

MINUTES OF MEETING
WISCONSIN TECHNICAL COLLEGE SYSTEM BOARD
SEPTEMBER 9-10, 2014
SOUTHWEST WISCONSIN TECHNICAL COLLEGE
1800 BRONSON BOULEVARD
FENNIMORE, WISCONSIN 53809

Tuesday, September 9, 2014 – 4:30 p.m.

Members Present: Philip Baranowski, Mary Cuene, Tony Evers (by phone), Becky Levzow, Terrance McGowan, Jonathan Barry (by phone), Drew Petersen, Susan Schaumburg, John Schwantes, S. Mark Tyler

Members Absent: Stan Davis, José Vásquez, Stephen Willett

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

District/Others Present: Russell Moyer, Paul Gabriel, District Boards Association; Tom Eckert, Blackhawk Technical College; Susan May, Fox Valley Technical College, Sheila Ruhland, Moraine Park Technical College, Kenneth Urban, Nicolet Area Technical College, Duane Ford, Southwest Wisconsin Technical College, Lee Rasch, Western Technical College, Joseph Dolzani

Board President Petersen called the meeting to order at 4:32 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 July 15-16, 2014 Meeting

It was moved by Board Member Tyler, seconded by Board Member Levzow, that the July 15-16, 2014, Board minutes be approved. Motion carried unanimously.

ITEM B: Report of the Board President

Board President Petersen reported that the Legislative Council Study Committee on the Review of the Wisconsin Technical College System Funding and Governance held its first meeting on July 24. A number of Wisconsin Technical College presidents are serving on the committee and several who are not serving had an opportunity to testify before the committee. The discussion was informative and highlighted the technical colleges' service to our employer partners.

During its Wednesday session, the Board will discuss and take action on the 2015-17 Biennial Budget Request. Biennial Budget Development Workgroup members engaged in active

discussion and have taken great care to identify important initiatives. Board President Petersen thanked Workgroup members for their service.

ITEM C: Approval of the 2015-2016 Board Meeting Schedule

Board President Petersen offered the 2015-2016 meeting schedule for Board discussion. Receiving no questions, he called for a motion to approve the meeting schedule.

It was moved by Board Member Tyler, seconded by Board Member Levzow, that the Wisconsin Technical College System Board approve the 2015-2016 meeting schedule as presented. Motion carried unanimously.

ITEM D: Wisconsin Technical College District Boards Association Report

Russ Moyer, President of the Association, highlighted the summer meeting held on July 18-19 in Green Bay, which included a presentation by WTCS Senior Policy Advisor Nancy Merrill and an in-service on best practices in presidential evaluations. The fall meeting will be held in Rhinelander.

The Association of Community College Trustees (ACCT) annual leadership congress will be held in Chicago on October 22-25. A number of district board members are presenting. Moraine Park Technical College Board Member Vernon Jung is on the ACCT board and is up for reelection.

Paul Gabriel, Executive Director of the Association, thanked the Board for including the Association in the budget development process. The Association's annual strategic planning meeting was held in Madison in August. The draft goals and strategic focus for the coming year are advocacy, interdistrict cooperation, member education and development of partnerships and alliances. The Association's board is expected to officially adopt the goals and strategic focus areas in October.

Board Member Baranowski joined the meeting at 4:53 p.m.

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 met with Senator Ron Johnson in August at Fox Valley Technical College to present information relating to career and technical education. The Senator voiced his support of technical education. At the July Association meeting, Jim Morgan, President of the Wisconsin Manufacturers and Commerce Foundation, shared the goals of The Future Wisconsin Project. The presidents signed a letter supporting the Project and will be involved in The Future Wisconsin Economic Summit forum in Milwaukee in December.

ITEM F: Consent Agenda Items

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 McGowan, that the Wisconsin Technical College System Board approve the program and facilities development requests as presented. Motion carried unanimously.

