

MINUTES OF MEETING  
WISCONSIN TECHNICAL COLLEGE SYSTEM BOARD  
JANUARY 28, 2014  
WISCONSIN TECHNICAL COLLEGE SYSTEM  
4622 UNIVERSITY AVENUE  
MADISON, WI 53705

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**Tuesday, January 28, 2014 – 9:00 a.m.**

Members Present: Phil Baranowski, Natalie Cruz (phone), Stan Davis, Tony Evers, Becky Levzow, Terry McGowan, Jonathan Barry for Reggie Newson, Drew Petersen, John Schwantes, S. Mark Tyler, Stephen Willett (phone), José Vásquez (phone)

Members Absent: Mary Quinnette Cuene

System Office Staff Present: Morna Foy, James Zylstra, Conor Smyth, Deb Olson, Nancy Merrill, Dan Scanlon, Leah Childress, Willa Panzer, Amy Charles, Emily Gleason, Judy Barbian

District/Others Present: Tom Eckert, Blackhawk Technical College; Sheila Ruhland, Moraine Park Technical College; Caroline Russell, Wisconsin Student Government; Duane Ford, Southwest Wisconsin Technical College; Jack Daniels, Madison Area Technical College; Paul Gabriel, District Boards Association; Dan Clancy, Lee Rasch, Western Technical College; Bob Meyer, Wisconsin Indianhead Technical College; Sharon Wendt, DPI; Susan May, Fox Valley Technical College; Jeff Rafn, Northeast Wisconsin Technical College; Lisa Maas, Northeast Wisconsin Technical College; Sue Budjac, Mid-State Technical College; Libby Burmaster, Nicolet Area Technical College

Board President Petersen called the meeting to order at 9:05 a.m.

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

**ITEM A: Approval of the Minutes from the November 12-13, 2013 Meeting**

**It was moved by Board member Tyler, seconded by Board member Baranowski, that the November 12-13, 2013, Board minutes be approved as presented. Motion carried unanimously.**

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

Board President Petersen introduced and welcomed Mr. Terry McGowan as an employee member of the WTCS Board. He is the Business Manager for the International Union of Operating Engineers, Local 139. Board member McGowan stated he is committed to growing a strong Wisconsin economy and is proud to be here.

The Tuition Review Task Force has been named. Members on this task force are Board members Schwantes, Tyler, Baranowski, and Cruz.

Board members will have a first look at the Performance Funding framework today. Board President Petersen encouraged Board members to be tenacious with questions. He reminded everyone that the stakeholders have been actively involved with outside consultants and thanked the WTCS staff for building a foundation for the future.

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

System President Morna Foy welcomed Emily Gleason as an assistant to the executive management team. She has an extensive administrative background and will bring strong communication and technology skills to the team.

U.S. Secretary of Labor Tom Perez recently visited Gateway Technical College to recognize Wisconsin's work on the INTERACE grant received from the Department of Labor under TAACCCT 2.

A number of technical colleges have also recently been recognized for excellence. Northeast Wisconsin Technical College was recognized as a finalist for an American Association of Community Colleges Award of Excellence in the area of student success. In addition, the Aspen List recognizes two year colleges throughout the nation each year by selecting 150 high performing technical colleges. Five WTCS colleges were chosen: Chippewa Valley, Lakeshore, Moraine Park, Northeast Wisconsin, and Wisconsin Indianhead.

President Foy joined U.S. Senator Tammy Baldwin as she visited Milwaukee Area Technical College last week to unveil the GREEN Act. She will also be visiting Lakeshore, Northeast Wisconsin, and Mid-State.

President Foy highlighted a number of upcoming events in February, including Career and Technical Education month; the second annual Community College Collaboration (C3) Conference hosted by Northcentral Technical College; and the Student Showcase in the State Capitol rotunda.

In his State of the State, the Governor highlighted the agriculture industry. A System-wide celebration of Ag Day is March 25. President Foy thanked President Ford and his team for hosting the event.

Board President Petersen remarked on the Governor's tax reform proposal. Funding has been unbalanced for the last 25 years and the State's share has been on a decline, putting an excessive burden on property tax payers. The Governor's proposal readjusts the scale.

Board President Petersen thanked Mr. Jonathan Barry and recognized Board member Newson for working with WTCS on the distribution of the Fast Forward grant funds. President Foy stated that this is one-time money, not a new state program. Board member Evers remarked that this is good news for our schools and will help meet the needs that are out there.

President Foy reported that the Performance Funding model is the culmination of a tremendous amount of work. WTCS has been transparent and focused on the measurable outcomes. The Board will take action in March.

#### **ITEM D: WTCS District Boards Association Report**

Paul Gabriel, Executive Director of the District Boards Association, provided the Board with an update on recent Association activities. System President Foy attended the Fox Valley trustee meeting workshop on community engagement. President of Wisconsin Student Government Caroline Russell and 25 other student leaders were also in attendance. The next meeting is April 25-26 at the Heidel House in Green Lake.

Mr. Gabriel reported that he will attend the ACCT National Legislative Summit in Washington, D.C., in two weeks. Wisconsin delegates will go to Capitol Hill fully briefed by the WTCS policy team, and Mr. Gabriel expressed his appreciation for those efforts. He also expressed appreciation for the open process to develop the Performance Funding model.

