

MINUTES OF MEETING
WISCONSIN TECHNICAL COLLEGE SYSTEM BOARD
JULY 9-10, 2013
NICOLET AREA TECHNICAL COLLEGE
NORTHWOODS CENTER
5364 COLLEGE DRIVE
RHINELANDER, WI 54501

Tuesday, July 9, 2013 – 4:30 p.m.

Members Present: Phil Baranowski, Mary Quinnette Cuene, Stan Davis, Sharon Wendt for Tony Evers, Becky Lezvow, Jonathan Barry for Reggie Newson, Drew Petersen, John Schwantes, S. Mark Tyler and Stephen Willett

Members Absent: Natalie Cruz, Phil Neuenfeldt and José Vásquez

System Office Staff Present: Kathy Cullen, Morna Foy, Carol Lynch, Willa Panzer, Dan Scanlon, Annette Severson, Conor Smyth, and Jim Zylstra

District/Others Present: Pat Costello and Paul Gabriel, District Boards Association; Mark Short, Wisconsin Student Government; Vickie Choitz, CLASP; Thomas Eckert, Blackhawk Technical College; Bruce Barker, Chippewa Valley Technical College; Susan May, Fox Valley Technical College; Michael Lanser, Lakeshore Technical College; Sue Budjac, Mid-State Technical College; Michael Burke, Milwaukee Area Technical College, Sheila Ruhland, Moraine Park Technical College; Libby Burmaster, Anne Bonack, Greg Milievich, Rose Prunty, Kyle Gruenig, Kelly Haverkamp, Roxanne Lutgen, Kenneth Urban, Nicolet Area Technical College; and Angie Lawrence, Western Technical College District Board.

Board President Tyler called the meeting to order at 4:33 p.m.

Carol Lynch read the open meeting statement and roll call indicated that there was a quorum present.

ITEM A: Approval of the Minutes from the May 14, 2013 Meeting

It was moved by Board member Baranowski, seconded by Board member Petersen, that the May 14, 2013, Board minutes be approved as presented. Motion carried unanimously.

ITEM B: Report of the Board President

Board President Mark Tyler addressed the Board upon his reappointment and completion of two terms as President. He expressed pride in the Board's current strategic directions and advocacy efforts and thanked the System Office team for their efforts. President Tyler enjoyed his tenure as president and participating in the district's centennial celebrations that took place during his term. He thanked the Board for their friendship and positive support.

ITEM C: Report of the System President

System President Morna Foy thanked President Tyler for his service, friendship and support. She introduced Mark Short, the current Vice President of Wisconsin Student Government and an accounting student at Gateway Technical College. She highlighted recent appearances, including commencement speeches at Nicolet and Northeast Wisconsin Technical Colleges, the Gold Collars Certification event hosted by Southwest Tech at Cabela's, and the Wisconsin Leadership Development Institute (WLDI) graduation ceremony in Madison.

President Foy thanked Jim Zylstra, Paul Gabriel, Mark Tyler and Drew Petersen for all of their work in support of the 2013-15 state budget proposal. Senator Sheila Harsdorf actively supported the technical colleges during the budget process and President Foy and President Tyler will recognize her at the upcoming District Boards Association meeting in Rice Lake.

The System is working hard to improve communications and Director of Strategic Partnerships Conor Smyth has developed two new newsletters: a periodic e-news update for members of the Board, and *Performance Counts*, a piece with much broader distribution to keep stakeholders up to date on the development of a performance-based funding model for WTCS.

President Foy reported that the Wisconsin Center for Education Research has been engaged in a study of manufacturing-related programs at Fox Valley, Waukesha, Moraine Park and Milwaukee Area Technical Colleges. The goal of the study is to drive research-based approaches to improve student outcomes in manufacturing programs. A key finding of the study supports the WTCS' efforts to create new or additional adult career pathways. She thanked Vickie Choitz, Senior Policy Analyst for Workforce Development at the Center on Law and Social Policy, for traveling from Washington, D.C. to join the Board.

ITEM D: Election of Officers

Board President Tyler called for nominations for new Board Officers. Board member Willett nominated Drew Petersen for President, John Schwantes for Vice President and Phil Baranowski for Secretary. Board President Tyler twice called for additional nominations, hearing none.

