

MINUTES OF MEETING
WISCONSIN TECHNICAL COLLEGE SYSTEM BOARD
NOVEMBER 11-12, 2014
FOX VALLEY TECHNICAL COLLEGE
1825 NORTH BLUEMOUND DRIVE
APPLETON, WISCONSIN 54914

Tuesday, November 11, 2014

Members Present: Philip Baranowski, Mary Cuene, Stan Davis, Sharon Wendt for Tony Evers, Becky Levzow, Terrance McGowan, Drew Petersen, John Schwantes, S. Mark Tyler, José Vásquez, Stephen Willett (by phone)

Members Absent: Reggie Newson, Susan Schaumburg

System Office Staff Present: Kathleen Cullen, Morna Foy, Emily Gleason, Jim Mackey, Layla Merrifield, Dan Scanlon, Sandra Schmit, Conor Smyth, Ann Westrich

District/Others Present: Russell Moyer, Paul Gabriel, District Boards Association; Tom Eckert, Blackhawk Technical College; Bruce Barker, Chippewa Valley Technical College; Susan May, Nick Madison, Fox Valley Technical College; Zina Haywood, Gateway Technical College; Sue Budjac, Mid-State Technical College; Sheila Ruhland, Moraine Park Technical College; Ed Lukasek, Western Technical College

Board President Petersen called the meeting to order at 4:36 p.m.

Emily Gleason read the open meeting statement and roll call indicated that a quorum was present.

ITEM A: Approval of the Minutes from the September 9-10, 2014 Meeting

It was moved by Board Member Tyler, seconded by Board Member McGowan that the September 9-10, 2014, Board minutes be approved. Motion carried unanimously.

ITEM B: Report of the Board President

Board President Petersen acknowledged Veterans Day and thanked veterans for their sacrifices. He asked veterans to stand and be recognized.

Board President Petersen reported that the Governor showed interest in continuing partnerships with the technical colleges. After his reelection, he toured six technical colleges promoting the ongoing need for a talent pipeline.

The University of Wisconsin (UW) System Board of Regents recently engaged in discussion about the value of workforce development and how UW could become involved in that arena. Board Member Tyler served on a panel that discussed business perspectives on talents needed in the workforce and Board President Petersen shared how the technical colleges partner with the Department of Workforce Development. The technical colleges' accomplishments were highlighted several times, validation that the colleges are having an economic impact in the state.

ITEM C: Report of the System President

President Morna Foy reported that the Board will hear a presentation during its Tuesday session on Rigorous Programs of Study. A version of this presentation will be given at the November 16-18, 2014, Midwestern Higher Education Compact (MHEC) Policy Summit. In addition, Wisconsin technical college representatives will present to MHEC Commissioners on innovative degree completion programs.

Seven states attended a Strategy Labs site visit in Madison in October that explored how Wisconsin and Ohio established processes for effective stakeholder engagement toward the development of performance funding. The visit was coordinated by HCM Strategists and focused on providing participants with policy background and steps that each state took and lessons learned.

President Foy commended the WTCS Fire Service Training Office for being awarded reaccreditation for five years by the International Fire Service Accreditation Congress (IFSAC). The Office will be used as a model for best practices.

President Foy applauded several technical colleges for national and state recognition. The American Association of Community College (AACC) recently awarded Gateway Technical College the *Green Genome Award*, one of five issued for outstanding college sustainability and workforce efforts. Northeast Wisconsin Technical College was selected one of 16 community colleges for the 2014 cohort of *Achieving the Dream Leader Colleges*, a national designation awarded to community colleges that commit to improving student success and closing achievement gaps. Chippewa Valley Technical College was awarded the *Standing Up for Rural Wisconsin Schools, Libraries, and Communities Award* from State Superintendent Tony Evers for their *CDM Manufacturing Pathways* project with Durand and Mondovi school districts.

The Technical College Effect message is being used to promote program areas around the state. Board Members Baranowski, Levzow and Vásquez each attended one of three hospitality events at the technical colleges in September. In October, the technical colleges engaged in promoting Manufacturing Month by hosting several events. Board Member Schwantes attended the Kohler Center for Manufacturing Excellence dedication at Lakeshore Technical College. President Foy attended the Rosie Revisited Symposium event in Madison which brought together Wisconsin business and civic leaders to discuss the advance of women in manufacturing.

On Wednesday, the Board will hear from a panel of technical college experts about the variety of programs and services offered to support entrepreneurship and small business development. Several colleges are hosting events during Global Entrepreneurship Week, November 17-21. WTCS is working to broaden the understanding of what the technical colleges deliver. One effort along these lines is the System's sponsorship of the Wisconsin Technology Council's Early Stage Symposium on November 13-14, 2014.

