

MINUTES OF MEETING
WISCONSIN TECHNICAL COLLEGE SYSTEM BOARD
NOVEMBER 12-13, 2013
BLACKHAWK TECHNICAL COLLEGE
6004 S. COUNTY ROAD G
JANESVILLE, WI 53546

Tuesday, November 12, 2013 – 4:30 p.m.

Members Present: Drew Petersen, John Schwantes, Philip Baranowski, Natalie Cruz, Becky Lezvow, S. Mark Tyler, Jose Vasquez, Stephen Willett

Members Absent: Mary Quinnette Cuene, Stan Davis, Phil Neuenfeldt, Reggie Newson, Tony Evers

System Office Staff Present: Kathy Cullen, Morna Foy, Dan Scanlon, Conor Smyth, James Zylstra, Nancy Merrill, Layla Merrifield, Willa Panzer

District/Others Present: Russell Moyer and Paul Gabriel, District Boards Association; Thomas Eckert, Blackhawk Technical College; Diane Nyhammer, Blackhawk Technical College; Jackie Pins, Blackhawk Technical College; JoAnn Moller, Blackhawk Technical College; Laverne Hays, Blackhawk Technical College District Board; Kevin Leavy, Blackhawk Technical College District Board; Roger Stanford, Chippewa Valley Technical College; Michael Burke, Milwaukee Area Technical College; Jack Daniels, Madison Area Technical College; Susan May, Fox Valley Technical College; Sheila Ruhland, Moraine Park Technical College; Lori Weyers, Northcentral Technical College; Karen Smits, Northeast Wisconsin Technical College; Mike Pieper, Western Technical College; Ed Lukasek, Western Technical College; Keith Kolb, Robert W. Baird; Maureen Kolb; Sharon Heilman, Waukesha County Technical College – WTCS Student Leadership Program; Dan Clancy

Board President Petersen called the meeting to order at 4:35 p.m.

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

ITEM A: Approval of the Minutes from the September 10-11, 2013 Meeting

It was moved by Board member Baranowski, seconded by Board member Schwantes, that the September 10-11, 2013, Board minutes be approved as modified. Motion carried unanimously.

ITEM B: Report of the Board President

Board President Petersen noted October's designation as Manufacturing Month recognized the importance of manufacturing as a predominant business enterprise in Wisconsin. The Governor highlighted the technical colleges and Manufacturing Month activities during a

recent weekly radio address. The good work of the technical colleges is being amplified around the state and is resonating with the Legislature.

The Governor's Office has announced the appointment of 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. Mr. McGowan is very focused on job creation. His attendance is anticipated at the Board's January meeting.

ITEM C: Report of the System President

System President Morna Foy noted the death of Gene Lehrmann, former System President, who passed away on November 1 at his home in Colorado. In addition to his tenure as System President, he was a local technical college leader for many years prior to that, and also worked with the WTCS Foundation.

President Foy highlighted a number of items, including a Moraine Park Technical College newsletter article on the new Jackson Regional Center opening; an article in *Rural Route* authored by Member Levzow; an article on career pathways that exemplifies the attention Wisconsin is receiving for career pathways development; and an article on a new partnership between Wisconsin Indianhead Technical College, Bosch Packaging Technology, and the Department of Workforce Development to develop a new electro-mechanic apprenticeship program.

President Foy announced the launch of myWTCS, the new internal website, which is more secure, easier to use and will improve data transfer with the colleges. The launch went very smoothly.

The New Leaders Academy was recently held for new leaders within the System. This annual professional development opportunity routinely receives positive feedback.

The "C3" Conference will be conducted at Northcentral Technical College in February 2014, with a focus on implementing the Board's strategic directions. Approximately 150 instructional and student services leaders from throughout the System participating.

President Foy participated in the national ACCT Leadership Congress in Seattle, where WTCS was well-known and recognized in the community college space. Wisconsin also hosted the National Council of Workforce Education Conference in Milwaukee in October.

President Foy thanked Paul Gabriel and Russ Moyer of the District Boards Association for the informative discussion/presentations at the Association's fall meeting.

ITEM D: WTC District Boards Association Report

Russ Moyer, President of the District Boards Association, introduced the district board members in attendance. The Association co-sponsored the Legal Issues Conference held November 6-7 in Waukesha; approximately 130 DBA members and WTCS staff attended.

Topics included legal responsibilities of board members, campus security, board ethics, risk management issues, and social media. System staff also shared information on performance-based funding. The Association's Winter Meeting will be held in Appleton on January 17-18; the Spring Meeting will be held in April at the Heidel House in Green Lake.

Paul Gabriel, Executive Director of the Association, reported that the ACCT Leadership Congress was well attended in Seattle. Mr. Gabriel noted that while Wisconsin representatives made up 2% of the attendance at the conference, they made up 6% of the selected presenters for the concurrent sessions, including a presentation on the WTCS Student Success initiative. Moraine Park trustee Vernon Jung serves on the national ACCT Board, while Blackhawk trustee Víctor González was elected to the ACCT Diversity Committee. The ACCT National Legislative Summit will be Feb. 10-13 in Washington, DC. In addition to the national briefing for attendees, WTCS delivers a dedicated state briefing for Wisconsin attendees.

