

Minutes of Meeting
Wisconsin Technical College System Board
November 17-18, 2009
Blackhawk Technical College and Holiday Inn Express
Janesville, WI

Tuesday, November 17, 4:30 p.m., Blackhawk Technical College

Members Present:

Mary Quinnette Cuene
JoAnna Richard for Roberta Gassman
Stan Davis
Terry Erickson
Tony Evers
Michael Rosen
Brent Smith
Mark Tyler

Members Absent:

Ann Greenheck
Phil Neuenfeldt
Vanessa Pickar
Jose Vasquez

System Office Staff Present:

Dan Clancy, Kathy Cullen, Morna Foy, Donna Jordan, Jim Zylstra, Annette Severson, Conor Smyth, Willa Panzer,

District/Others Present:

Eric Larson, Blackhawk Technical College
Sharon Kennedy, Blackhawk Technical College
Jackie Pins, Blackhawk Technical College
Tom Westrick, Blackhawk Technical College Board
Jim Munro, Blackhawk Technical College Board
Kevin D. Leavy, Blackhawk Technical College Board
Bettsey Barhorst, Madison Area Technical College
Libby Burmaster, Nicolet Area Technical College
Paul Gabriel, District Boards Association
John Lukas, District Boards Association
Eric Gage, Wisconsin Student Government
Andy Lyons, WEAC
Ed O'Connell, Dynamic Campus Solutions

Board President Davis called the meeting to order at 4:30 p.m.

Donna Jordan read the following open meeting statement: "The November 17-18, 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 a quorum was present.

It was moved by Board Member Tyler, seconded by Board Member Cuene, that the September 29-30, 2009, Board minutes be approved. Motion carried unanimously.

A. Welcome/Report of the Board President

Board President Davis noted that a written summary of the UW Board of Regents meeting was available in Board member folders. Board Member Smith highlighted the presentation from Michael McPherson, co-author of the book, *Crossing the Finish Line: Completing College at America's Public Universities*. He noted that the book emphasizes that the nation's future success depends on doing a better job of educating students at all levels. In his presentation, Dr. McPherson pointed out that high school grades, not test scores, are the best predictors of college success and are much more predictive of a student's ability to graduate. Another critical element for student success is providing need-based financial aid. These same issues relate directly to technical college students as well.

Board President Davis noted that in January he will be asking Board members to serve on two committees of the Board, the annual tuition recommendation committee and the biennial budget recommendation committee. The Board will adopt student tuition for 2010-11 at the March meeting. The System's 2011-2013 biennial budget will be adopted at the September meeting.

Board President Davis noted that he and System President Clancy will continue to meet with district boards and college administration. Visits to Waukesha County Area Technical College and Blackhawk Technical College are planned in December. Board President Davis thanked the Milwaukee Area and Fox Valley Technical College Presidents and board members for the good discussions when he and System President Clancy visited their colleges.

B. WTC District Boards Association

John Lukas, Past President, provided a brief summary of the Association's fall meeting held on November 4-6 at Waukesha County Area Technical College (WCTC). The Association partnered with WCTC and the Wisconsin Association of Career-Technical Education (WACTE) in the presentation of a two-day legal issues conference in conjunction with the meeting. A wide variety of sessions were presented for board members, college administration, faculty and others.

The Association's winter meeting will be held on January 20-22, in Milwaukee. The meeting will be held in collaboration with the annual Wisconsin Association of School Boards convention. Many of the sessions will be jointly presented.

Paul Gabriel, Executive Director, stated that at the last meeting Board Member Erickson had requested additional information concerning participation by district board members and college administration in the annual Association for Community College Trustees (ACCT) meeting in San Francisco held in early October. Mr. Gabriel noted that in his report tomorrow System President Clancy would be providing an in-depth report of the various presentations and other activities district board members and staff were involved in. However, he reported that while Wisconsin participants represented 4 percent of the overall conference participation, Wisconsin participants made 8 percent of the presentations. This outlines the level of engagement by the technical colleges in sharing best practices and other models used by the colleges. Mr. Gabriel also noted that Lauren Baker, Milwaukee Area Technical College District Board member, was honored at the conference for completion of her second term as an ACCT Board member. Other Wisconsin district board members also serve at the national level on various committees. He noted that John Lukas was just appointed to the national trustees membership and education committee.

