

**MINUTES OF MEETING  
WISCONSIN TECHNICAL COLLEGE SYSTEM BOARD  
JANUARY 29, 2013  
WISCONSIN TECHNICAL COLLEGE SYSTEM  
4622 UNIVERSITY AVENUE  
MADISON, WI 53705**

**Tuesday, January 29, 2013 – 9:00 a.m.**

Members Present: Phil Baranowski, Jonathan Barry for Reggie Newson, Natalie Cruz, Stan Davis, Terry Erickson, Tony Evers, Becky Lezvow, Mary Quinnette Cuene, John Schwantes, S. Mark Tyler and José Vásquez

Members Absent: Phil Neuenfeldt and Drew Petersen

System Office Staff Present: Morna Foy, Jim Zylstra, Kathy Cullen, Conor Smyth, Annette Severson, Kelly Gallagher, Carol Lynch, Nancy Merrill, Dan Scanlon, Jim Mackey, Susan Pohorski, Judy Barbian and Ben Emmel

District/Others Present: Paul Gabriel and Pat Costello, District Boards Association; Adam Strozier, WSG President; Sharon Wendt, Department of Public Instruction; Bruce Barker, Chippewa Valley Technical College; Susan May, Fox Valley Technical College; John Thibodeau and Bane Thomey, Gateway Technical College; Mike Lanser, Lakeshore Technical College; Bettsey Barhorst, 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; R. Jeffrey Rafn and Karen Smits, Northeast Wisconsin Technical College; Duane Ford, Southwest Wisconsin Technical College; Jeff Leverenz, Waukesha County Technical College; Lee Rasch, Edward Lukasek and Mike Pieper, Western Technical College; Leigh Barker, Wisconsin Education Association Council; Layla Merrifield, Legislative Fiscal Bureau; and Jim Morgan, Wisconsin Manufacturers and Commerce

Board President Tyler called the meeting to order at 9:03 a.m.

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

**It was moved by Board member Cuene, seconded by Board member Evers, that the November 13-14, 2012, Board minutes be approved as presented. Motion carried unanimously.**

## **ITEM A: Report of the Board President**

Board President Tyler congratulated Morna Foy on her appointment as new President of the System and thanked the search and screen committee for their hard work. He also welcomed new board member Becky Levzow. Ms. Levzow will serve as the farmer member on the board. She and her husband own and operate a dairy farm in Rio and she is also employed as an ultrasound and nuclear medicine technologist at Meriter Hospital.

Board President Tyler acknowledged Adam Strozier, current president of the Wisconsin Student Government (WSG) organization, and student at Milwaukee Area Technical College. WSG will be holding their Legislative Seminar event in Madison in February.

Mr. Tyler announced that along with himself, board members Natalie Cruz, Drew Petersen and Phil Baranowski were selected to participate in the 2013 tuition work group.

President Tyler highlighted recent activities he attended such as the legislative committee hearing on improving opportunities for high school students, the graduation ceremony at Wisconsin Indianhead Technical College, and a Dunn County Economic Development meeting. He is looking forward to visiting several high schools in the Woodville area with State Superintendent Tony Evers in February.

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

System President Morna Foy reported that she is honored to have been selected to lead the System. She discussed her many appearances, completed and scheduled, in her first weeks and months on the job. She also outlined her priorities going forward such as addressing the State's skills gap and strengthening college and business collaborations. She is working to reinvigorate the PK-20 Council so that Wisconsin's education systems can provide leadership as to how the State's educational system will be reformed. By partnering with the Department of Public Instruction and State Superintendent Evers she will work to highlight dual enrollment and announce new expansions in that area. She also intends to continue working with the Department of Workforce Development on creating adult career pathways.

President Foy reported WTCS is likely to see new funding and performance guidelines in the Governor's upcoming budget, which he'll introduce on February 20. She thanked Mark Tyler and Drew Petersen for their roles in budget discussions with the Governor's staff.

The Longitudinal Data System (LDS) project, which was funded with a federal grant and has streamlined and enhanced the System's data infrastructure, will be completed by June. WTCS is already a state and national leader in measuring performance, a reputation that will only be enhanced as a result of LDS. Improvements in the System's Web-based data interface with the colleges have already been rolled out, and a new internal Web-site will be on-line soon.

President Foy has made expanding the System's communications capabilities a priority. As a result, she created a position dedicated to this function and appointed Conor Smyth, who

will quickly establish a plan for developing and delivering strategic, consistent, well-supported messages that advance the System's goals and priorities.

