

Minutes of Meeting

Wisconsin Technical College System Board
January 27, 2009
Wisconsin Technical College System Office
Madison, Wisconsin

Members Present:

Elizabeth Burmaster
Mary Quinnette Cuene
Stan Davis
Terry Erickson
Roberta Gassman
Jon Geenen (arrived 8:55 a.m.)
Ann Greenheck
Michael Rosen (left 10:45 a.m.)
Brent Smith
Mark Tyler
Jose Vasquez

Members Absent

Phil Neuenfeldt
Vanessa Pickar

System Office Staff Present:

Dan Clancy, Kathy Cullen, Morna Foy, Donna Jordan, Jim Zylstra, Willa Panzer, Nancy Merrill, Conor Smyth, Janet Washbon, Jayson Chung, Kelly Shisler, John Kelly, Bob Dimperio, Kyle Schwarm

District/Others Present:

Eric Larson, Blackhawk Technical College
John Clark, Mid-State Technical College
Susan May, Fox Valley Technical College
Lee Rasch, Western Technical College
Bryan Albrecht, Gateway Technical College
Lori Weyers, Northcentral Technical College
Bob Elliott, Northcentral Technical College
Michael Townsend, Milwaukee Area Technical College
Pablo Cardona, Milwaukee Area Technical College
Michael Stark, Madison Area Technical College
Sam Aquino Drohin, Madison Area Technical College Student Senate
Rachel Weyers, Wisconsin Student Government
Sharon Wendt, Department of Public Instruction
Paul Gabriel, District Boards Association
John Lukas, District Boards Association
Layla Merrifield, Legislative Fiscal Bureau
Nina Carlson, Governor's Office
Andrew Lyons, WEAC

Board President Smith called the meeting to order at 8:40 a.m.

Donna Jordan read the following open meeting statement: “The January 27, 2009, meeting of the Wisconsin Technical College System Board, and all other meetings of this Board, are open to the public in compliance with state statute. Notice of the meeting has been sent to the press in an attempt to make the general public of Wisconsin aware of the time, place, and agenda of the meeting.”

Roll call indicated that a quorum was present.

It was moved by Board Member Cuene, seconded by Board Member Vasquez, that the November 18-19, 2008, Board minutes be approved. Motion carried unanimously.

A. Report of the System President

System President Clancy provided a brief update on the state budget picture. He stated that due to the current \$360 million shortfall in the current year, the Department of Administration (DOA) has directed that the System to plan for at least a 10% reduction in the majority of its categorical grant programs. These grant programs provide up to \$17 million in additional funds to the colleges. The Board awarded these grants to the colleges this past spring and colleges have already incurred expenditures for many of these programs. DOA Secretary Morgan has now indicated that the System Office can release up to 75% of the grant funds. A budget repair bill or budget adjustment bill must be approved by the legislature before these proposed cuts would take effect. Districts have been notified of the possible cuts. A 10% reduction is just under a \$2 million reduction.

The Governor will hold his State-of-the-State address on January 29th, followed by introduction of his biennial budget on Feb 10th. System Office staff have been in contact with staff at DOA and the Governor’s Office regarding items of importance to the WTCS in the budget. DOA Secretary Morgan met with the District Boards Association at its winter meeting last week and had positive things to say about the technical colleges and the Governor is doing all he can to protect education at all levels. However, the reality is that there will probably be some negative impact at all levels because of current economic situation.

System President Clancy and Paul Gabriel of the District Boards Association have been meeting with key legislative leaders on a number of important issues to the System. Many of the new legislative leaders are very supportive of the System, with several having served as district board members. System Office staff are planning to meet with all members of the Joint Committee on Finance, as well as the leadership of other key committees.

Nancy Merrill, Policy Advisor, provided a brief update on the current timeline and status of the federal Economic Stimulus Proposals. Ms. Merrill noted that the stimulus proposal has an initial price tag of \$825 billion. It is expected that the House and Senate will take action on the American Recovery and Reinvestment Act yet this week, with final Congressional passage by

mid-February. Wisconsin Representative David Obey is Chair of the House Appropriations Committee and has been instrumental in the development of this bill. The Act stresses “unprecedented accountability” in seven primary areas. The *Education for the 21st Century* area includes several provisions that will most likely have an impact on the state’s educational systems, including targeted dollars for renovation and modernizing of buildings, Pell grant increases, upgrading classrooms and teacher technology training, dollar for administering student aid programs. The other six sections of the Act include provisions and funding where WTCS is key because of the vital role WTCS plays in training the workers needed to create jobs and complete the proposed projects. These employment and training system dollars must focus on creating green jobs and renewable energy training, transforming the economy with science and technology proposals, modernization of the state’s infrastructure, and lower health care cost proposals. Many of the items outlined in the American Recovery and Reinvestment Act are also contained in the Governor’s master plan for the state. While it is likely that there will be action on the federal stimulus package very soon, several issues and questions still must be resolved. System Office staff will continue to work with Wisconsin’s Congressional delegation at the package moves forward.