Fox Valley, Lakeshore, Northcentral, Northeast Wisconsin and Mid-State technical colleges and the Statewide Marketing Consortium are partnering with Gannett Wisconsin Media to promote the colleges through the State of Opportunity project which highlights programs and student and employer successes through print and online news reports.

WTCS is participating in The Future Wisconsin Economic Summit hosted by the Wisconsin Manufacturers & Commerce (WMC) on December 3, 2014. The goal of the summit is to begin strategic planning for Wisconsin's future workforce and economy.

President Foy highlighted a *USA Today* article, *Where the Jobs Are: The New Blue Collar*, which reinforces the importance of technical education to the country's economic future.

ITEM D: Wisconsin Technical College District Boards Association Report

Russ Moyer, President of the Association, highlighted the fall meeting held on October 10-11, 2014, in Rhinelander, which included a presentation on college affordability. The winter meeting will be held in on January 15, 2015, in Madison and will include a legislative seminar and the opportunity to visit legislators at the Capitol.

The Association of Community College Trustees (ACCT) annual leadership congress was held in Chicago on October 22-25, 2014. A number of district board members presented. Fox Valley Technical College Board Member Tammie DeVooght Blaney was elected to the Central Region Nominations Committee and Moraine Park Technical College Board Member Vernon Jung was reelected to the national ACCT Board.

Paul Gabriel, Executive Director of the Association, thanked the Board for including the Association in the budget development process and reported good responses from legislators. The budget has been recognized as being aligned with the State's priorities. The Association is concerned about media reports of a potential tuition freeze. Board President Petersen thanked Mr. Gabriel for his advocacy efforts and encouraged all to participate and work collaboratively in promoting the System.

ITEM E: WTCS Presidents' Association Report

Tom Eckert, Chair of the WTCS Presidents' Association and President of Blackhawk Technical College, reported on recent activities of the Association. The Presidents were briefed on the proposed enhancement of the Worldwide Instructional Design System (WIDS). Chippewa

Valley Technical College has been awarded as the fiscal agent of the \$20 million federal TAACCCT Round 4 grant which will support health sciences programs at all 16 technical colleges.

ITEM F: Teaching and Learning – Rigorous Programs of Study

WTCS Education Directors Ann Westrich and Jim Mackey provided the Board with an overview and progress on a federal Rigorous Programs of Study (RPOS) grant awarded to Wisconsin in 2010. The purpose of the grant is to advance a model to be used nationally for the establishment of RPOS at the secondary level. Wisconsin was charged with the Manufacturing Cluster and partnered with Northcentral Technical College and four area high schools: DC Everest, Wausau East, Wausau West and Spencer.

Board Member Vásquez asked if the project is duplicative of dual enrollment. Mr. Mackey responded that the project is aligned with dual enrollment, but does not duplicate effort.

Board Member Vásquez inquired how the program serves urban poor and students of color. Mr. Mackey responded that the model will be shared nationally for replication and will highlight obstacles encountered and what was done to overcome those obstacles. Implementation will be a little different for each school.

Board President Petersen thanked Ms. Westrich and Mr. Mackey for their presentation and their work on the grant.

It was moved by Board Member Schwantes, seconded by Board Member McGowan, to recess the Board meeting until Wednesday, November 12. Motion carried unanimously.

The meeting recessed at 6:12 p.m.

Wednesday, November 12, 2014

Members Present: Philip Baranowski, Stan Davis, Sharon Wendt for Tony Evers, Becky Lezow, Terrance McGowan, Jonathan Barry for Reggie Newson, Drew Petersen, John Schwantes, S. Mark Tyler, José Vásquez, Stephen Willett (by phone)

Members Absent: Mary Cuene, Susan Schaumburg

System Office Staff Present: Kathleen Cullen, Morna Foy, Emily Gleason, Layla Merrifield, Willa Panzer, Dan Scanlon, Sandra Schmit, Conor Smyth, James Zylstra

District/Others Present: Paul Gabriel, Russ Moyer, District Boards Association; Tom Eckert, Blackhawk Technical College; Susan May, Amy Pietsch, Fox Valley Technical College; Zina Haywood, Manoj Babu, Gateway Technical College; Jack E. Daniels, Mark Thomas, Paul Short,

Bryan Woodhouse, Tim Casper, Mike Stark, Madison Area Technical College; Sue Budjac, Mid-State Technical College; Sheila Ruhland, Moraine Park Technical College; Lee Rasch, Western Wisconsin Technical College; Russ Roberts, Waukesha County Technical College; Joseph Dolzani, Gene Purcell, Kyle Schwarm

Board members toured the Public Safety Training Center at 7:30 a.m.

Board President Petersen called the meeting to order at 9:37 a.m.

Emily Gleason read the open meeting statement and roll call indicated that a quorum was present.

