

MINUTES OF MEETING
WISCONSIN TECHNICAL COLLEGE SYSTEM BOARD
SEPTEMBER 10-11, 2013
MADISON AREA TECHNICAL COLLEGE
1701 WRIGHT STREET
MADISON, WI 53704

Tuesday, September 10, 2013 – 4:30 p.m.

Members Present: Phil Baranowski, Mary Quinnette Cuene, Natalie Cruz, 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: Phil Neuenfeldt and José Vásquez

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

District/Others Present: Russell Moyer and Paul Gabriel, District Boards Association; 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; Jack Daniels, Madison Area Technical College; Sue Budjac, Mid-State Technical College; Michael Burke, Milwaukee Area Technical College; Sheila Ruhland, Moraine Park Technical College; Lori Weyers, Northcentral Technical College; Angie Lawrence, Western Technical College District Board.

Board President Petersen called the meeting to order at 4:34 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 July 9-10, 2013 Meeting

It was moved by Board member Baranowski, seconded by Board member Tyler, that the July 9-10, 2013, Board minutes be approved as presented. Motion carried unanimously.

ITEM B: Report of the Board President

Board President Petersen stated that the performance funding work led by the System Office will provide a tremendous tailwind for the System's current work. He reported that at the Board's November meeting, the Board's working group and System Office staff will bring a recommendation for new grant categories for the distribution of general purpose revenue categorical grants to the colleges, as required by the 2013-15 biennial budget. The working group consists of Board members, Davis, Levzow and Baranowski.

Board President Petersen and Board member Tyler have been selected to serve on the search and screen committee for hiring the new UW President. Serving on this committee will allow for ongoing collaboration between the two systems.

Board President Petersen introduced the new President of Madison College, Dr. Jack E. Daniels, III. Dr. Daniels welcomed the board and indicated that he is pleased to be in Madison and honored to have been selected to serve as President of Madison Area Technical College. He is enjoying learning about the technical college system and the communities served.

ITEM C: Report of the System President

System President Morna Foy welcomed President Daniels to his new position and thanked him for hosting the WTCS Board meeting.

October is Manufacturing Month and every college will be host one or more community events to celebrate. The System Office developed a dedicated Web presence for the month, President Foy will record a promotional video in partnership with Wisconsin Manufacturers & Commerce (WMC) and attend a number of college events with the Governor, Lt. Governor, DWD Secretary Newson and other officials. WTCS coverage is also included in the inaugural issue of *Manufacturing Today*, which goes to every high school in the state and is targeted at educators and administrators.

President Foy explained that the three additional Systemwide themes are under development to highlight the colleges' dynamic and long-standing employer partnerships, role in fostering and supporting entrepreneurship, and student leadership. The System Office will continue to collaborate with the colleges, the District Board Association, Wisconsin Student Government and other partners to highlight these topics.

President Foy updated the Board on development of the performance-based funding framework and new categorical grant categories, reiterating Board President Petersen's timeline for Board approval of new grant categories in November.

President Foy also thanked Paul Gabriel and the District Boards Association for allowing her to give input at the Association's recent strategic planning meeting.

ITEM D: WTC District Boards Association Report

Russ Moyer, President of the District Boards Association, introduced himself to the Board. Mr. Moyer is a dairy farmer in Barneveld and a member of the Southwest Wisconsin Technical College District Board since 1984. He was elected as the new president of the Boards Association in July.

Mr. Moyer reported on the July meeting which was held at Wisconsin Indianhead Technical College in Rice Lake. Meeting highlights included an overview of a "parents' perceptions" survey designed to shed light on how Wisconsin parents view the technical colleges), Board Member Tyler's presentation of the Futuremakers Champion Award to

Senator Harsdorf, Dr. Susan May's report on the Presidents' Association goals, and President Foy's presentation on the System's goals and the importance of continuing to foster a collaborative culture throughout the System. The next Boards Association meeting is in November. WTCS Board members are welcome and encouraged to attend the Association's quarterly meetings.

Paul Gabriel, Executive Director of the Association thanked Mr. Moyer for his report. He introduced Angie Lawrence, Western District Board trustee, to the Board. Mr. Gabriel distributed copies of the new Association directory and remarked that he is proud of the diversity of the district boards.

Mr. Gabriel recognized Conor Smyth, WTCS Director of Strategic Partnerships, for an article written for *Trustee Quarterly*, a national publication of the Association of Community College Trustees (ACCT). He also provided a copy of an article on Moraine Park Technical College's Computer Numeric Control (CNC) boot camps, published in the same edition.