C. Guest Speaker: Assembly Speaker Mike Sheridan

Assembly Speaker Mike Sheridan stated that one of the Assembly's highest priorities this session has been how to better serve the citizens of the state through these difficult economic times. The current \$6.5 billion deficit is the worst in the state's history, and the deepest spending cuts are being realized. Partnering with business and industry is a top priority, because when businesses are successful, workers are successful. In the last budget, the Legislature provided incentive tax credits to businesses in order for them to stay in Wisconsin as well as expand their workforce. While General Motors was lured away by the \$775 million in incentives from Michigan, others companies such as Republic Airways, Mercury Marine, and Oshkosh Truck have made the commitment to stay in Wisconsin. Wisconsin's Partnership for a Strong Economy, an initiative to bring businesses and workers together to brainstorm ideas for the state's growth and how best to move forward, will be kicking off in the spring. Meetings will be held around the state to get local input. This will be an ongoing process, with no direct timeline established. The idea is to get around the state looking for opportunities and different and innovative ideas on how best to move forward.

Speaker Sheridan briefly reviewed several other successful initiatives from this past legislative session, including the extension of state and federal unemployment benefits for the state's workers; expansion of BadgerCare, the state's health care system; health insurance reform; Race-to-the-Top legislation for the K-12 system; support of the clean energy economy and the Governor's green energy task force; and expanded drug and alcohol treatment programs.

Speaker Sheridan stressed the importance to the state of having well trained workers prepared by the Technical College System. He noted that the Legislature provided the Technical College System with over \$5.2 million in additional funding for worker retraining in the last

budget. He thanked Board Members and the colleges for all the hard work they have done and will continue to do as the state goes through its recovery process.

Speaker Sheridan stated that Governor Doyle has an aggressive agenda over the next year before he leaves office, and the Legislature wants to partner with him and work hard to get those things done. He noted that because of the struggles that people have had due to the downturn in the economy, they are paying more attention to what is going on in the State Capitol and Washington, and are holding local and state government and the Legislature more accountable. All citizens in the state have been impacted by the state's current economy.

Board Member Smith stated that it seems job creation in the state has always been a difficult issue to deal with. Questions always seem to come up concerning whether jobs will be available for students after the WTCS provides the training. He asked Speaker Sheridan for his comments concerning this issue. Speaker Sheridan responded that he has talked directly with employers, especially in the energy field and health care industry, concerning this same issue. Following those discussions, he received assurances from those employers that the jobs will be there. People will be retiring, which will create jobs for people getting training now. Speaker Sheridan stressed that the colleges should continue doing what they do best – training for the future.

D. Blackhawk Technical College Presentation

Blackhawk Technical College President Dr. Eric Larson provided an overview of how Blackhawk Technical College has dealt with the significant enrollment growth the college has experienced over the last several years due to the closing of the GM plant and other related industries in the Janesville area. He noted that student headcount for the college increased 43.6 percent over the past two years, and the student full-time equivalent (FTE) count increased by 66.8 percent during the same time period. In response to these enrollment challenges, the college added 20 limited term employees to deal with the highest student demand areas, including health, business and manufacturing practices. Dr. Larson commended his faculty and staff who have shown tremendous support for the community by providing extra assistance and services in order to serve the many dislocated workers coming to the college. Another way the college has served the many dislocated workers is by partnering with local high schools to develop an introduction to college course so students would be prepared to succeed.

Dr. Sharon Kennedy, Vice President of Learning, provided an overview of how the college dealt with serving the large number of GM dislocated production workers using the Adult Career Pathway Model. She noted that the Adult Career Pathway Model was developed by Dan Hull and Richard Hinckley of the National Career Pathway Network. She also shared Blackhawk's recommendations for changes to the Pathway to better fit the college's experience over the last one and one-half years.

Dr. Kennedy presented the seven components of an adult career pathway to employment in high demand fields. These included: personal needs, academic skills, career focus, employability skills, career and technical skills, job entry skills, and advanced skills. Dr. Kennedy summarized some of the college's experiences and challenges in trying to serve the

dislocated workers as they moved through the adult career pathway model. She noted that assessing student academic skills was one of the first priorities for the college. Many of the students need to enroll in prerequisite courses. The lack of computer skills by many of the students was clearly evident.

Board Member Rosen stated that it was very important that clear attention be given to the process for helping students select a particular program of study. Student skills must be assessed, and students must be counseled into programs that might offer the best fit for them based on past work experiences. Dr. Kennedy stated that student assessment is completed by the local Job Center which uses *Job Fit*, a career assessment tool. This has been very beneficial for the students and faculty alike. However, some of the challenges faced include: students were unhappy with the hourly wage of the possible program choices – they want to immediately replace their current wage with new careers at a similar wage; many students did not have the foundational science and math needed for high wage careers; most of the production workers have not had to acquire these skills and are accustomed to rote work; working in teams did not come naturally; and basic IT skills must be considered as student entry skills and students who do not have some proficiency in these skills will not be successful in their program area. Blackhawk responded quickly by adding more course sections especially for basic computer skills, hiring two students to tutor 20 hours per week, and by using faculty and staff from throughout the college to provide one-on-one tutoring.

