

Minutes of Meeting

Wisconsin Technical College System Board
May 18, 2010
WTCS System Office
Madison, WI

Members Present:

Forrest Ceel
Mary Quinnette Cuene
Stan Davis
Terry Erickson
Tony Evers
Roberta Gassman
Ann Greenheck
Phil Neuenfeldt
Eddie Paul
Michael Rosen
Brent Smith (left at 11:15 a.m.)
Mark Tyler
Jose Vasquez

System Office Staff Present:

Dan Clancy, Kathy Cullen, Morna Foy, Donna Jordan, Jim Zylstra, Willa Panzer, Annette Severson, Conor Smyth, Nancy Merrill, Debbie Parker, Bob Dimperio, Kelly Gallagher, MJ Best, Randy Zogbaum, Sandy Schmit

District/Others Present:

Libby Burmaster, Nicolet Area Technical College
Susan May, Fox Valley Technical College
Bettsey Barhorst, Madison Area Technical College
Mike Lanser, Lakeshore Technical College
Bryan Albrecht, Gateway Technical College
John Clark, Mid-State Technical College
Barbara Prindiville, Waukesha County Technical College
Margaret Ellibee, Waukesha County Technical College
Brad Piazza, Waukesha County Technical College
Alexandria Sielaff, Waukesha County Technical College
James Rehagen, Waukesha County Technical College
Sarah Miller, Wisconsin Student Government
Eric Gage, Wisconsin Student Government
Andy Lyons, WEAC
Joe Lowndes, AFT-Wisconsin
Paul Gabriel, District Boards Association
Jean Trempe, District Boards Association
Bob Beaver, District Boards Association
Dennis Rhodes, Department of Administration

Layla Merrifield, Legislative Fiscal Bureau
Larry Rubin, UW System
Gail Bergman, UW System
Yufeng Duan, UW System

Board President Davis called the meeting to order at 9:00 a.m.

Donna Jordan read the following open meeting statement: "The May 18, 2010, 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 Smith, seconded by Board Member Gassman, that the March 23-24, 2010, Board minutes be approved. Motion carried unanimously.

A. Welcome/Report of the Board President

Board President Davis welcomed Forrest Ceel who was recently appointed by Governor Doyle to the Board. Mr. Ceel stated that he was looking forward to serving on the Board. He has spent the last 25 years in the energy area, serving on various task forces and other committees relating to Wisconsin's energy and workforce development initiatives. Board Member Gassman stated that Board Member Ceel is a recognized leader in the Wisconsin's energy sector. He provided valuable assistance throughout the development of the \$6 million federal grant recently awarded to the Department of Workforce Development to green up the state's apprentices, and currently serves on the grant leadership team.

Board President Davis reported that at the last UW Board of Regents meeting a facilitated session was conducted relating to brainstorming various ideas that could benefit the UW System as it moves ahead in its strategic planning efforts. Working more effectively with the Technical College System was one issue which was mentioned several times by Regents members. This demonstrates the continued importance of the collaborative partnerships between the State's two public higher educational systems.

B. Report of the System President

System President Clancy reported that the 2011-13 Budget Development Committee will meet following the Board meeting today. Board members are welcome to stay and attend the meeting. The committee will review and discuss materials prepared by staff regarding potential budget initiatives identified by the committee at its last meeting, including a targeted general aid request, increase in minority student grants, increased dollars to provide expanded services to

veterans, and increased student financial aid. The Board will receive a more detailed report and budget framework at its June meeting.

System President Clancy reported that the 2009 Graduate Follow-Up Report was recently completed. The report, which surveys students six months after graduation, had a 71 percent response rate, with over 17,000 students responding. The report shows that of those students who are in the labor force, 86 percent were employed within six months of graduation. While this is down from 91 percent in the past, it does show that most technical college graduates are finding employment during these tough economic times, which speaks to the value of technical college programs within the communities. The report also points out that a larger number of technical college graduates are continuing their education after graduation. System President Clancy noted that a press release on the Graduate Follow-Up Report was issued, followed up with a public radio interview, and an interview with a Rhinelander news station. Efforts to convince major newspapers to run stories on the success of technical college graduates have been more difficult. Colleges have been encouraged to generate local stories based on their own graduate data.