Mr. Gabriel reported that the Association's recent strategic planning session focused on a SWOT analysis, and that the input provided by WTCS President Foy and FVTC President May was invaluable. He also indicated that advocacy efforts will focus on educating legislators so that they understand how our local boards work and how they work collaboratively with the WTCS Board.

ITEM E: WTCS Presidents' Association Report

Susan May, President of the WTCS Presidents' Association and President of Fox Valley Technical College, reported that the third round of TAACCCT grant applications have been submitted, with grant announcements expected soon. She indicated that review of the potential for the colleges to collaborate in a health insurance cooperative is underway and the Board will receive an update in December.

Dr. May reported that the Performance Counts Summit allowed for presidents to have input into the development of the performance measures related to the new performance-based funding. She thanked System President Foy for hosting the Summit. She also thanked Mr. Gabriel for allowing her to attend the District Boards Association Strategic planning session.

ITEM F: Teaching and Learning: Rigorous Programs of Study

WTCS Associate Vice President of Instruction, Annette Severson and Department of Public Instruction Director of Career and Technical Education, Sharon Wendt provided an update on Rigorous Programs of Study (RPOS), funded under a federal grant.

Board member discussion focused on ensuring that Wisconsin's high school students have every opportunity to earn technical college credits and credentials, and that they be recognized for that work in a way that is comparable to traditional academic programs.

Board members questioned how the average student fairs when math programs are more rigorous, and how schools keep students interested if they don't excel in math. Dr. Severson explained that if an instructor applies the math to a particular area of study, such as business, manufacturing or health care, it makes instruction clearer. Ms. Wendt added that by selecting a career pathway, course requirements are outlined at the start so there are no surprises to students.

Board member Tyler commented that he is excited about collaborating with an area high school that is successfully addressing the misperception that technical education is not academically rigorous. Mr. Tyler gave several specific examples of how his company is working with area high schools and two technical colleges to let them know the skill set needed. He stated that it's very important that businesses collaborate with educational partners.

Board member Cuene commented that an unintended benefit of using these methods is that it could reduce financial pressure on the colleges to provide remedial instruction for unprepared students.

President Foy thanked Dr. Severson and Ms. Wendt for their presentation and recognized the fact that a lot of work is involved in these projects. Ms. Foy asked Board members to let her know if they have a topic they would like featured in upcoming teaching and learning presentations. She reported that January's meeting will address youth apprenticeship, as requested by Board member Barry.

Board President Petersen referred Board members to the draft 2014-2015 WTCS Board Meeting calendar and called for a motion to approve the calendar.

It was moved by Board member Tyler, seconded by Board member Schwantes, that the 2014-2015 WTCS Board Meeting Calendar be approved as presented. Motion carried unanimously.

The meeting was adjourned at 5:54 p.m.

Wednesday, September 11, 2013 – 8:30 a.m.

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

Members Absent: Phil Neuenfeldt and José Vásquez

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

District/Others Present: Paul Gabriel, District Boards Association; 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; Jack Daniels, Madison Area Technical College; Sue Budjac, Mid-State Technical College; Michael Burke, Milwaukee Area Technical College; Sheila Ruhland, Moraine Park Technical College; Libby Burmaster, Nicolet Area Technical College; Lori Weyers, Northcentral Technical College; Dan Seidl, Northeast Wisconsin Technical College; Lee Rasch, Duane Ford, Southwest Technical College; Barbara Prindiville, Waukesha County Technical College; Western Technical College; and Angie Lawrence, Western Technical College District Board.

Board President Petersen called the meeting to order at 8:33 a.m.

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

ITEM H: Madison College Presentation and Tours

Madison College President, Jack E. Daniels welcomed Board members and offered tours of the Health Education Building, the Protective Services Building, the Ingenuity Center or the Student Gateway Center.

The tours were completed by 9:45 a.m. Board President Petersen thanked Dr. Daniels for his hospitality and commented that the tours gave the Board a good sense of how the community, businesses and college are collaborating. He was very impressed by the homeland security area of the Protective Services Building. In honor of the victims of September 11, 2001, Board members observed a moment of silence.

ITEM I: 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 Willett, that the Wisconsin Technical College System Board approves the program and facilities

development requests as well as the interim district board appointments as presented. Motion carried unanimously.

ITEM L: Madison Area Technical College – Remodeling of Facilities in Madison

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. No questions were voiced.

Board member Willett commented that Madison College's facilities are beautiful and perhaps extravagant. Board member Barry suggested a discussion at a future meeting regarding the cost per square foot of all new construction at the districts. Board member Tyler explained that he was involved in the planning stages of the highlighted facilities that were toured today and indicated that the Board and System Office staff looked at plans and took significant steps to reduce costs. The WTCS Board worked collaboratively with the college to streamline the projects. Board member Tyler agreed that a discussion regarding cost per square foot is warranted.

