

MINUTES OF MEETING
WISCONSIN TECHNICAL COLLEGE SYSTEM BOARD
JANUARY 27, 2015
WISCONSIN TECHNICAL COLLEGE SYSTEM
4622 UNIVERSITY AVENUE
MADISON, WISCONSIN 53705

Tuesday, January 27, 2015

Members Present: Phil Baranowski, Jonathan Barry, Stan Davis, Tony Evers, Drew Petersen, Susan Schaumburg, S. Mark Tyler, José Vásquez, Stephen Willett (by phone)

Members Absent: Mary Cuene, Becky Levzow, Terrance McGowan, John Schwantes

System Office Staff Present: Kathleen Cullen, Morna Foy, Emily Gleason, Layla Merrifield, Alejandro Nunez, Willa Panzer, Dan Scanlon, Sandra Schmit, Conor Smyth

District/Others Present: Russell Moyer, Paul Gabriel, District Boards Association; Tom Eckert, Blackhawk Technical College; Bruce Barker, Chippewa Valley Technical College; Susan May, Fox Valley Technical College; Bryan Albrecht, Gateway Technical College; Paul Short, Bryan Woodhouse, Mike Stark, Mark Thomas, Madison Area Technical College; Sue Budjac, Mid-State Technical College; Rob Elliott, Northcentral Technical College, Duane Ford, Southwest Wisconsin Technical College; Mike Shiels, Waukesha County Area Technical College; Lee Rasch, Western Technical College; Kyle Schwarm, Joseph Dolzani

Board President Petersen called the meeting to order at 9:03 a.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 November 11-12, 2014 Meeting

It was moved by Board Member Willett, seconded by Board Member Vásquez that the November 11-12, 2014, Board minutes be approved. Motion carried unanimously.

ITEM B: Report of the Board President

Board President Petersen reported that the System recognized Global Entrepreneurship Week November 17-21, 2014, with a series of events. Press coverage and community involvement at the events is indicative of the keen focus the technical colleges have on entrepreneurship.

Great Lakes Higher Education Guaranty Corporation recently awarded 170 technical college apprenticeship students in construction and industrial trades with \$1,000 scholarships. The

scholarships help make education more accessible and help students on their way to gainful employment.

Governor Walker recognized Amber Meads, a student at Waukesha County Technical College, in the State of the State Address on January 13, 2015, and had narratives of several other students. Board President Petersen thanked the technical college presidents and staff for their participation.

ITEM C: Report of the System President

President Foy reported that in addition to Amber Meads, Shae Kellner of Northcentral Technical College, Kaitlyn McCormick of Chippewa Valley Technical College and Vanida Stacker of Milwaukee Area Technical College were invited guests at the Governor's State of the State Address.

The System was a sponsoring partner of the Future Wisconsin Summit hosted by the Wisconsin Manufacturers and Commerce (WMC) in December. Board members Schwantes, Tyler and Vásquez attended the event, which served as a kickoff for collaborative strategic planning with many other partners. Over 360 employers and economic and workforce development experts were in attendance.

The technical colleges continue to garner national attention. Milwaukee Area Technical College is one of eight institutions in Wisconsin and the only two-year institution to receive the *2015 Community Engagement Classification* from the Carnegie Foundation for the Advancement of Teaching. Northcentral Technical College is a finalist for the *Outstanding College/Corporate Partnership Award* from the American Association of Community Colleges (AACC). Western Technical College has been recommended by the Wisconsin Nominating Committee to be Wisconsin's nominee for the U.S. Department of Education's *Post-Secondary Institution Green Ribbon Award* for its sustainability, programming and operations.

President Foy reported that the Statewide Marketing Consortium has developed a new recruitment toolkit targeted to middle school and high school students. Kyle Schwarm, Executive Director of the Consortium, provided an overview, highlighting a new geographic map and presentation template for counselors and recruiters and a short video demonstrating the value of technical education. Board members discussed the distribution of the materials and the importance of connecting with students at an early age. Congratulations were extended to Mr. Schwarm for being named *Communicator of the Year* by the National Council for Marketing and Public Relations, an affiliate organization of the AACC.

President Foy shared a sample of the new Board member portraits and new logo signage for display in the System Office. The frames were created by students in Northcentral Technical College's Wood Technology Center of Excellence. The new logo signage in the lobby was created by Madison College faculty member Jon Christian.

President Foy invited Director, Strategic Advancement Conor Smyth to provide Board members with an overview of the System's Web presence. Mr. Smyth highlighted the System's communication efforts which include providing fresh Web content and the use of social media and newsletters in order to drive traffic to targeted information.

Board Member Phil Baranowski joined the meeting at 9:10 a.m.

President Foy highlighted several upcoming events. Madison College is hosting a Health Immersions Event on February 4 to kick-off Career and Technical Education (CTE) month. The Wisconsin Association for Career & Technical Education (WACTE) is hosting a legislative seminar on February 17, and Wisconsin Student Government (WSG) is hosting a legislative seminar February 15-17. President Foy thanked WSG President Joseph Dolzani for his continued leadership and shared a copy of WSG's position paper with Board members.

The WTCS Student Showcase in the Capitol Rotunda is on February 17. This is an opportunity for students from each technical college to talk about and present service learning projects. Board members are encouraged to attend and invite their legislators.

Northcentral Technical College is hosting Ag Day on March 25. Wisconsin Department of Agriculture, Trade and Consumer Protection Secretary Ben Brancel is participating in the event.

President Foy shared articles on the effectiveness of performance funding. More research on the pros and cons of performance funding is expected as four-year institutions transition to this model.

