

Minutes of Meeting

Wisconsin Technical College System Board
September 13-14, 2011
4622 University Avenue - Madison, WI

Tuesday, September 13, 2011 – 5:00 pm

Members Present:

Scott Baumbach
Judith Crain
Terry Erickson
Sharon Wendt for Tony Evers
Eddie Paul
Michael Rosen
Mark Tyler

Members Absent:

Mary Cuene
Stan Davis
Ann Greenheck
Phil Neuenfeldt
Brent Smith

System Office Staff Present:

Dan Clancy, Kathleen Cullen, Morna Foy, Jim Zylstra, Kelly Gallagher, Kathy Loppnow, Nancy Merrill, Willa Panzer, Debbie Parker, Annette Severson, Karen Showers, and Conor Smyth

District/Others Present:

Edward Robinson – Blackhawk Technical College
Bruce Barker – Chippewa Valley Technical College
Bryan Albrecht, Zina Haywood – Gateway Technical College
Bettsey Barhorst, Chuck McDowell, Terry Webb - Madison Area Technical College
Susan May, Gerald Rickman – Fox Valley Technical College
Mike Lanser – Lakeshore Technical College
Sue Budjac – Mid-State Technical College
Michael Burke, Andrews Berns – Milwaukee Area Technical College
Sheila Ruhland - Moraine Park Technical College
Lori Weyers – Northcentral Technical College
Duane Ford – Southwest Wisconsin Technical College
Lee Rasch, Western Technical College
Callie Geving, Diana Galindo, Brenda Saugstad – Wisconsin Student Government
Paul Gabriel, Pat Costello – District Boards Association
Rita Black-Radloff – Department of Workforce Development
Dan Conroy – Nexen Group, Inc
Linda Pauls, Former WTCS Staff
Bob Sorensen, Former WTCS State Director

Board President Tyler called the meeting to order at 5:20 p.m.

Debbie Parker read the following open meeting statement: “The September 13-14, 2011, 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 there was not a quorum present. For that reason, Board President Tyler stated that approval of the minutes from the July Board meeting would be postponed until Wednesday.

Board President Tyler introduced Judith Crain, who joined the Board as the UW Board of Regents representative, replacing Jose Vasquez.

A. Strategic Planning

Conor Smyth, WTCS Policy Advisor, presented an overview on the Board’s strategic planning process. A Strategic Directions Working Group has been established which is made up of Board Members Baumbach, Cuene, Davis, Evers, and Tyler. The Working Group will meet outside of regular Board meetings and bring recommendations back to the full Board as the process advances.

The first meeting of the Working Group was held on August 26. At that meeting, members tentatively agreed to a four-year term for the strategic directions which will help align with the biennial budget cycle, and would match the median duration of the WTCS colleges.

The Working Group had agreed that the System’s Vision could be shortened and more focused. Mr. Smyth agreed to bring three suggestions for tightening up the Vision language and those options were included in Board Member folders for review and consideration.

A web-based survey will be used to gather input from a broad range of stakeholders. The survey is intended to go live the week of September 19 and continue to be available through October. Preliminary results should be available for the November Board meeting.

As part of gathering stakeholder input, a focus panel was present to share perspectives on strategic planning priorities. Board President Tyler introduced the panel members:

- Dan Conroy, Vice President, Human Resources and Talent Management at Nexen Group, Inc. in Webster, Wisconsin.
- Callie Geving, Student at Wisconsin Indianhead Technical College and President of Wisconsin Student Government.
- Pat Costello, Director of Human Resources at Abbyland Foods, Inc. and Trustee of the Mid-State Technical College District Board.
- Jeff Rafn, President of Northeast Wisconsin Technical College.
- Andrew Berns, Psychology Instructor at Milwaukee Area Technical College.
- Edward Robinson, Vice President of Student Services, Blackhawk Technical College.