A new Office of Recovery and Reinvestment has been created in the state to work with the federal government on implementation of the economic recovery stimulus package. It is estimated that \$2.3 - \$4.6 billion would be earmarked for Wisconsin projects. System Office staff will be working closely with that office as they begin allocating dollars across the state. The mechanism for allocating these dollars is not yet clear, but it is likely that instead of creating new ways, allocations may be made by using existing federal formulas under the current Adult Education and Perkins Acts.

Board President Smith asked whether there was any indication outlined in the proposed Act as to where a greater emphasis might be placed, such as the “shovel ready” projects as outlined by the districts. Ms. Merrill responded that it appears that the majority of the Act places heavy emphasis on infrastructure and creating jobs to put people to work. The mechanism for d

System President Clancy provided a brief update on the Lumina grant. The focus of this grant is to increase the percentage of college education adults in the state, with an emphasis on serving more students from diverse backgrounds and improving student outcomes. The PK-16 Council has taken a leadership role in working through this process. Governor Doyle will be addressing a higher education forum which will focus on arriving on a consensus of critical issues that affect working with the diverse populations. The goal is for Wisconsin to be chosen as a recipient of a four-year grant provided by the Lumina Foundation.

System President Clancy provided a brief summary of the Wisconsin Transfer Equity Study. The Study is a collaboration between the UW, WTCS and the Center for Urban Education in California to increase collegiate transfer for minority students. Transfer from two-year colleges is typically seen as a successful alternative for minority students seeking baccalaureate degrees. The Study is made possible by generous funding from the Ford Foundation. Kathleen Cullen serves as the System Office representative.

Board Member Rosen stated that it is his perception that the UW System is still reluctant to accept technical college credits. He stated that he believes there is an elitism in the UW

colleges that their courses are of a higher rigor than WTCS courses. Any change has to be dealt with from the top down at the UW and communicated down to all deans and faculty. This has been an ongoing problem. Hundreds of articulation agreements exist between the two Systems, but technical college credits are still not being accepted.

Board Member Cuene stated that progress has been made in acceptance of technical college credits by UW colleges, and this change has come about because of the leadership of the UW System. UW-Green Bay now accepts all technical college associate degrees, and UW-Oshkosh accepts at least 20 technical college associate degrees. Other areas around the state have been making continual progress as well.

Board Member Rosen replied that he hoped that this is true, but many technical college students are still saying their credits are not being accepted.

System President Clancy noted that one of the Board's Strategic Directions focuses on credit transfer in the occupational program areas. It appears that most student complaints center around the occupational program areas.

B. Consent Agenda Items

It was moved by Board Member Gassman, seconded by Board Member Cuene, that, upon the recommendation of the Wisconsin Technical College System President, the Wisconsin Technical College System Board approves the program development and modification requests and the facilities development requests, with the exception of the Nicolet Area Technical College Birchwoods Center addition. Motion carried unanimously.

It was moved by Board Member Erickson, seconded by Board Member Rosen, that, upon the recommendation of the Wisconsin Technical College System President, the Wisconsin Technical College System Board approves the Nicolet Area Technical College Birchwoods Center addition and the Interim District Board Appointment for Nicolet Area Technical College. Motion carried, Board Member Burmaster abstained.

Program Development and Modification

<u>College</u>	<u>Title</u>	<u>Action</u>
Blackhawk	Human Resources	Program Scope
Madison Area	Physical Therapist Assistant	Program Scope
Southwest Wisc.	Electrical Power Distribution	Program Scope
Wisc. Indianhead	Human Services Associate	Program Scope

Facilities Development Requests

Blackhawk Technical College – Rental of facilities in Beloit at an initial cost of \$375,000 and \$116,250 annually.

Gateway Technical College – Remodeling of facilities on the Elkhorn Campus for Health Occupations programs at a cost of \$450,000.

Milwaukee Area Technical College – Remodeling of facilities at the Oak Creek Campus at a cost of \$375,000.

Nicolet Area Technical College – Construct an addition to the Birchwoods Center and perform remodeling at costs of \$1,000,000 and \$1,245,900 respectively.

Northcentral Technical College – Acquire additional facilities in Antigo from Langlade County at no cost.