It was moved by Board Member Willett, seconded by Board Member Davis, that a unanimous ballot be cast to elect Drew Petersen for President, John Schwantes for Vice President and Phil Baranowski for Secretary for 2013-2014. Motion carried unanimously.

Newly-elected Board President Petersen commented that Mark Tyler has been a true advocate for Wisconsin's technical colleges and has set the bar high for the incoming President. Board member Tyler commented that it is easy to be an advocate for this system, and he has thoroughly enjoyed his service as President.

ITEM E: Wisconsin Technical College District Boards Association Report

Pat Costello, Mid-State Technical College trustee, and Paul Gabriel, Executive Director, provided the Board with an update of recent Association activities. Mr. Costello congratulated the new officers and thanked Mark Tyler for his service as president.

Mr. Costello reported that the Association's July meeting will be held in Rice Lake. Statewide Marketing Consortium Executive Director Kyle Schwarm will present a report on a longitudinal "parent perception" marketing study commissioned by the Consortium, as well as an update on other Consortium initiatives. In addition, Costello reiterated that Senator Sheila Harsdorf will be honored at the meeting, and Board member Tyler will be a guest speaker.

Mr. Gabriel noted the appointment of new Western Technical College (WTC) board member from Angie Lawrence, an employer member on the WTC Board.

Mr. Gabriel reported that in late August, the Association's annual strategic planning meeting will take place in Madison. WTCS President Foy and Fox Valley Technical College President Susan May will participate in that session.

Mr. Gabriel recognized and thanked Board member Tyler for his dedication to technical education and for serving as Board President. He noted that even before Mr. Tyler was appointed to the Board, he testified at legislative hearings in support of technical education, and worked to encourage youth to consider technical education and manufacturing careers.

ITEM F: WTCS Presidents' Association Report

Association and Fox Valley Technical College President Susan May gave her first report as president of the association. She thanked President Foy, WTCS Executive Vice President Zylstra, and District Boards Association Executive Director Gabriel, along with the entire System, for their efforts during the biennial budget process.

The Association held their annual planning meeting in June. Current goals include developing an application for federal TAACCCT grant funds with a focus on IT programs. The System was successful in securing a federal grant from this source for manufacturing, which is ongoing. Other Association goals include an ongoing focus on student success and legislative advocacy, and a newly formed subcommittee will focus on performance-based funding.

In addition, the Association is weighing benefits and options for adopting a Systemwide health insurance cooperative, with a potential start-up date of July 2014. This cooperative would operate similarly to the highly-regarded District Mutual Insurance program for property, liability and other exposure.

President May thanked Board member Tyler for his service and leadership. She is looking forward to providing regular updates at upcoming Board meetings.

Board member Barry asked if the new health cooperative would be for all college employees and if Dr. May could describe existing health insurance options. Dr. May explained that we are about 15 months into the process of developing the cooperative and are looking to standardize coverage and consolidate services to generate cost savings. Board President Petersen remarked that in phase one of the project, Dr. Rafn reported that the Association conducted a survey of district staff to get their input and asked Dr. May what the results of this survey were. President May indicated that the Association is examining the results before a decision is made.

WTCS President Foy remarked that the combined effort of the colleges in applying for TAAACCT grants is an excellent example of collaboration. These types of efforts are working well and the colleges continuously weight opportunities for collaboration. The District Mutual Insurance program is a great example, has been in place for many years, and has saved the colleges a tremendous amount of money.

Board President Petersen thanked Dr. May for her attendance at multiple budget hearings, and for information she provided Legislators to explain the value of a shared governance system.

ITEM G: Graduate Follow-up Report

WTCS Associate Vice President of Student Development and Assessment Willa Panzer presented the results of the 2012 Graduate Follow-up Survey. This is a population survey – in which the colleges attempt to survey all graduates, rather than just a sample – with an impressive 68% response rate. President Foy responded to a question by indicating that the response rate has been over 60% in the past few years. 97% of our graduates are satisfied or very satisfied with the training they have received; 88% are employed within 6 months of graduation. Most graduates stay, live and work in Wisconsin. Of those employed, 73% are working in jobs related to the training received.

Median salaries are based on respondents who work full-time and are working in occupational areas in which they were trained. President Foy reported that the data reflects starting salary, however, the last five-year follow-up report showed impressive wage gains over time. Reported wages reflect only salary and do not include overtime pay. Board member Tyler indicated that his employees who are WTCS graduates are breaking the \$40,000 mark for earnings, but it may be due in part to overtime hours.

