and Technology (B.S.) Information Technology (A.S.) Computer Programming (A.S.)
Nursing	Nursing (A.S.) LPN to ASN Track (A.S.) Practical Nursing (Certificate)
Trades Technology	Electrician Technology (Certificate) HVAC Technology (Certificate and A.S.) Welding Technology (Certificate and A.S.)

Supporting these high-demand academic programs are approximately 300 faculty and staff. More than 75% of our classes are taught by full-time faculty, and many of those faculty bring with them a long history of professional experience in the fields in which they're teaching.* For more than 70 years, PTC's faculty and staff have been singularly focused on each student's academic and career development, embracing the PTC philosophy of **Student Above All**. PTC focuses on student success through enhanced student activities beginning with their first quarter on campus and continuing until their final days at PTC. For example, first-quarter students work in tandem with Career Services in the classroom, and this close partnership continues throughout their program as an essential part of the curriculum. PTC's Career Services Department assists in providing professional development to create a seamless transition from student to productive, valued employee. They offer industry networking experiences, career fairs, interview preparation, and resume writing, all in preparation to assist students and alumni with their job search. They also assist students in finding part-time employment while completing their education to build upon their career goals. Central to their mission is that 100% of on-campus degree-seeking students gain real-world experience in their field by spending their last quarter at PTC in a capstone experience such as an internship or clinical rotation.* It's this kind of experience that gives our students a clear advantage over the competition and leads to job offers before graduation. In fact, 68% of our students receive job offers from their capstone sites.*

Our commitment to a more holistic approach with each individual student is a driving force as to why an annual average of 96% of PTC's 2019 available graduates are working in-field either full-time, part-time, or in freelance positions.* Among the many services and assets in place to guarantee student success are tutoring and support services, new lab equipment and educational infrastructure, revised curriculum and new program development, scholarships, industry relationships, teaching-focused faculty, and an overall campus community environment where students are supported, academically engaged, and personally challenged. PTC has and will continue to make significant investments in these areas that positively impact the student population. The overall student-centered culture and core beliefs of PTC remain the foundation for decision-making and strategic thinking, and the philosophy is embedded in all layers of the institution. Although PTC continues to thrive in an environment in which market conditions, political pressures, and economic burdens can derail an organization's overall culture, the steadfast strength and dedication of the staff and faculty are evident in the diversity and success of our students.

Our Student Body

In the Fall of 2019, PTC had 1,744 students enrolled. Dr. Harvey-Smith has a bold vision of doubling this enrollment in her first five years through increased corporate engagement and expanded marketing efforts to target international students. Historically, PTC has targeted two main groups of prospective students, each comprising 50% of our current enrollment—adult students and high school students. These students primarily reside in Southwest Pennsylvania, but also nearby in the tri-state area in parts of Ohio and West Virginia and extending to Central/Eastern Pennsylvania, Maryland, and Delaware. We use three main marketing channels to recruit new students:

- Our **high school recruiting team** presents the PTC story to roughly 6,000 high school classrooms each year, reaching over 100,000 prospective students and generating interest among 12,000 high school seniors.
- A **comprehensive media plan** drove over 50 million impressions across the most popular channels, including streaming video (e.g., YouTube and Hulu), streaming audio (e.g., Pandora and Spotify), paid and organic social media advertising (e.g., Facebook, Instagram, SnapChat and Twitter), and paid and organic search engine optimization (e.g., Google and Bing).
- A **new website** delivers a best-in-class mobile first and accessible experience and has generated roughly 400,000 visitors and over 6,000 requests for information, campus visits, or applications over the past year.

With respect to student demographics, approximately 51% of our students reside in on-campus housing. Just under 60% have been Pell-eligible in each of the last three academic years.