Northcentral Technical College – The expansion of the campus at Phillips through the acquisition and remodeling of a building, at a cost of \$217,500, the construction of an addition at a cost of \$700,000, and remodeling of the existing facility at a cost of \$400,000.

Interim District Board Appointment – Nicolet Area Technical College

Interim appointment of Ron Zimmerman in the Employer category for the term January 27, 2009 through June 30, 2010.

C. Welcome/Report of the Board President

Board President Smith noted that a summary of the UW Board of Regents December and January meetings is contained in Board member folders. President Smith noted that no written report was received from the Academic Leadership Council.

Board President Smith referred to a letter received from the Freedom for Religion Foundation (FFRF) concerning the Good Friday closing of campuses by 15 of the 16 technical colleges. In addition to the letter addressed to Board President Smith and System President Clancy asking that the System Office ensure that all districts comply with current law by remaining open on Good Friday, the FFRF sent letters to each of the technical colleges involved. Districts are responding to the FFRF individually. Board President Smith noted that neither the State Board or the System Office have the authority to regulate local district calendars. The System Office has consulted with the Department of Justice on this issue and because of the potential for further litigation, the Board will not discuss further details of this issue at this time.

Board President Smith thanked the WTCS President as well as the District Boards Association for their attendance at the joint reception and dinner last evening.

Board President Smith announced that he has appointed Board Members Davis, Greenheck, Pickar and Tyler to the Board's Tuition Workgroup. The group will provide 2009-2010 systemwide tuition recommendations to be adopted at the Board's March meeting.

Board President Smith introduced Representative Kim Hixson, Chair of the Assembly Colleges and Universities Committee.

Representative Hixson thanked the Board for the opportunity to talk about the important role that technical colleges play in the state's economy. He stated that he represents the 43rd Assembly District, which is made up of Rock County and a part of Walworth County. Blackhawk and Gateway technical colleges are important and integral parts of Southeast Wisconsin. Representative Hixson noted that he received an Associate Degree from a technical college and began teaching at the same technical college after graduating. His mother was in the same graduating class which is reflective of the age range technical colleges serve.

Representative Hixson stated that the focus of the Assembly Colleges and Universities Committee is on issues facing higher educational institutions in the state, protecting and enhancing the quality of higher education, and helping college faculty and staff do their jobs. There are many challenges facing the state during this dismal economy, but the technical colleges are on the forefront in helping the state recover and prosper by providing the essential job retraining skills needed. It is important to have the resources available to serve the employers and workers who have been affected by the state's economy.

Representative Hixson noted that in speaking with Blackhawk Technical College President Eric Larson, college enrollments were up 26%. This shows the speed in which colleges can be flexible and innovative in serving the needs of its citizens and community. All students must have access to quality and affordable education.

Representative Hixson stated that he is very supportive of the Workforce Advancement Training Grant programs and the Governor's commitment to this program. The Colleges and Universities Committee will be conducting a hearing on February 18th focusing on the impact the UW System has on the state's economy, with subsequent hearings planned in March addressing technical college issues. The Committee will also be holding additional hearings across the state on various higher educational issues. He encouraged Board members to provide input on issues to be addressed by the committee.

Board Member Vasquez asked Representative Hixson to carry the message to his legislative colleagues as well as during the public hearings to be held around the state that Wisconsin has two equal public higher educational systems, each with unique missions and purposes. One system is not secondary to the other. It is hoped that this attitude can be promoted when talking to all groups of people. Representative Hixson agreed that this was an excellent idea, and he would certainly do so whenever possible.

Board President Smith asked that the issue of transfer of credits continues to be a main focus during upcoming Committee hearings. Representative Hixson agreed that this issue is very important for both the UW and Technical College Systems.

Board Member Burmaster stated that another issue to be addressed by the Committee should be the seamless transition from high school into higher educational systems. This remains to be a primary focus of the PK-16 Council. Work really needs to begin in middle school so students and parents are aware of the opportunities available in all higher educational systems.

Representative Hixson agreed that this is a very important topic. He personally spoke to middle school students about the Wisconsin Covenant program and asked how many of them plan to continue their education after high school. The response was that 95% would continue their education, but the statistics from the UW and technical colleges doesn't bare this out. It must be determined whether anything more can be done in the high schools, or even middle schools, to make students understand the need for higher education, what programs are available, as well as the accessibility and affordability of higher education options.

Board Member Rosen brought up the issue of unmet financial need for technical college students. Recent reports indicate that technical college students have the greatest unmet financial need in the state. Representative Hixson's Committee could devote attention to and try to find solutions to that problem. While the Governor has made some effort to increase financial need for our students, a huge gap still exists. Representative Hixson agreed that his Committee would look into this issue. We need to make sure that all young people have the opportunity to go to school and get the education and training they need. Family or personal income should not affect a student's desire to further their education.