Hard copies of the report are expected to be available in late July. The creation of the report is labor intensive and costly, but it is an effective tool for measuring outcomes.

Board member Schwantes questioned why with current survey technology, the process remains labor intensive. President Foy remarked that to deliver an acceptable response rate, this type of survey requires diligent follow-up, which is the costly, labor-intensive part. Creating and disseminating the survey is relatively simple. WTCS is in the process of determining the extent to which the survey might be supplemented with wage data captured by the Department of Workforce Development. Based on known limitations of the type of data available from DWD, that type of data capture would be unlikely to completely eliminate the need for a graduate follow-up survey, but will hopefully create efficiencies.

Board member Levzow asked if response rates are consistent. President Foy remarked that the response rates go up and down and it is a challenge to find students when they are moving and changing e-mail addresses so frequently. Board member Barry remarked that Districts will still have a labor intensive process, but we can collect more comprehensive data by accessing other data sources. Board member Tyler asked if the Board has ever considered hiring a data-mining firm. President Foy indicated that the statewide marketing consortium has looked into this but the expense is high and there are many privacy concerns.

Board members Tyler and Willett asked how the System is coordinating the multiple data demands on it, including external commitments to groups like Complete College America, within the development of a performance-based funding model. President Foy noted that the System team is well aware of existing data inventory and reporting requirements, and that these facts are being carefully considered as part of model development. Board President Petersen commented that the System is in a strong position to report and amplify the economic development impact of the colleges.

The meeting was adjourned at 5:5 p.m.

Wednesday, July 10, 2013 – 8:30 a.m.

Members Present: Phil Baranowski, Mary Quinnette Cuene, Stan Davis, Sharon Wendt for Tony Evers, Becky Levzow, Jonathan Barry for Reggie Newson, Drew Petersen, John Schwantes, S. Mark Tyler and Stephen Willett

Members Absent: Natalie Cruz, Phil Neuenfeldt and José Vásquez

System Office Staff Present: Kathy Cullen, Morna Foy, Carol Lynch, Willa Panzer, Dan Scanlon, Annette Severson, Conor Smyth, and Jim Zylstra

District/Others Present: Pat Costello and Paul Gabriel, District Boards Association; Mark Short, Wisconsin Student Government; Vickie Choitz, CLASP; Thomas Eckert, Blackhawk Technical College; Bruce Barker, Chippewa Valley Technical College; Susan May, Fox Valley Technical College; Bryan Albrecht, Gateway Technical College; Michael Lanser, Lakeshore Technical College; Sue Budjac, Mid-State Technical College; Michael Burke, Milwaukee Area Technical College; Sheila Ruhland, Moraine Park Technical College; Libby Burmaster, Anne Bonack, Todd Mountjoy, Rose Prunty, Kyle Gruenig, Kelly Haverkamp, Roxanne Lutgen, Kenneth Urban, Sandy Kinney, Nicolet Area Technical College; and Mike Pieper, Western Technical College and Angie Lawrence, Western Technical College District Board.

Board President Tyler called the meeting to order at 8:31 a.m.

Carol Lynch read the open meeting statement and roll call indicated that there was a quorum present.

ITEM I: Nicolet Area Technical College Presentation/Tour of University Transfer Center

Nicolet Area Technical College President Libby Burmaster provided a district overview for Board members. The district is 4,000 square miles with a main campus located on Lake Julia. The dual mission of providing both university transfer and technical and occupational programming is unique and statutorily required, as Nicolet is the only higher education institution in the district.

Nicolet offers university transfer, technical and occupational programs, contracted and customized training for businesses and industry, adult basic education, dual enrollment for high school students, a “Learning in Retirement” program, extensive community education including and “Outdoor Adventure” series, and cultural arts through the “Nicolet Live” series. Board members were also treated to a tour of the University Transfer Center. Given the size and rural nature of the Nicolet district, broadband access is a challenge in the area.

ITEM J: Consent Agenda Items

Board President Petersen offered the consent agenda items for Board discussion.

It was moved by Board member Schwantes, seconded by Board member Tyler, that the Wisconsin Technical College System Board approves the program and facilities development requests as presented. Motion carried unanimously.