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: the colleges did an outstanding job of supporting Manufacturing Month in October; the colleges are developing an inventory of industry-related certifications offered across the System; a letter of intent was submitted to the Kreske Foundation to support a state-level student success center, with potential to receive up to \$250,000 annually for 2 years; the Association's five strategic focus committees—Student Success, UW College Collaboration, Legislative Advocacy, Process Improvement, and Performance-Based Funding—continue to make progress.

ITEM F: WTCS Student Ambassador Program

Sharon Heilman, WTCS Student Leadership Program Coordinator, and Conor Smyth, WTCS Director of Strategic Partnerships, presented information on the program. The ambassador program recognizes student leadership and student service. Stories for several of the 2013 state ambassadors were shared.

Board member Levzow suggested the possibility of creating a wall of fame for alumni. Staff concurred and added that it would be a great opportunity to track graduates and their accomplishments.

Board President Petersen recognized JoAnn Moller for her many contributions to the WTCS Student Leadership Program and System throughout the years.

Board President Petersen recognized Robert W. Baird, Inc. for the financial support throughout the years for the WTCS Student Ambassador Program. Baird representative Keith Kolb shared comments on his relationship with WTCS and stated he looks forward to continuing the partnership for many years to come.

It was moved by Board member Willett, seconded by Board member Schwantes, to adjourn the Board meeting. Motion carried unanimously.

The meeting was adjourned at 5:55 p.m.

Wednesday, November 13, 2013 – 8:30 a.m.

Members Present: Phil Baranowski, Natalie Cruz, Tony Evers, Becky Levzow, Jonathan Barry for Reggie Newson, Drew Petersen, John Schwantes, S. Mark Tyler and Stephen Willett (departed meeting at 10:09 a.m.)

Members Absent: Phil Neuenfeldt, Mary Quinnette Cuene, Stan Davis,

System Office Staff Present: Kathy Cullen, Morna Foy, Dan Scanlon, Annette Severson, Conor Smyth, Nancy Merrill, James Zylstra, Karen Showers, Layla Merrifield, Kyle Schwarm

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, Western Technical College; Duane Ford, Southwest Wisconsin Technical College; Barbara Prindiville, Waukesha County Technical College; and Angie Lawrence, Western Technical College District Board.

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

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

ITEM H: Blackhawk Technical College Presentation

Blackhawk Technical College President Tom Eckert welcomed Board members and presented an overview of the College. BTC Vice President Edward Robinson presented information on an initiative within Rock County to prepare individuals to enter the workplace.

ITEM I: Consent Agenda Items

Board President Peterson 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 Tyler, 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 J: Performance-Based Funding Update

Jim Zylstra, WTCS Executive Vice President, shared an update on performance-based funding. Work on Phase 1 of the process, receiving input from stakeholders on performance-based funding, will close at the end of November. Work within Phase 1 included: information sharing through a newsletter and website; meeting with partners, policy makers, and WTCS groups; holding a Summit; conducting research on what does and does not work nationally; and working with a sub-group of the Presidents' Association on the criteria being developed. In addition, information was obtained by conducting a survey. Discussion regarding the formula is planned for the January WTCS Board meeting, with action expected in March.

Jimmy Clarke, Senior Associate at HCM Strategists, presented performance funding history and trends. Wisconsin is one of 26 states participating in a Strategy Lab network through the Lumina Foundation, whose long-term goal is to increase the percentage of working-age Americans with high-quality degrees and credentials to 60 percent by 2025. Improving student outcomes, aligning finances, and developing and obtaining career pathways will be critical to the success of the goal. Currently, 42 states are implementing or in a development/interest stage in performance funding. Lessons and research into early models have resulted in better design and implementation of more recent models.

Board member Barry stated that it appears emphasis is placed on college, rather than student, outcomes. Dr. Clarke indicated that important student outcomes, such as job placement, are included in Wisconsin's model, and if additional ways to build this into the measures can be identified, he agrees with the concept.

Board member Vasquez expressed concern that this approach may limit college-specific flexibility. Dr. Clarke stated Wisconsin's statutory language provides latitude within the nine performance measurement areas.

Board member Willett stated a large portion of the System's funding comes from communities we serve. Flexibility to tailor programs to meet communities' needs is very important. Performance-based funding outcomes should be used to demonstrate for communities that their college is of value. President Foy responded that the colleges have considerable experience in sharing outcomes information with their communities. Implementation of this model should provide the opportunity for outcomes to be better known throughout the state. President Foy also noted that new state resources have already been provided as a result of implementing performance-based funding.

Board President Petersen acknowledged that this is a potentially stressful shift in funding strategy for the colleges, but that the end result will be a clearer narrative about the value delivered by WTCS.

ITEM K: Western Technical College – Residence Hall Acquisition

Dan Scanlon, System Facilities Director, presented information on Western Technical College's request for a residence hall acquisition. The project's Concept Review was approved at the July State Board meeting. Rent and fees will pay for the purchase of the residence hall.