Demographic profile of the PTC student body - As of Fall 2019

- 1,744 students (92% full time)
- 237 undergraduate transfer-in enrollment
- 74% of students are 24 and under; 26% are 25 and over
- 56% male, 44% female
- 85% of students are from in-state while 15% represent 20 other states

- Student race/ethnicity:
  - 0% American Indian
  - 1% Asian
  - 7% Black or African American
  - 1% Hispanic/Latinos
  - 0% Native Hawaiian
  - 54% White
  - 4% two or more races
  - 34% race/ethnicity unknown
  - 0% non-resident alien

Faculty and Staff - As of Fall 2019

- 145 full-time, 51 part-time faculty
- 145 full-time staff*

* Source: PTC Human Resources, October 2019

Equally as impressive as the diversity of the PTC student body is their career success. We are guiding our students to achieve professional success. Our graduates personify professionalism and career commitment. We're proud that 96% of PTC's 2019 available graduates are working in-field either full-time, part-time, or freelance.* Several recent graduates have experienced noteworthy success:

Dennis Biber graduated in 2016 from our Electronics Engineering program. He began working with Uber pre-graduation as a test engineer, operating early-model autonomous vehicles on a test track. He quickly moved into a software position and was the first person to take the driverless car on public roads—he missed his graduation to do so! Today, Dennis continues with Uber, working on a team to create an automated fleet-wide testing framework to find any defects in hardware for the fleet of autonomous vehicles that the company envisions.

Michael McGarvey's career success has elevated him to a Senior Cloud Service Delivery Manager for Amazon Web Services. Throughout his career he participated in and provided oversight during multiple enterprise account transitions, including full data center migrations consisting of more than 2,500 servers, and developed and implemented global server build and decommission processes, used by both Wintel & Unix/Linux teams, for a Fortune 100 client.

Following his studies at PTC, Michael obtained his Bachelor's of Science in Information Technology (Franklin University) in 2013, and Masters of Business Administration (University of Florida) in 2015.

Jamie McMillen (now Cashdollar) graduated in 2012 from Multimedia Technologies/Video 3-D. She is a news photographer for the Pittsburgh news WPXI-TV, bringing to life the local stories you see on the news. She covers the spectrum from breaking news to investigative stories to weather, and if you live in the Pittsburgh area, you've undoubtedly seen her work.

The Need for PTC

Many of PTC's flagship academic programs fall under the umbrella of STEM fields. PTC is near Pittsburgh, PA, which was recently cited as the third-best metro area in the U.S. for STEM professionals (McAnn, 2019). The College is in the heart of the Tri-State Regional STEM Sector, the location for thousands of high-technology businesses—including Apple, Google, and Intel—and where over 100,000 technology professionals are employed. Pittsburgh is a global hub for sophisticated manufacturing, engineering, and applied technologies and systems. Thus, the area provides ample opportunities for PTC STEM graduates to find employment in their fields without needing to relocate.

Across Pennsylvania and the U.S., there is a growing need for workers in computer science and engineering in particular. Labor experts contend that by 2025, the nation will be short more than 23 million associate-degree holders needed to meet workforce demands (Hull, 2012; Matthews, 2012). The problem is twofold: employers anticipate a wave of retirements, and fewer skilled workers are applying for open positions (ACCD, 2017). There is a projected increase of 30.7% in demand for software developers, 11.3% for computer user support specialists, and 8.6-8.8% for electrical and mechanical engineers.

Pittsburgh, the state of Pennsylvania, and the entire country also confront a pronounced shortage in skilled manufacturing workers. Indeed, the Manufacturing Institute projects that employers across the country will be unable to fill up to two million skilled jobs through 2025 (Manufacturing Report, 2015). The need for these workers is especially pronounced in Pennsylvania, where retiring tradespeople and a construction boom in the western part of the state mean growing needs for skilled labor. Our trades comprehensive, 15,392-square-foot Energy Technology Center, completed in 2013, helps to meet that need by providing students in our welding technology, HVAC technology, and electrician technology programs with a state-of-the-art, hands-on work environment that's as real-world as it gets. This facility serves as our hub for innovation in workforce development. According to the SMC Business Councils—an organization representing small manufacturers and businesses—manufacturing is the largest industry in Pennsylvania and accounts for 13.6% of the gross state product (Anderson, 2013). In a 2010 report, the Pennsylvania Center for Advanced Manufacturing Careers (PCAMC) found that the number of jobs in precision machining and industrial maintenance had increased over the past decade while employment decreased in other sectors, and they anticipated rising demands for skilled manufacturing workers over the subsequent decade (PCAMC, 2010).