System President Clancy reported that a number of groundbreakings and ribbon cuttings have occurred across the state in recent weeks. On April 28th, Madison Area Technical College had a ribbon cutting for its wind turbine on the Fort Atkinson Campus. The wind turbine will provide 35% of the campus' electrical needs and will serve to advance curriculum in renewable energy including a wind energy technology certificate. On May 5th, Milwaukee Area Technical College held a groundbreaking for its photovoltaic farm which was approved by the Board last fall. The 32 acre farm is a partnership with Johnson Controls. The energy produced will be used to operate the Milwaukee Public Television tower and will serve as a training center for technicians, designers, site assessors, electricians and other renewable energy professionals. Other expected partners include UW-Milwaukee, Marquette University, Milwaukee School of Engineering, Concordia University, as well as K-12 teachers and students. On May 13th, Gateway Technical College had a ribbon cutting ceremony for its Advanced Propulsion Lab, an addition to the Horizon Center for Transportation Technology in Kenosha. The lab will focus on training technicians in diesel and green technologies such as hybrid vehicles powered by biodiesel and electricity. Snap-On Tools is a key partner in the Horizon Center, and along with other area employers, helped design the Advanced Propulsion Lab facility and curriculum to ensure it meets employer needs and adheres to national skill standards. Assistant Secretary of Labor Jane Oates, Governor Doyle, and Snap-On President Nick Pinchuk were guest speakers at the ribbon cutting ceremony, and all were very complimentary of Gateway and the System for the strong partnerships with business and labor and the need to connect technical college programs with the needs of the community.

System President Clancy noted that he and Board President Davis visited Southwest Wisconsin Technical College in mid-May. The college is making great progress in its capital improvement program as approved by the Board in 2007. The new Ag/Auto Center is open, the Health Sciences Center is under construction, and the Public Safety Complex has been started. Southwest will look like a whole new campus when the Board visits there in September.

System President Clancy reported that Governor Doyle is the keynote speaker at Milwaukee Area Technical College's graduation on May 21st. Board Vice President Tyler was the commencement speaker at Lakeshore Technical College on May 15th.

Board Member Tyler stated that of the 500 Lakeshore graduates, over 400 attended the ceremonies. The diversity in the age of the graduates was quite apparent. He was most impressed by the pride shown by the graduates in their accomplishments.

System President Clancy briefly reported on the recent Covenant Day pep rallies held at Southwest Wisconsin, Mid-State and Madison Area Technical Colleges. These events were held to get middle school students on campus to begin thinking about their future educational needs. Cecil Martin, former UW Badger and NFL player, spoke at two of the events and encouraged the eighth graders to think about their futures and the importance of pursuing education beyond high school.

System President Clancy reported that Wisconsin is one of 14 states selected for a Carl D. Perkins Career and Technical Education Act of 2006 (Perkins 4) monitoring visit this year. The purpose of the October visit is a routine assessment of Wisconsin's Perkins' compliance with the new Perkins law. The focus of the visit will be on a variety of areas, with particular emphasis on the state's efforts to develop and implement programs of study, which is a new feature contained in Perkins 4. A team of System Office staff will be spending the next several months assembling documents supporting the major legislative requirements in each topical area. Site visits to local secondary and postsecondary institutions are likely to be included as the review agenda is further developed.

System President Clancy referred to an article entitled *Assessing Students' Technical Skill Attainment* contained in Board member folders. The article from the May issue of *Techniques* magazine, a national publication of the Association of Career and Technical, features the Wisconsin Technical College System and discusses how Wisconsin is meeting the requirement under the 2006 Perkins legislation that graduates have mastered the technical skills needed by business and industry. Several staff members are quoted in the article.

System President Clancy reported that Green Bay Channel 5 last week reported on how Lakeshore Technical College is partnering with a homeless shelter in Sheboygan to provide refurbished vehicles to women who live at the shelter. Students and faculty in Lakeshore's auto repair and refinishing program work on the vehicles during the semester and then donate them to the shelter. The Channel 5 video clip was presented. System President Clancy and the Board congratulated Lakeshore President Mike Lanser on Lakeshore's commitment to the community.

Board Member Neuenfeldt commented that he is hearing from industry that there will not be a large number of jobs available in wind energy related fields, and most of the available jobs will be contracted to out-of-state businesses. Before colleges make huge investments in wind energy programs, labor market information should be reviewed to determine if the jobs are going to be there for technical college graduates. System President Clancy responded that many of the colleges pursuing green energy related programs have started out with short-term certificate training. A report will be presented later in the meeting concerning what the colleges are doing in their programming in the energy related fields.