Mr. Gabriel stated that the 2014 advocacy campaign will focus on business testimonials and that the historic shift in funding in the Governor's proposal is welcomed, but he cautioned that responsiveness cannot be separated from local control.

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

Susan May, President of the WTCS Presidents' Association and President of Fox Valley Technical College, reported a number of recent activities of the Association: key strategies were shared at the statewide marketing consortium on best practices in reaching adult learners, shared programming, and advanced recognition of local responsiveness and statewide impact; the Association and WMC Foundation are working together to offer manufacturing seminar series across the state in February and March; and the Wisconsin Leadership Development Institute (WLDI), which has had 509 graduates since 1995, will offer foundation academy and advanced academy in 2014-15.

#### **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 Schwantes, seconded by Board member Baranowski, that the Wisconsin Technical College System Board approves the program and facilities development requests as presented. Motion carried unanimously.**

## **ITEM G: Phi Theta Kappa Overview**

Dr. Lee Rasch, President of Western Technical College, Linda Duffy, Regional Coordinator of Phi Theta Kappa, and Tina Wegner, President of the Phi Theta Kappa Alumni Association presented information on the organization.

Phi Theta Kappa was established in 1918 and is the international honor society for two-year colleges and the largest honor society in higher education. To date, the organization has inducted over 2.5 million members, many of whom are now members of alumni chapters. Their presence at Wisconsin's technical colleges has been so strong that Wisconsin is now its own region. On March 26, an All-Wisconsin Academic Team Luncheon will highlight academic excellence.

Tina Wegner graduated last spring from MATC with an Associate Degree in Accounting and earned her Business Management degree in 2012. The chapter provided Tina with an opportunity to develop leadership and service skills. President Rasch shared three student success stories and highlighted the role of Phi Theta Kappa.

Board President Petersen inquired about the scholarship process. President Rasch responded that they work with foundations to raise funds to build pathway scholarships. Ms. Duffy stated that interested colleges may contact her and she can get the financial advisors connected. Each chapter can establish its own bylaws but the standard for most is a GPA of 3.5 or higher and completion of 12 credits in an Associate Degree program.

## **ITEM H: Overview of Proposed Performance Based Funding Model**

WTCS Executive Vice President Jim Zylstra and consultant Dan Clancy provided Board members with an overview of the WTCS performance funding model, which is based on college outcomes. The key goals for model development included: to be efficient making use of existing data, to reflect the colleges' complex missions, to be reasonably simple, to be responsive to the potential need for revision based on experience, to improve student outcomes, and to clearly document high-value outcomes. Robust stakeholder input and best practices included a number of efforts, such as a summit and small group discussions with college presidents and staff, an on-line survey completed by internal and external stakeholders, and ongoing consultation with HCM Strategists.

The model is based on three years of available data. Funds allocated are based on a college's performance with respect to seven of the nine statutory criteria. Twenty-five percent of the available performance funding will be equally divided among the nine criteria with the remaining funds distributed proportionately based on the number of colleges selecting a particular criteria. Each college designates annually seven of the following nine criteria:

1. Job Placement
2. High Demand Fields
3. Industry-Validated Curriculum
4. ABE Transition

5. ABE Services and Success
6. Dual Enrollments
7. Workforce Training
8. Collaboration
9. Special Populations

Mr. Barry questioned whether criteria for “high-demand” occupations are based on capacity issues and waiting lists. Mr. Zylstra responded that they are not. The model looks at college programs. For example, the truck driver program, which is offered at five colleges, is recognized.

Mr. Barry inquired whether data is available that tracks when an employer reimburses an employee for training post-graduation. Mr. Zylstra replied that colleges are unable to track reimbursements after course completion.

Board President Petersen raised a question about collaboration and the concept of shared programming. System President Foy noted that while shared programs can be helpful, they do not always benefit the student. For example, if one college pulls out of a program it leaves the other partnering colleges in a bind and students are left to figure out how to complete the program.

Mr. Zylstra stated that Board action is planned for the March meeting, and performance funding will be implemented after Joint Finance approval.

Board member Tyler thanked System staff for working hard to complete this process. Mr. Zylstra noted that the numbers prove WTCS currently has 16 high-performing institutions. Board President Petersen concluded that this is an opportunity to demonstrate that colleges are significant contributors to the economic climate in their communities.

## **ITEM I: Legislative Update**

Jim Zylstra, Paul Gabriel and Nancy Merrill provided an update on bills of interest to WTCS, including AB 226 which changes the definition of a small business for WAT grants and allows the TCSB to award the grants to a district board to provide assistance with market expansion or business diversification.

Mr. Gabriel stated that SB 476 further limits eligibility to serve on the Milwaukee Area Technical College Board, requiring employer members to have at least two years of managing experience. The District Boards Association opposes the bill.

**ITEM J: Announcements/Adjourn**

The next regularly scheduled meeting of the WTCS Board will be held on March 25-26, 2014, at Western Technical College in La Crosse. The Phi Theta Kappa All-Wisconsin Academic Team luncheon will immediately follow the meeting on March 26, 2014.

**It was moved by Mr. Barry, seconded by Board member Baranowski, that the January 28, 2014, Board meeting adjourn. Motion carried unanimously.**

The meeting adjourned at 11:56 a.m.

Respectfully submitted,

Deb Olson  
Recording Secretary