

**MINUTES OF MEETING  
WISCONSIN TECHNICAL COLLEGE SYSTEM (WTCS) BOARD  
MARCH 17, 2021  
TELECONFERENCE**

Members Present: Quincey Daniels, Jr., Douglas Holton, Sr., Becky Levezow, Rodney Pasch, Amy Pechacek, Cooper Richason, Kelly Tourdot, S. Mark Tyler, Sharon Wendt for Carolyn Stanford Taylor, Stephen Willett, Mary Williams.

Members Absent: Eve Hall, Terry McGowan.

System Office Staff Present: Dan Arneson, Judy Barbian, Terese Craig, Monique Currie, Julie Drake, Morna Foy, Stephanie Glynn, Nickelle Haffey, Mandy Johnson, Tou Ya Khang, Colleen Larsen, Betsy Leonard, Jim Mackey, Colleen McCabe, Alejandro Nuñez, Katy Pettersen, Anna Richter, Michelle Rudman, Dan Scanlon, Chrystal Seeley-Schreck, Lenard Simpson, Conor Smyth, Brandon Trujillo, Julie Tyznik, Ann Westrich, Angie White, Jim Zylstra.

District/Others Present: Tracy Pierner, Blackhawk Technical College; Rod Bagley, Bruce Barker, Gina Bloczynski, Tam Burgau, Carrie Burk, Laura Ericson, Kimberly Ernstmeyer, Julie Furst-Bowe, Margo Keys, Karen Kohler, Thomas Lange, Kirk Moist, Vince Mussehl, Sara Pertz, Shana Schmidt, Lauren Sullivan, Kristel Tavare, Chippewa Valley Technical College; Vernon Jung, Betty Bruski-Mallek, Layla Merrifield, District Boards Association; Susan May, Fox Valley Technical College; Bryan Albrecht, Gateway Technical College; Jack Daniels, III, Sylvia Ramirez, Cody White, Madison Area Technical College; Shelly Mondeik, Mid-State Technical College; Bonnie Baerwald, Moraine Park Technical College; Richard Nelson, Nicolet Area Technical College; Lori Weyers, Northcentral Technical College; Richard Barnhouse, Waukesha County Technical College; Deb Hether, Roger Stanford, Western Technical College; John Will, Wisconsin Indianhead Technical College; Ann Ilagan, Wisconsin Student Government.

**Board President Levezow called the meeting to order at 8:02 am. Julie Drake read the open meeting statement and roll call indicated that a quorum was present.**

Board President Levezow introduced WTCS Board Member Dr. Quincey Daniels, Jr., a public member replacing past Board Member John Schwantes.

Board President Levezow recognized Ann Ilagan, President of Wisconsin Student Government, who joined the meeting.

Board President Levezow thanked Chippewa Valley Technical College (CVTC) President Bruce Barker and his team for featuring CVTC during the meeting.

**ITEM A: Approval of January 19, 2021 Meeting Minutes**

**It was moved by Board Member Tyler, seconded by Board Member Williams, that the January 19, 2021 meeting minutes be approved. Motion carried unanimously.**

## **ITEM B: Report of the Board President**

Dr. Hall's Board of Regents reports for February and March 2021 were included in the Board meeting materials for review.

WTCS is recognizing Tuesday, March 23 as National Ag Day. As a System, this day has been recognized since 2014, when it was hosted by Southwest Tech. As the System continues to adapt during the pandemic, WTCS will recognize the vital importance to Wisconsin of the agriculture industry by sharing key facts about its economic impact, and messages of support and encouragement from VIPs through a social media campaign.

On April 22 and 23, WTCS will provide a leadership development experience for the 2021 WTCS Ambassadors. On April 22, the Ambassadors will be recognized in a YouTube Premiere.

Board President Lezow attended recent virtual presentations with US Senators Ron Johnson and Tammy Baldwin hosted by the District Boards Association. She thanked the DBA for these sessions.

Board President Lezow commended Dr. Jeff Rafn and Northeast Wisconsin Technical College (NWTC) on their Annual State of the College meeting held on March 2, during which they shared NWTC's response to the COVID-19 pandemic and innovations in teaching and learning that will keep NWTC at the forefront of preparing a skilled workforce.

Board Member Tourdot joined the meeting at 8:21 am.

## **ITEM C: Report of the System President**

System President Foy welcomed new Board Member Daniels.