Board Member Erickson asked whether the college experienced any problem in finding qualified faculty to serve the needs of the dislocated workers. Dr. Kennedy responded that the college did not have any problem with adding additional faculty. Adjunct faculty were brought on board, as well as hiring instructors on a limited term basis.

Board Member Erickson asked Dr. Larson how Blackhawk's budget has been impacted due to the increase in student enrollments. Dr. Larson commented that there has not been a major financial impact on the college's budget because the college had enough planning time to prepare for the dislocated workers. Also, tuition and fees are received from the students or from other secondary funding sources. Dr. Larson noted that the impact on the college's budget may be felt when enrollments return to normal.

Board Member Tyler asked if there was any estimate of the number of dislocated workers who have not enrolled in courses because they are not interested in going back to school. JoAnna Richard, representing the Department of Workforce Development, stated that approximately one-third of the dislocated workers are ready to return to the workforce, but the jobs are not there. There is also a group that is unwilling to go into training because they are afraid of going back to school. It is mandatory that some unemployed workers go through assessments. However, once these workers get into classes, they usually want to be there. Approximately one-third of the workers need a lot of training and one-third need some upgrading of their skills. Blackhawk has been an outstanding partner working to serve these dislocated workers, as well as other colleges around the state.

E. Futuremaker Partners Award

Board President Davis noted that the Futuremakers Partner Award will be presented during the social/reception following the close of the meeting.

The Board recessed at 5:50 p.m.

Futuremakers Partner Award

System President Clancy announced that Welders Supply Company of Beloit was selected as a recipient of the Board's *WTCS Futuremakers Partner Award* in recognition of its leadership in the promotion of welding careers and resources supporting student success to foster the economic vitality of the Rock County region.

Blackhawk Technical College President Larson stated that he was extremely pleased to recommend Welders Supply Company for this award. He noted that Welders Supply has worked closely with the college since the 1930's by supporting the college's welding program in a variety of ways, including serving in an advisory capacity, donating thousands of dollars worth of supplies, books and literature, tools and equipment to the program, and through student recruitment and placement. Dr. Larson noted that Ed Mueller, owner of Welders Supply Company, has personally served as a consultant to welding instructors about troubleshooting and technical advice, as well as working closely with industry partners. Mr. Mueller has also served in a leadership role for the Stateline Career and Technical Academy, an initiative to promote welding careers in local high schools.

Ed Mueller stated that he was very honored to have Welders Supply Company chosen as the recipient of the Futuremakers Partner Award. The long-standing partnership between Welders Supply and Blackhawk Technical College has been very beneficial for the company as well as the college, and he looks forward to continuing this relationship in the future.

Wednesday, November 18, 8:30 a.m., Holiday Inn Express

Members Present:

Mary Quinnette Cuene
JoAnna Richard for Roberta Gassman
Stan Davis
Terry Erickson
Tony Evers
Michael Rosen
Mark Tyler

Members Absent:

Ann Greenheck
Phil Neuenfeldt

Vanessa Pickar
Brent Smith
Jose Vasquez

System Office Staff Present:

Dan Clancy, Kathy Cullen, Morna Foy, Donna Jordan, Jim Zylstra, Annette Severson, Conor Smyth, Willa Panzer, Bob Dimperio

District/Others Present:

Eric Larson, Blackhawk Technical College
Bettsey Barhorst, Madison Area Technical College
Roger Price, Madison Area Technical College
Ellen Hustad, Madison Area Technical College
Ellen Foley, Madison Area Technical College
Michael Stark, Madison Area Technical College
Jon Bales, Madison Area Technical College Board
Mark Zlevor, Gateway Technical College
Paul Gabriel, District Boards Association
Eric Gage, Wisconsin Student Government
Andy Lyons, WEAC
Ed O'Donnell, Dynamic Campus Solutions

Board President Davis called the meeting to order at 8:30 a.m. Roll call indicated that a quorum was present.

Board President Davis recognized Eric Gage, Wisconsin Student Government (WSG) representative. He noted that WSG is always represented at the State Board meeting, as well as attending other technical college meetings across the state. Mr. Gage thanked the Board for the opportunity to attend these meetings. He invited Board members to attend the WSG legislative seminar to be held in Madison in February.

