

MINUTES OF THE RETREAT AND REGULAR MEETING OF THE BOARD OF DIRECTORS OF SOUTHWEST WISCONSIN TECHNICAL COLLEGE OCTOBER 20, 2023

The Board of Southwest Wisconsin Technical College met in open session of a regular retreat and meeting commencing at 1:20 p.m. on October 20, 2023, in Conference Room 430 on the District Campus located at 1800 Bronson Boulevard in the City of Fennimore, Grant County, Wisconsin. The following members were present:

David Blume, Charles Bolstad, Kent Enright, Tracy Fillback (left at 5:30 p.m.), Jeanne Jordie, Chris Prange, Donald Tuescher, Steve Williamson, Jane Wonderling. Absent: N/A

Others present for all, or a portion, of the meeting included:

Southwest Tech Foundation Board Members: Helen Mar Adams, Theresa Braudt, Tony Isabell, Kris Schoville, Natalie Tollefson, Deb Wehrle

Southwest Tech Real Estate Foundation Members: Brad Biddick, Daniel Glass, Ryan Rands, Sheila Ruchti

Southwest Tech President Jason Wood and College Staff: Josh Bedward, Stephanie Brown, Holly Clendenen, Dennis Cooley, Katie Garrity, Katie Glass, Chantel Hampton, Angela Herting, Cynde Larsen, Kim Maier, Lori Needham, Gabby Snider, Krista Weber, Caleb White, Kris Wubben

Chairperson Bolstad called the meeting to order. Proof of notice was given as to the time, place, and purpose of the meeting. The following is the official agenda:



DISTRICT BOARD RETREAT/MEETING NOTICE AND AGENDA

Friday, October 20, 2023

Southwest Tech Campus, Room 430, 1800 Bronson Blvd., Fennimore, WI 53809

and remote Zoom:

<https://swtc.zoom.us/j/91410497880?pwd=ZVRqTkFwOVhKWlJMMWpFY3F3WTd5UT09>

Meeting ID: 914 1049 7880

Passcode: 994259

11:00 a.m.	Upland Hills Room Dedication (Health Science Building, Room 3604)
11:30 a.m.	Welcoming Social (Lenz Center)
12:00 p.m.	Foundation Donor Appreciation Luncheon & Program (Lenz Center)
1:00 p.m. – 1:30 p.m.	Joint Meeting – Open Session: District, SWTC Foundation & SWTC Real Estate Foundation Boards (Room 430)
1:30 p.m. – 2:30 p.m.	Joint Meeting – Closed Session: District, SWTC Foundation & SWTC Real Estate Foundation Boards (Room 430)
2:45 p.m. – 4:15 p.m.	District Board Retreat (Room 430)
4:30 p.m. – 5:00 p.m.	District Board Meeting - Closed Session (Room 430)
5:00 p.m. – 5:30 p.m.	District Board Dinner
5:30 p.m.	District Board Regular Meeting (Room 430)

AMENDED AGENDA

1:00 – 1:30 p.m.

*Joint Meeting – Open Session: District, SWTC Foundation & SWTC Real Estate Foundation Boards
Room 430*

OPEN MEETING

The following statement will be read: “The October 20, 2023, retreat and regular meeting of the Southwest Wisconsin Technical College District Board is called to order. This meeting is open to the public and in compliance with State Statutes. Notice of the meeting has been sent to the press, posted on the College’s website at www.swtc.edu/about/board/meetings, posted on campus, CESA 3, and at the Fennimore City Office in an attempt to make the general public aware of the time, place and agenda of the meeting.”

- A. Roll Call
- B. Welcome and Introduction – Jason Wood, SWTC President (5 minutes)
- C. Fundraising Planning and Board Feedback – Dennis Cooley, Executive Director of Advancement, and Krista Weber, Chief Human Resources Officer (25 minutes)

1:30 - 2:30 p.m.

*Closed Session – District, SWTC Foundation & SWTC Real Estate Foundation Boards
Room 430*

ADJOURN TO CLOSED SESSION

- A. Consideration of adjourning to a closed session for the purpose of
 - 1. Discussing property acquisition per Wis. Statutes 19.85(1)(e) {Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.}

RECONVENE TO OPEN SESSION

- A. Action, if necessary, on Closed Session Items

2:45 – 4:15 p.m.

*District Board Retreat
Room 430*

DISTRICT BOARD RETREAT

- A. Board Governance Policy – Review of Section 4: Board Ends (15 minutes)
- B. Agriculture Programs Update (15 minutes)
- C. Child Care Center Update (15 minutes)
- D. Campus Safety Update (15 minutes)
- E. Ad Hoc: Executive Board Leadership Committee: Review Future State (15 minutes)

4:30 – 5:00 p.m.