### **ITEM C: WTC District Boards Association Report**

Executive Director Paul Gabriel and Western Technical College District Board member Ed Lukasek reported on the Association's recent activities. Mr. Gabriel congratulated Ms. Foy on her appointment as System President and thanked the System for allowing Association President Pat Costello to serve on the WTCS presidential search and screen committee. Mr. Gabriel also reported that the Association held its annual January Legislative Seminar in Madison, and February's National Legislative Seminar in DC will include legislative visits.

The Association's April quarterly meeting will focus on a joint effort, spurred by the Boards Association, to create a common definition of student success. WTCS Board members were invited to attend. Defining student success is important not only to WTCS students and business leaders, but in broader efforts to develop performance measures for the System. Each district board has been asked to discuss the definition, which will also be a topic at the March WTCS Board Meeting.

The District Boards Association and the statewide marketing consortium collaborated to launch a robust new Web presence. Advocacy documents and reports will be readily accessible, along with videos of students and employer partners giving testimony in support of the colleges. *The Technical College Effect* advocacy handout was shared with Board members. Board members suggested addressing the topic of civic engagement, such as being on appointed or elected boards, and focusing on the importance of technical colleges to Wisconsin communities.

President Foy responded to a question by explaining that outcomes data presented in the materials is largely survey-based because LDS is currently being developed with education partners only. However, it's expected LDS will be expanded to include wage and unemployment data. To ensure anonymity, the System Office is developing a unique student identifier system that will preclude use of social security numbers.

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

NWTC President Jeff Rafn reported for the WTCS Presidents group. Recent work includes focusing on the workforce paradox and shortening the time to degree for students. The Association is also continuing to work on process improvements.

President Rafn thanked the System Office and the District Boards Association for being strong advocates in the budget development process.

The Association formed a committee that is looking for ways to collaborate with UW Colleges to resolve issues that arise between the two systems. The committee will consider best practices for assessing prior learning, and the potential to inform UW System's

infrastructure for administering flex degree programs, including the registration system. The Presidents have also discussed the issue of an increasing push for bachelor degrees in fields such as nursing, which may decrease the value of a WTCS Associate Degree in Nursing. It was pointed out that the technical colleges are the primary provider of nurses in the state, and WTCS nursing graduates perform as well or better than Bachelor of Science in Nursing (BSN) holders on licensure exams and in the field.

The suggestion was made that the Board proactively address the technical college role in delivering skilled nurses, and use data to support salient points, including examination and graduation outcomes, as well as transfer data. The technical colleges continue to explore ways to ensure those who would like to pursue a BSN can do so as flexibly as possible. President Foy reinforced that WTCS nursing program leaders are actively engaged in this issue at the state and national levels, and she left open the possibility of further discussion at a future Board meeting.

President Rafn responded to a question on UW flex degrees by offering a brief explanation of the initiative, as he understands it. The flex degree position paper discussed at the last Regents meeting will be made available to Board members. With respect to UW-WTCS collaboration, Board member Evers thanked the Association for offering guidance to the UW System on how the technical colleges award dual credit.

#### **ITEM E: Consent Agenda Items**

Board President Tyler offered the consent agenda items to the Board for discussion and questions. He noted that the item regarding Nicolet Area Technical College's request to remodel the welding lab at the Rhinelander campus indicates the cost of the project to be \$60,000 and should read, \$70,000. No questions or comments were voiced.

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

#### **ITEM F: Teaching and Learning: Manufacturing Workforce Paradox**

Director of Strategic Partnerships and External Relations Conor Smyth introduced the panel of experts to discuss the manufacturing skills gap in Wisconsin.

John Schwantes is the Director of Plant Member Services at Johnsonville Sausage and a WTCS Board member. From the employer perspective, increasing concern exists that applicants for available positions are not adequately skilled, or do not have the necessary training, to perform the duties of the position. Entry-level associate degree positions, such as Electromechanical technician, are the most in-demand and most difficult to fill.

Employers, tech colleges, and workforce development partners are collaborating to show students that there is a job at the end of their training. Food manufacturing training is being reworked into certificate programs that can be completed on a shorter timeline with less financial investment. Johnsonville has been participating in career fairs at the Kettle Moraine correctional facility to show that there are opportunities post-release.

Jim Morgan is President of the Wisconsin Manufacturers and Commerce (WMC) Foundation. WMC believes that the technical college system is the preferred provider of training for manufacturing jobs. Recently, he toured all 16 colleges and met with the Presidents. Employers have overwhelmingly stated that they would hire more employees if they could find qualified ones, and Mr. Morgan stated that companies that stay engaged with the educational and community organizations have seen more success. The foundation wants to continue working with technical colleges on best practices and to spread the news about the career training that is available at the technical colleges.