Board Member Geenen stated that a major crisis the Technical College System is facing is the economic situation of the state and the country, such as the growing need to deal with incumbent workers who are now out of a job. The long term health of the Technical College System must be maintained. Representative Hixson agreed that the technical college play a major role in revitalizing the state's economy. The colleges have the flexibility for rapid change and to fill in when needs arise. The state is very dependent on the Technical College System.

Board President Smith asked Representative Hixson for his thoughts on where higher education might fit into the federal stimulus money to be received. Representative Hixson stated that it was his personal feeling that the federal money should go to create jobs. We are still waiting to see how much funding the state will receive and what federal guidelines will be placed on the monies. It is very important that intelligent and informed decisions be made on how to best use these monies to benefit the state's economy.

D. Panel Discussion: Transforming the Regional Workforce

System President Clancy introduced Mid-State President John Clark, Fox Valley President Susan May, and Blackhawk President Eric Larson who will present their views on how major plant closings within their technical college districts have impacted on their colleges and how they have responded within the community.

President John Clark stated that Mid-State Technical College (MSTC) District encompasses three counties and several major cities. The district has a diverse variety of food processing, health care, insurance, trucking, and paper industries. Since 2000, over 5,000 high paying jobs have been lost within the Mid-State region. This figure does not include some of the other local businesses and industries affected such as restaurants, auto dealerships, etc. Consolidated Papers was once a very strong internationally viable company. It was sold twice, first to Stora Enso Corporation and then to New Page. Port Edwards Paper Company was also sold twice, losing over 500 jobs in the region as well. During this time, Mid-State Technical

College has worked hard with state and regional workforce development organizations to reinforce and reassure the services available to dislocated workers. Enrollments grew by approximately 6% last year, but increased 14% in the current year. Some of this growth can be attributed to these dislocated workers. The college is working to get these workers back into the workforce as quickly as possible, and hopefully into high paying career areas.

Dr. Clark noted that there is also good news for the region as well, a \$300 million investment in the community led by three or four industries – Ocean Spray Cranberries, ERCO chemical manufacturing plant, an advanced fiberglass technology firm, and an alternative fuel energy corporation. Mid-State will be working closely with these companies to provide the training and retraining need. MSTC is also working closely with Renaissance Learning, a reading software developer, to get them involved with the adult learner who needs basic reading skills.

Dr. Clark stated that while it has been a difficult period since the year 2000, with earnings and wealth leaving the community, there is continued promise for MSTC and the community in other areas for the future.

Fox Valley Technical College (FVTC) President Susan May stated that the college has been dealing with a steady stream of layoffs for the last 12 years, so the college is accustomed to dealing with these situations. Recently more companies are closing their doors rather than just layoffs, so a large number of employees are being affected. For many, the loss of one's job is very traumatic and emotional, and all persons trying to help must be sensitive to the personal needs of these dislocated workers. FVTC has representatives on the rapid response teams which have been formed to deal with the needs of the dislocated workers. The college has found that these workers need to have some personal time and space first. The college provides the resources, information, assistance, and the outlets to help these workers make their own decisions. Many of these people turn to FVTC to retool into a different career field. The college works with these individuals to explore interests and career options, share wage data and employment data, create academic plans individualized to the person, and providing adult basic education as many of them need. The college also assists students with financial aid applications, job searches and resume assistance. The college has also expanded its efforts by creating an adult basic education and English language learning community center and adapting one of the college's regional centers into a dislocated worker center. The college will continue to be a welcoming and supporting center to deal with dislocated workers' personal losses.

Dr. May highlighted the recent article published by the New York Times on dislocated workers from the New Page Corporation which closed its doors last year. Fox Valley Technical College worked closely with some of these workers to provide the necessary services and counseling.

Blackhawk Technical College (BTC) President Eric Larson provided an overview of how BTC responded to the recent General Motors (GM) plant closure. Within the 6-7 preceding months, over 3,000 people were laid off. While many GM workers are able to draw down wages from the UAW union and receive unemployment benefits, the long term outlook for these dislocated workers is not encouraging. The plant closure does not account for the numbers

affected by spinoff companies such as Lear Seating, LSI outsource organization, Gilman Engineering, Stoughton Trailers, Alcoa Aluminum, and others.