C. WTCS Presidents Association

Dr. Bettsey Barhorst, President of Madison Area Technical College, presented an update on the four areas of focus of the Presidents' Association for the current year. The Advocacy subcommittee developed the *Wisconsin's Futuremakers – Building the Next Generation* brochure, with the assistance of the Statewide Marketing Consortium, available in Board member folders. This advocacy piece will be shared by the colleges at the local level with legislators, county board members, chambers of commerce, etc. The Alternative Funding and Grants subcommittee is focusing on how the colleges can work together in applying for and being more successful in obtaining federal grants which can benefit the entire System. The Green Jobs and Sustainability subcommittee, led by Mike Lanser, has begun developing various statewide initiatives on how to best move forward in future programming efforts, especially with a view towards looking at the whole picture and not just one individual program. All presidents have signed a covenant recommitting their colleges in the support of staff and faculty diversity, and supporting the success of minority students. President Barhorst noted that the Presidents will be holding their annual retreat in June in La Crosse. Discussion will center on the next steps in the four areas of focus, or whether there are different areas of focus for the upcoming year. President Barhorst noted that seven Presidents are in attendance at today's meeting.

D. WTC District Boards Association

Jean Trempe, President of the District Boards Association, provided a summary of the Association's spring meeting held on April 30-May 1 in Racine. Representative Cory Mason, a strong supporter of the Technical College system, was honored as "Legislator of the Year" by the Association at the spring banquet. The Association recognized the three winners of the 2010 Futuremaker Video Competition sponsored by the Statewide Marketing Consortium. The video competition asked students to create short videos on how they are making their futures. Franklin Romero of Western Technical College was the grand prize winner and received a \$2,500 award. The Association also held a session on for-profit proprietary schools and their student recruitment, credit transferability, and financial aid practices. The Association is committed to making sure that the needs of potential students are being met in the best manner possible. Association officers were elected for 2010-11, with all current officers re-elected for a second term as follows: Jean Trempe, Northcentral, President; Patrick Costello, Mid-State, Vice President; and Russell Moyer, Southwest Wisconsin, Secretary-Treasurer. The Association's fall meeting will be held on September 17-18th in Janesville. President Trempe thanked the Board for taking action later today on the annual district board appointments. If approved as presented, the Association will have 21 new board members.

Board Member Erickson asked whether the technical colleges have reached out to the proprietary schools to find ways that both colleges can work together. President Trempe stated that most technical colleges are already doing so. Paul Gabriel, Executive Director, stated that the real issue is not the competition from the proprietary colleges, but the legitimacy of how some of these institutions operate and the affect on potential students and the community.

Board Member Rosen agreed that this was not a competitive issue, but rather that a large number of these institutions are basically financial scams who prey on people desperate to get an education and get into the workforce. While these colleges state that they are nationally accredited, the accreditation is not through the Higher Learning Commission, and thus the credits earned do not transfer to any legitimately accredited institution.

Board Member Erickson asked whether a strategy has been developed for dealing with these types of proprietary schools. System President Clancy stated that Assembly Bill 624, dubbed the “diploma mill bill,” was introduced by Representative Hixson to address some of these issues, but the bill failed to pass before the end of the legislative session. The federal government is becoming more active in this area as well, especially as it relates to student financial aids. The State Educational Approval Board is responsible for regulating proprietary schools operating in Wisconsin.

Kathleen Cullen stated that the Higher Learning Commission is taking this issue very seriously. They are looking to expand the amount of information available to the states on profit- and not-for-profit institutions. Discussions have focused on credit transfer, accreditation status of curriculum, and services to the students. The Instructional Services Administrators will be discussing the issue at their July meeting.

Board President Davis stated that educating faculty and students at the local level may be the most effective way to address this issue. Information could be gathered and shared among the colleges on how to inform potential students of these concerns so they can best protect themselves. If misrepresentations are being made to the public and students, then options could also be pursued under the consumer protection statute to protect students.

Board Member Evers indicated that it may be appropriate to have additional information on the role of the Educational Approval Board as it relates to this issue.

Paul Gabriel stated that this issue ties in with the inability of students to get access to an affordable education and then to high paying jobs. Because of reduced services and waiting lists, students are desperate to get into the workforce. This issue needs to be addressed in the next legislative session where decisions will be made on funding and priorities for this state.

Board Member Vasquez stated that the focus should be on the strengths and efficiencies of the Technical College System, and how the System is the “best bargain in town” for students. Our colleges should be thinking about how they can best educate potential students to help them better understand how their decision to attend a particular college might affect their academic and financial future.

Board Member Neuenfeldt stated that this issue needs to be approached from the standpoint of protecting people from predatory practices. One approach would be to develop a one-page comparison of private for-profit colleges and the technical colleges showing costs, academic standards, results, and the other pertinent information which could be distributed within the communities as well as to the legislature, followed up with a plan of action on how best to deal with the issues outlined. The possible creation of protective legislation should be looked at so all persons in the state are protected.