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

ITEM M: Milwaukee Area Technical College-Leasing

Board President Petersen stated that the Board reviewed this leasing proposal at the July meeting. WTCS Facilities Director Dan Scanlon outlined the project. The building will be used for health education services and comes in a ready-to-use condition which will allow the college to expand their health education program capacity. Board member Willett asked Milwaukee Technical College System President Michael Burke if there was any way the opening of the building could be sped. Dr. Burke indicated that the planned opening is the soonest possible.

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

ITEM N: Blackhawk Technical College – Remodeling of Facilities in Milton

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 and deferred to Board members for discussion and questions.

Board President Petersen stated that clearly, a large demand for this training exists in the Blackhawk Technical College District and this project appears to be needed and appropriate.

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

ITEM J: Wisconsin Fast Forward, Labor Market Information Systems and Unemployment Insurance to Employment

Department of Workforce Development (DWD) Secretary Reggie Newson and Scott Jansen, Employment and Training Administrator, gave an overview of the Wisconsin Fast Forward Grant Program, the Labor Market Information Systems (LMIS) and the Unemployment Insurance to Employment initiatives. Secretary Newson believes everything DWD does should be driven by economic development outcomes. The targeted audience for the Fast Forward Grant is unemployed, underemployed and dislocated workers. The LMIS system will allow data collection capabilities to provide appropriate decision making. Several weeks ago he joined President Foy and CEO of Wisconsin Economic Development Corporation Reed Hall for the MOU signing ceremony. A committee has been formed to review grant applications and provide grant compliance overview. The committee will also track funds spent and grant outcomes. DWD also intends to partner with the Department of Public Instruction and the local Workforce Development Boards.

Board member discussion focused on how technical skills assessments are conducted, the role of technical colleges in the program and how the program might assist in getting unemployed and dislocated workers back into the workforce.

Board member Barry indicated that this grant program really focuses on addressing the skills gap. Employers may be experiencing a large turnover due to retirements and are looking for specific skill training to help fill these positions.

Mr. Jansen reported that DWD is nearly ready to roll out the grant application process. The LMIS is also an important component of this project and will enable the department to collect outcomes data. Unemployment Insurance data will be used to track job placement and retention. DWD is focused on this being a very collaborative process and do not want to duplicate the efforts of other stakeholders.

Secretary Newson thanked President Foy for making System Office staff available to work on the project. DWD is looking for existing skills training programs that can be used to train workers in targeted areas, which would give Wisconsin a competitive advantage when recruiting businesses to move to Wisconsin.

Board member Levzow asked if Wisconsin is the only state with a program like this. Secretary Newson replied that Wisconsin is actually a little behind a few other states. Georgia, Louisiana and Minnesota currently have models in place. The technical colleges really drive the programs in Georgia, and the focus there is strictly economic development. Board President Petersen noted that this is the first time Wisconsin has invested state GPR dollars into DWD programs. WTCS will work closely with the Office of Skills Development to grow the program.

Board member Barry noted that eligible individuals can continue to receive unemployment compensation while receiving the skills training, allowing recipients to get traction in the workforce. Mr. Jansen stated that DWD wants this to be a fact-based, data-driven outcomes program. One goal is to have employers value the ongoing education of incumbent workers.

Board member Willett stated that he hoped employers would drive the grant program and asked who is driving the program in Georgia. Secretary Newson stated that the technical colleges lead Georgia's "Quickstart" program, through which many businesses have relocated to Georgia. Mr. Jansen pointed out that Wisconsin has excellent educational systems in comparison to Georgia, so the training needs of our workforce are a little different.

ITEM O: Facilities Update

Mr. Scanlon gave a brief presentation highlighting progress on several construction projects recently approved by the Board. He outlined the development of Mid-State Technical College's new Stevens Point campus, the partnerships that made this project possible and the funding sources for the project.

ITEM K: Adult Education and Family Literacy Act and Carl D. Perkins Career and Technical Education Act Funding Guidelines for Fiscal Year 2014-15

Provost and Vice President of Student Success Kathy Cullen explained to Board members the structure of these two federal grant programs administered by WTCS, and the subcategories within them. The guidelines directly support the strategic directions of the Board. The Board is being asked to approve the guidelines and the timelines for the grant processes.

Board President Petersen asked how the formula for distributing the Institutional Individuals was determined. Ms. Cullen responded that the grants are competitive and requests for proposals are collected periodically. The timeline is set to allow sufficient review of projects prior to bringing funding recommendations to the Board for approval in March.