One of Blackhawk's initial responses in assisting these dislocated workers was to have a community picnic. All auto industry people and their families were invited to learn what BTC could do for them as a family. This helped to break the ice within the community. The college also hired a limited term mental health counselor to deal with the personal and emotional issues of the dislocated workers. The college extended its hours of operation and expanded its parking lot to accommodate the increased number of students coming to BTC. Dr. Larson thanked System President Clancy and Bob Dimperio for expediting the college's request for the parking lot expansion. Over 300 students were identified as having insufficient computer skills to succeed in entry level programs. College staff donated their time to work with these students on a one-on-one basis. The college added 88 additional courses sections and added additional limited term faculty for one or two semesters. Class offerings were also extended to Friday and Saturday. Dr. Larson noted that the college received an Alliant Energy grant of \$50,000 for expanding their Power Distribution program. Because of other more pressing matters, the college will not be able to go forward with this program at this time. Gateway and Madison Area Technical Colleges have also added additional course sections at the Fort Atkinson and Elkhorn campuses to assist in serving the dislocated workers. Student response has been extremely positive on the measures the college has been taking to assist the dislocated workers. Supplier companies are also pleased with the services provided by the college. A tremendous amount of work with the area's job centers has occurred and will continue.

Dr. Larson commended his staff for stepping up their efforts in providing the additional assistance necessary to serve these dislocated workers. As a stress relief measure for college staff, BTC administration delivered chocolate chip cookies to each and every person to show their appreciation.

Dr. Larson stated that in the future, the college will be adding a significant number of summer courses in the high interest program areas. The college has already doubled the size of its welding lab. A pilot course section will be offered on student orientation, how to take tests and be comfortable as a student.

Board President Smith thanked the Presidents for their excellent presentations. He asked what would be the primary areas of focus for the colleges if state or federal stimulus monies are received. Dr. Larson replied that any funds received would focus on providing additional basic skills services. Dr. May agreed that providing additional basic skills assistance is important, with additional funds focused on facilities expansion.

Board Member Gassman thanked the Presidents for all they were doing to serve the dislocated workers. Current indications are that \$17-\$21 million has earmarked in the Economic Recovery Package for services provided to dislocated workers. Filing of unemployment compensation has grown by over 50% over last year. Additional limited term staff have been hired to catch up with the backlog of unemployment compensation claims. The entire process of how benefits are filed for and claimed is under review. All agencies must continue to work together to serve the state's dislocated workers in an expeditious manner.

Board Member Tyler asked how can the districts respond quickly to the needs of businesses and industries to retrain their workers in order to head off company layoffs due to the economic downturn as well as allowing the businesses to remain competitive.

Dr. May stated that one of the most expeditious ways for businesses to work with the colleges is through contracted training efforts. The resources and expertise offered by the technical colleges can be designed to meet the immediate and specific needs of the businesses and industries.

Board Member Erickson stated that he is very appreciative of the leadership the colleges have taken in reacting quickly and effectively to serve the needs of the dislocated workers. A summary of best practices which are happening across the state would be very beneficial as the state budget moves forward and as the federal stimulus funds are distributed. This is an excellent opportunity for the System to wave its flag on the role the colleges are playing during this economic crisis.

Board Member Davis agreed that it would be very helpful to have a summary of how the technical colleges have responded in serving the state's dislocated workers. In this current budget cycle of scarce resources, the more that can be shown of how the System has provided value-added, the better. This information would also be helpful when the Governor and Department of Commerce are trying to recruit businesses to relocate to the state.

Board Member Vasquez stated that a large percentage of the jobs lost in Wisconsin will never come back, and Wisconsin's recovery will need to be through new jobs. Board Member Vasquez encouraged the colleges to look internally to make sure their employees are prepared for new jobs for which they may require training. Colleges must continue to invest in their workforces as well.

Dr. Clark stated that it is important for the colleges to work collaboratively with their communities to search out new opportunities that might be created for rebuilding the state's economy. When preparing people for new jobs that might not yet be individually identified, the colleges must continue to take a leadership role.

Board Member Geenen stated that he was encouraged by the examples provided on what the colleges are doing for the dislocated workers. He noted that one of the dislocated workers highlighted in the New York Times article as mentioned by Dr. May was his brother. The quality of the technical colleges was certainly brought out in this article. Board Member Geenen stated that the United Steelworkers Union has done a lot in promoting the economic recovery package. There is a need for business incentives to bring back high skills, high wage, jobs. More needs to be done in the areas of green energy, retrofitting energy, and rail services. The technical colleges are in the best position to respond quickly to these needs.

Board Member Rosen thanked the Presidents for the work they are doing for the dislocated workers in their communities. The presentations highlighted the unique role the colleges are playing in helping these dislocated workers. As noted earlier, many of these dislocated workers are returning to the technical colleges for basic skills education. This reinforces the value of the technical colleges and their commitment for open-ended education.

