



To: Senate Education Committee

From: Jim Genandt, President KTC

Date: February 13, 2020

Re: SB 336 - Creating the Kansas reinvest in postsecondary education act

Thank you for taking the time to allow me to present comments in support of the Kansas RISE Scholarship Act on behalf of the Kansas Association of Technical Colleges (KTC). KTC is a seven-college consortium promoting career and technical education in Kansas. We provide high-demand, high-skilled technical education to our students to meet the needs of Kansas business and industry. Our focus is workforce development, demonstration of skills and competencies to meet industry-recognized credentials, and helping our students become productive citizens and employees in our communities and in the state; they become consumers, taxpayers, and reinforce the direct, rapid return on investment of our resources to the state's economy.

On behalf of the members of KTC we offer our support for Senate Bill 336. We need your support to make it possible for more technical college students to continue their higher education while minimizing the "stigma" often attached to technical education programs of study. More options for our students to have access to earn a Bachelor's of Applied Technology or Applied Science would also help the state reach targets of educational attainment.

The return on investment of the Kansas Technical Colleges is and has been very strong and meets our primary mission of workforce and economic development.

❖ Kansas Return on Investment

➤ The return on investment for Kansas, applying the results of a study done by Goss and Associates, indicates the economic impact of our members as a multiple of 10.76. For Kansas, our member colleges produce the highest student graduation rates in Kansas and our job placement rates are over 90%. More Kansans are recognizing this as we are also the fastest growing sector in the state and over 90% of our students stay in Kansas after completing their education.

➤ An article from Inside Higher Education on August 22, 2019, shows that the educational attainment condition with the highest percentage of employability and marketability was the

associate of applied science at 75.4%, with technical certificates right behind at 75.1%. Bachelor's degrees came in at 65%, as did associate of arts and sciences.

❖ Demand Continues to Increase for Technical Workforce Education

➤ In the October 10, 2019 the Brookings Institute published Talent-Driven Economic Development: A new vision and agenda for regional and state economies. Brookings message for economic development leaders is that workforce drives business site selection decisions when “95% of executives rate the availability of skilled labor as “very important” or “important” in their site selection factors” and that “the return on investment from customized job training incentives, as measured by job creation, is about ten times that of traditional tax incentives.”

➤ A 2019 Lumina report on Unlocking the Nation's Potential noted the following: o 11.5 million net new jobs for persons with some postsecondary education, o 6.2 million of those jobs are unfilled, o 65% of Generation Z jobs don't even exist yet.

❖ Kansas Technical Colleges are some of the most highly ranked in the nation.

➤ 150 two-year colleges identified by the Aspen Institute were recognized for excellence by the Institute, 9 from Kansas, 5 of the 9 were technical colleges: MATC, NCKT, FHTC, NWKTC, and SATC.

➤ Salina Tech has been recognized as a top 25 community/technical college by SmartAssets.com. One of only two Kansas colleges making the cut, SATC place 19th in the Nation based on important factors such as affordability, graduation rate, and job placement.

➤ WalletHub released their 2019 ranking of two-year colleges. Over 700 institutions were evaluated on cost, student outcomes and career outcomes. Not all two-year institutions are evaluated by the financial services company. In this year's ranking, MATC is again #1 among the 18 Kansas two-year colleges who were ranked, Pratt #2 (Pratt and MATC have traded off the #1 and #2 state positions for five years). MATC was 56th nationally, and Pratt was 64th. 16 other Kansas two-year colleges were ranked nationally between # 292 and #632

➤ Five Kansas Two-year Colleges made the Chronicle of Higher Ed's Top 25 list for 2-Year Colleges with the Best 3-year Grad Rates, and all five were Kansas Technical Colleges. (No other state had five institutions in the nation's top 25!) Graduation data from 876 two-year colleges were analyzed for the rankings:

- Salina #2
- NCK Tech #4
- Northwest Tech # 9
- FHTC #12
- MATC #25

➤ A Georgetown University report on the return on investment of higher education analyzed data on 4,500 colleges and universities in the United States. In Kansas, technical colleges net

present value through 40 years of employment in the state provided equal value as was gained in a university education. Washburn Institute of Technology and Manhattan Area Technical College were in the top five public higher education institutions in the state for that value.

In conclusion, Kansas Technical Colleges support SB 336, hoping that senior institutions would examine how they could work with us and our students to offer them appropriate opportunities to complete their baccalaureate options. We are driving skilled technical workforce education in the state, providing a rapid, direct return on investment as the vast majority of the students remain in Kansas as employees, taxpayers, and consumers as they usually have no-to-low student debt. The technical colleges provide this performance without any local taxing authority. They also do this while receiving the least amount of higher education support from appropriations of ANY entity within education and higher education in the state.

Thank you for your continued support and recognition of technical education and workforce development in Kansas. I would be happy to answer any questions you have.