E. Consent Agenda Items

System President Clancy noted that only two district board member appointments are being considered for Waukesha County Technical College (WCTC) at this time pending further staff review of the Employee member appointee by the WCTC District Board Appointment Committee. Questions had been raised concerning the eligibility of the appointee to fill the Employee category. It is likely the WCTC Employee member appointment will come back to the Board in June.

Board Member Vasquez asked for clarification concerning the interim board member appointments and their terms of office. Nancy Merrill replied that interim appointments are made when a vacancy occurs on the Board due primarily because of resignation. The interim appointee fills the remaining term of the office of the former Board member. Ms. Merrill noted that incumbent Board members may apply in different categories, such as was the case of Mr. Earl from Milwaukee Area Technical College who previously served as an Employer member, but was recently appointed in the Additional Member category. Mr. Earl was not noted as an incumbent because of the change in his appointment category.

Board Member Rosen asked that the Web & Digital Media Design program proposal for Waukesha County Technical College be separated out from the Consent Agenda.

Board Member Cuene asked why two programs in the construction area were being recommended for Moraine Park Technical College, the first a one-year technical diploma and the second a two-year associate degree program, and the salary difference is only \$1.35. Annette Severson, Associate Vice President, stated that both programs are in the program scope proposal stage, an early step in the program approval five step process. After further materials are developed by the district, it is possible that the differential in salary may not measure up to the additional year of training required for the associate degree program. However, the two-year program does have different skill sets identified. The district will need to investigate both programs further.

Board Member Tyler stated that from his experience in the manufacturing area, after 3-5 years of experience, the compensation is very different. Companies want to see proof of an employee's skills. The two-year program would provide the training necessary for employees to advance in their jobs.

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, modification and discontinuance requests, with the exception of Waukesha County Technical College's Web & Digital Media Design program proposal; the facilities development requests with the exception of Northeast Wisconsin Technical College's remodeling request for the Green Bay Campus and their request for expansion of parking at the Sturgeon Bay Campus; and Annual District Board Appointments, with the exception of the Northeast Wisconsin Technical College District Board appointments, as presented. Motion carried unanimously.

It was moved by Board Member Vasquez, seconded by Board Member Tyler, that, upon the recommendation of the Wisconsin Technical College System President, the Wisconsin Technical College System Board approves Northeast Wisconsin Technical College’s remodeling at the Green Bay Campus, expansion of parking at the Sturgeon Bay Campus, and their annual District Board Appointments, as presented. Motion carried, Board Member Cuene abstained.

Program Development, Modification and Discontinuances

College	Title	Action
Fox Valley	Agriculture Equipment Service Technician	Program Scope Proposal
Fox Valley	Energy & Environmental Engineering Technology	Program Scope Proposal
Fox Valley	Health Information Technology	Program Scope Proposal
Fox Valley	IT – Help Desk Support Specialist	Program Scope Proposal
Fox Valley	Laboratory Science Technician	Program Scope Proposal
Moraine Park	Automotive Technology	Program Scope Proposal
Moraine Park	Construction Field Supervisor	Program Scope Proposal
Moraine Park	Construction Project Management Technology	Program Scope Proposal
Moraine Park	Digital Media Technology	Program Scope Proposal
Gateway	Criminal Justice – Law Enforcement Academy	Program Proposal
Fox Valley	Insurance Services Associate	Discontinuance
Lakeshore	Broadcast Captioning	Discontinuance
Lakeshore	Judicial Reporting	Discontinuance
Madison Area	Medication Assistant	Discontinuance

Facilities Development Requests

Madison Area Technical College – Rental of facilities in Reedsburg at an annual cost of \$16,560.

Madison Area Technical College – Remodeling on the Reedsburg Campus for nursing training at a cost of \$280,000.

Madison Area Technical College – Construction of a building addition and related remodeling of the bookstore on the Truax Campus at costs of \$100,000 each.

Madison Area Technical College – Remodeling on the Truax Campus for the Photography program and ticket sales / concessions for athletic events at costs of \$200,000 and \$125,000 respectively.

Mid-State Technical College – Construction of a building addition and related remodeling on the Wisconsin Rapids Campus for renewable energy programs at costs of \$1,500,000 and \$750,000 respectively.

Milwaukee Area Technical College – Rental of facilities in Milwaukee at an annual cost of \$10,000.

Northeast Wisconsin Technical College – Remodeling of the student commons on the Green Bay Campus at a cost of \$200,000.

Northeast Wisconsin Technical College – Expansion of parking at the Sturgeon Bay Campus at a cost of \$48,500.

Waukesha County Technical College – Construction of a wind turbine on the Pewaukee Campus at a cost of \$130,000.