It was moved by Board member Baranowski, seconded by Board member Schwantes, that the Wisconsin Technical College System Board adopts the funding categories and timelines for the Adult Education and Family Literacy Act, and Carl D. Perkins Career and Technical Education Act grant appropriations. Motion carried unanimously.

ITEM P: Performance-Based Funding Update

WTCS Executive Vice President Jim Zylstra updated Board members on the System's development of a performance-based funding model. Mr. Zylstra explained that in the current budget, WTCS received an additional \$5 million in general state aid annually. The formula currently used to distribute general aid has been in place for many years. Act 20 changed how this funding will be distributed. Mr. Zylstra also clarified that general state aid is distinct from categorical aid funding. The percentage of general aid will be performance-based is scheduled to increase incrementally over the next three years. The Legislature modified these increases somewhat from the Governor's original budget.

Board member Tyler asked if Mr. Zylstra thought there would be a cap applied to this percentage. Mr. Zylstra suggested it was likely a cap would be negotiated at some point in the future. He also reminded the Board that by the time it begins developing its 2015-17 biennial budget proposal, it will have only three months of time operating under the new performance-based funding model.

Mr. Zylstra reported that colleges will select 7 of the 9 funding criteria for their district. WTCS is required to submit an annual report detailing how performance-based funds were distributed. WTCS is working with DWD to define “high-demand” fields within one criteria, while Mr. Zylstra expects that the term “collaboration” may be difficult to define for another.

System President Foy reminded Board members that while WTCS is making every effort to make use of existing data, the requirement to count certificates will require new data collection. She also remarked that research on other states’ performance-based funding models suggests keeping a model as simple as possible is a best practice.

The Performance Counts Summit took place on August 14 and consultants from HCM Strategists joined System leaders in presenting an overview. Forty-two other states are either using a performance-based funding system, or are in the process of developing or considering one. On September 16, WTCS will host members of the Joint Committee on Finance, the Senate and Assembly Education Committees and state-level partners to collect input. WTCS education directors are also collecting input at meetings with college experts, and WTCS will conduct a web-based survey similar the one employed when the Board was developing its current strategic plan. In addition, Mr. Zylstra and Mr. Smyth will be meeting with the District Boards Association.

The stakeholder input phase will be completed by December 1st. A detailed presentation will be provided to Board members at the January 2014 meeting and System Office staff will bring a final recommendation to the Board in March 2014. Board President Petersen commented that this is an aggressive timeline that will require considerable effort.

Mr. Smyth will continue to produce the electronic *Performance Counts* newsletter and distribute it to Board members and other stakeholders. Mr. Zylstra concluded by repeating counsel provided by the HCM Strategist consultants at the August Summit – when developing the model, “don’t sacrifice the good for the perfect.”

ITEM Q: Legislative Update

Mr. Gabriel provided an update on Assembly Bill (AB) 177, which he explained would significantly change the System’s governance structure. Two hearings have been scheduled and delayed. Mr. Gabriel believes it will receive a hearing and had advised taking the bill seriously because it demonstrates ongoing legislative interest in property tax reform.

Board member Tyler asked if there is support for the bill in both houses. Mr. Gabriel responded that while some support exists in the Assembly, there is little to no support in the

Senate. Board President Petersen commented that the System's effort to mobilize employer support for local governance has had a positive impact. Mr. Gabriel concurred and stated that ongoing efforts will be required.

Board member Barry asked how the bill addresses debt. Mr. Gabriel replied that it would transfer all debt to the WTCS Board. He also stated that because the bill omits significant details, it suggests the need for additional legislation.

Mr. Gabriel reported having productive discussions with Representative Klenke regarding achieving property tax reform without targeting the technical colleges. Mr. Willett stated that successful referenda demonstrate community support for the colleges, and that each college has unique needs that are best addressed at the local level.

AB 201 gives registration priority to veterans. Mr. Zylstra provided details of the bill, which will go the Senate in September and is considered likely to pass. WTCS Senior Policy Advisor Nancy Merrill is working with the colleges to ensure successful implementation of the bill's provisions. President Foy remarked that while WTCS has not heard concerns from veteran students, the technical colleges were included simply because they are higher education institutions.

Ms. Merrill referred Board members to the federal legislative update. She summarized the main items and outlined President Obama's college affordability plan. It calls for a direct link between college performance and financial aid funding.

ITEM R: Announcements/Adjourn

The next regularly scheduled meeting of the WTCS Board will be held on Tuesday and Wednesday, November 12-13, 2014, at Blackhawk Technical College in Janesville.

It was moved by Board member Baranowski, seconded by Board member Wendt, that the September 10-11, 2013, Board meeting adjourn. Motion carried unanimously.

The meeting adjourned at 12:13 p.m.

Respectfully submitted,

Carol Lynch
Recording Secretary