ITEM D: Wisconsin Technical College District Boards Association Report

Russ Moyer, President of the Association, announced that the winter meeting was held on January 15-16, 2015, in Madison and included a legislative seminar and a visit to the Capitol. Speakers included Wisconsin State Representatives Robin Vos, Joan Ballweg and David Murphy, Senators Sheila Harsdorf and Jennifer Shilling, Department of Workforce Development Secretary Reggie Newson and Lieutenant Governor Rebecca Kleefisch. Board members Becky Levzow and Jonathan Barry were in attendance.

In February, District Board members will travel to Washington D.C. to attend the Association of Community Colleges Trustees (ACCT) 2015 National Legislative Summit where members will meet with legislators focusing on issues that are important to Wisconsin. The spring meeting will be held at Mid-State Technical College in Stevens Point, April 17-18, 2015.

Paul Gabriel, Executive Director of the Association, reported that Chair John Nygren adjourned the Legislative Council Study Committee on the Review of Wisconsin Technical College System Funding and Governance without recommendation. On January 21, 2015, the District Boards Association joined President Foy and System Office staff to provide an hour long brief to new legislators and their staff at the Capitol.

Mr. Jonathan Barry joined the meeting at 10:36 a.m.

ITEM E: WTCS Presidents' Association Report

Tom Eckert, Chair of the WTCS Presidents' Association and President of Blackhawk Technical College, introduced Bonnie Baerwald, interim President at Moraine Park Technical College. The Association is focusing on short-term and long-term strategies to position the technical colleges as effective partners, and the Association continues to address goals related to: monitoring legislation, student success and retention, UW collaborations, embedded credentials and creating pathways and K12 collaborations.

ITEM F: Consent Agenda

Board President Petersen noted revisions to the consent agenda:

- Strike the word *Engineering* from the program approval title *Instrumentation and Controls Engineering Technology* on page 15 and 19.
- Correct the location of a remodeling project; change *Remodeling of facilities in Oshkosh* to *Remodeling of facilities in Appleton* on page 21 and 24.

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 Tyler, seconded by Board Member Willett, that the Wisconsin Technical College System Board approve the program development and facilities requests as presented. Motion carried unanimously.

ITEM G: Madison Area Technical College – Project Review

Dan Scanlon, WTCS Facilities Director, provided the Board with an overview of the project to construct new Culinary Arts program spaces at Madison College, including general seating areas and meeting rooms. The Board approved the concept review of this project, developed as a result of Madison's successful referendum, at its November 2014 meeting.

Board President Petersen inquired about the demand for culinary students in the Madison area. Madison Area Technical College Chef Paul Short responded that demand is high and businesses are increasing wages and benefits. Mr. Jonathan Barry confirmed that wages are increasing.

It was moved by Board Member Baranowski, seconded by Board Member Barry, that the Wisconsin Technical College System Board approve Madison Area Technical College District's request to construct facilities at the Truax Campus at a cost of \$15,600,000. Motion carried unanimously.

ITEM H: Waukesha County Technical College – Project Review

Mr. Scanlon reviewed the project to construct a 27,500 square foot addition to the Integrated Manufacturing Center at the Pewaukee Campus, funding for which includes \$3.0 million of private donations. The Board approved the concept review at the July 2014 meeting.

It was moved by Board Member Tyler, seconded by Board Member Vásquez, that the Wisconsin Technical College System Board approve Waukesha County Technical College District’s request to construct facilities at the Pewaukee Campus at a cost of \$4,500,000.

ITEM I: Teaching and Learning – Program Approval and Discontinuance

Sandy Schmit, WTCS Associate Vice President of the Office of Occupational and Academic Excellence, provided the Board with an overview of the program development process and program development activities in 2014.

Board Member Vásquez asked if it was necessary for the Board to approve a program at the concept stage in the process. President Foy stated that it is important for the Board to approve a program concept because it indicates the Board’s support for moving forward with program development before a college gets too deep in the process. Board Member Baranowski added that the process is similar to local school board program approvals and the process works well.

Ms. Schmit described recent growth in the number of technical diplomas. She also described the suspension and discontinuance process. Districts are constantly reevaluating their programs.

Board President Petersen thanked Ms. Schmit for the informative discussion.

ITEM L: Legislative Update

Jim Zylstra, WTCS Executive Vice President, provided an update on the Governor’s budget proposal, which will be announced on February 3. The proposal is expected to include a tuition freeze for high-demand fields at the technical colleges.

Board Member Evers asked if the Department of Workforce Development will determine the high-demand fields. Mr. Barry responded that details are not confirmed. Board members discussed the administrative impact of freezing tuition in high-demand fields.

Mr. Zylstra reported that the proposal is also expected to include a provision to increase outcomes based funding to 100% and a provision to create an outcomes based funding criteria for credit for prior learning. System Office staff will keep the Board apprised of these provisions and any other provisions as they are made known.

Layla Merrifield, WTCS Policy Advisor, shared *The Technical College Effect on Economic Expansion* document that was handed out at the January 21 legislative briefing. Board President Petersen noted that the document could easily be modified to showcase future advocacy efforts.

ITEM M: Announcements/Adjourn

The next regularly scheduled meeting of the Board will be held on March 24, 2015, at the Wisconsin Technical College System Office in Madison.

It was moved by Board Member Baranowski, seconded by Board Member Vásquez, to adjourn the January 27, 2015, Board meeting. Motion carried unanimously.

The meeting adjourned at 12:07 p.m.

Respectfully submitted,

Emily Gleason
Recording Secretary