*Closed Session – District Board
Room 430*

ADJOURN TO CLOSED SESSION

- A. Consideration of adjourning to a closed session for the purpose of
 - 1. Discussing property acquisition per Wis. Statutes 19.85(1)(e) {Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.}
 - 2. Discussing law enforcement service contract per Wis. Statutes 19.85(1)(e) {Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.}

3. Discussing personnel issues per Wis. Stats. 19.85(1)(c) {Considering employment, promotion, compensation, or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.}
4. Discussing the President's Evaluation and Contract per Wisconsin Statutes 19.85(1)(c) {Considering employment, promotion, compensation, or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility.}

B. Approval of Closed Session Minutes from September 21, 2023.

RECONVENE TO OPEN SESSION

A. Action, if necessary, on Closed Session Items

5:00 – 5:30 p.m.

District Board Dinner

Room 430

5:30 p.m.

Regular Meeting – District Board

Room 430

OPEN MEETING

- A. Reports/Forums/Public Input
- B. Student Senate Update

CONSENT AGENDA

- A. Approval of Agenda
- B. Minutes of the Regular Meeting of September 21, 2023
- C. Financial Reports
 1. Purchases Greater than \$2,500
 2. Treasurer's Cash Balance
 3. Budget Control
- D. Contract Revenue
- E. Personnel Items
- F. American Association of Community Colleges Membership

OTHER ITEMS REQUIRING BOARD ACTION

- A. Approval of College Health Indicators
- B. Award RFP for Advertising, Marketing, & Digital Services
- C. Resolution for Providing Tax Levy for the Year 2023
- D. Resolution Authorizing the Issuance of Not to Exceed \$4,000,000 General Obligation Promissory Notes, Series 2023A; and Setting the Sale
- E. Wisconsin Code of Ethics Resolution
- F. Approval of Board Monitoring Report – Student Access and Success

BOARD MONITORING OF COLLEGE EFFECTIVENESS

- A. Review of Purchasing Activity
- B. Staffing Update

INFORMATION AND CORRESPONDENCE

- A. Enrollment Report
 1. FY 2024 FTE Comparison Report
 2. Program Application Comparison 2023/24 vs. 2024/25
- B. Chairperson's Report
 1. Board Member Question: What does it mean to you to be a SWTC Board Trustee?
 2. ACCT Leadership Congress Update

- C. College President's Report
 - 1. Project RISE ERP Update
 - 2. Adult Education Update
 - 3. Aspen: Unlocking Opportunities Update
 - 4. Guided Pathways Presentation Update
 - 5. College Happenings
- D. Other Informational Items

ESTABLISH BOARD AGENDA ITEMS FOR NEXT MEETING

- A. Agenda
 - 1. Fund & Account Transfers (2022-23 Budget Modifications)
 - 2. 2024-25 Budget Process
 - 3. Review of Alternative FTE Reporting
- B. Time and Place
 - 1. Thursday, November 16, 2023, at 7:00 p.m. at Southwest Tech Campus

ADJOURNMENT

{Facilities at Southwest Tech are handicap accessible. For all accommodations, call 608-822-2632 or e-mail disabilityservices@swtc.edu.}

Southwest Tech President, Jason Wood, welcomed the Foundation Board and Real Estate Foundation Board for joining a portion of the District Board's meeting. The College's Health Indicators (CHI's) were presented and a broad overview of the College's 2023-26 Fundraising Priorities was shared: 1) Financial support for needs identified in the student success plans; 2) Resources for academic programming (increase enrollments in high-wage programs, innovate low/medium wage programs, and start new high-wage programs); and 3) Additional funds to help Special Populations achieve higher rates of access, completion, and post-graduate success.

Dennis Cooley, Executive Director of Advancement, reviewed plans for future fundraising. The three Boards collaborated and offered input on existing programming and the employment needs within the district.

Mr. Tuescher moved, seconded by Mr. Enright, to adjourn to the meeting's first closed session to discuss property acquisition per Wis. Statutes 19.85(1)(e). Upon roll call vote, the following members voted affirmatively: Mr. Blume, Mr. Bolstad, Mr. Enright, Ms. Fillback, Ms. Jordie, Mr. Prange, Mr. Tuescher, Mr. Williamson, and Ms. Wonderling. The motion carried, and the meeting adjourned to a closed session at 1:54 p.m. Without any action taken, the Board reconvened to an open session at 2:51 p.m.

Chantel Hampton, Director of Special Populations, and Katie Glass, Executive Director of Marketing, led an interactive activity between Board members and SWTC Staff involving the Board Governance Policy section 4: Board Ends. The College's vision, mission, purposes, values, and strategic directions were reviewed.