Recent trends have borne out that expectation. The Keystone Chapter of the Associated Builders and Contractors estimates that Pennsylvania was already short about 90,000 workers in associated skill trades in 2017 (McGaw, 2017). Similarly, in 2017, executives from East Penn Manufacturing Company, located in Berks County, indicated that low unemployment and impending retirements made it difficult to fill positions in industrial maintenance (McGaw, 2017). A report from the Allegheny Conference on Community Development estimated that the skilled worker shortage in the Pittsburgh area alone may reach 80,000 by 2025 (Snyder, 2016). State and national demand for specific manufacturing positions filled by PTC graduates is expected to increase over the next eight years, as documented in Table 2 (O*Net OnLine, n.d.). Perhaps most notably, the US will experience a 16% increase and PA a 20% increase in demand for Computer Numerically Controlled (CNC) machine tool programmers.

Table 2: Projected Employment for Different Manufacturing Jobs from 2016–2026

Position	Level	2016 Jobs	2026 Jobs	% Change	# of Annual Openings
Mechanical Engineering Technicians	National	46,100	48,400	+5%	4,200
	Pennsylvania	2,090	2,230	+7%	200
Civil Engineering Technicians	National	74,500	81,100	+9%	7,200
	Pennsylvania	2,310	2,540	+10%	230
Surveying and Mapping Technicians	National	60,200	66,600	+11%	7,200
	Pennsylvania	1,930	2,090	+8%	230
Computer Numerically Controlled Machine Tool Programmers	National	25,100	29,200	+16%	3,100
	Pennsylvania	1,140	1,360	+19%	140

This skilled worker shortage is harmful for Pennsylvania's economy. Absent a reliable and skilled labor force, manufacturers will not be able to realize full productive capacity or compete nationally or globally. Employers will start to move manufacturing out of Pennsylvania (PCAMC, 2010). Some manufacturers are already turning away work due to the insufficient supply of skilled labor.

It will not be enough to simply train more people in these fields. The workforce of the future needs to have the skills to keep pace with the technological advances that are disrupting traditional industries. New regional investments, including in autonomous vehicles and robotics, have the potential to create substantial job demand, particularly for mechanical, electrical, and software engineers, as well as skilled maintenance technicians. Educational institutions must keep pace with employers' needs for cross-disciplinary graduates to mitigate the damage to Pennsylvania's growing economy.

How We Address These Needs

PTC is well positioned to address the looming needs in the STEM workforce. PTC's designated STEM programs provide its students with skills that are immediately useful in the STEM workplace. Our faculty use applied and traditional approaches, often replicating the workplace environment. Our hands-on approach to education and an active learning environment replicates the reality of a workplace so closely that our students enter the workforce with the ability to work in a team environment, interpret customer needs, communicate well, interact effectively, and analyze problems. That's why employers call hiring a PTC graduate a "win-win" (Dennis DeFelice, GNC) or "beyond all expectations" (Carl Pierce, Worldwide Flight Services). Additionally, PTC has facilitated the development of multiple student membership organizations. In addition to engaging with the local community and giving PTC a public face in Pittsburgh, these organizations diversify, support, and build the skills of our STEM graduates. For example, Pittsburgh Technical College Women in STEAM works closely with the Pittsburgh Technology Council to provide peer-to-peer empowerment activities in science, technology, engineering, art, and math disciplines that help young women recognize opportunities as future leaders in technology. The campus facilitates numerous other technology-driven campus activities, including the Software Development Club, IT Security Club, and IT Nation.