ITEM G: Teaching and Learning – Workforce Innovation and Opportunity Act (WIOA)

Willa Panzer, WTCS Associate Vice President of Student Success, provided Board members with an overview of the Workforce Innovation and Opportunity Act (WIOA), which was signed into law on July 22, 2014. WIOA is designed to help job seekers access employment, education, training, and support services to succeed in the labor market, and to match employers with the skilled workers they need to compete in the global economy. Adult Basic Education is a core service of WIOA. In Wisconsin, those services are provided by WTCS.

System Office staff will provide feedback at the federal level as the administrative rules are created. Final Rules are scheduled to be published in January 2016. States are required to submit a Unified State Plan by March 2016. The System Office will continue to disseminate information to the technical colleges as it becomes available.

It was moved by Board Member Baranowski, seconded by Board Member Lezvow, to recess the Board meeting until Wednesday, September 10. Motion carried unanimously.

The meeting recessed at 5:25 p.m.

Wednesday, September 10, 2014 – 8:30 a.m.

Members Present: Philip Baranowski, Mary Cuene, Tony Evers, Terrance McGowan, Jonathan Barry, Drew Petersen, Susan Schaumburg, John Schwantes, S. Mark Tyler

Members Absent: Stan Davis, Becky Lezvow, José Vásquez, Stephen Willett

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

District/Others Present: Paul Gabriel, District Boards Association; Tom Eckert, Blackhawk Technical College; Susan May, Fox Valley Technical College, Bryan Albrecht, Gateway Technical College; Sue Budjac, Mid-State Technical College; Sheila Ruhland, Moraine Park Technical College, Kenneth Urban, Nicolet Area Technical College, Duane Ford, Karen

Campbell, Samantha Redman, Sue Reukauf, Phil Thomas, Caleb White, Southwest Wisconsin Technical College, Joseph Dolzani, Bryan Kirschbaum, Kyle Schwarm, Sharon Wendt

Board members attended the Learning Center Dedication at 8:30 a.m.

Board Member Petersen called the meeting to order at 9:15 a.m.

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

Board President Petersen commended Futuremakers Partner Award recipient Crossing Rivers Health for being a long-standing partner of Southwest Tech and recognized the dedication of the Karen R. Knox Learning Center Dedication as a testament to those serving in higher education. He thanked SWTC President Duane Ford and assistant Karen Campbell for their hospitality.

ITEM H: Report of the System President

President Morna Foy applauded the dedication of the Karen R. Knox Learning Center. Dr. Knox was not only a leader for career and technical education, she was a role model to women aspiring to be in leadership positions.

President Foy highlighted her continuing work on partnerships, including providing input to the Governor's Council on Workforce Investment's strategic plan and participating on the Business Competitiveness Advisory Committee of the Wisconsin Manufacturers and Commerce's Future Wisconsin Project. Wisconsin technical college presidents have signed on to support the Future Wisconsin Project and many are serving on the Talent Advisory Committee.

President Foy visited the College of Menominee Nation in August and expressed an interest in building stronger relationships with the technical colleges.

Presented Foy attended the Lake Superior Business and Technology Conference sponsored by the Wisconsin Innovation Network (WIN) and the Wisconsin Technology Council at Wisconsin Indianhead Technical College in Ashland in August. She presented to a group sharing the technical college perspective of building economy through relationships. The technical college presidents are members of WIN, the membership arm of the Wisconsin Technology Council, and five colleges will host board meetings over the year.

The Wisconsin State Journal published an op-ed by Wisconsin Technology Council President, Tom Still, highlighting the importance of technical education as part of Wisconsin's workforce development strategy. Mr. Still invited President Foy to participate in the Web show *WisBusiness: The Show* and share the role of the technical colleges in the Wisconsin economy.

In July, Gateway hosted the National Coalition of Certification Centers (NC3) national leadership summit. Gateway President Bryan Albrecht reminded Board members that a year ago,

Secretary Newson and President Foy had challenged the technical college presidents to be more visible on issues related to industry certifications. The challenge has resulted in a national dialogue. President Albrecht will share the story with the Career and Technical Education Senate Caucus in Washington later in the month.