Panel members each shared their own thoughts for the Board's consideration as priorities in the planning process are developed.

Dan Conroy, the employer representative on the panel, said that the image of the WTCS and marketing were major weaknesses. The System is a success and the opportunity to transform people's lives is there, but the System must become accessible to the whole community. He suggested thinking from the perspective of people who don't believe they can do it. Mr. Conroy added that the WTCS needs to think of other delivery possibilities, such as video streaming. He urged the Board to be creative in order to have the System appeal to prospective students.

The student panel member, Callie Geving, agreed with comments Mr. Conroy had made saying that she was that person who didn't think she could go to school, especially with three children at home. Letting people know what resources are available is so important. Ms. Geving also stressed the importance of working with employers to assure that there are jobs available in the program areas offered in the various college regions.

Pat Costello, District Trustee, shared comments he had received after asking the WTCS Student Ambassadors for suggestions. Loan funding and repayment, lack of digital technology on all campuses, accessibility, financial stability, and difficulty of applying for financial aid were all mentioned as areas of concern. They want the Board to cultivate and expand relationships with employers and legislators, and to promote the importance of the technical college system with Governor Walker for the jobs he wants to create.

President Jeff Rafn spoke of student success and recommended finding ways to advise and encourage students to achieve a credential. He suggested looking for opportunities to increase productivity by revising current processes and eliminating non-essential steps. Resource development and assistance with program development were also mentioned as important for the System. President Rafn asked the Board to think about what the structure of higher education is going to look like in the years ahead and determine where we are and where we will fit in.

A faculty representative, Andrew Berns, said that the WTCS works and works big. He wants to be sure that students are making the best choices from the start. With the right assessment and right placement, retention should increase. Dr. Berns also suggested looking at the IT infrastructure. Are colleges able to communicate appropriately within the System as well as with other college systems?

Edward Robinson, the student services representative, also spoke about student success. Many students come to the colleges unprepared and should be told what the expectations are from the start. He also suggested giving more information to the high school counselors so they can make recommendations to their students.

Board Member Erickson agreed with the message of the need to improve the image of the WTCS. Mr. Conroy emphasized the importance of sharing the success stories of the WTCS. Have graduates share their personal experiences with high schools students. Leave the campus, get engaged. Reach deeper, into middle schools.

Board Member Crain commented on the different dynamics encountered between new high school graduates and the older, returning students. Marketing must take the different audiences

into account. Board Member Rosen agreed, stating that the majority of technical college students are returning adults. The traditional measure of success (completion) doesn't work well for technical colleges. It is unfair to pin the lack of student preparedness on K-12.

Board Member Baumbach asked what the WTCS could do to help reduce the number of people in the state collecting unemployment. President Rafn stated that the ability to expand programs was severely curtailed in the last budget. Colleges will continue to look for programs that could be discontinued in order to increase capacity for other programs.

Ms. Geving suggested that a significant problem is that many of the jobs available pay less than what people make collecting unemployment compensation.

Board Member Rosen referred to a recent Manpower report which stated that the biggest reason for the skills shortage is that jobs don't pay enough. Typically the market responds to skills shortages with increased pay, but that hasn't happened in the current climate.

Board President Tyler suggested getting people into training while they are collecting unemployment compensation. Don't wait until their benefits have run out. Encourage these people to train for a good paying job and to find success in the workplace.

Board Member Wendt asked how K-12 initiatives have affected stakeholders, and said it is important to share information on career pathways and articulation. Dr. Berns said that students are making better decisions and sooner. President Rafn indicated that Northeast Wisconsin Technical College routinely reports back to K-12 districts in his region regarding graduate outcomes and experiences at technical colleges. Mr. Robinson added that he believes that there has been an increase in the number of high school graduates going directly to technical college.

The meeting was adjourned at 6:40 p.m.

Wednesday, September 14, 2011 – 9:00 a.m.