Fox Valley Technical College (FVTC) President Susan May spoke about the depth and breadth of FVTC's employer partnerships, which she said is typical of the technical colleges. Employers serving on advisory committees, including more than 700 business leaders in the Fox Valley region alone, help design course curriculum. In addition, WTCS *TechConnect* is used widely for job postings, career fairs, and customized training. FVTC provides summer camps and programs targeted to middle and high-school students. All of these programs involve employer support and involvement. It is also important to note that businesses routinely contribute equipment and other resources to the colleges for specific programming and customized in-house training.

WTCS Education Director for manufacturing programs, Jim Mackey, has 23 years of experience in manufacturing management. As an experienced educator, he values the ability to combine that background with service to the manufacturing industry. Mr. Mackey stated that the colleges do a great job of forming partnerships with the business community, and are actively working toward meeting the System's strategic goals. The System is supporting manufacturing month, developing programs to work with students to expand the pipeline, and exploring ways to get students to a credential in a shorter time, including developing certificate programs.

Board President Tyler thanked panel members for their input.

Board members discussed how they were proud of the technical college system and the role it plays in solving the workforce paradox. Board member Vasquez expressed concerns about the potential for moving toward less rigorous credentials. Mr. Mackey assured Board members that certificate programs were providing sophisticated training, and that technical college programs have only become more rigorous.

Board member Cuene pointed out that in the last 25 years, manufacturing jobs seem to have an image problem, and the question was asked, "What is WMC's focus for improving the image?" Mr. Morgan responded that WMC is working to offer young people the opportunity to visit manufacturing facilities, to experience the manufacturing environment and to see what jobs are available. He feels that exposure to manufacturing careers, telling the manufacturing story

and getting students to realize that only about 30% of jobs require a bachelor's degree are all important points to communicate to students.

Board member Evers expressed that one thing we can do in the K-12 schools is to require some career and technical exploration courses and work to keep students connected to higher education. Reinvesting in career and technical education and transfer of credits will advance our goals. Reading and math skills have been stagnant and the expectations are being ratcheted up. Parents need to be informed and exposed to the opportunities that are available to their children.

Board member Barry voiced that he has worked as an employer and for a while worked in manufacturing. Even when the business was booming it could be difficult to find skilled employees. The business partnered with Madison Area Technical College to provide basic education training and also customized training to meet the specific skills needed by the company. There seems to be an assertion that there is not a skills gap, but a wage gap. The issue is to educate our young people that there are a lot of careers available to them in the manufacturing arena and that there is a future in working for manufacturers.

Board President Tyler stated that there is a lack of awareness about potential wage earning capacity in manufacturing. The System needs to be completely honest with our students about the probability of a job and the expected wages, as well as the debt load they may assume.

### **ITEM G: Reciprocity Agreements**

WTCS Senior Policy Advisor Nancy Merrill explained the approval process for WTCS reciprocity agreements, including District and WTCS Board approval, as well as the Higher Educational Aids Board and, finally, the Joint Committee on Finance. The purpose of a reciprocity agreement is to have students from both states benefit from expanded educational opportunities and financial savings. Only students who are residents of the college district are allowed to participate in these agreements and students have up to five years to complete the programs they are enrolled in.

Board member Barry asked how many students from Southwest Wisconsin Technical College (SWTC) were enrolled in courses at Highland Community College and are we just projecting the number of enrollments? SWTC President Duane Ford reported that the college is primarily interested in reciprocity agreements because the partnering colleges offer programs that SWTC does not currently offer and this provides a service to SWTC students.

**It was moved by Board member Barry, seconded by Board member Erickson, that the Wisconsin Technical College System Board approves the reciprocal agreement between Highland Community College and Blackhawk Technical College and approves the agreement between Highland Community College and Southwest Wisconsin Technical College as presented. Motion carried unanimously.**

**ITEM H: Chippewa Valley Technical College – Project Concept Review – Energy Education Center**

WTCS Facilities Director Dan Scanlon offered the proposal for Chippewa Valley Technical College to construct an Energy Education Center for discussion and questions. The construction would be an addition to the existing Transportation Education Center. Chippewa Valley Technical College President Bruce Barker explained that the District began working on this project about 2 years ago. The Center will support programs related to sustainable energy practices with a focus on agricultural and energy efficiency programs.