Graduates of our STEM programs look forward to careers as technicians, analysts, project managers, and engineers in a wide array of industries, including aerospace, automotive, energy, nuclear, petroleum, manufacturing, product development, and industrial design. Thousands of our graduates hold career-related positions throughout the region. Alumni return to their alma mater to recruit employees, while other employers return to PTC time and time again for new hires. Several of our programs are uniquely well poised to meet local and national needs in the STEM fields:

Nursing and Healthcare—Locally, an aging population combined with the recent opening of multiple new healthcare facilities, has created significant demand for nurses and other healthcare professionals. Our nursing programs, along with healthcare programs including medical assisting, surgical technology, and medical office administration (online), are popular among students and meet a well-defined need in Pittsburgh and beyond. Some Pittsburgh-area hospitals are beginning to express a preference for hiring nursing students and recent graduates committed to earning a Bachelor of Science in Nursing (B.S.N.). As a result of industry need, PTC plans to develop a B.S.N. program which we expect to drive prolific enrollment.

Jarrod T. Mochnick Center for Cybersecurity

Information Systems and Technology (IST)—IST continues to be one of PTC's most in-demand program areas where students have opportunities to pursue both A.S. and B.S. degrees. PTC is proud that the A.S. Information Technology degree in both Network Administration and Network Security and Computer Forensics concentrations has been designated a National Center of Academic Excellence in Cyber Defense Education (CAE-CDE) by the U.S. National Security Agency and Department of Homeland Security (NSA/DHS). On November 1, 2019 PTC dedicated the Jarrod T. Mochnick Center for Cyber Security (PTC-CCS) through a memorial gift from AIRES Corporation. The proliferation of information systems worldwide, along with the local tech needs from companies like: Amazon, Google, Highmark, PNC, UPMC, Uber etc. makes these programs an excellent investment for graduates pursuing immediate employment.

Energy and Electronics Technology—"Electronics is Everywhere" and is at the foundation of every industry --- from energy production and communications to medical technology and sophisticated security systems. Pittsburgh Technical College is one of the premier training facilities for employers who need qualified Electronics Technicians to work field-service or in-house. Companies frequently visit our classrooms to speak with the students about lucrative career opportunities. Graduates from the program are in high demand causing employers to compete by pushing salaries higher. Most internships turn into full-time jobs. We expect these programs to become increasingly popular and interesting among students who want life-long learning and earning prospects.

In addition to a dynamic catalog of programs and courses that is adjusted as market conditions change, a hallmark of PTC is our array of advisory boards. Each of our major programs, including those mentioned above, has a separate advisory board made up of distinguished professionals in a specialized industry. Board members meet with PTC faculty and staff regularly to advise the College on issues relating to curriculum, current hiring trends, and skills their industry needs. This valuable advice helps PTC stay current on what our students need to learn to be successful in their fields. Many advisory board members provide internships to PTC students, allowing them to apply their classroom education in a real-world setting. Continuing and expanding these corporate partnerships is essential to build the workforce and our institutional capacity.

Plans and Future Directions

Dr. Alicia B. Harvey-Smith joined the PTC campus in August of 2019 and immediately connected with the Board of Trustees and campus community to execute PTC's leadership agenda and maximize the college's partnership with constituents in the region. Dr. Harvey-Smith is an esteemed leader having previously served as Executive Vice Chancellor of Lone Star College in Houston (one of the largest college systems in the country), President and CEO of River Valley Community College in New Hampshire, and as Vice President of Student Affairs at Baltimore City Community College. A graduate of Morgan State University and The Johns Hopkins University, Dr. Harvey-Smith earned a Ph.D. from the University of Maryland and a Certificate of Completion from Harvard University's Graduate School of Education Seminars for Presidential Leadership. In 2016, Dr. Harvey-Smith's presidential peers elected her to the American Association of Community Colleges' Board of Directors and subsequently appointed her to the organization's Executive Board to provide advocacy and guidance to more than 1,100 higher education organizations and institutions. She has been nominated to serve again on the Board of Directors in 2021. Since joining PTC, she has become an active member of the Association of Independent Colleges and Universities of Pennsylvania (AICUP) and the Pittsburgh Council on Higher Education (PCHE).