Members Present:

Scott Baumbach
Mary Cuene
Stan Davis
Terry Erickson
Tony Evers
Eddie Paul
Michael Rosen
Mark Tyler

Members Absent:

Judith Crain
Ann Greenheck
Phil Neuenfeldt
Brent Smith

System Office Staff Present:

Dan Clancy, Kathleen Cullen, Morna Foy, Jim Zylstra, Kelly Gallagher, Nancy Merrill, Willa Panzer, Debbie Parker, Valerie Payne, Dan Scanlon, Annette Severson, and Conor Smyth

District/Others Present:

Bryan Albrecht, Zina Haywood – Gateway Technical College
Sue Budjac – Mid-State Technical College
Sheila Ruhland - Moraine Park Technical College
Lori Weyers – Northcentral Technical College
Callie Geving, Diana Galindo, Brenda Saugstad – Wisconsin Student Government
Paul Gabriel – District Boards Association
Breann Boggs – Department of Administration
Layla Merrifield – Legislative Fiscal Bureau

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

Debbie Parker read the following open meeting statement: “The September 13-14, 2011, 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 Erickson, seconded by Board Member Cuene, that the July 13, 2011 Board minutes be approved as presented. Motion carried unanimously.

B. Report of the Board President

Board President Tyler noted that the Board of Regents report could be found in Board members’ folders. He explained that Judith Crain, the new Regents representative on the WTCS Board, attended Tuesday’s meeting, but was unable to attend today.

It was moved by Board Member Cuene, seconded by Board Member Paul, that the revised calendar of WTCS Board meetings for 2011-2013 be adopted. Motion carried unanimously.

Board President Tyler reported that he attended his first Board of Regents meeting in July. He has been appointed to the Education Committee, which is chaired by Jose Vasquez. Board President Tyler was pleased to find that the WTCS is held in high regard by the members of the Board of Regents.

On August 26, Board President Tyler participated in the first meeting of the Board’s Strategic Directions Working Group. On that same day, Board President Tyler and President Clancy met with the District Boards Association as they began their own strategic planning process. Past District Board President, John Lukas, asked that his thanks be shared with System staff for their collaboration and assistance.

On September 21, Board President Tyler, President Clancy, Vice President Kathleen Cullen and Associate Vice President Willa Panzer had the opportunity to provide a presentation to the Governor's Council on Workforce Investment, sharing information about the WTCS.

On a personal note, Board President Tyler shared that his company, OEM Fabricators, had recently celebrated its 25th anniversary. He was happy to report that 85% of his 385 team members have attended a Wisconsin technical college.

Board President Tyler offered congratulations to President Clancy who received the Eagle Award from the WTCS Instructional Services Administrators group. The Eagle Award is presented to individuals who have demonstrated outstanding leadership in producing significant positive results on behalf of the Wisconsin Technical College System.

C. Report of the System President

President Clancy shared his thanks for everyone who participated in the Centennial Open House at the System Office on Tuesday. It was well attended and he received many compliments on the event.

President Clancy recognized Gateway Technical College President, Bryan Albrecht, who recently received his doctorate of education degree. Milwaukee Area Technical College (MATC) recently received a Wisconsin Forward Award from the Wisconsin Center for Performance Excellence. MATC was the only higher education institution recognized this year. Waukesha County Technical College's Electrical Engineering Technology program received accreditation from ABET, the recognized accreditor for college and university programs in applied science, computing, engineering, and technology.

Milwaukee Area Technical College recently hosted Brenda Dann-Messier, U.S. Assistant Secretary for Vocational and Adult Education, who spent the day with students, business leaders and staff. Her tour included the Center for Energy Conservation and Advanced Manufacturing (ECAM) on the Oak Creek Campus, and also Milwaukee's HIRE Center where dislocated workers have access to re-employment and retraining services. President Clancy and Board Member Rosen both participated in the event. Dr. Dann-Messier's visit was part of Secretary of Education Arne Duncan's "Education and the Economy" bus tour.