Board Member Rosen stated that in President Obama's stimulus plan, a lot of money appears to be earmarked for light rail in this country. However, not one company builds light rail in the country today. Discussions have begun about the need for an industrial policy in this nation. Board Member Rosen stated that to the extent possible as a Board or as the System, the importance of a national industrial policy must be promoted. Opportunities have been missed in the past to create jobs; this shouldn't happen again.

Board Member Gassman thanked President Clancy for asking the Presidents to present their stories to the Board. These discussions are certainly very timely and helpful to the Board. Unemployment has risen to 5.8% in December for Wisconsin, and the projection is possibly 8% by the end of 2009. Board Member Gassman indicated that she was encouraged by President Obama's recovery package, with an immediate focus on public works projects. However, the need to focus on long term solutions is important as well. Manufacturers must begin to retool into new emerging areas so they may stay economically competitive. All entities will need to work together to keep the state strong.

President Clancy stated that letters will be sent to Wisconsin's Congressional delegation highlighting the Board's discussions concerning the need for immediate passage of an economic recovery bill and the impact it will have on Wisconsin. An item that will be emphasized is the recommendation that economic recovery monies be allocated through existing programs, rather than creating new programs to distribute the funds.

E. WTCS Presidents Association

Dr. John Clark, current President of the Presidents Association, noted that close attention is being put on the current grant funding reductions as required by the Department of Administration. The \$1.8 million definitely will affect the amount of services the districts can provide. Major concerns expressed center around the enrollment growth experienced by most colleges, faculty contract issues, and how to deal with the decrease in funding levels because the services are currently underway.

Dr. Clark noted that other discussion areas of the Association over the past several months have included: input was provided on the Board's Strategic Direction benchmarks, participation in the PK-16 Council's Strategic Planning event, working closely with all partners on the proposed provisions of the President's economic recovery bill, support of the Statewide Marketing Committee's Futuremakers campaign, and response to the Freedom from Religion Foundation's letter concerning observation of the Good Friday holiday. Dr. Clark also highlighted items of interest and importance for several of the technical college districts.

F. WTC District Boards Association

District Boards Association President John Lukas presented highlights of the Association's winter biennial legislative seminar held on January 23rd in Madison. He thanked State Board members Erickson and Rosen for attending the sessions. President Lukas reported that 57 district board members as well as college Presidents and staff attended the national ACCT

conference in New York in late October. Several district board members presented at the conference. MATC Madison also received two awards – faculty member of the year and a Central Region equity award. This participation and recognition reflects board member and college commitment to sharing its best practices with technical and community colleges across the country. Approximately 25 district board members will also be traveling to Washington DC in early February for the National Legislative Seminar. He thanked System Office staff for their assistance in developing issue papers for discussion with Congressional members.

Paul Gabriel, Executive Director, noted that a real challenge in talking with legislators is how to equate the colleges' increase in enrollments with revenues the colleges received. In most cases, legislators don't truly understand that the additional tuition received because of the increased enrollments only accounts for a small portion of the total costs for the colleges. Mr. Gabriel provided a diagram portraying the actual cost to the colleges and the students, showing that with no increase in state dollars, local property taxpayers and the students carry even more of the burden even though enrollments are increasing. Colleges must continue to look for new efficiencies, such as further collaboration among colleges, new revenue areas, cost sharing to bring costs down. Help is needed from all partners to tell the true story of how increased enrollments and no increase in state funding affect the local communities. The message must be loud and clear – technical colleges are the tools to meet the state's economic needs.

G. 2009-11 WTCS Strategic Directions Benchmarks

Board President Smith stated that at the September meeting, the Board approved the Strategic Directions for 2009-2011. At that time Board members were asked to react to possible benchmark measures to be used in demonstrating progress toward achieving the Strategic Directions. Feedback and input was received by various partners. Nancy Merrill and Conor Smyth will review the benchmarks that the System Office will use to gauge toward implementing the Strategic Directions over the next three years.

Nancy Merrill summarized how the benchmarks were developed. These included through input received at the Board's June 2008 stakeholder roundtable discussions, various discussions with WTCS Education Directors and other staff, historical measures, and emerging or evolving data sources such as the recently revised Perkins accountability reporting and new reporting requirement of the Higher Education Act, as well as additional accountability reporting under federal economic stimulus funding.

Conor Smyth, Policy Advisor, noted that following consideration of input received by the various stakeholder groups, there was consensus that given the significant federal and other reporting requirements already existing, benchmark measures should draw from these existing data sources rather than requiring additional reporting requirements on the colleges. Mr. Smyth briefly highlighted several of the current data collection requirements.