System President Foy previewed the meeting agenda and thanked CVTC President Barker and his team for the time and efforts invested in showcasing the college, congratulating President Barker on his upcoming retirement at the end of June.

WTCS Education Director Lenard Simpson recently impressed the Senate Judiciary and Public Safety Committee when he appeared to be reappointed to the Wisconsin Prison Industries Board.

In February, Northeast Wisconsin Technical College (NWTC) was one of four colleges nationally to be named an Achieving the Dream Leader College of Distinction. Congratulations was shared with President Jeff Rafn and the entire NWTC team.

Board Member Willett joined the meeting at 8:30 am.

The Cheese Makers Association approached the System Office about a scholarship opportunity. Betsy Leonard, WTCS Education Director for Ag and Natural Resources, will work with this partner to establish a process to administer and promote this scholarship throughout the System.

System President Foy echoed Board President Lezow's encouragement to tune in on April 22 for the YouTube Premiere recognizing the 2021 WTCS Ambassadors.

District Boards Association Executive Director Layla Merrifield and System President Foy, along with college presidents, continue to meet with legislators on issues of importance to the System, including the WTCS budget request.

Director of Strategic Advancement Conor Smyth and Director of the Statewide Marketing Consortium Katy Pettersen provided the Board with a guided tour of the newly aligned and redesigned website, launched in February.

The latest annual WTCS Fact Book (Financial Data) was recently published. System President Foy reminded Board members that in the absence of in-person meetings, WTCS is not printing reports.

#### **ITEM D: Wisconsin Technical College District Boards Association**

Wisconsin Technical College District Boards Association (DBA) President and Moraine Park Trustee Vernon Jung and Executive Director Layla Merrifield updated the Board on recent activities.

Members attended the virtual National Legislative Summit February 8-10, during which they were informed on federal policy issues and funding that impacts postsecondary institutions and students. Ms. Merrifield thanked WTCS Policy Advisor Monique Currie for her assistance in setting up the presentations and thanked Western Technical College for the information it provided to Senator Johnson on incarcerated populations.

The Spring DBA quarterly meeting will be held on April 16 to discuss the college boards' role in Diversity, Equity and Inclusion with keynote speaker Dr. Damon Williams, while the fall meeting will be the annual Legal Issues Seminar at Waukesha County Technical College, tentatively scheduled for October 28-29.

#### **ITEM E: WTCS Presidents' Association**

Dr. Shelly Mondeik, President of Mid-State Technical College and President of the Association provided the Board with a brief update on recent activities of the Association.

The Presidents continue to meet monthly, focusing on:

- COVID-19 and keeping students and staff as safe as possible while remaining focused on learning.
- Vaccinations, and how and when colleges fully re-open with varying frameworks based on local health department guidelines.
- How they can best invest federal COVID relief funding.
- Diversity, equity and inclusion for students and staff.
- Strategies to continue to support the WTCS biennial budget request.
- Improving credit transfer, including potential legislation related to the colleges' ability to offer Associate of Arts/Associate of Science degrees.

#### **ITEM F: Chippewa Valley Technical College Presentation**

Board President Lezow thanked CVTC and their culinary program for meal kits the college had delivered to Board members.

President Barker greeted the Board on behalf of CVTC and previewed the presentation.

Carrie Burk, 2020 WTCS Ambassador, greeted the Board and shared her story of being a stay-at-home Mom and needing to find a way to support her two children in a job that she loved. She toured CVTC and knew she was home, starting classes two weeks later. She graduated in December of 2020 and landed her dream job as a medical assistant at an Eau Claire pediatric clinic. She has maintained contact with CVTC and is returning in August to begin the Registered Nursing program part-time.

CVTC Marketing & Digital Experience Manager Sara Pertz shared how the college has changed its marketing to focus on meeting students where they are.

CVTC Vice President of Student Services Margo Keys gave an overview of how CVTC is expanding access, including awarding credit for prior learning and expanding delivery options.

CVTC Director of PK-12 Initiatives Kristel Tavare shared CVTC's K12 Strategic Plan and how they will advance it through programming, instructor credentialing, funding and sustainability, and expanding partnership opportunities.

CVTC Director of Student Central Laura Ericson discussed Money Matters – Frugal Foodies, in which students can earn items by attending virtual learning sessions such as: Adulting Beyond the Basics; You're Graduating, Now What?; and Brass Tacks of Taxes and preparing meals at home through instruction by CVTC's culinary program.