Board Member Evers added that he had the opportunity to join Secretary Duncan and Governor Walker when they visited the Milwaukee School of Career and Technical Education (formerly Custer High School). There were good comments about the dual enrollment offered in that school.

President Clancy shared information on the new voter ID law which will take effect with the spring election of 2012. The Government Accountability Board's (GAB) interpretation of the law was that student IDs of most college and university students in the state would be an acceptable form of identification for the purpose of voting, but that technical college student IDs were not acceptable. The GAB had not consulted with the WTCS prior to making this ruling.

There may be an opportunity for the GAB to reconsider their interpretation when they meet on November 9. System Office staff will be in contact with the GAB to provide supporting documentation, including information on accreditation, which would defend the inclusion of technical colleges in this ruling.

D. WTCS Presidents Association Report

Gateway Technical College (GTC) President, Bryan Albrecht, shared highlights from the Presidents Association and their attention to collaboration and continuous improvement. Ray Cross, Chancellor of UW Extension and UW Colleges attended a recent meeting and Chancellor Richard Telfer of UW-Whitewater plans to join a future meeting for discussions on student success and how the institutions can support each other. The group will continue to focus on identifying strategies to support jobs. Dr. Albrecht also conveyed thanks from Northcentral Technical College staff who wanted to express their appreciation to the Board for support received since the Merrill campus suffered tornado damage in April.

E. District Boards Association Report

Paul Gabriel, Executive Director, thanked Board President Tyler and President Clancy for their participation in the District Boards Association's strategic planning session. Key areas include inter-district cooperation, trustee education and development, advocacy and innovation in seeking new revenue options.

The next meeting of the District Boards Association will be held in conjunction with the Legal Issues Seminar November 2-4, 2011 at Waukesha County Technical College. The winter meeting will be held January 20-21, 2012 at Lakeshore Technical College.

F. Consent Agenda Items

It was moved by Board Member Erickson, seconded by Board Member Rosen, that upon the recommendation of the Wisconsin Technical College System President, the Wisconsin Technical College System Board approves the program development and discontinuance requests and facilities development requests as presented.

Board Member Cuene expressed concern over the Horticulture/Landscape Specialist program proposal from Fox Valley Technical College (FVTC). Northeast Wisconsin Technical College (NWTC) currently offers that program and according to a graduate follow-up survey, only half found jobs. Annette Severson, WTCS Associate Vice President for Instruction, explained that FVTC's request was for a technical diploma, which includes more technical based credits. NWTC's existing program is a two year Associate in Applied Science. FVTC was able to successfully demonstrate local industry need.

Program Development and Discontinuances

<u>College</u>	<u>Title</u>	<u>Action</u>
Chippewa Valley	Manufacturing Engineering Technology	Program Scope
Southwest Wisconsin	Energy Efficiency Technician	Program Scope
Blackhawk	Pharmacy Technician	Program Proposal
Fox Valley	Horticulture/Landscape Specialist	Program Proposal
Moraine Park	Medical Coding Specialist	Discontinuance

Facilities Development Requests

Gateway Technical College – Construction of an addition to the Pike Creek Horticulture Center at the Kenosha Campus at the cost of \$1,498,800.

Lakeshore Technical College – Addendum to the rental of facilities in Cleveland for use by the Horticulture program at an additional annual cost of \$3,000 and the expenditure of \$143,000 for improvements to the property.

Wisconsin Indianhead Technical College – Remodeling of facilities at the New Richmond Campus at the cost of \$1,499,777.

Motion carried unanimously.

G. Board Policy Revisions

In the first of a two-step process, Policy Advisor Nancy Merrill, presented two Board policies for elimination. Board Policy 502 on Admission was adopted in 1982. The directives mentioned in the policy are now addressed through other means. Board Policy 314 on Transfer of Credit to the UW System (UWS) was adopted in 1989. Since that time, the principles of this policy have been superseded by other policies on credit transfer, including the Board's Credit for Prior Learning policy. The UWS also recently updated its Undergraduate Transfer Policy in June 2011, which includes a section specifically related to students transferring from the WTCS.