F. Welcome/Report of the System President

System President Clancy briefed the Board on activities he has been involved in over the past several months. As mentioned earlier by Paul Gabriel, ACCT held its fall leadership conference in San Francisco in early October. A report was available in Board member folders outlining Wisconsin's participation in the conference as well as the various presentations by college staff. System President Clancy highlighted the various topics as presented during the conference. He noted that Wisconsin's representation and participation confirms the System's reputation as a national leader. In late October, System President Clancy, along with Sharon Wendt representing the Department of Public Instruction, participated in a strategic planning session with the National Association of State Directors of Career and Technical Education (NASDCTE). This organization is very active on issues relating to federal Perkins dollars. A new set of guiding principles will be developed to promote and emphasize career and technical education on the national level. System President Clancy highlighted the report, *Wisconsin's Forgotten Middle-Skill Jobs*. The report, written for the Skills2Compete-Wisconsin campaign,

recognizes the role of the Technical College System in ensuring that Wisconsin has the workforce to compete in a 21st century economy. System President Clancy provided a brief overview of the New Administrators Academy which is presented annually for new college administrators. This year approximately 50 college administrators attended, with many being new to the System. The Absence of Color conference was held at Blackhawk Technical College in late October. This is the 11th systemwide conference held to increase and promote greater diversity among faculty and staff. National experts spoke to conference participants. Faculty, staff and students from all technical colleges participated. Good feedback from the conference has been received. President Clancy noted several of the news articles contained in Board member folders. The Statewide Marketing Consortium is currently working on getting a new service to provide statewide news articles of interest. System President Clancy noted that two presidential searches are in progress. Milwaukee Area Technical College Board hopes to make a selection by mid-December. Blackhawk Technical College Board plans to make a final decision by mid-May. System President Clancy highlighted the news article concerning Blackhawk President Larson's retirement and his 12 years of service to the System. Blackhawk has accomplished much during Dr. Larson's tenure, and his contributions to the college and System will be missed. System President Clancy noted the press release announcing that Milwaukee Area, Gateway and Madison Area Technical Colleges received federal funding under the FIPSE program to develop strategies to serve dislocated workers. The U.S. Department of Education awarded \$11.25 million to 28 colleges. Wisconsin received \$1.3 million in funding. System President Clancy provided a brief summary of a hearing held in Kenosha by the Senate committee on Small Business, Economic technical colleges chaired by Senator Wirsch. The hearing focused on what the colleges are doing in the area of Green jobs and other energy programs. Several college representatives, as well as Conor Smyth and Paul Gabriel, made presentations to the committee. This was an informational hearing only.

Board Member Erickson asked whether System Office staff are involved in the college presidential searches. System President Clancy stated that staff are not involved; the selection of a college president is a District Board decision.

Board Member Erickson asked whether there was a national evaluation tool that compares Wisconsin colleges with other states. He noted that several national magazines highlight the most effective four-year colleges across the country. System President Clancy stated that the federal Perkins Act requires various accountability reporting. Graduation, retention, how well students are doing in their programs, etc. are all measured and reported. Benchmarks are established for the state.

Board Member Rosen noted an article this week in the New York Times stating that New York Community Colleges are freezing enrollment. He asked whether any colleges are anticipating a freeze on enrollments, and if not, why. System President Clancy stated that at this time no colleges are planning to freeze enrollments. Some programs do have waiting lists, but many students are encouraged to enroll in prerequisite courses. The System has the flexibility because of the System's various funding sources as compared to other states.

Board Member Erickson asked whether the State Board must approve the name change for Madison Area Technical College. System President Clancy stated that since the college is not changing their official legal name, the Board does not have to act on the change.

He noted that Nicolet Area Technical College refers to itself as Nicolet College. MATC has chosen to use Madison College in how they publicly communicate about the college.

Board Member Rosen expressed concern with removing the term *Technical* from the title. The System is unique in having technical colleges rather than community colleges.

MATC President Barhorst stated that MATC is a community college. Most students access the college via the internet. Half of MATC students are in Arts and Sciences programs, and half of the students have indicated their intention to transfer to a four-year college. The college has guaranteed transfer with UW-Madison. The college did focus groups with both internal and external groups on the proposed name change. The college is not getting away from its technical focus, but Arts and Sciences is also very important. Students cannot be dead-ended, they need the opportunity to transfer. Wisconsin is 9th nationally for Associate Degree graduates, but 33rd for Bachelors degrees.

