PRESIDENT’S MESSAGE

Western Iowa Tech has been a part of the Siouxland community since 1966. Although we have seen many changes in the past 60 years, this year’s initiatives will alter the course of our College forever. First, we rewrote our Mission Statement putting the student at the forefront and capturing our true purpose. Second, we adopted a completely new visual identity with a new logo, school colors, and tagline. Finally, we added athletics, which added energy and sense of community to our campus. If you have not attended one of our games, I warmly invite you to join us and cheer on the Comets.

These initiatives share a common thread. They all demonstrate WIT’s ability to elevate our students, our campus, the student experience, and our community. I hope you enjoy reading about our endeavors, and I thank you for your support.

Sincerely,
Terry A. Murrell, Ph. D.

MISSION STATEMENT

We elevate our diverse learners and strengthen our communities through inclusive and innovative education.

OUR VALUES

Transformation, Engagement, Community, and Harmony.
CURRENT BOARD OF DIRECTORS

Russell Wray
Board President
District VIII
Mapleton, IA

Tricia Sutherland
Board Vice President
District V
Sioux City, IA

Micah Lang
District I
Le Mars, IA

Brad Griffin
District II
Cherokee, IA

Blanca Martinez
District III
Sioux City, IA

Linnea Fletcher
District IV
Sioux City, IA

Mary Parker
District VI
Sioux City, IA

Jeremy Ogle
District VII
Sioux City, IA

Erin Muck
District IX
Denison, IA

Dr. Terry Murrell
President
Western Iowa Tech Community College

NEW FACULTY AND ADMINISTRATION

Dr. Ted Bryan
Chemistry Instructor

Katie Ewing
Dental Assisting Instructor

Steven Garcia
Director of Outreach and Residence Life

Wendy Ivarson
Director of the Cherokee Campus and Northern Service Area

Kathy Lehmann
Director of Talent Search and Upward Bound

Dr. Lee McNaughton
Biology Instructor

Tyler Phelps
HVAC Instructor

Janna Vander Sluis
Counseling Services Coordinator

Sandy Velasquez
Director of the Denison Campus and Southern Service Area

Dr. Erin Volk
Dean of Quality

Revathi Vongsiprasom, J.D.
Dean of Opportunity and Engagement

Wendy Ivarson
Director of the Cherokee Campus and Northern Service Area
## THESE ARE OUR STUDENTS

**5,076 Students**

<table>
<thead>
<tr>
<th>STUDENT RACE</th>
<th>STUDENT AGE</th>
<th>TAKING COURSES IN</th>
</tr>
</thead>
<tbody>
<tr>
<td>59.5% White</td>
<td>36%</td>
<td>47% High School</td>
</tr>
<tr>
<td>21.6% Hispanic/Latino</td>
<td>32%</td>
<td>34% Career and Technical</td>
</tr>
<tr>
<td>7.3% Black/African American</td>
<td>20%</td>
<td>19% Arts and Sciences</td>
</tr>
<tr>
<td>4.6% Not Disclosed/Unknown</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>3.3% Asian</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>2.6% Two or More Races</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.0% Native American</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0.1% Hawaiian/Pacific Islander</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STUDENT AGE</th>
<th>TAKING COURSES IN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>47% High School</td>
</tr>
<tr>
<td>18-20</td>
<td>34% Career and Technical</td>
</tr>
<tr>
<td>21-30</td>
<td>19% Arts and Sciences</td>
</tr>
<tr>
<td>31-40</td>
<td></td>
</tr>
<tr>
<td>41+</td>
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</tr>
</tbody>
</table>

45% of our students are first-generation.

Western Iowa Tech is an emerging Hispanic-Serving Institution.

Our student body is more diverse than any other community college in Iowa.
OUR OUTCOMES

2022-2023

1,420
Graduates

AFTER GRADUATION OUTCOMES

2021 Graduates

92% Employed

58% Continuing Education

1,760
Degrees Earned

945
Certificates

413
Diplomas

402
Associate Degrees

COMPIRED TO ALL IOWA COMMUNITY COLLEGES

#1 in Diplomas Awarded

#1 in Recertifications

#2 in Certificates Awarded

#3 in AAS Degrees Awarded

President’s Report

Western Iowa Tech Community College
NEW MISSION STATEMENT

In early 2022, Dr. Terry Murrell and the Board of Directors extended an invitation to a cross-departmental team to review and update the College’s mission statement, which had been in place since 2001. The team evaluated the statement’s existing language, college data, educational trends, and social economics to understand WIT’s strengths.