Board President Levzow presented the WTCS Board's Futuremaker Partner award to Market & Johnson, a longtime partner of the college.

President Jerry Shea and Chairman Dan Market were on hand to receive the award. President Shea thanked the Board and CVTC, who has helped with the company's strategic planning and collaborated with Market & Johnson on its Night University, for which CVTC instructors teach a number of courses

The Board reconvened at 10:11 after a ten-minute break.

## ITEM G: Consent Agenda

WTCS Associate Vice President for Instruction Chrystal Seeley-Schreck explained that the large number of program discontinuances reflected programs that were suspended three years prior.

**It was moved by Board Member Williams, seconded by Board Member Tourdot, that the Board approve the program and facilities development requests as presented, with the exception of Western Technical College's program approval and discontinuances. Motion carried unanimously.**

**It was moved by Board Member Tourdot, seconded by Board Member Pasch, that the Board approve the program approval and discontinuances for Western Technical College. Motion carried 10-0; Board Member Richason abstained.**

## ITEM H: Blackhawk Technical College Public Safety and Transportation Training Center – Vehicle Operations Track

WTCS Facilities Director Dan Scanlon provided an overview of the project to construct a Public Safety and Transportation Training Center at its main campus in Janesville.

**It was moved by Board Member Williams, seconded by Board Member Tourdot, that the Board grant approval to the Blackhawk Technical College district to construct a Vehicle Operations Track at the Public Safety Training and Transportation Training Center on the Main Campus in Janesville at a cost of \$4,909,900. Motion carried unanimously.**

## ITEM I: Request for name change from Wisconsin Indianhead Technical College (WITC) to Northwood Technical College

WTCS Executive Vice President Jim Zylstra presented materials provided by WITC for the requested name change. The System Board is authorized by s. 38.04(1), Wis Stats., to name technical college districts. This is the fifth name change for the college since 1912.

Dr. John Will, WITC President highlighted the college's process and key considerations to change the institution's name. He noted that the college has reviewed its name and branding every ten years. The WITC Board recently adopted resolution 21-08 to petition the WTCS Board to change the institution's name to Northwood Technical College prior to fall 2021.

Board Member Tyler complimented WITC President Will on the process. Tyler lives in the WITC district and believes the process was handled well, with excellent outreach in the community.

Board Member Williams inquired why the name is Northwood, rather than Northwoods. WITC President Will shared that after much discussion and consideration, the college made the choice that it believed would best avoid confusion and resonate with stakeholders.

Board Member Williams inquired about the cost of the survey. WITC President Will reported that survey work cost approximately \$100,000, which included perception data. Overall, WITC is viewed positively but is viewed as a "cheap option," while the college aims to be seen as a high-quality option. With the perception data insight, the college will focus its marketing on the quality of instruction and high-tech equipment available to students.

Board Member Pasch echoed Board Member Tyler's sentiments, also noting that while he understands the Board must approve the college's legal name, acronym and nickname usage is less clear. President Will shared that they will use Northwood Tech as the shortened version, avoiding acronyms that may cause confusion with other Wisconsin technical colleges. System President Foy clarified that the Board does not have a formal role in designating acronyms or college nicknames.

Board Member Willett expressed concerns about input from the Tribes present in the WITC region. He inquired if the Tribes were represented on the college's committee. WITC President Will noted that there was an opportunity for input from each Tribe and that he kept them informed throughout the process. Willett expressed concern that the college name may be a point of pride for the Tribes. Will reiterated that there were multiple opportunities to engage and provide input, and that the college is not aware of any concerns from the Tribes.

**It was moved by Board Member Tyler seconded by Board Member Pechacek, that the Board approve the request to change the name of Wisconsin Indianhead Technical College (WITC) to Northwood Technical College (Northwood Tech) no later than August 31, 2021. Board Member Willett opposed. Motion passed.**

#### **ITEM J: Teaching and Learning – Open Educational Resources (OER)**

Chrystal Seeley-Schreck, WTCS Associate Vice President for the Office of Instructional Services, led a discussion on OER with CVTC Nursing Instructor Kim Ernstmeyer and CVTC Director of Library Services Vince Mussehl. OER are education resources (for example textbooks, presentation slide decks or case studies) that are free to use and openly licensed. Use of these resources has many benefits, including reducing students' textbook costs and increasing faculty flexibility to assure that course materials reflect diverse backgrounds and perspectives.