Board Member Rosen questioned Dr. Barhorst's comment stating that half of MATC's students are liberal arts students. State Statutes limit liberal arts programs to 25 percent of the total programs offered by the three liberal arts colleges in the System. System President Clancy replied that MATC does comply with the 25 percent limitation. Many of the students are waiting to get into occupational programs, and are therefore taking liberal arts courses until they are able to get into their program of study.

Board President Davis stated that how MATC rolled out the name change through local media may not seem confusing to the Madison community. How strategic and effective it will be at the college and to the entire state remains to be seen. However, it is also important to keep in mind what the individual colleges bring to the table as technical to make up a statewide Technical College System. Additional concerns need to be expressed if this issue begins to affect the System as a whole.

System President Clancy highlighted two charts contained in Board member folders. The first, state aid received compared to full-time equivalent (FTE) enrollments, shows that state aid has declined per FTE over the past ten year time period. The second chart, graduate placement rates relative to the state unemployment rate, shows that placement rates have been very strong regardless of economic conditions. System President Clancy stated that the chart reflects employment in any area. He noted that 75-80 percent of students are employed in their particular field of training. This demonstrates that even in difficult economic conditions, WTCS graduates get jobs. Board Member Rosen stated that the charts would be very useful in advocacy efforts with the Legislature. He asked if an additional chart could be created showing employment rates for dislocated workers. Board Member Tyler asked that reference of the source of the data be added to the charts.

G. WTCS Presidents Association

Dr. Eric Larson provided an update on current activities of the Presidents Association relating to its Strategic Directions and areas of focus. These include working with the Statewide Marketing Consortium on the *We are Futuremakers* campaign, renewed commitment to

systemwide diversity, reviewing systemwide grant activity and funding priorities, college involvement in green jobs initiatives and sustainability programming efforts, and planning for the 2011 System centennial. Dr. Larson noted that at the last Association meeting, State Superintendent Evers talked with the Presidents concerning the need for continued collaboration between secondary and postsecondary partners for the benefit of Wisconsin's students. A presentation was also provided by representatives of the District's Mutual Insurance (DMI) corporation.

Dr. Larson thanked the Board for their support over the past 12 years while he served as President of Blackhawk Technical College. He stated that it had been a pleasure to serve the college, the entire community and the state.

H. Consent Agenda Items

It was moved by Board Member Erickson, seconded by Board member Richard, 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 as presented.

Program Development and Modification

<u>College</u>	<u>Title</u>	<u>Phase</u>
Lakeshore	Composites Technology	Program Scope
Lakeshore	Culinary Arts	Program Scope
Lakeshore	Culinary Assistant	Program Scope
Southwest Wisconsin	Clinical Laboratory Technician	Program Scope
Blackhawk	Clinical Laboratory Technician	Program Proposal
Fox Valley	Forensic Science	Program Proposal
Fox Valley	Medical Office Assistant	Program Proposal
Fox Valley	Safety Engineering Technology	Program Proposal
Wisc. Indianhead	Dental Assistant	Program Proposal
Wisc. Indianhead	Energy Efficiency Technician	Program Proposal
Madison Area	Bioprocess Manufacturing Technician	Discontinuance
Madison Area	Drafting-Architectural	Discontinuance
Madison Area	EMS Specialist – Intermediate	Discontinuance
Madison Area	Industrial Welding Technician	Discontinuance
Madison Area	Pharmacy Technician-Community	Discontinuance
Waukesha Co.	Emergency Medical Technician	Discontinuance

Facilities Development

Fox Valley Technical College – Rental of land in the town of Ellington, Outagamie County, at a cost of \$3,330 annually.

Gateway Technical College – Remodeling of restrooms on the Kenosha Campus to achieve accessibility at a cost of \$194,800.

Lakeshore Technical College – Construction of a tower rescue training simulator on the Cleveland Campus at a cost of \$525,000.

Madison Area Technical College – Rental of facilities in Madison for Computer Networking program at an initial annual cost of \$192,000.

Southwest Wisconsin Technical College - Conversion of the Draft Environmental Statement (DEIS) to Final Environmental Statement (FEIS) for the Construction of a Public Safety Training Center in Fennimore

Waukesha County Technical College – Remodeling to consolidate student services and remodel restrooms to achieve accessibility on the Pewaukee Campus at costs of \$800,000 and \$200,000 respectively.

Waukesha County Technical College – Construction of a building addition on the Pewaukee Campus to provide a vehicle bay and storage for the Emergency Medical Services program at a cost of \$250,000.

Board Member Rosen asked why the welding program was being discontinued by Madison Area Technical College because one year ago, there was a shortage of welders in the state. He expressed concern regarding the discontinuance of apprenticeship and industrial two-year programs. These programs involve the attainment of higher skill levels which link directly to a student's career pathway.