It was moved by Board member Tyler, seconded by Board member Schwantes, that the Wisconsin Technical College System Board approve Western Technical College's acquisition of a residence hall acquisition, under the specific terms and conditions included in the motion. Motion carried unanimously.

Board member Evers raised a question of whether there is inconsistency in regional entities getting into the business of housing students.

Board member Tyler stated housing is a differentiator in the 2-year college experience. While he does not support requiring incoming students to live on-campus, he does support providing limited opportunities if a student wishes to do so.

ITEM L: 2013-2016 Wisconsin Technical College System Facilities Plan

Dan Scanlon, Systems Facilities Director, presented information on the 2013-2016 WTCS Facilities Plan.

It was moved by Board member Baranowski, seconded by Board member Vasquez, that the Wisconsin Technical College System Board accept the 2013-2016 Wisconsin Technical College System Facilities Plan as presented. Motion carried unanimously

ITEM M: General Purpose Revenue Funding Guidelines for Fiscal Year 2014-15

Kathy Cullen, WTCS Provost and Vice President of Student Success, and Willa Panzer, WTCS Associate Vice President, Office of Student Development and Assessment, presented the General Purpose Revenue funding guidelines for Fiscal Year 2014-15. They thanked the Board's working group (Board members Davis, Baranowski, and Levzow) for their participation in the development of the guidelines.

The state's 2013-15 biennial budget included changes to how WTCS awards and administers \$22.5 million in state categorical grants. The guidelines developed by WTCS in response to these changes reinforce and complement the Board's strategic directions and include the purpose, the funds available, and the allowables for each of the seven categories. Six categories for 2014-15 will be competitive grants—Apprentice-Related Instruction, Career Pathways, Core Industry, New Markets, Student Support, and Workforce Advancement Training. The seventh category, Professional Development, will be a formula grant.

Board member Barry noted that the criteria ask whether proposed funding would be for future years and inquired into sustainability if funding is not granted in subsequent years. Ms. Cullen reiterated that funding opportunities are competitive each year.

The Apprenticeship-Related Instruction category provides funding (\$300,000 for System-wide apprentice curriculum and \$200,000 for direct instruction) for the development and maintenance of System-wide apprentice curricula and support for apprentice-related instruction that cannot be provided through normal district budgeting.

The Career Pathways category provides \$4.0 million to create, expand, and/or implement career pathways, including providing instructional and supportive services for students in these pathways.

The Core Industry category provides \$6.0 million to help assure that WTCS programs provide industry-relevant training using rigorous curricula and current technology. Grants may also be used to expand programming in core industry areas within a district.

The New Markets category provides \$1.5 million for the development of curriculum and delivery of instruction for programs that are new to the District.

The Professional Development provides \$1.0 million in formula grants to support colleges' professional development initiatives, such as peer coaching and mentoring programs; staff orientation or onboarding programs; alternative instructional methodologies, and the purchase of new instructional materials or equipment that supports professional development.

The Student Support category provides \$3.0 million to create, expand, and/or implement innovative methods that provide direct services to students enrolled in courses and programs, and services that support students transitioning through career pathways.

The Workforce Advancement Training category provides \$3.5 million to promote increased investment in the development of incumbent worker training, improve Wisconsin businesses' productivity and competitiveness, and augment the state's economic base, support career pathways, and expand technical college training services to businesses and industry.

A meeting will be held with technical college grant writers on November 20 to review steps in the new process. Webinars for each category will also be held with subject-matter experts, and a continuous improvement process is in place to review the guidelines and make changes in the future, as necessary.

Board member Tyler stated there has been frustration over the years with the previous grant structure, and believes the new model is very well done. Board member Barry stated the new categories provide for the ability to meet new demands as they arise and the proposed structure is much better than the former.

It was moved by Board member Baranowski, seconded by Board member Levzow, that the Wisconsin Technical College System Board approves the General Purpose revenue funding guidelines for Fiscal Year 2014-15 as presented. Motion carried unanimously.

ITEM N: Legislative Update

Jim Zylstra and Paul Gabriel provided an update on bills of interest to WTCS, including AB 177, which would eliminate local technical college control and transfer facilities, employees, and funding to the System. A hearing on AB 177 was held on October 10, with multiple colleges and business leaders testifying against the bill. The bill is not likely to pass.

President Foy stated the Board has expressed the System's goals and exerted policy leadership; the results from the current legislative session have been positive and validated the partnerships that exist. She recognized Paul Gabriel, Jim Zylstra, and the Presidents.

ITEM O: Announcements/Adjourn

The next regularly scheduled meeting of the WTCS Board will be held on Tuesday, January 28, 2014, at the WTCS Office in Madison.

It was moved by Board member Barry, seconded by Board member Baranowski, that the November 12-13, 2013, Board meeting adjourn. Motion carried unanimously.

The meeting adjourned at 11:49 a.m.

Respectfully submitted,

Jackie Pins
Recording Secretary