ITEM K: Teaching and Learning: Adult Career Pathways

WTCS Provost and Vice President of Student Success Kathy Cullen moderated a panel on the topic of Adult Career Pathways. Panel members included Vickie Choitz, Senior Policy Analyst at the Center for Law and Social Policy (CLASP); Annette Severson, WTCS Associate Vice President of Instruction; and Willa Panzer, WTCS Associate Vice President of Student Development and Assessment.

Ms. Cullen gave the history of the development of Adult Career Pathways, an overview of key players in the process, and introduced panel members to the Board.

Ms. Choitz offered a national perspective on Adult Career Pathways and why they are central to workforce and economic development. She described the importance – to students and employers – of being able to “stack” technical college credentials to advance along a career pathway, including “bridge” programs that create opportunities for basic skills students to better access occupational training. Ms. Choitz stated that WTCS has a national reputation for developing high quality Adult Career Pathways, and she frequently offers Wisconsin as a model in her presentations in other states.

Ms. Panzer’s presentation focused on making Adult Career Pathways accessible to the largest number of students possible, including Adult Basic Education (ABE) students and English Language Learners (ELL), and the System’s efforts to advance this work.

Dr. Severson's presentation focused on how WTCS supports the development of Adult Career Pathways at the state level. She offered visuals to convey how WTCS credentials (certificates, technical diplomas and associate degrees) and industry certifications can be "stacked" along a career pathway, and how the work is tied directly to employment outcomes.

Board member Levzow asked who is responsible for making sure students follow through when a particular occupation, for which a technical college offers programming, requires licensure – the school, the employer or the student. In Ms. Levzow's program it was a requirement that the registry be completed. Dr. Severson explained that while not all occupations require certification, when they do, it is a shared responsibility to ensure that students complete the steps to achieve their career goals.

Board member Tyler remarked that achieving industry certifications can be very costly, and that they are not universally accepted by employers. Mr. Tyler also noted that his company is working with Wisconsin Indianhead Technical College on developing a new career pathway in manufacturing, and that this approach is helping to meet his workforce needs.

Board member Levzow commented that her district's high schools are offering dual credit courses in math and other areas, and that high school instructors work alongside technical college instructors. Ms. Cullen noted that Systemwide, we currently offer over 18,000 courses that qualify for dual-credit as part of youth career pathways. Mr. Willett stated that his district is similarly partnering with Northcentral Technical College to offer dual enrollment opportunities for youth.

Board member Petersen asked how the System could amplify our success and mobilize the business community. Ms. Choitz responded that other states have developed a business champions program that recognizes businesses who buy into the career models. With resources and budgets shrinking, developing these types of public-private partnerships is vital.

Board member Barry remarked that the Department of Workforce Development is ready to launch the new Fast Forward program and it would be helpful to ensure that career pathways are integrated into that effort. He indicated the Department's willingness to deliver an update on Fast Forward at the Board's next meeting.

President Foy stated that it's imperative that WTCS, the K-12 System, DWD and employer partners continue to coordinate career pathway development, and amplify successes.

Board President Petersen thanked the panel for their presentation.

ITEM L: Madison Area Technical College-Project Concept Review

After construction of a new Public Safety Training Center is completed, Madison Area Technical College is proposing to renovate the existing facility. WTCS Facilities Director Dan Scanlon gave a brief overview of the project concept review and deferred to Board members for discussion and questions, receiving none.

It was moved by Board member Willett, seconded by Board member Tyler, that the Wisconsin Technical College System Board finds the concept for Madison Area Technical College's proposed remodeling of facilities in Madison is reasonable. Motion carried unanimously.

ITEM M: Milwaukee Area Technical College-Project Concept Review

Milwaukee Area Technical College is proposing to lease space formerly occupied by Everest College for health sciences training. Mr. Scanlon gave a brief overview of the project concept review and Milwaukee Area Technical College President Michael Burke provided a detailed explanation of the proposed lease agreement and the facility. Board discussion revolved around whether there was an option to purchase the facility; it is not for sale. Board member Tyler remarked that while he typically does not support this type of leasing arrangement, he supports this proposal because the space is already fully-equipped for health care education.

It was moved by Board member Baranowski, seconded by Board member Willett, that the Wisconsin Technical College System Board finds the concept for Milwaukee Area Technical College's leasing of facilities in Milwaukee is reasonable. Motion carried unanimously.