After a thorough analysis and extensive discussions, several prevalent themes emerged. Leaning into these concepts, the team meticulously crafted a new statement that clearly communicated WIT’s purpose and resonated with stakeholders. It reads, “We elevate our diverse learners and strengthen our communities through inclusive and innovative education.”

The resulting mission statement is specific, concise, memorable, and actionable. Most importantly, it places our learners at the forefront. The new mission statement was warmly embraced by the College community and will serve as our guide for many years to come.

MISSION STATEMENT

We elevate our diverse learners and strengthen our communities through inclusive and innovative education.
ELEVATING OUR COLLEGE

OUR NEW LOGO AND BRAND

Western Iowa Tech’s visual identity received a dramatic update with a new logo and colors. The rebrand started with market research, conducted by a third-party consulting agency over the course of 18 months. The agency collected qualitative data from over 100 students, employees, alumni, business partners, and board members through one-on-one interviews and focus groups. The research outcomes were overwhelmingly positive. Students reported choosing WIT for the convenient location, affordable pricing, and breadth of program offerings. They appreciated the caring faculty and staff, the plethora of support services, and the welcoming inclusive environment. Students also recognized the value of their WIT education and the opportunities they received to launch their educational journey or career.

Using the research to inform its design, two marketing agencies created multiple logo options. The College selected a logo that was simple, memorable, relevant, and versatile. After Board of Directors approval, a college-wide implementation phase began. The new logo and brand are a strong representation of the College’s commitment to its students and community.
INTRODUCING THE COMETS

Western Iowa Tech started an athletics program with Esports, men’s basketball, women’s volleyball, cheer, and men’s and women’s soccer. The College prepared for athletics by hiring coaching staff and making significant facility investments. These additions included a refurbished gym floor, basketball hoops, bleachers, state-of-the-art video scoreboard, sound system, remote-controlled live-streaming cameras, a spacious locker room, and exercise equipment. Construction for an on-campus soccer field started, which is slated to open in Fall 2025. In addition, the Esports arena was equipped with top-of-the-line Alienware hardware and set up for live-streaming on Twitch.

Countless hours of planning, renovating, and hiring came to a head when the Comets played their first-ever competitive game. Esports was the first to compete in the spring, followed by men’s soccer, women’s soccer, and volleyball in the fall. Men’s basketball was the main attraction in the winter months and the cheer team entertained the crowd. Athletics added an energy and excitement to campus as the college community cheered on the Comets.

INAUGURAL ATHLETIC STAFF

Roberto Amaro
Soccer
Assistant Coach

Mike Brown
Athletic Director

Ann Chartier
Athletics Department Secretary

Roberto Amaro
Soccer
Assistant Coach

Mike Brown
Athletic Director

Ann Chartier
Athletics Department Secretary

Cale Conner
Esports Head Coach

Mike Craig
Esports Head Coach

Dante Frittini
Volleyball/Head Coach
and Sports Information Coordinator

Cale Conner
Esports Head Coach

Mike Craig
Esports Head Coach

Dante Frittini
Volleyball/Head Coach
and Sports Information Coordinator

Rachel Miller
Cheer Head Coach

Alex Schueler
Men’s Soccer
Head Coach

Eddie Vongvisessom
Women’s Soccer
Head Coach

Rachel Miller
Cheer Head Coach

Alex Schueler
Men’s Soccer
Head Coach

Eddie Vongvisessom
Women’s Soccer
Head Coach

Harris “CoCo” Coefield
Men’s Basketball
Head Coach and
Assistant Athletic Director

Harris “CoCo” Coefield
Men’s Basketball
Head Coach and
Assistant Athletic Director

Caleb Luckow
Men’s Basketball
Assistant Coach

Caleb Luckow
Men’s Basketball
Assistant Coach
ELEVATING OUR STUDENTS

POVERTY SIMULATION

Poverty is a reality for many students at Western Iowa Tech. To increase awareness, WIT conducted a simulation where employees role-played living in poverty. During the interactive immersion experience, they were required to establish a stable income, transportation, food for their family, and childcare while managing the unique challenges a person in poverty faces.

The poverty simulation provided a new perspective and reinforced the importance of education as a catalyst for upward mobility.

STUDENT LEADERSHIP

Western Iowa Tech expanded student leadership opportunities with Comet CLASS, which stands for “Cultivating Leadership, Advocacy, and Student Success.”

Comet CLASS members participated in leadership skill development, attended leadership conferences, and welcomed guest speakers. They developed advocacy skills by hosting student listening sessions and volunteering at student activities and recruiting events. They also represented students in college committees such as Academic Council and Student Support Council.

COMET CLOSET

The College supported students and addressed their clothing needs with the Comet Closet. Located in the campus dorms, the closet is stocked with clothes generously donated by employees and local organizations.