An update of the College's agriculture programs was led by Kim Maier, Executive Dean, and Christina Winch, Academic Lead/Agriculture Instructor. Highlights included a brief description of the programs, enrollments, curriculum, recruitment, and instructors.

Dr. Wood and Caleb White, Vice President for Administrative Services, presented an update on the SWTC Childcare Center. Discussion included legislative topics; the Center's high-quality care and present state; and future opportunities for consideration.

A campus safety update was given by Holly Clendenen, Chief Student Services Officer. This included a briefing of the student officer program; the City of Fennimore liaison officer program; recent campus safety training and initiatives; and campus crime statistics.

Board Chairperson, Chuck Bolstad, led a discussion regarding the Ad Hoc committee: Executive Board Leadership which included a review of the committee's purpose. Mr. Bolstad, Mr. Prange, and Mr. Enright will make up the membership for the 2023-2024 year, per the charter guidelines. After conversation, the Board determined to place the committee in abeyance at this time.

Mr. Blume moved, seconded by Mr. Prange, to adjourn to the meeting's second closed session to discuss property acquisition per Wis. Statutes 19.85(1)(e); a law enforcement service contract per Wis. Statutes 19.85(1)(e); personnel issues per Wis. Stats. 19.85(1)(c); and the President's evaluation per Wis. Stats. 19.85(1)(c). Upon roll call vote, the following members voted affirmatively: Mr. Blume, Mr. Bolstad, Mr. Enright, Ms. Fillback, Ms. Jordie, Mr. Prange, Mr. Tuescher, Mr. Williamson, and Ms. Wonderling. The motion unanimously carried, and the meeting adjourned to a closed session at 4:36 p.m. Without action taken during the closed session, the Board reconvened for an open session at 5:28 p.m. A working dinner was served as the meeting continued.

After a review of the Consent Agenda, including the October 20, 2023, agenda; September 21, 2023, Board meeting minutes; financial reports; eight contracts totaling \$5035.11 in September 2023; employment recommendations for Eesha Gongula, Web Designer; Angela Herting, Director of Developmental and Major Gifts; and JoLynn Moss, Academic Success Coach; the promotion/transfer of Beth Cummins, Advisor; and the 2024 membership renewal to the American Association of Community Colleges (AACC), Mr. Prange moved, seconded by Ms. Wonderling, to approve the Consent Agenda, as presented. The motion was unanimously adopted.

Mr. White summarized the importance of reviewing the College's Health Indicators (CHI's) as it maintains the College's relevancy, promotes accountability, and establishes a proactive approach to influencing performance. He reminded the Board that the revision to College Health Indicators (CHI's) was discussed at the July 10, 2023, annual meeting and that these indicators were foundational when updating Governance Policy 4.5: College Strategic Directions, which was approved by the Board at the September 21, 2023, meeting. The revised College Health Indicators brought forth for official Board approval on 10/20/2023 are CHI.1: Promoting Equity in Student Learning; CHI.2: Course Completion Rate; CHI.3. Year-to-Year Graduate Wage Growth; and CHI.4: 5-Year Graduate Wage Growth. Mr. Tuescher moved, seconded by Mr. Enright, to approve the College Health Indicators (CHI's), as presented. The motion was unanimously adopted.

A public bid opening of the request for proposals (RFP) for College Advertising, Marketing, and Digital Services (RFP #2024-07) was held on October 2, 2023. Mr. White informed the Board that nineteen proposals were received, three of which were disqualified for not meeting the due date. The remaining sixteen proposals were evaluated and scored according to pre-established criteria. Mr. Tuescher moved, seconded by Mr. Blume, to award the RFP for Advertising, Marketing, & Digital Services to the following sixteen vendors that submitted a valid RFP response for a three-year term with the understanding that there will be no guarantee of work for any of the

awarded vendors. The vendors are Lamar Advertising, Dubuque, IA; Knupp & Watson & Wallman, Madison, WI; FlightPath Agency, Davidson, NC; Vend Advertising, LaCrosse, WI; WMSN, Waunakee, WI; 6AM Marketing, Inc., Madison, WI; Clouds North Films, Madison, WI; Symmetri Marketing Group LLC, Chicago, IL; ThynkFuel Operations, LLC, Augustine, FL; Grant, Iowa, Lafayette Shopping News, Platteville, WI; Morris Newspapers of WI, Lancaster, WI; Telegraph Herald, Dubuque, IA; KCTN/KADR Radio Station, Elkader, IA; QueenB Radio, Platteville, WI; Robinson Corporation – WQPC/WPRE/WVRQ/WKPO, Prairie du Chien, WI; and DodgePoint Broadcasting Company, Dodgeville, WI. The motion was unanimously adopted.