Mr. Smyth noted that the benchmark examples as provided on page 21 of the Board material address the interests of all stakeholders to the greatest extent feasible while maintaining flexibility to incorporate new or revised data sources or address emerging issues. Each of these benchmarks directly or indirectly measures an activity of interest to the Academic Leadership

Council. Because none of the initial benchmarks requires data collection beyond what is already required or undertaken, the proposed benchmarks are supported by the Presidents Association, the District Boards Association, and the College Institutional Research Coordinators. Staff will use the proposed benchmarks as the basis for preparing a progress report for the Board's annual June Summit.

Board Member Cuene thanked Ms. Merrill and Mr. Smyth for their hard work in developing the proposed benchmarks. Board Member Cuene stated that she thought that possibly the benchmarks would be more quantitative and would measure the Board's actions concerning the Strategic Directions, rather than assessing the progress made by the System towards meeting the goals of the Strategic Directions.

Mr. Smyth indicated that this is not how the Strategic Directions goals have been measured in the past. The question arises, are these performance measures for the Board or are these Systemwide Strategic Directions? This is the first time the Board has considered benchmarks in measuring progress of the Strategic Directions. Possibly it would be advantageous for the Board to review progress on the benchmarks in June, with further discussion at that time if necessary on the Board's preference. There is a difference between qualitative and quantitative measures. Mr. Smyth stated that it is important to keep in mind that each of the colleges have their own Strategic Directions. The proposed benchmarks will show how the colleges are responding to the Board's Strategic Directions so the Board is able to assess what is important and what may need to be changed.

Board Member Vasquez stated that it is the Board's responsibility to oversee the System. The System receives federal and state monies to carry out its purposes, and goals and measures are attached to those monies. The proposed benchmarks are intended to measure how effectively and efficiently the System is carrying out its responsibility for these funds. There is a much more focused arena where the Board could dictate how the monies should be used. The Board is in a position to truly set Systemwide goals and objectives.

H. Board Policy Creation – Sustainable Facilities

The proposed Sustainable Facilities Policy is a new policy and is in the first step of a two-step policy development/revision process. The System Office initiated a review of sustainable facilities practices to ensure that the System's energy consumption guidelines were relevant for current operating standards and consistent with industry standards and activities by other state and federal agencies. In addition, the Board expressed an interest in green buildings and sustainable initiatives as part of its strategic planning process. The System Office determined that creating a sustainable facilities policy would best meet the Board's goal and provide the most useful guidance to WTCS colleges. To assist in the policy development, the System Office created a Sustainable Buildings Technical Advisory Committee that included representatives from 10 WTCS colleges. The committee reviewed existing energy consumption guidelines, considered industry literature about sustainable facilities practices, discussed current college efforts to support green practices in construction and operations, and reviewed draft policy language. After input from the advisory committee, the draft policy language also was shared with all WTCS facilities managers for input. The proposed policy is consistent with the

Board's current policy practices and recognized industry standards. It establishes principles governing sustainable facilities in the planning, design, construction, operation and maintenance of all system facilities.

Robert Dimperio, Facilities Director, noted that the proposed policy is complimentary to the current training efforts for sustainable energy in the state. The System has a leadership role to promote concept of sustainable facilities and to raise awareness of sustainable facilities for our colleges. Criteria for evaluating green and sustainable construction from the U.S. Green Building Council was reviewed. The current Systemwide energy consumption guidelines developed a number of years ago have been successful. Mr. Dimperio noted that districts are not be required to seek LEED (Leadership in Energy and Environmental Design) certification; this is voluntary for the colleges to pursue this certification.

The proposed policy will be brought back to the Board at a subsequent meeting for adoption.

I. Blackhawk Technical College – Project Concept Review – Construction of a Traffic Safety Center

It was moved by Board Member Vasquez, seconded by Board Member Geenen, that upon the recommendation of the President of the Wisconsin Technical College system, a finding is made that the concept of Blackhawk Technical College (BTC) developing facilities for vehicle training is reasonable. Additional planning and analysis is needed to verify the scope of the facilities correspond to the training needs. BTC should examine opportunities to achieve cost savings and implement changes as appropriate. The final scope, design, and funding of the project is subject to review and approval by the Board as required by s.38.04(10), Stats.