Annette Severson, Associate Vice President, stated that the program discontinuance request is for a two-year associate degree program. The college will maintain its technical diploma program as well as incorporating welding modules into other programs. Also, there is currently no student demand for two-year welding graduates in the area. Students want welding skills, but they do not want to commit to a two-year program.

Motion carried unanimously.

I. 2009-2012 Wisconsin Technical College System Facilities Plan

It was moved by Board Member Cuene, seconded by Board Member Tyler, that, upon the recommendation of the President of the Wisconsin Technical College System, the Board accepts the 2009-2012 Wisconsin Technical College System Facilities Plan. Individual projects included in the Plan are subject to the Board's review and approval pursuant to s.38.04(10) Stats.

Robert Dimperio, Facilities Director, provided an overview outlining the technical colleges' proposed facilities development projects over the next three-year period and identified funding sources. He noted that the System currently has nearly 12 million square feet of space at

48 different locations with an annual replacement value of \$1.78 billion. Fifty-eight percent of the facilities are over 30 years old. He noted that eight colleges are proposing major construction or remodeling initiatives during the plan period. Remodeling and construction trends are in the public safety, health occupations, and green or renewable energy areas which usually require specialized space. Mr. Dimperio noted that the current three-year plan involves over \$200 million in remodeling/construction, with \$100 million of that proposed by Madison Area Technical College.

Board Member Tyler asked what the process was for determining the growth needs of the colleges. In recent demographic studies of the state's population, data indicates that the growth in population is not going to continue at such a rapid pace as in the past.

Mr. Dimperio responded that student demographics have not significantly changed. College needs relate more to the suitability of the space and in the way in which programs are delivered. Many of the building are old and they do not always fit with current programming and delivery methods.

Board Member Evers asked why this item required action by the Board. System President Clancy stated an audit by the Legislative Audit Bureau several years ago identified a lack of future facility planning on the part of districts. The development of this systemwide three-year plan addresses some of the issues addressed in the audit. By accepting this report, the Board acknowledges the planning efforts being undertaken by the colleges. He emphasized that all individual projects must be approved by the Board.

Mr. Dimperio noted that it is anticipated that all major projects would be required to go to referendum as they move forward.

Motion carried unanimously.

System President Clancy stated that since Madison Area Technical College is proposing a very large construction initiative, members of the MATC Board and President Barhorst were invited to review their planning efforts concerning their proposed expansion with the Board.

MATC Board Chairman Jon Bales thanked the Board for the opportunity to talk about what the future role of Madison Area Technical College will be and the means by which the college can be effective. He stated that the overview will emphasize three points: the Facilities Master Plan, the financial perspectives, and the next 100 years. The District Board adheres to five guidelines that help the college meet its mission. They include student learning goals, job-focused training, matching skills with employers needs, open access, and collaboration within the community. Dr. Bales stated that the college has evolved a great deal since its inception in 1912. It has gone through several names changes, but nothing has changed. The last Facilities Master Plan was completed in 1973. Since that time, facilities have become outdated, and in some cases, non-functional. The MATC district has four regional campuses plus five individual sites in the City of Madison. The district serves over 39,000 students, or 9,600 FTE's. Dr. Bales reviewed MATC's master planning process.

MATC President Barhorst stated that she will talk about where the college is and where it will need to go in the future. She stated that all efforts center on the college's commitment to student success. It is very important that the college is in sync with the students, faculty, staff and the community. Planning began in 2005 with students' suggestions, followed by several years of academic planning involving a team of experts to help engage all stakeholders. JJR Associates was hired to develop a comprehensive facilities master plan. In April 2009, the District Board accepted the master plan as presented. Board members were provided with a copy of the Executive Summary of the MATC Facilities Master Plan. Dr. Barhorst highlighted the core assumptions contained in the plan, and noted that the college has already begun implementing some of the recommendations. Dr. Barhorst highlighted the proposed changes to the regional campuses and to the Madison campuses. She noted that the plans for the downtown campus involve partnerships with third-party developers to transform the center into an applied arts setting. Using this approach would help defray some of the costs to taxpayers. Dr. Barhorst emphasized that while the master plan is ambitious, a 15-year phasing strategy will be implemented. Expanding health care programs is a high priority for the college. Design guidelines, including a unified design, signage, branding and image, will ensure that any enhancements will continue to reflect the college's vision for the community. Dr. Barhorst provided an overview of MATC's current public campaign to reach out to the community and the Foundation's "Smart Future" campaign.