**It was moved by Board member Vasquez, seconded by Board member Schwantes, that the Wisconsin Technical College System Board finds that the concept review for Chippewa Valley Technical College’s proposed construction of an Energy Education Center in Eau Claire is reasonable. The final scope and design of the project is subject to review and approval by the Wisconsin Technical College System Board as required by s. 38.04(10) Stats. Motion carried unanimously.**

**ITEM I: Lakeshore Technical College – Project Concept Review – Flexible Training Arena**

WTCS Facilities Director Dan Scanlon offered the proposal for Lakeshore Technical College (LTC) to construct a Flexible Training Arena for discussion and questions. LTC President Mike Lanser explained that addressing the skills gap in Sheboygan County has led to the development of this flexible facility. The goal is to graduate welders and machinists at a higher skill level and in a higher capacity. LTC has also been collaborating with local manufacturers to train and upgrade the skills of incumbent workers.

**It was moved by Board member Baranowski, seconded by Board President Tyler, that the Wisconsin Technical College System Board finds that the concept review for Lakeshore Technical College’s proposed construction of a Flexible Training Arena in Cleveland is reasonable. The final scope and design of the project is subject to review and approval by the Wisconsin Technical College System Board as required by s. 38.04(10) Stats. Motion carried unanimously.**

**ITEM J: Northeast Wisconsin Technical College – Health Science Center Addition**

WTCS Facilities Director Dan Scanlon provided a project analysis to Board members as part two of a two-step approval process. This project will not meet a rating of LEED Silver and an exemption to meeting this requirement has been granted by WTCS staff. The project will attain the next lower rating of LEED Certified. Board President Tyler commented that the private funding coming in to support these projects is phenomenal.

**It was moved by Board member Cuene, seconded by Board member Vasquez, that the Wisconsin Technical College System Board approves Northeast Wisconsin Technical**

**College's request to construct an addition for health sciences programming at the Green Bay Campus as presented. Motion carried unanimously.**

**ITEM K: Western Technical College – Construction of Additional Facilities and Remodeling of Facilities at the La Crosse Campus**

WTCS Facilities Director Dan Scanlon provided a project analysis to Board members as part two of a two-step approval process. The Diesel Technology Center addition, Urban Landscape and Agriculture Center, Coleman Center remodel and the Kumm Center remodel will be designed and specified to meet a LEED rating of Silver. The Integrated Technology Center remodel and addition will be designed and specified to meet a LEED rating of Platinum. The Parking Garage will be designed to meet LEED points that are applicable but not attain any LEED rating.

Western Technical College President Lee Rasch explained that these projects would be funded by district borrowing as approved in a November 2012 referendum. Board member Erickson asked what the timeline was for completion of the project. President Rasch reported that 3 projects will be completed this year and all of the construction projects will be completed by 2016. Heavy programming development is tied to these projects.

**It was moved by Board member Erickson, seconded by Board member Baranowski, that the Wisconsin Technical College System Board approves Western Technical College's request to construct additions and remodel existing facilities on the La Crosse Campus as presented. Motion carried unanimously.**

**ITEM L: Board Policy Revisions**

WTCS Senior Policy Advisor Nancy Merrill explained several policies being offered to the Board for discussion and recommended modification or deletion as part two of a two-step review process. Board members first reviewed the policies at the November 2012 meeting. No questions or comments were voiced

**It was moved by Board member Evers, seconded by Board member Levzow, that the Wisconsin Technical College System Board approves the modification of Policy 310-Program Approval, Suspension and Discontinuance and the deletion of Policy 315-Applied Associate Degree Offerings, Policy 316-Educational Services Below the Postsecondary Level, and Policy 318-Employment and Training Programs. Motion carried unanimously.**

WTCS President Foy commented that the policy review process has been long and arduous, but now the policies are more relevant and she thanked Board members for their hard work in conducting the review process.

**ITEM M: Legislative Update**

WTCS Senior Policy Advisor Nancy Merrill presented Board members with a federal legislative update. She announced that System Office staff and District Board of Trustees will travel to DC in February and will be meeting with members of Congress.

**ITEM N: March WTCS Board Meeting**

The next regularly scheduled meeting of the WTCS Board will be March 19-20, 2013. The scheduled venue for the meeting is the Chippewa Valley Technical College Manufacturing Education Center in Eau Claire.

**It was moved by Board member Erickson, seconded by Board member Baranowski, that the January 29, 2013 Board meeting adjourn. Motion carried unanimously.**

The meeting adjourned at 12:43 p.m.

Respectfully submitted,

Carol Lynch  
Recording Secretary