The WTCS OER Network was established in January 2019. Currently, the network includes just under 100 members, with representation from each college and the System office. WTCS Education Director Hilary Barker currently serves as the OER Network Coordinator and initiated the System-wide approach.

While open textbooks are readily available for general education courses, OER is typically less available for technical courses. The OpenRN project, led by CVTC, has played an important role in expanding the use of OER into technical programs.

Board Member Richason shared that the Wisconsin Student Government (WSG) has made OER a legislative priority. System President Foy shared that OER is often discussed with policymakers as it relates to student success efforts.

#### **ITEM K: 2021-22 Tuition Recommendation**

WTCS Executive Vice President Jim Zylstra provided the Board with an overview of the tuition recommendation process and historical trends.

The Tuition workgroup consisted of Board Members Levzow, Richason, Tourdot and Willett. The group considered many factors currently affecting the technical colleges and forwarded a recommendation for a 1.50 percent increase in tuition for Occupational, and a 0.55 percent increase for Associate of Arts/Associate of Science. The workgroup also recommended suspending the \$10 per credit online fee and re-evaluating colleges' future technology needs and funding. Workgroup members Levzow, Richason, and Tourdot spoke favorably of the process and offered strong support for the recommendation.

Board Member Willett offered support for the recommendation and stated that the workgroup strongly considered the rising cost of education, affordability for students and financial pressures on the colleges.

Board Member Holton complimented the workgroup. He asked how federal COVID relief funds would affect college budgets. Mr. Zylstra noted that use of federal funds is restricted and time-limited.

Board Member Tyler thanked the workgroup, noting that the Board's conservative approach to tuition-setting has been supported by students and likely preserved the Board's authority.

**It was moved by Board Member Willett, seconded by Board Member Tourdot, that the Board approve suspending the uniform fee for online courses of \$10 per credit for 2021-22, and set per credit tuition rates for 2021-22, beginning with the summer session, as follows:**

<b>Occupational</b>	<b>\$141.00 per credit</b>
<b>Occupational non-resident addition</b>	<b>\$70.50 per credit</b>
<b>Associate of Arts/Associate of Science</b>	<b>\$188.90 per credit</b>
<b>Associate of Arts/Associate of Science non-resident addition</b>	<b>\$94.45 per credit</b>

**Motion carried 10-1; Board member Holton opposed. Motion passed.**

#### **ITEM L: State and Federal Grant Awards**

WTCS Grants Manager Tou Ya Khang presented an overview of the System's grant timeline, categories, process and examples. The Board awards more than \$37 million in state and federal grants annually. The goals of these grants are in alignment with the priorities of the Board, which includes:

- directing resources to expand Wisconsin's skilled workforce;
- providing comprehensive student support to foster a culture of student success; and
- encouraging innovation.

There are two federal grant funding streams: the Perkins Career & Technical Education grants for student support, equity and continuous improvement; and the Adult Education and Family Literacy Act (AEFLA) grants, which are split into two categories - comprehensive and special focus. Additionally, the WTCS Student Success Center promotes student success and works to align various funding sources in support of guided pathways that:

- map pathways to students' goals;
- help students choose and enter a pathway;
- keep students on the path; and
- ensure positive student learning outcomes.

**It was moved by Board Member Williams, seconded by Board Member Richason, that the Board approve funding awards for the State of Wisconsin, Carl D. Perkins Act and Adult Education and Family Literacy Act grant programs for fiscal year 2021-22, as presented. Motion carried unanimously.**

#### **ITEM M: Public Records Training**

WTCS Executive Vice President Jim Zylstra facilitated a public records training session. Board Members viewed a training module developed by the Wisconsin Department of Administration and completed the training module's quiz as a group.

#### **ITEM N: Legislative Update**

Due to time constraints, a written legislative update will be sent to the Board.

ITEM O: Announcements/Adjourn

The next regularly scheduled meeting of the Board will convene in a virtual format on Tuesday, May 18, 2021 from 8:00 am – 12:30 pm.

**It was moved by Board Member Pasch, seconded by Board Member Tourdot, to adjourn the meeting. Motion carried unanimously.**

The meeting adjourned at 12:36 pm.

Respectfully submitted,

Julie Drake  
Recording Secretary