Board President Petersen thanked Dr. May for hosting the dinner in the Jones Dairy Farm Culinary Theatre. He applauded the tour of the Public Safety Training Center and stated that it is remarkable to see the extent of activities and training that will take place at the facility.

ITEM G: Consent Agenda

Board President Petersen offered the consent agenda items for Board discussion. Receiving no questions, he called for a motion to approve the consent agenda items.

It was moved by Board Member Baranowski, seconded by Board Member Vásquez, that the Wisconsin Technical College System Board approve the program development, facilities requests and interim district board appointments as presented. Motion carried unanimously.

ITEM H: Madison Area Technical College – Project Concept Review

Representatives of Madison Area Technical College, Tim Casper and Paul Short, provided Board members with an overview of the district's proposal to construct and remodel facilities for the Culinary Arts program. The district cancelled its plans for a new Downtown Madison Culinary Arts facility due to costs and instead proposes to build at the Truax Campus. Mr. Short explained that the program has experienced incredible growth over the last several years and an expansion would allow the college to accept more students. Local employers, such as Epic, have many job openings for culinary workers.

It was moved by Board Member McGowan, seconded by Board Member Baranowski, that the Wisconsin Technical College System Board finds that the concept for Madison Area Technical College's proposed construction of an addition and remodeling for the Culinary Arts program, general seating areas and conference/meeting rooms is reasonable. The final scope and design of the project is subject to review and approval by the Wisconsin Technical College System Board as required by s. 38.04(10) Stats. Motion carried unanimously.

Board Member Barry arrived at 9:48 a.m.

ITEM I: 2014-17 Wisconsin Technical College System Facilities Plan

WTCS Facilities Director Dan Scanlon provided the Board with an overview of the 3-year facilities plan. Board Member Levzow thanked Mr. Scanlon for noting the amount of private funding generated to support facilities projects in the plan.

It was moved by Board Member Barry, seconded by Board Member Levzow, that the Wisconsin Technical College System Board accept the 2014-17 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. Motion carried unanimously.

ITEM J: Technical College Effect: Entrepreneurship

WTCS Director, Strategic Advancement Conor Smyth reported that the technical colleges have a role in entrepreneurship that often goes unnoticed. The Governor talks about the importance of Main Street businesses being at the heart of Wisconsin's economy. The technical colleges offer a variety of programs and services that inspire and support entrepreneurship and small business development across employment sectors and geographic regions. The System will recognize Global Entrepreneurship Week November 17-21, 2014, with a series of outreach efforts.

Mr. Smyth introduced a panel of entrepreneurship experts which included:

- Russ Roberts, Small Business Center Manager, Waukesha County Technical College;
- Manoj Babu, Associate Dean of Business, Gateway Technical College; and
- Amy Pietsch, Venture Center Director, Fox Valley Technical College.

The panelists provided the Board with an overview of entrepreneurial programs and activities at each of their colleges. Board members discussed current, credit-based instruction in the areas of entrepreneurship and small business development and operation, as well as direct services for individuals launching or growing a business.

Board Member Vásquez asked if the System tracks the number of small businesses students have started. President Foy replied that at this time, the System does not aggregate data, but noted that the colleges are assessing impact. For example, 1,000 Western Technical College alumni report that they are business owners. These successes are transforming the way the technical colleges are viewed.

Board President Petersen thanked the panel and remarked that the discussion provides the Board with a good understanding of what is happening at the technical colleges.

ITEM K: Strategic Partnerships – Educational Communications Board

Gene Purcell, Executive Director of the Educational Communications Board (ECB), provided the Board with an overview of the ECB and its mission of delivering high quality educational and public media to the citizens of Wisconsin. WTCS is represented on the ECB.

The ECB is a state agency that distributes K-12 educational media, as well as public safety and public broadcasting services. In addition to delivering non-commercial programming, the ECB provides public safety, broadcast engineering and transmissions services.

Mr. Purcell shared the history of public radio and television in Wisconsin, described the ECB's technology infrastructure, and elaborated on the ECB's current work. Board members viewed the ECB's latest *Wisconsin Media Lab* production *Wisconsin Biographies*, a free online collection of 3-5 minute animated videos, activities and resources for teachers.

Board President Petersen thanked Mr. Purcell for his presentation.

Board President Petersen removed Item L from the agenda. The Board will receive a legislative update at the January meeting.

ITEM M: Announcements/Adjourn

The next regularly scheduled meeting of the Board will be held on January 27, 2015, at the Wisconsin Technical College System Office in Madison.

It was moved by Board Member Baranowski, seconded by Board Member Davis, to adjourn the November 11-12, 2014, Board meeting. Motion carried unanimously.

The meeting adjourned at 12:21 p.m.

Respectfully submitted,

Emily Gleason
Recording Secretary