Roger Price, MATC Vice President of Infrastructure Services, and Mike Stark, Director of Facilities, provided an overview of the proposed funding for the projects. Mr. Price reviewed the current financial state of the college and its indebtedness history. A history of the college's mill rate levy was presented, noting that MATC's current operational rate stands at 1.2 mills, with the allowable maximum of 1.5 mills. Comparative data for operational and debt service mill rate for the other 15 technical colleges was provided. Mr. Price noted that the tax levy per FTE student is estimated to slightly decrease in 2009-10.

A video, developed by a former MATC student, was presented which summarized the college's vision and plan to cover the next 100 years.

Board Member Rosen asked for further details on the planned student residence hall. Mr. Price stated that there is a demand for student housing in the area, but the college has no desire to own the housing. It is expected that the college will partner with a private entity to develop the housing. As future student housing needs arise, they will be addressed as part of the overall plan.

Board Member Rosen asked whether a referendum will be required and whether a timeline has been set. Dr. Bales stated that no definitive timeline has been set at this point. System President Clancy stated that the project concept must be approved by the State Board before a referendum moves forward.

Board Member Erickson stated that one key thing for a referendum will be the marketing of the multiple use of the facilities. Dr. Bales stated that the proposed plans call for partnering with both public and private entities in the community so the needs of the community can be met.

Ms. Richard stated that as the project moves forward, it is important that the MATC Board be committed to following the prevailing wage rates for construction and remodeling. Dr. Bales noted that this is a current policy of the MATC Board.

J. Teaching and Learning

Kathleen Cullen, Vice President, stated that as a follow-up to Board comments and questions at the September 2009 meeting, the Teaching and Learning Board agenda item will be an ongoing set of presentations that highlight instructional and student services programs and activities that support and affect the System. The first Teaching and Learning presentation is on the WTCS Adult Basic Education (ABE) function. Willa Panzer, Associate Vice President, will provide an overview of the purpose and benefits of ABE programs, current activity and future trends, and the impact of ABE programs on technical college operations.

Ms. Panzer stated that over 500,000 adults in Wisconsin do not have a high school diploma or equivalent. There is a very high cost to society of persons with low literacy levels. Low literacy affects the workplace as well. The areas in which persons have low literacy levels include health, financial, and family and parenting. ABE students currently account for over 10 percent of technical college enrollments. Nearly 50 percent of ABE students are students of color and over 55 percent of these students are in at least one federal Special Populations category. The investment of the Technical College System in ABE is ten times that of the federal government. In 2008, nearly \$70 million was spent on ABE services by the Technical College System.

Ms. Panzer briefly summarized the current ABE initiatives, including RISE, Tech Prep, Financial Literacy, Civics/Citizenship Literacy, Career Pathways and Underprepared Learner. She highlighted the various methods on how success is measured. These measurements include educational gain, entering employment, retaining employment, receipt of secondary school diploma or GED, and entrance into postsecondary education or training. Ms. Panzer noted that as a result of these measurements, ABE is working in Wisconsin. Seventy-one percent of all ABE students enter postsecondary training, 15 percent realize an increase in their wages, and many are more involved in their community and civic responsibilities. Ms. Panzer noted that potential changes to be included in the reauthorization of the Workforce Investment Act will be critical to serving the needs of the state's ABE students. Targeted monies are needed to retain students and help them excel and be involved in lifelong learning. The Board's continued role will be to drive the focus in serving Wisconsin's ABE students by approving the various state and federal grants to the colleges to assist in serving these students and mainstreaming them into other postsecondary education programs.

Board Member Rosen asked what percentage of ABE students move into other academic programs. Ms. Panzer replied that 77 percent enroll into postsecondary programs, if that is their personal goal. Since some ABE students go directly into the workplace, the System tracks only those students who have a goal of transitioning into a postsecondary program. This will provide a more meaningful number.

K. Programs and Services for Dislocated Workers

Conor Smyth, Policy Advisor, stated that the report entitled, *WTCS Responds to Unprecedented Demand*, is an update to an original report presented to the Board in March 2009. The report details district-by-district profiles of how the colleges have responded to meeting the needs of dislocated workers as well as delivering graduates in core and emerging program areas. A heavy emphasis was placed on the adult basic education services being offered. Mr. Smyth stated that colleges have aggressively sought federal grants to assist in responding to these increased demands. The information contained in the report is very valuable to the advocacy efforts by the colleges and the state.

Board Member Rosen asked if staff had any information concerning an energy grant received by We Energies Corporation advocating partnering with the technical colleges to provide specialized training. Mr. Smyth indicated that he did not have any information concerning the grant, but would follow-up with appropriate persons.