Blackhawk Technical College District proposes to develop a Traffic Safety Center to provide training for protective service programs, motorcycle safety training, and driver education for a wide range of constituents. The Center would include an Emergency Vehicle Operations Course, skill / skid pads, motorcycle training track, and related props such as a mock city and extrication vehicle field. A building of approximately 15,700 square feet would provide instructional and storage space for the proposed Center. The district has initiated a Request for Proposal process to determine a site for the Center. The planning suggests that a site of approximately 40 acres would be appropriate for the Center. The site selection has not been completed at this time. The district conducted a needs assessment survey of local businesses, emergency agencies, and municipalities relative to driver safety and vehicle operations training. On the basis of that survey, the district projects that training could serve 4,240 persons annually. The proposed budget is \$3.3 million for site work, and \$6.4 for building construction. The costs of site acquisition are not included in the budget. Consideration is being given to purchase or long-term lease. The project would be funded with district borrowing of \$1.0 million and the balance with gifts and grants.

Robert Dimperio noted that it is his finding that the development of vehicle training facilities for protective service programs and motorcycle training is reasonable. The lack of specialized facilities for that training is clear. Additional planning and development of the driver

education training is needed to assure the training facilities correspond to the need. The costs for elements of the site improvement, such as the skid and simulation pads, will require additional detail to fully assess. The unit cost of construction for the building tends to the higher end of the range of recently constructed system buildings, suggesting opportunities may exist for cost reductions. Mr. Dimperio noted that the project is subject to review and approval by the WTCS Board at such time funding is in place and verified.

Board Member Erickson asked whether there was a proposed timeline for the project. Mr. Dimperio stated that the timeline is dependent on the capital campaign. Necessary dollars would have to be raised before the Board would review the project again.

Motion carried unanimously.

J. Madison Area Technical College – Rental of Facilities in Madison for Protective Services Programs

It was moved by Board Member Gassman, seconded by Board Member Greenheck, that, upon the recommendation of the President of the Wisconsin Technical College System, approval is granted to Madison Area Technical College (MATC) District to rent facilities in Madison for Protective Services programs as presented.

Robert Dimperio reported that the Madison Area Technical College District (MATC), is requesting approval to rent approximately 54,900 square feet of space in a building located at 7010 Mineral Point Road, Madison. As discussed in the May 2008 Project Concept Review and the August 2008 meeting of the Wisconsin Technical College System Board, MATC has identified a number of deficiencies in the facilities used by criminal justice and emergency medical services programs. After review, the Board found that it was reasonable for MATC to upgrade and consolidate facilities for those programs and asked MATC to more fully examine alternatives to meeting those facility needs. Following the August Board meeting and after studying available options, the district solicited Requests for Proposals in October for available space to be leased to meet the identified training needs. From the proposals received, MATC selected a location on the west side of Madison in the former Famous Footwear corporate headquarters. As their Facilities Master Planning process has continued, it has become evident there is a need for a presence on the southwest side of Madison/Dane County. This location addresses that need, as well as specific needs for Protective Services programs. As proposed, MATC would occupy space on three floors of this existing building, encompassing approximately 54,900 square feet of space. The cost of the lease is \$546,500 annually, exclusive of utilities, real estate taxes, and custodial services. These costs are estimated to be an additional \$367,800 annually. The term of the lease is for seven years, with an option for two, three-year renewals. The rental will be funded from the district's operating budget. The lease rate includes an allowance of approximately \$988,200 for remodeling, which is expected to be sufficient for MATC needs.

Board Member Erickson noted that the Board had some concern about MATC's previously proposed lease term. Mr. Dimperio noted that the current proposal addresses those concerns with the initial term being seven years.

Board Member Tyler asked how the estimated lease cost compares to the previous proposal. Mr. Dimperio stated that the current proposal is less than one-half the initial proposal.

Board Member Gassman thanked MATC for tailoring their proposal to meet the Board's concerns. MATC President Barhorst stated that this is only a temporary fix for the needs of the Protective Services programs. A permanent solution will have to be found.

Motion carried unanimously.

L. June 24-25, 2008, Board Summit/Annual Retreat

The next regularly scheduled meeting of the Board will be held at Chippewa Valley Technical College in Eau Claire on Tuesday and Wednesday, March 24-25, 2009, beginning at 4:00 p.m. on Tuesday.

Board President Smith noted that it may be necessary to have a special meeting of the Board in Madison after the economy stimulus bill is passed. Discussions would center around the role of the Technical College System in the distribution of the economic stimulus funds. Possibly the Governor would be available to meet with the Board. The consensus of the Board that this was a good idea. Staff would keep the Board informed as the economic stimulus package moves forward.

There being no further business to come before the Board,

It was moved by Board Member Greenheck, seconded by Board Member Vasquez, that the January 27, 2009, Board meeting adjourn. Motion carried unanimously.

The meeting adjourned at 11:50 a.m.

Respectfully submitted,

Donna Jordan
Recording Secretary