Both policies will be presented for Board action at a later meeting. Additional comments from the Board or from stakeholders are welcome.

H. General Purpose Revenue, Adult Education and Family Literacy Act, and Carl D. Perkins Career and Technical Education Act Funding Guidelines for 2012-2013

It was moved by Board Member Cuene, seconded by Board Member Paul, that upon the recommendation of the President of the Wisconsin Technical College System, the Wisconsin Technical College System Board adopts the funding categories and timelines for the General Purpose Revenue, Adult Education and Family Literacy Act, and Carl D. Perkins and Technical Education Act grant programs for fiscal year 2012-2013.

Annually, the Board is required to approve guidelines for the distribution of funds made available through state General Purpose Revenue (GPR), Adult Education and Family Literacy (AEFL) Act, and Carl D. Perkins Career and Technical Education Act (Perkins IV) grant appropriations.

Willa Panzer, Associate Vice President, reported that over \$35 million in grants are awarded each year through the WTCS. The purposes of many of the grant categories directly correlate with the Board's 2009-2011 Strategic Directions. Ms. Panzer provided an overview of the proposed guidelines, highlighting timelines, grant purposes, funding amounts, and any changes made to funding categories.

The motion carried unanimously.

Strategic Directions Update

Since all Board members were not able to attend the Tuesday Board meeting, Conor Smyth provided a summary of the strategic directions discussion that took place. Board Members were reminded that a Strategic Directions Working Group was established and includes Board Members Baumbach, Cuene, Davis, Evers, and Tyler.

The Working Group will meet again on October 20, and will discuss options for changing the System's Vision in order to refresh its focus. Results of the discussion will be brought back to the Board for consideration in November.

Recurring topics emerging from Tuesday's panel discussion included marketing and image, funding and capacity, student success, soft skill development, and flexibility. Challenges are different for the different colleges and their regions.

Board members agreed that it will be good to hear how the broader public feels when results of the web-based survey start coming in. Preliminary results of the survey will be available for the November Board meeting.

I. Legislative Update

Nancy Merrill provided an update on federal legislative issues. President Obama proposed \$447 billion for the American Jobs Act, which will likely be the focus for much of the fall session. The WTCS could benefit from two of the provisions of the act dealing with getting people back to work. More information will be available when the actual legislation is introduced.

Vice President Morna Foy reported on assembly bills recently presented at an Assembly Committee on Colleges and Universities public hearing. Assembly Bill (AB) 97 proposed an increase in the advanced manufacturing set-aside and the appropriation for Workforce Advancement Training (WAT) Grants by \$400,000. At this time, it does not appear that AB 97 will move forward due to concerns about a funding source.

AB 142 relates to Talent Incentive Program Grants which are awarded by the Higher Educational Aids Board (HEAB). Currently, grants are awarded annually and can be renewed if the student remains continuously enrolled in each successive semester/quarter. This bill changes the enrollment requirement so that a student would be allowed to take time off and still qualify for the grant upon return to school if within the parameters outlined in the bill.

Another bill, AB 143, relates to funding for the Wisconsin Higher Education Grant (WHEG) and ties future funding to tuition increases. AB 144 would establish a temporary study commission to look at consolidation of student financial aid programs.

The next meeting of the WTCS Board will be held November 8-9, 2011 at Northeast Wisconsin Technical College in Green Bay.

It was moved by Board Member Cuene, seconded by Board Member Evers, to adjourn the meeting of the Wisconsin Technical College System Board. Motion carried unanimously.

The meeting adjourned at 11:20 a.m.

Respectfully submitted,

Debbie Parker
Recording Secretary