Annual District Board Appointments

<u>Classification</u>	<u>Appointment</u>	<u>Term</u>
Blackhawk Technical College		
Employee	Lauri Steeberg	2010-2013
Employer	Barbara Barrington-Tillman	2010-2013
Additional	John Waelti	2010-2013
(Interim) Additional	Victor Gonzales	2010-2011
Chippewa Valley Technical College		
Employee	Ramona Mathews	2010-2013
Employer	Francis Bucheger	2010-2013
Additional	Larry Hagness	2010-2013
Fox Valley Technical College		
Employee	Barbara Hanson	2010-2013
Employer	Yvette Dunlap	2010-2013
Additional	Sharon Hulce	2010-2013
Gateway Technical College		
Employee	Suzanne Henkel Deans	2010-2013
Employer	Todd Battle	2010-2013
Additional	Leslie Scherrer	2010-2013
(Interim) Employer	Gary Olsen	2010-2012
Lakeshore Technical College		
Employee	Roy Kluss	2010-2013
Employer	John Lukas	2010-2013

Additional (Interim) Employer	Jerry Voechting Lucio Fuentez	2010-2013 2010-2012
Madison Area Technical College		
Employee	Noel Radomski	2010-2013
Employer	Frances Huntley-Cooper	2010-2013
Additional	Carolyn Stoner	2010-2013
Mid-State Technical College		
Employee	Alice Randlett	2010-2013
Employer	Joseph Kinsella	2010-2013
Additional	Randall Dhein	2010-2013
Milwaukee Area Technical College		
Employee	Fred Royal	2010-2013
Employer	Michael Katz	2010-2013
Additional	Peter Earle	2010-2013
Moraine Park Technical College		
Employee	Shirley Kitchen	2010-2013
Employer	Mary Kerrigan	2010-2013
Additional	Vernon Jung	2010-2013
Nicolet Area Technical College		
Employee	Jeaninne Bruguier	2010-2013
Employer	Ronald Zimmerman	2010-2013
Additional	Thomas Umlauf	2010-2013
Northcentral Technical College		
Employee	Maria Rammer	2010-2013
Employer	Thomas Lee	2010-2013
Additional	Douglas Faragher	2010-2013
Northeast Wisconsin Technical College		
Employee	Tony Vanderbloemen	2010-2013
Employer	Carla Hedtke	2010-2013
Additional	Gerald Worrick	2010-2013
Southwest Wisconsin Technical College		
Employee	William Carlin	2010-2013
Employer	James Kohlenberg	2010-2013
Additional	Rhonda Sutton	2010-2013
Waukesha County Area Technical College		
Employer	Pauline Jaske	2010-2013
Additional	Elizabeth Thelen	2010-2013

Western Technical College

Employee	Daniel Hanson	2010-2013
Employer	Lynn Erickson	2010-2013
Additional	Dennis Treu	2010-2013

Wisconsin Indianhead Technical College

Employee	Susan Wojtkiewicz	2010-2013
Employer	James Schultz	2010-2013
Additional	David Minor	2010-2013

Web & Digital Media Design Program Proposal

Board Member Rosen asked that Board action on Waukesha County Technical College's Web & Digital Design program proposal request be delayed until further review and discussion between the affected colleges. He noted that initial Board discussions about a year ago on the program scope proposal request raised some concerns about whether adding another program in the web design area would saturate the market with graduates who would not be able to find jobs. Milwaukee, Madison and Northeast Wisconsin Technical Colleges offer similar programs. Board Member Rosen stated that he was informed by Milwaukee Area Technical College administration that they had not had any recent conversations with either System Office or WCTC staff concerning the proposed program request.

Kathleen Cullen stated that when the initial program scope proposal for this program was presented to the Board, the program was centered on delivering the program on a regional basis, and therefore, it was necessary for WCTC to discuss their plans with the other technical colleges in the area. Following Board discussion in May 2009, WCTC surveyed employers to assess in-district support for the program vs. the regional approach. Survey results indicated that there was major support for the proposed program in-district and employers would hire graduates of the program, this support led to the decision by WCTC administration not to pursue a regional approach.

Board President Davis stated that one of the main concerns was whether or not WCTC's proposed program was a unique program and whether it would over saturate the market.

Ms. Cullen replied that WCTC was asked and did provide a course matrix which noted the differences between the three programs. Based on the results of that matrix System Office staff supported the approval of the WCTC program. System Office staff was also reassured by WCTC staff that information concerning their intent had been provided to Milwaukee Area Technical College (MATC) staff.