ITEM N: Western Technical College-Project Concept Review

Western Technical College is proposing to purchase a 200-bed student residence hall, previously leased by the District and located near the La Crosse campus. Mr. Scanlon gave a brief overview of the project concept review and deferred to Board members for discussion and questions.

Board members discussed who currently owns the property, how the property will be funded and designed, and whether or not the City of La Crosse was in favor of the purchase. Western Facilities Director Mike Pieper explained that the building is privately-owned and the local family approached the college with an offer to sell. The facility will be funded by district funds and will employ a suite concept design, which is popular with students. Mr. Pieper reported that Western has a strong working relationship with the city of La Crosse. Board member Cuene noted that because the building is 2 years-old, it is in good condition and should not require remodeling in the near term.

It was moved by Board member Willett, seconded by Board member Cuene, that the Wisconsin Technical College System Board finds the concept for Western Technical College's acquisition of a student residence hall in La Crosse is reasonable. Motion carried unanimously.

ITEM O: Blackhawk Technical College-Project Concept Review

Blackhawk Technical College is proposing to remodel space at the existing Advanced Manufacturing Training Center to create welding, fabrication, and metallurgy labs, as well as classrooms offices and support space. Mr. Scanlon gave a brief overview of the project concept review and deferred to Board members for discussion and questions. None were voiced.

It was moved by Board member Petersen, seconded by Board member Barry, that the Wisconsin Technical College System Board finds the concept for Blackhawk Technical College's remodeling of facilities in Milton is reasonable. Motion carried unanimously.

Mr. Scanlon gave a brief presentation highlighting progress on several construction projects recently approved by the Board.

ITEM P: Legislative Update

WTCS Executive Vice President Jim Zylstra and District Boards Association Executive Director Paul Gabriel gave Board members a legislative update. Mr. Gabriel shared a budget summary document he prepared for Board members and stated that the assessment and views expressed in the document are his and not those of the district boards association. He thanked Mr. Petersen, Mr. Smyth and President Foy for their efforts and time spent meeting with the Governor's staff in relation to the current budget proposal.

Mr. Zylstra gave Board members an explanation of the Governor's budget vetoes. Most notably, he explained, the veto limited the proportion of general aid funding subject to performance-based funding to 30%. The Governor indicated he would address this in his next biennial budget. He noted the System's new "Performance Counts" e-newsletter was developed and is managed by WTCS Director of Strategic Partnerships, Conor Smyth. The newsletter is distributed to a broad group of WTCS stakeholders. WTCS has engaged HCM Strategists to assist with the stakeholder engagement in the process of developing the performance-based funding model, including helping to facilitate the upcoming Performance Counts Summit for college leaders in Madison. HCM's work with Wisconsin and other states is funded by national foundations.

Mr. Zylstra and WTCS Provost and Vice President of Student Success, Kathy Cullen will travel to Denver in August to meet with colleagues from other states who are also developing performance measurements. Mr. Zylstra noted that HCM asked permission to share the Performance Counts newsletter as a "best practice" for other states. He also noted that in addition to the summit for college leaders, WTCS has a robust calendar of stakeholder input opportunities planned for the fall, including discussions at the District Boards Association quarterly meeting and facilitated small group discussions with various internal and external stakeholders.

Board member Cuene commented that WTCS has a solid set of core courses that will meet a budget requirement that WTCS and UW identify courses totaling 30 credits that will transfer among the two Systems' institutions. Several Board members noted that UW may have a more difficult time identifying 30 credits that are transferable.

Mr. Zylstra reported that a legislative hearing on AB 177, which would remove the technical colleges from the property tax and significantly reshape the System's governance structure, has been postponed until August. System Office staff will attend the hearing and we take the issue very seriously. Board President Petersen stated that the timing for the AB 177 hearing offers an opportunity to highlight that the local governance model is highly effective.

ITEM Q: Announcements/Adjourn

The next regularly scheduled meeting of the WTCS Board will be held on Tuesday and Wednesday, September 10-11, 2013, at the Madison Area Technical College-Truax Campus in Madison.

It was moved by Board member Schwantes, seconded by Board member Baranowski, that the July 9-10, 2013, Board meeting adjourn. Motion carried unanimously.

The meeting adjourned at 11:40 a.m.

Respectfully submitted,

Carol Lynch
Recording Secretary