President Foy highlighted news stories from around the state. *American Trucker* magazine announced that a graduate of Fox Valley Technical College, Julie Matulle, won Top Rookie of the Year. The award is sponsored by several trucking entities and organizations. Foy also shared an article from *Today's Workplace*, which notes that employers are changing the way they are structured, giving more responsibility to front line workers. It is important for the technical colleges to pay attention to these kinds of changes.

Letters from economic development and employer partners have been sent to members of the Legislative Council Study Committee. This is a strong testament to the importance of technical colleges to economic growth and business success.

President Foy shared copies of the 2014-15 WTCS Guidebook with Board members. In addition to standard program information, this year's publication integrates information about "The Technical College Effect" and emphasizes stackable credentials. Statewide Marketing Consortium Director Kyle Shwarm explained that in addition to the guide, there is a program wall chart and a map of the 16 technical colleges. These tools are shared with high school counselors and other recruitment representatives. Board members praised the scope and breadth of the pieces.

President Foy announced that the main WTCS website is near completion and asked Conor Smyth, Director of Strategic Advancement, to give an overview. Mr. Smyth highlighted features of the new site which include richer visuals, the flexibility to feature ongoing initiatives and current events, a robust newsroom, clear linkages for students and employers and a better organized governance section, among other improvements.

ITEM I: General Purpose Revenue, Adult Education and Family Literacy Act, and Carl D. Perkins and Technical Education Act Funding Guidelines for FY 2015-16

The System Board is required to approve grant guidelines for certain state and federal grants, including state General Purpose Revenue grants and federal grants under the Carl Perkins and Adult Education and Family Literacy Acts. Kathy Cullen, WTCS Provost and Vice President, and Associate Vice President Willa Panzer briefed the Board on the guidelines for fiscal year 2015-16, which detail fiscal and programmatic requirements and provide direction to the colleges on the process.

The Board's Strategic Directions serve as the foundation for the development of the guidelines. WTCS also considers best or promising practices from state and federal initiatives, changes in federal or state rules and regulations, and feedback from college leadership and staff.

Revisions to the guidelines were made for clarification and are in line with the Board's strategic directions. Revisions include a cap in the Career Pathway and Core Industry categories as well as a clarification regarding interdistrict collaboration. In addition, the "New Markets" grant category was changed to "Developing Markets" to better reflect the objective of the category.

The end result is a set of guidelines which directs innovative, effective and efficient practices, while guiding grant activities, funding levels, the application process, and how projects are monitored and evaluated.

It was moved by Board Member Baranowski, seconded by Board Member Tyler, that the Board adopt the funding guidelines for the General Purpose Revenue, Adult Education and Family Literacy Act, and Carl D. Perkins Career and Technical Education Act grant programs for fiscal year 2015-16. Motion carried unanimously.

ITEM J: 2015-17 Biennial Budget Request

Board President Petersen thanked Budget Development Workgroup members for their service and emphasized the importance of the budget request.

President Foy noted the revised resolution and modifications to Attachment C. The Workgroup consisted of faculty, a student, a representative of the Presidents' Association, System leadership and Board Members Levzow, McGowan, Petersen and Tyler. The proposal before the Board is measured, defensible and justified.

WTCS Executive Vice President Jim Zylstra gave an overview of the budget development timeline. The Governor and the Department of Administration will review the budget submissions this fall and the Governor will release his budget in January or February of 2015. President Foy will have an opportunity to testify before the joint Committee of Finance next spring.

Mr. Zylstra highlighted the *Technical College Effect on Economic Expansion* narrative that summarizes the four initiatives and emphasizes the need for middle skilled jobs. Policy Advisor Layla Merrifield gave an overview of the background materials, which included information on major revenue sources, the funding model, and FTE enrollments.