It was moved by Board Member Cuene, seconded by Board Member Gassman, that Waukesha County Technical College's Web & Digital Media Design program proposal be approved.

Board Member Neuenfeldt stated that he could not support the motion since it appears that WCTC and Milwaukee Area Technical College staff have not had adequate communication

concerning the proposed program. The Board should delay action on the program and encourage WCTC and MATC staff to have further discussions on the need for the program.

Board Member Rosen expressed concern that he was assured at the May 2009 Board meeting that further discussion would take place between WCTC and MATC concerning the need for the program. It is Milwaukee's position that the spirit of that assurance was not complied with.

Ms. Cullen stated that discussions were held between the two Instructional Services Administrators immediately following the Board's May 2009 meeting. It was her understanding that other conversations have been held between the two colleges. She also noted that under the current process, while districts are encouraged to communicate between and among colleges offering the same or similar programs it is not a requirement that the colleges have the full support of the colleges in the discussion prior to moving forward with their request to the Board.

Board Member Vasquez stated that the Board must focus on its role and responsibility, as well as the role and responsibility of the local district board, in the program approval process. What is the authority of the State Board in dictating whether a program must be a local or regional program? The district requesting the program must be the one who determines whether there is a local or regional need.

System President Clancy stated that the program approval process details that programs are initiated by local district boards. The State Board does not have the authority to ask districts to create programs, or ask that programs be fashioned differently than what has been requested by a local board. While System Office staff do have discussions with the district during the entire program approval process, the local district board has the authority to move the program request forward for action by the State Board.

Board Member Neuenfeldt stated that the Web & Digital Media Design program proposal request is an action item on the Board's agenda. At its May 2009 meeting, the Board asked that more clarification be provided by WCTC, and it is felt that the questions asked during the meeting have not been answered.

Annette Severson stated that the WTCS occupational program approval process requires that districts must communicate to other colleges their intention on offering a particular program three separate times as the program moves through the process. During the Scope process, a summary of initial discussions with other districts offering a similar program is required to talk about enrollments, labor market needs, etc. This was done by WCTC. During the Need Demonstration phase, if the program is to be developed on a regional approach, the Instructional Services Administrators of the colleges affected by the needs assessment must be notified of intent to survey regional employers. Because the WCTC Board chose not to pursue a regional approach, based on the strong in-district support, this step was not necessary. The third time in the process that districts must communicate is if the program is an exact replica of a program offered in another district. This was not the case, as evidenced by the matrix provided by WCTC.

Board President Davis asked whether MATC staff were informed of WCTC's decision to not to use the regional approach, and does MATC have any right to comment after that decision was made.

Ms. Cullen stated that she and Annette Severson were part of a conversation which also included the vice presidents from Milwaukee, Madison and Waukesha in July of 2009, following the Board's initial discussions on WCTC's program scope request. During that discussion, the vice president of WCTC informed the group that WCTC was considering advancing the program on a district needs basis only, rather than on a regional basis.

Board Member Gassman asked whether the Board is following proper procedures as outlined in the Occupational Program Approval Process if WCTC changed the program from a regional to a local program in the middle of the process.

System President Clancy stated that in terms of the program approval process, the college has met all of the requirements and expectations as outlined. The Board has a legitimate program request to act on. While the Board could delay action, because the colleges are at odds over the appropriateness of offering the program, it is highly unlikely that amicable resolution between the two colleges would be obtained.

Board Member Rosen stated that he has had several conversations concerning this issue, and the local/regional issue was never raised. In the spirit of the discussions at the May 2009 Board meeting as reflected in the Board minutes, WCTC should have been directed to have further conversations with MATC regarding the proposed program. Those discussions have not taken place. Another issue that should be addressed is that even though WCTC plans to offer the program on a local basis, the state has regional labor markets that draw from the entire area of the state, not only on a specific district boundary basis.

Board Member Vasquez stated the Board must deal only with the information provided by the district and whether this information meets the requirements as outlined in the program approval process. It is not the Board's responsibility to prove that the information provided by the college is inaccurate. If the requirements have been met, it is WCTC's choice of how they want to proceed.

Board President Davis asked WCTC President Prindiville to comment.

WCTC President Prindiville stated that 146 students have already signed up for the program beginning in fall 2010. Dollars have been allocated in the district budget to support the program. Madison and Northeast Wisconsin Technical Colleges have indicated their support for the proposed program. President Prindiville stated that she had conversations with MATC's Interim President and Provost Martin last year, and again last week, and Dr. Martin was aware that the program was moving forward. Dr. Prindiville stated that she felt she and her staff had followed the correct procedures in making sure the program moved through the process smoothly.