L. Board Policy Revisions

It was moved by Board Member Tyler, seconded by Board Member Cuene, that, upon the recommendation of the President of the Wisconsin Technical College System, the Wisconsin Technical College Board approves modifications to WTCS Board Policy 203; Public Records and Property Notice, as presented.

Morna Foy reported that at its September 2009 meeting, the Board discussed proposed modifications to WTCS Board Policy 203, Public Records and Property Notice. There were no suggested changes to the proposed modifications. This item is the second and final step in the review and revision process. The motion as presented approves the modifications to Board Policy 203.

Ms. Foy noted that also at the September meeting, the Board discussed proposed modifications to Board Policy 305, Short-Term Technical Diploma Program Approval. There were no suggested changes to the proposed modifications. However, subsequent to the September 2009 meeting and as part of ongoing staff discussion on Board policy revisions, staff is now recommending the incorporation of Board Policy 305 into the more comprehensive Board Policy 310, Program Approval. In addition, staff is recommending other modifications to Board Policy 310, as well as the deletion of Board Policy 306, Suspension of Programs. She noted that the detailed processes for program approval are contained in the Educational Services Manual (ESM), the working document available to college staff. Ms. Foy outlined the proposed staff changes to Board Policies 305, 306 and 310. This is the first consideration of these policies.

Motion carried unanimously.

M. State and Federal Legislation

Morna Foy and Paul Gabriel provided an update on specific pieces of state legislation currently moving through the legislature. These included the Senate's Jobs proposal – CORE, which will provide \$500,000 additional for the System's Workforce Advancement Training Grants program and \$500,000 for advanced manufacturing; AB 50, the residence hall bill, which will exempt the rental fees paid by students from a district's \$1.5 million capital projects expenditure limit; and AB 512, a Wisconsin jobs initiative bill introduced by Rep. Cory Mason, which represents the largest ever investment in the Technical College System - \$51 million the first year and \$30 million the second year. Mr. Gabriel noted that there is strong support for this bill but it is not likely to pass in its current form. There is concern with the current funding source, which is an increase in income taxes of individuals who make more than \$1 million a year. It was noted that this bill brings the Technical College System to the centerpiece of job creation in the state.

Ms. Foy reported that the System is involved in the creation, implementation and interconnectivity of a seamless student data collection system for the state. This requirement is part of the state's eligibility for Race-to-the-Top federal funding.

Ms. Foy noted that a written Federal Issues Update prepared by Nancy Merrill was provided in Board member folders. She noted that President Obama's American Graduation Initiative (AGI) is still on hold by the Senate until completion of its work on health care reform. Ms. Foy noted that Department of Education Secretary Duncan has announced to states that the federal direct lending components of the AGI bill are moving ahead. System Office staff are working with the colleges in completion and submission of federal enrollment in direct lending provisions. Ms. Foy reported that implementation of the federal Veterans bill is also moving forward. The System Office is also working to assist the colleges in facilitating benefits to Wisconsin's veterans in the most efficient and effective manner possible.

N. January 26, 2010, State Board Meeting

The next regularly scheduled meeting of the Board will be held on Tuesday, January 26, 2010, at the System Office in Madison. The meeting will begin at 9:00 a.m.

Board President Davis thanked Dr. Larson and his staff for hosting the November Board meeting. Board President Davis also thanked System Office System for their well prepared reports and providing follow-up of Board member requests.

Board Member Erickson highlighted a recent article from *USA Today* discussing student engagement in two- and four-year colleges. The article discusses how colleges are staying engaged with their students by using Facebook and Twitter. This would be an interesting article to share with the colleges and to possibly report on further at a future Board meeting.

Kathleen Cullen reported that this information was part of the National Survey of Student Engagement (NSSE) report discussed earlier with the Board, but could be presented again at a future meeting. She noted that faculty development grants are also used to keep faculty up-to-

date with how students are using Facebook and Twitter. Ms. Foy noted that this is also part of the System's branding campaign on how to better reach out to students and others through various social networking devices. Kyle Schwarm, Director of the Statewide Marketing Consortium, or college representatives could make a presentation on our colleges' involvement. Western Technical College is one of the most engaged social networking colleges in recruiting and student outreach efforts.

There being no further business to come before the Board,

**It was moved by Board Member Cuene, seconded by Board Member Tyler,
That the November 17-18, 2009, Board meeting adjourn. Motion carried unanimously.**

The meeting adjourned at 11:55 a.m.

Respectfully submitted,

Donna Jordan
Recording Secretary