



Submitted photo

Linda Nowak checks out items for sale at WCTC's newly opened TechEx Center.

# WCTC gets Apple-certified

## TechEx Center to sell iPads, MacBooks, digital products

By Katherine Michalets  
kmichalets@conley.net.com  
262-513-2644

PEWAUKEE — With a continued focus to lower costs for students, Waukesha County Technical College has opened the TechEx Center to sell Apple and other electronic devices.

Located in the school's Business Building, the TechEx Center sells the Apple line of MacBook and MacBook Pro computers and iPad and iPad Pro tablets, Microsoft Surface Pros, Dell laptops and accessories like Beats headphones, charging cables and cases.

WCTC is only the third college in Wisconsin to become an Apple Authorized Campus Store — following the University of Wisconsin-Madison and UW-Milwaukee. It's the first technical college in the

state to get such a designation and the ninth technical/community college in the country to do so.

James Draeger, book store manager, said the process to sell Apple products began about two years ago. He said many of the programs do not require electronic devices, and by selling them on campus with an educational discount, the school could make them more affordable for its students, faculty and alumni.

WCTC has also moved toward using digital textbooks, which tend to be 50 percent, but as much as 90 percent, cheaper than traditional paper books.

Now students who need to purchase an ebook for a class can also get the tablet or digital device to do so at the school.

"They can walk away with an iPad and still walk away saving money,"

Draeger said of students.

The TechEx Center, short for Technology Experience, is about 1,200 to 1,500 square feet in size.

"It's all about the experience," Draeger said. "We don't need a lot of space cluttered with merchandise."

Items are on display in the center and inventory is kept in back.

Going forward, WCTC wants to have its IT department become an Apple-authorized service provider so devices can be serviced at the school.

Anyone with an active ID account, such as alumni, staff, dual-enrollment, part-time and full-time students, are eligible for the discount, which is about 5 percent on the TechEx Center products. Up to three items per year can be bought by the eligible WCTC community members.

"It's benefiting the college; we also get rebates and lower costs for whatever the college spends," Draeger said.