Comet Closet offers a range of clothing options, from professional attire for interviews to everyday essentials like coats, jeans, and t-shirts. Students facing financial challenges and clothing shortages can take what they need to better focus on their education.
NEW BOOKSTORE

The Western Iowa Tech bookstore moved to a spacious area at the front of the Dr. Robert H. Kiser Building. Future and current students, as well as employees, can shop for Comets apparel, snacks, and supplies in the newly renovated, attractive space.
ELEVATING OUR STUDENTS

FOUNDATION

The Western Iowa Tech Foundation is committed to assisting our students in achieving their academic goals and dreams. The generous donations from community partners, donors, and employees allowed the Foundation to award 1,581 student scholarships this past year.

Gifts given to WIT students have a long-lasting impact on our community’s social and economic growth. 92% of WIT’s students stay in Siouxland after graduation, which means those scholarships are being put to good use in our community.

Your gift truly does make a difference in the lives of our students and Siouxland. Thank you for supporting the Western Iowa Tech Foundation.

Matt Pfister
Executive Director of College Development

1,581
Scholarships awarded in 2022-2023

92%
Of students stay in Siouxland after graduation

My name is Cody and I am a Foundation Scholarship recipient.

This scholarship will help me further my education at WIT.

I have finished my first year of the Robotics and Automation program, received my Electromechanical Technician diploma with honors, and am a Phi Theta Kappa Honor Society member.

My education will help me be more confident in my career choice and a more valuable employee. While at WIT, I participated in campus activities, which helped me overcome personal struggles with Asperger’s syndrome and a learning disability.

Thank you for this scholarship. It will allow me to meet my goals and minimize my debt as I continue this next chapter in my life. Your generosity will help me make my dreams a reality.

Sincerely,

Cody Rosburg
ELEVATING OUR BUSINESS COMMUNITY

CORPORATE COLLEGE

Corporate College strengthened local businesses by providing efficient, effective, and customizable job training in business, health industry, safety and rescue, and apprenticeships.

2023 was one of the most successful years in Corporate College history.

CORPORATE COLLEGE OUTCOMES

1,819 Non-credit classes

21,747 Students

147,530 Contact Hours

PROVIDED TRAINING TO

264 Businesses

45 New Businesses

SUMMER TECHNOLOGY CAMP

Seventy-five middle school students from Denison took part in a summer technology enrichment program hosted by Western Iowa Tech and sponsored by Verizon Innovative Learning. Students participated in engaging, hands-on programming developed to introduce them to science, technology, engineering and math (STEM) career fields. They enjoyed augmented and virtual reality, coding, 3D design, entrepreneurship, and design thinking principles.

COMMUNITY PARTNERSHIPS

The Cherokee campus continued its strong partnership with the Cherokee community through training events and financial support of its students. The campus hosted a two-day Emergency Medical Services Conference in conjunction with Cherokee Regional Medical Center, providing valuable training for local EMTs.

In addition, the Cherokee County Promise is in its fifth year of operation, which covers tuition and fees for Cherokee County residents who commit to obtaining local employment after graduation. The Promise is made possible through the contributions of local businesses and is an incredible demonstration of the community’s commitment to growing and keeping local talent.
Western Iowa Tech continues to be a good steward of the finances entrusted to carry out its mission. WIT received an unmodified opinion during its most recent audit, the highest rating possible with no internal control issues. (Audit conducted by Hanjes, Coriner & Williams, P.C., Certified Public Accountants.)

### General Fund Revenue

- **Tuition & Fees**: $17,692,804
- **State Funding**: 12,367,095
- **Other Revenue**: 4,492,753
- **Property Tax**: 2,146,834
- **Total Revenue**: $36,699,486

### General Fund Expenditures

- **Salaries & Benefits**: $23,952,775
- **Services**: 6,564,346
- **Materials & Supplies**: 2,741,661
- **Other Expenses**: 3,748,771
- **Total Expenditures**: $36,538,853
- **Change in Fund Balance**: $160,633

### College Assets

- **Current Assets**: $72,252,302
- **Capital Assets**: 53,694,279
- **Other Assets**: 8,666,972
- **Deferred Outflows**: 5,679,233
- **Total Assets**: $136,031,156
It is the policy of Western Iowa Tech Community College not to discriminate on the basis of race, creed, color, sex, national origin, religion, age, disability, sexual orientation, gender identity, socioeconomic status, actual or potential parent, family or marital status, or other characteristic protected by law, in its programs, activities, or employment practices as required by state and federal civil rights regulation. Individuals who feel they have been discriminated against can reference the Western Iowa Tech website, witcc.edu/nd, for more information and contacts.