Board Member Erickson asked what affect it would have on the college if the program were delayed. President Prindiville replied that the college has already hired instructors and

secured equipment and space to operate the program. Any delay would certainly have an impact on the college.

Board Member Greenheck stated that it seems that this is a turf protection issue. The main goal of this Board should be how to best serve the students. If there are 146 students waiting to enroll, the program should be approved by this Board so it can move forward.

Board Member Rosen presented a timeline prepared by MATC Provost Martin outlining the MATC internal communications concerning the proposed program. This timeline did not indicate that any conversations had taken place last week between the two colleges. He asked that additional conversations between the colleges take place before the program moves forward. Board Member Rosen stated that his concern is about serving students. If the local labor market is saturated with too many students, graduates won't get hired.

A roll call vote on the original motion, as stated below, was requested by Board Member Greenheck.

It was moved by Board Member Cuene, seconded by Board Member Gassman, that Waukesha County Technical College's Web & Digital Media Design program proposal be approved. Motion carried. 9 Ayes – Cuene, Davis, Erickson, Gassman, Greenheck, Paul, Smith, Tyler, Vasquez; 4 Noes – Ceel, Evers, Neuenfeldt, Rosen

Board President Davis stated that Agenda Item F – Teaching and Learning: “Greening Up” Current and Future Occupational Programming in the WTCS, would be postponed until the June Board meeting.

G. Transfer Between the Wisconsin Technical College System and the University of Wisconsin System, 2008-09

Each year the UW System and the WTCS create reports on the transfer of students between the two Systems. The reports include cross-sectional data on the enrollments, characteristics and educational outcomes of students who successfully transfer credits from an institution in one system to an institution in the other.

Mary Jane Best, General Education Director, reported that 9,975 students successfully transferred from other accredited postsecondary institutions, including from UW System institutions, Wisconsin independent colleges and universities, and other in-state and out-of-state institutions. Of the total transfers, 4,638 students transferred credits from the UW System to the Technical College System in 2008-09, an increase of 788 students in one academic year. The number of students transferring credit from the UW System has doubled in the past 10-year period. The top three sources of credits transferred to the WTCS are the UW System baccalaureate degree granting institutions, other WTCS colleges, and from out-of-state institutions. All technical colleges are receiving UW transfer credits, with the largest number transferring to Madison Area, Milwaukee Area and Fox Valley Technical Colleges. The largest number of UW students from a single institution coming to the WTCS is from UW Colleges

(1,134). The total number of credits transferred from the UW System was 56,385, or an average of 12 credits per student. Ninety percent of the transferred credits are in the general education area. Other highlighted data included average student age at enrollment, race or ethnicity, and educational attainment of transferring students. Dr. Best noted that the number of transfers by students of color account for just under 12 percent of the total transfers.

Gail Bergman, Acting Director for the Office of Policy Analysis and Research, UW System Administration, presented an overview of technical college students transferring to the UW System who were seeking a degree. In 2008-09, nearly 14,000 students transferred to the UW System, with 3,122 of those coming from the WTCS, representing 22 percent of transfer students. UW-Milwaukee is the largest recipient of WTCS students, with UW Colleges second, and UW Stout third. Milwaukee Area and Madison Area Technical Colleges send the most transfer students to the UW System. Other highlighted transfer data included number of transfers by age group, race/ethnicity, numbers of non-traditional students, full- and part-time status, classification at entrance, GPA (grade point average), second year retention rates, and six year graduation rates. Ms. Bergman noted that the data provided reflects the following points: (1) the percentage of new transfer students from the WTCS increased from 17 percent in 1999-2000 to 22 percent in 2008-09; (2) WTCS transfers are older and are more likely to enroll part-time and at the freshman level than other transfer students; and (3) the percentage of WTCS transfer enrolling at the sophomore or upper class level has increased from 44% in fall 1999 to 59% in fall 2008.

Kathleen Cullen provided an overview of the UW System Program Assessment Study of WTCS Students Transferring to the UW System. The primary goals of the study are: (1) track students who were enrolled at the WTCS and subsequently enrolled at the UW System, and identify both the originating WTCS program and subsequent UW System major; (2) identify potential program areas for developing new transfer articulation agreements; and (3) assess the academic outcomes of these students to include retention and graduation. The 2009 Program Assessment Study included 61,663 students who attended a WTCS college in 1994-95 through 2007-08 and subsequently enrolled at a UW institution. Of these students, 30 percent were enrolled in WTCS Applied Associate Degree programs, 13 percent in liberal arts programs, 13% in technical diploma programs, and 44% took WTCS courses. Other highlighted data from the study includes: full- or part-time status as UW System enrollment, age range race/ethnicity of WTCS program type, top six WTCS program groups/UW major groups by enrollment, degree completion status prior to enrolling at UW, retention rates for students in selected programs, and average first year GPA for students in selected programs. Ms. Cullen noted that nationally the majority of students of color used the two-year system as a gateway into higher education. The study, as well as earlier information provided, points out that WTCS students of color represent 12 percent of the total WTCS students entering the UW System.

