

Shape the  
Future of



WCTC

# INVESTING IN TOMORROW

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As a trailblazer in the artificial intelligence landscape, Waukesha County Technical College is committed to shaping the future by embracing emerging technologies and taking proactive steps to train Wisconsin's workforce.

With new AI technologies rapidly becoming more prevalent in our everyday lives, individuals across all industries are equipping themselves with knowledge and skills to transition into AI-related roles. WCTC is proud to offer a comprehensive suite of educational opportunities in artificial intelligence, all designed by industry experts to get our students future-ready.

While many four-year and research institutions are doing work with artificial intelligence, machine learning and deep learning, WCTC takes a uniquely practical approach that's focused on real-world results. We're equipping students and businesses with the skills and knowledge to leverage AI for immediate impact.



“We’re going to be **EDUCATING THE ENTIRE WORKFORCE** and creating new businesses and industries in artificial intelligence.”

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*WCTC President Rich Barnhouse, Ph.D.*



# COMPREHENSIVE AI TRAINING

WCTC is proud to offer customized AI training programs tailored to the specific needs of local business and industry. Our experienced instructors will work with you to develop a training plan that helps your employees acquire the skills necessary to implement AI solutions and drive innovation.

Additionally, WCTC is the first college in Wisconsin to offer a two-year degree in artificial intelligence and machine learning: the AI Data Specialist associate degree. Welcoming its first students in fall of 2024, this program focuses on more sophisticated skills in courses like Industrial Data Acquisition, Computer Vision, Natural Language Processing and Big Data Engineering.

WCTC also offers two technical certificates designed to arm workers with the skillsets required for AI and data-related jobs: AI Technician and Foundations of AI.



# WCTC Applied AI Lab



## IMAGINE A SPACE

where groundbreaking ideas take flight - where students and businesses come together to shape the future of artificial intelligence. This intersection is at the heart of the new **WCTC Applied AI Lab**.

More than a building renovation, the Applied AI Lab will serve as a launchpad for the next generation of technological innovation. This regional hub will educate tomorrow's workforce and help existing businesses not only stay in business, but continue to grow.



*The images featured depict future renderings of the AI innovation space as well as stock imagery. These images illustrate potential advancements in these artificial intelligence environments.*

# FUTURE PROGRAMMING

The newly renovated Building Q on WCTC's main Pewaukee campus will become the College's new home for all things tech.

**The first floor** will host a first-of-its-kind incubator space for businesses and entrepreneurs to develop and test their AI-powered ideas.



**The second floor** will serve as state-of-the-art classroom and lab space for the next generation of leaders: WCTC students. Those pursuing a degree, diploma or certificate in cybersecurity, artificial intelligence, and other IT-related fields will learn advanced skills in a truly tech-centered learning environment.

# STUDENT IMPACT:

## Empower Tomorrow's Innovators



### Your Investment, Their Brighter Future

By supporting the future of artificial intelligence and the Applied AI Lab at WCTC, you're not just funding a facility; you're investing in the minds that will shape tomorrow's world and giving them a launchpad for success.

### Cultivating AI Talent

Your generosity will equip our students with:

**Real-world skills:** Hands-on experience with cutting-edge AI tools and techniques, preparing them for high-demand careers in manufacturing, technology, healthcare, finance, and beyond.

**Innovative problem-solving:** Opportunities to tackle complex challenges and develop creative solutions, fostering a culture of innovation and entrepreneurship.

**Competitive edge:** Access to state-of-the-art equipment that will give our students a significant advantage in the job market.

**Community impact:** The ability to develop AI applications that address local and global challenges, creating a positive impact on society.



# COMMUNITY IMPACT:

## Strengthening Local Industry

The Applied AI Lab is more than just a classroom; it's a strategic investment in the future of Waukesha County and the surrounding region. By fostering innovation and talent development, the lab will drive economic growth and strengthen our community.



### **TALENT PIPELINE**

Develop a skilled workforce equipped with the AI expertise needed to transform local businesses.



### **INNOVATION HUB**

Serve as a catalyst for collaboration between industry and academia, leading to groundbreaking solutions.



### **COMPETITIVE ADVANTAGE**

Empower local businesses to adopt AI technologies, increasing efficiency and productivity.

## **A Partnership for Success**

By supporting the Applied AI Lab, you're investing in a brighter future for our community. Let's work together to build a thriving region powered by innovation.

# WHERE IDEAS **IGNITE**



*\*Sample Q building naming rights*



*\*Sample AI Exploration Terrace naming rights*



*‡Sample Technology Student Center naming rights*



**WCTC** has a unique opportunity to equip the minds of tomorrow with the skills to revolutionize industries. By investing in AI at WCTC, your organization can make an immeasurable mark on this groundbreaking initiative. Every contribution makes a difference.

With your support, we will:

- Deliver a cutting-edge learning environment for WCTC students to hone the critical skills needed to become leaders in artificial intelligence
- Provide a vibrant hub for bright minds from Waukesha County and beyond to learn and collaborate on AI initiatives
- Ensure that our community thrives in the ever-evolving technological landscape

All contributions are acknowledged, with significant naming rights opportunities available for major gifts. By leaving your organization's legacy on display in the WCTC Applied AI Lab, you will inspire students and future industry leaders for years to come.

For more information, contact:

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# APPLIED AI GUILD

## GIVING TIERS

Each monumental gift includes exclusive naming rights of the space prominently displayed and included in all written promotional materials.

*Donations and naming rights for each giving tier are available on a first-come, first-served basis. Please work directly with the WCTC Foundation on details.*

### **\$2 Million<sup>+</sup>**

Exclusive designation of entire Q Building

### **\$1 Million**

Applied AI Lab – First Floor

- One-of-a-kind incubator lab for building and testing AI business ideas

Technology Education Center – Second Floor

- State-of-the-art classroom and lab tech-centered learning environment

### **\$750,000\***

AI Exploration Terrace – Second Floor

- Open air space with campus views for students and entrepreneurs alike to study, gather or brainstorm

### **\$500,000**

AI Launchpad Atrium – First Floor Lobby/Welcome Area

- Primary entrance lobby and welcome area to the Applied AI Lab and student space

### **\$350,000<sup>†</sup>**

Technology Student Center – Second Floor

- Cutting edge home for student technology resources and instruction

### **\$250,000**

AI Classroom & Pitch Pit – Second Floor

- Prime location instruction space with high visibility to students



## \$150,000

AI & Technology Classroom & Instruction Spaces - Second Floor

- Primary breakout and learning space for technology instruction, AI seminars, workshops and program development
- 5 opportunities available

## \$100,000

AI Board Room - First Floor

Applied AI Lab Conference Room - First Floor

Applied AI Lab Huddle Room - First Floor


## \$75,000

Student Lounge - Second Floor

## \$50,000

Single-use Student Study Rooms - Second Floor

- 2 opportunities available



*The Harry V. Quadracci family's Windhover Foundation has generously provided the lead gift to the capital campaign. Their \$1 million donation recognizes the potential of artificial intelligence to revolutionize industries, improve work processes and increase efficiencies. The Quadracci family and Quad, a Sussex-based marketing experience company, have been long-time champions of WCTC's work.*

# The Future of Higher Ed



WAUKESHA  
COUNTY TECHNICAL  
COLLEGE

Hands-on  
Higher Ed