Dr. Harvey-Smith believes PTC is unique in its commitment to effective training, innovative delivery of high-demand programs, and explicit focus on student outcomes and placement. In her first months as President, she made it clear that those aspects of the "PTC Magic" will not change under her leadership. In September 2019, PTC's Board of Trustees unanimously approved the 2020-2025 Strategic Plan proposed by Dr. Harvey-Smith and a committee of nearly 70 employees representing all facets of the college. Dr. Harvey-Smith is working to position PTC as a think tank for regional transformation and innovation, and she has offered three priorities that distinguish PTC on the higher education landscape:

- **Educator of Choice**—PTC will be positioned as an educator of choice for technical education and careers of the future as programs are explored and expanded.
- **Pipeline for Middle Skills**—PTC will develop and train a pipeline for filling middle skills jobs through sector partnerships and career pathways.
- **Fuel Economic Development**—PTC will fuel economic development through regional, national, and international workforce development and training.

Moving forward, building new revenue streams will also be critical. Nationally, all types of higher education institutions face increasing challenges with reaching enrollment benchmarks. This reality will require examining institutional practices and generating innovative solutions. Within a culture of excellence

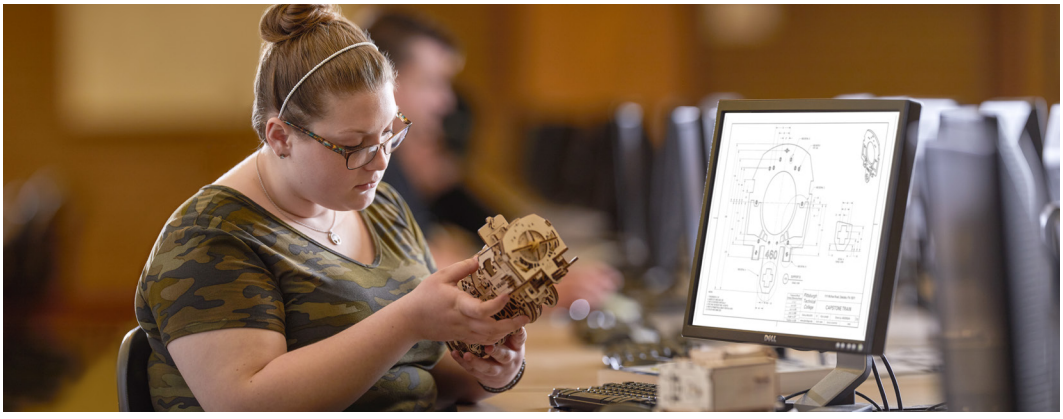
and accountability, Pittsburgh Technical College will place a strategic focus on institutional sustainability by increasing auxiliary, grant, and other revenue streams and support growth through revenue enhancement strategies. This strategy will provide greater flexibility and enable PTC to lessen its dependency on tuition and enrollment revenue. New revenue will be a targeted investment in institutional priorities directly impacting student success, salary improvements, professional development, facility enhancements, and other College priorities.