The *Performance Funding* initiative will support incentivizing degrees and certificates in high-demand fields; job placement within six months of graduation; industry-validated curriculum; and transitioning adults from basic education into occupational training. The request is for \$15 million over the biennium. Board President Petersen stressed that the request is reasonable and provides accountability. Board Member Tyler added that accountability and demonstrating results are key for state investment.

The *Innovation Agenda* initiative is a pilot program designed to advance Wisconsin's innovation economy. The request is for \$1 million over the biennium. The program will foster entrepreneurship by providing grants with matching funds from the Wisconsin Economic Development Corporation. Board President Petersen emphasized that the project would capture the entrepreneurial spirit of the technical colleges.

The *Ensuring Veteran Success* initiative will leverage our military veterans' experience with services focused on improving their transition to and success in skills training. WTCS Senior Policy Advisor Nancy Merrill explained that services would include credit for work and prior learning, counseling on financial aid, and other supports. The request is for \$5 million over the biennium. Board President Petersen added that it is important funds are distributed to all the colleges to serve veterans across the state.

The *Dual Enrollment Expansion* initiative is an important strategy and investment in mitigating the State's shortfall in workforce. Ms. Merrifield explained that the goal of the program is to increase graduates and keep them in Wisconsin by expanding access for high school students to earn technical college credits. The request is for \$3 million over the biennium.

Board members discussed the Higher Learning Commissions' new regulations related to dual enrollment. Board Member Evers acknowledged that it is a problem but indicated there are solutions.

Board President Petersen offered the budget request for board discussion. Board Member Tyler reported that it was a struggle for the Workgroup to reach a consensus and complimented WTCS staff on providing useful background and budget materials. The discussions gave the Workgroup focus and ended with a defensible request that Board Member Tyler strongly endorses. Board Member McGowan concurred.

Board President Petersen stated that the *Technical College Effect* narrative is excellent and expressed optimism. All state agencies will be competing aggressively for support for their programs. Taking into account the state's current priorities and fiscal status, this budget request is something the Board can defend. Board President Petersen expressed confidence that the Board will be chief advocates for this budget and that it will put the WTCS in a unique position to advance the state's economic priorities. Board Member Baranowski concurred.

It was moved by Board Member Tyler, seconded by Board Member McGowan that the board approve submission of the 2015-17 WTCS budget request as described in Attachment C, amended as reflected in the table below, to the Wisconsin Department of Administration. Motion carried unanimously.

**WTCS Biennial Budget Request
as a Change to Base Level Funding**

	<u>2015-16</u>	<u>2016-17</u>	<u>Biennial Total</u>
Performance Funding	\$5,000,000	\$10,000,000	\$15,000,000
Dual Enrollment	0	3,000,000	\$3,000,000
Veterans Success	2,500,000	2,500,000	\$5,000,000
Innovation Agenda	<u>500,000</u>	<u>500,000</u>	<u>\$1,000,000</u>
TOTAL	\$8,000,000	\$16,000,000	\$24,000,000

ITEM K: Legislative Update

Mr. Zylstra provided an update on the administrative rule process related to facilities, which will be finalized in late September.

Mr. Gabriel reported that the Legislative Council Committee will hold its second meeting later in September. The District Boards Associations' focus is on encouraging employer endorsements and business-driven events for new legislative members.

Ms. Merrill provided an update on an anticipated continuing resolution to fund the federal government at current funding levels through December, and reported that the Senate Health, Education, and Labor and Pensions Committee is developing priorities for federal Higher Education Act Reauthorization, which will focus on reducing student debt by reducing the cost of attending college.

ITEM L: Announcements/Adjourn

The next regularly scheduled meeting of the Board will be held on November 11-12, 2014, at Fox Valley Technical College in Appleton.

It was moved by Board Member Schaumburg, seconded by Board Member Cuene, to adjourn the September 9-10, 2014, Board meeting. Motion carried unanimously.

The meeting adjourned at 12:01 p.m.

Respectfully submitted,

Emily Gleason
Recording Secretary