Ms. Cullen reported that in the future the study will focus on continued work on transfer pathways which reflect student transfer patterns, additional analysis on why some students are choosing, or not choosing, to complete a WTCS degree or diploma prior to entering the UW System, why some students are not having their WTCS work evaluated prior to entering the UW, and more analysis on technical diploma students.

Larry Rubin, Associate Vice President for Academic and Student Services, UW System, presented an overview of several policy issues important to both the WTCS and UW System Boards and what is being done to address those issues. The first issue is determining why WTCS students are transferring into the UW with fewer credits and what barriers may be limiting the number of courses and credits that are being accepted. Solutions being reviewed are increasing the number of courses and credits in general education eligible for transfer; expanding the opportunity to transfer occupational courses; allowing for course-to-course transfer on an individual basis; expanding articulation agreements so they are more meaningful and contain more transferable credits; additional work in the area of increasing the number of WTCS students entering the UW as sophomores or upper classmen. Mr. Rubin stated that one new initiative which aims at addressing this problem is that of matching five technical colleges with their neighboring UW institution to work together at the faculty level to better understand what credits are not transferring and what modifications are needed to address these issues. Systemwide efforts will continue to be explored in this area as well.

A second issue to be addressed is that of enhancing transfer rates and success rates of students of color. One of the primary efforts will use data from a transfer equity study to be completed with UW Colleges, UW System and the technical colleges. The focus will be on trying to uncover equity issues and coming up with strategies to address these issues. Two pilot teams consisting of UW and WTCS staff will be charged with identifying some proactive intervention strategies. In the fall, the UW/WTCS equity transfer coordinators will meet to discuss results of the pilot. Mr. Rubin noted that past findings indicate that students of color use articulation agreements less than other students. A major focus will be on making sure students of color are aware of the opportunities available through the various articulation agreements.

Mr. Rubin stated another major initiative is the overall review of UW System undergraduate policies involving UW and WTCS transfer and how the policies can be best modified for the maximum benefit of students. He noted that the Transfer Information System (TIS) is an excellent source for students to use in determining how many credits will transfer into the program of their choice and what is needed to complete their degree.

H. Board Policy Revisions

Conor Smyth, Policy Advisor, reported revisions to Board Policy 321, Economic Development; Board Policy 408, Goods and Services Provided by Technical Colleges; and Board Policy 409, Contracts to Provide Educational Services are being presented for the Board's consideration. This is the first in the Board's two-step policy revision process. The Board will be asked to take action on the recommended policy revisions at the June meeting, reflective of the changes discussed today. The three policies presented relate to the colleges' role in economic development and contracting. The recommended revisions are of two types -- updating language to reflect terminology or usage consistent with other Board policies or clarifying the Board's expectations and ensuring that only those high-level expectations are reflected in the Board's policies, with detailed procedures included in other System directives. Mr. Smyth emphasized that none of the recommended policy revisions change the Board's expectations for districts.

Board Member Gassman stated that in Board Policy 321, under Outreach Activities, in addition to the technical colleges providing information to business and industry partners about education and training technical assistance opportunities available, it would be important to add governmental partners as well. The State has contributed substantial dollars into funding various local, regional and state partnerships. These partnerships play a major role in the economic health of the state.

I. State Legislative Update

Morna Foy reported that an end of session legislative summary will be posted to the WTCS web site. There has been no recent activity at the federal level on issues affecting the Technical College System.

J. June 29-30, 2010, Board Meeting

The next regularly scheduled meeting of the Board will be held on Tuesday and Wednesday, June 29-30, 2010, at Milwaukee Area Technical College. The meeting will be held from 4:30-6:00 p.m. on Tuesday, and from 8:30 a.m. to approximately noon on Wednesday.

Board President Davis Stan recognized recently elected Wisconsin Student Government President Eric Gage and Vice President Sarah Miller. He noted that Eric has attended previous Board meetings and currently serves on the Board's 2011-13 Budget Development Committee. Sarah attends Wisconsin Indianhead Technical College in the supervisory management program.

There being no further business to come before the Board,

By unanimous consent, the meeting adjourned at 12:25 p.m.

Respectfully submitted,

Donna Jordan
Recording Secretary