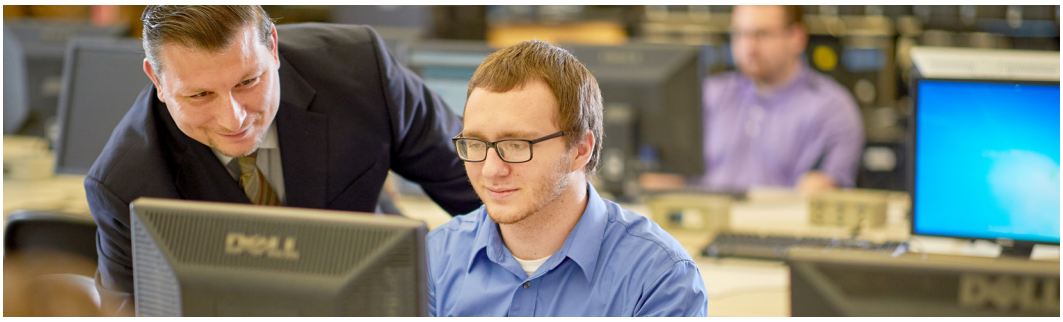
Current and Anticipated Needs

As PTC continues to evolve and define its new path forward as a nonprofit educational institution, we anticipate a variety of organizational needs. Meeting these needs through support of local foundations and federal government grants will ensure the long-term viability of the school and guarantee that we continue to offer state-of-the-art facilities and education programs producing workforce-ready graduates for high-demand fields. Our greatest needs are as follows:

Advanced Manufacturing Lab to enhance and grow the Mechanical Engineering Technology and Architectural Engineering Technology Programs—To better meet the demand for graduates with applied training and to better recruit area high school students, PTC needs resources that will provide more hands-on experiences in a manufacturing environment. Specifically, PTC needs additional equipment for a manufacturing lab and to provide faculty with training and certification to operate that equipment. While area employers already seek out PTC graduates, additional hands-on experiences with manufacturing equipment will make students more competitive in the job market. Perhaps more importantly, area high school graduates often believe that manufacturing employers hire only workers with a background in machine operation; many who would benefit from a PTC program instead enter the workforce with no additional training. Adding training in machine operation to the curriculum will help recruit more students and produce more skilled workers in Pennsylvania and neighboring states.

Technological upgrades across all current programs—Technology is always evolving. While the private sector is constantly investing in new technology, it can be challenging for a non-profit institution to keep pace with employer needs. While PTC has established many successful partnerships that furnish the school





with the latest software, equipment will be an ongoing institutional need. PTC is striving to be an institution that "pushes the pendulum" with respect to technology and keeps pace with employers' workforce needs. Technological upgrades will be critical to achieving those goals and needs will align with current program support and new program development investments.

New and current program development—The three key priorities identified by PTC President, Dr. Alicia B. Harvey-Smith will elevate PTC as a regional and national leader in technical education, aligning all current and new programs with high quality workforce readiness and regional workforce needs.

Campus beautification and development through capital investment—An element that the PTC campus lacks is a centralized, indoor gathering place for students. A priority for the campus is a student center that would foster leadership, increase student success and retention and serve most visibly as a catalyst for academic and social integration. PTC's vision for a student center is to help students become involved and engaged beyond the classroom in a variety of innovative ways.

Housing: PTC provides apartment style housing on campus for nearly 500 students. There is an immediate need to expand PTC's housing capabilities to accommodate a rising student population and to provide the most secure and safe residential environment for as many as 1,000 students.

Additional Academic Buildings: As a STEM-focused institution, we also envision a dedicated STEM center that would serve as the STEM hub of the College. This space would be dedicated to the expansion of our community outreach initiatives, and to host numerous Pittsburgh's Tech startups giving students additional exposure to STEM professions, expand our corporate college, and cultivate partnerships with regional businesses.

Endowment development—Pittsburgh Technical College will seek long term financial sustainability and stewardship through philanthropy, as a part of a three to five-year strategic plan, to further solidify the organization within the nonprofit Higher Education landscape. PTC currently has an organizational Endowment of $650,000 and will build upon those investments through a future endowment campaign and Foundation Board development.

For further information please contact:

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*Showcases graduates from 2019 classes. Data includes those who were available for work and were offered and/or received career search assistance from 1/1/2019 – 3/30/2020. Includes full-time, part-time, or freelance positions. Visit PTCollege.edu/employmentstats to learn more. 11.04.20