The resolution authorizing Southwest Wisconsin Technical College to levy taxes for 2023 in the amount of \$5,163,712 for operational expenses and \$6,600,000 for debt retirement for a total tax levy of \$11,763,712 was presented for approval. Mr. White provided a summary of the factors that impact the tax levy noting that the valuation in the district increased again this year. Mr. Williamson moved to approve as presented, seconded by Mr. Bolstad, the Resolution Providing for Tax Levy for the Year 2023. Upon a roll call vote, all present members voted affirmatively: Ms. Wonderling, Mr. Williamson, Mr. Tuescher, Mr. Prange, Ms. Jordie, Mr. Enright, Mr. Blume, and Mr. Bolstad. The motion to approve the Resolution Providing for Tax Levy for the Year 2023, as presented, was carried.

Mr. White presented a resolution to authorize the borrowing of up to \$4,000,000 for the public purpose of paying the cost of building remodeling and improvement projects and for the public purpose of paying the cost of acquiring movable equipment. Mr. White also noted the sale will be in November 2023. Mr. Tuescher moved to approve, seconded by Ms. Jordie, the Resolution Authorizing the Issuance of Not to Exceed \$4,000,000 General Obligation Promissory Notes, Series 2023A; and Setting the Sale. Upon a roll call vote, all present members voted affirmatively: Ms. Wonderling, Mr. Williamson, Mr. Tuescher, Mr. Prange, Ms. Jordie, Mr. Enright, Mr. Blume, and Mr. Bolstad. The motion to approve the Resolution Authorizing the Issuance of Not to Exceed \$4,000,000 General Obligation Promissory Notes, Series 2023A was adopted.

A resolution indicating college employees to whom the Wisconsin Code of Ethics for Public Officials and Employees applies was presented by Dr. Wood. Included in the resolution are Jason S. Wood, College President; Holly Clendenen, Chief Student Services Officer; Katie Glass, Executive Director of Marketing; Cynde Larsen, Chief Academic Officer; Krista Weber, Chief Human Resources Officer; and Caleb White, Vice President for Administrative Services. Mr. Enright moved, seconded by Mr. Williamson, to approve the Code of Ethics Resolution as presented. The motion unanimously carried.

A review of the Board Monitoring Report - Student Access and Success was presented by Ms. Clendenen. The report noted that all five initiatives from last year are continuing into 2023-24: 1) Universal Design; 2) Special Population Recruitment and Retention Efforts; 3) Project RISE- Raising and Innovating the Student Experience; 4) Charger Tech 360; and 5) High-Risk Case Management. Student Success Plans were described, as well as a review of the principles of the Aspen Unlocking Opportunities Cohort. Data regarding Special Population student access, completion, and post-college success was shared. Mr. Tuescher moved, seconded by Mr. Enright, to approve the Board Monitoring Report - Student Access and Success as presented. The motion unanimously carried.

A six-year Purchase Card Activity Summary report and a listing of the FY2023 >\$50,000 Vendors were presented to the Board by Caleb White. Mr. White noted the purchase card activity increased slightly since last year.

Krista Weber, Chief Human Resources Officer, presented an update on College staffing by outlining recent new hires and the various stages of the hiring process for the current open positions. Dr. Wood informed the Board that Derek Dachelet, Executive Dean, will be transitioning to a faculty position beginning in January 2024 and noted that there is currently an internal search for the Executive Dean replacement.

Mr. White presented the FY 2024 FTE Year-Over-Year enrollment report indicating a .72% increase compared to last year. The Program Application Comparison report was also reviewed which indicates a decrease of 82 applications from last October. Spring start applicants are up by 47. In addition, Platteville Outreach Center's numbers were reported to the Board: 220 students were served in FY2023. So far in FY2024, 140 students have been served.

Under the Chairperson's Report:

- Mr. Blume indicated that his commitment runs deep as he described what it means to him to be a SWTC Board member.
- Chairperson Bolstad and Ms. Jordie attended the ACCT Leadership Congress in Las Vegas earlier this month. Mr. Bolstad, Krista Weber, Katie Glass, and Bill Chan, Franklin University's Senior Vice President of Strategic Alliances, gave a group presentation on the importance of leadership, the value of succession planning, and finding the right balance in policy governance.
- Former Board member, Jim Kohlenberg, passed away on October 15, 2023. He is remembered as a valuable trustee who served for 18 years.

Under the President's Report:

- The ACCT Legislative Summit will be held February 4-7, 2023, in Washington D.C. The early-bird registration deadline is in mid-December. The Board can decide who will attend at the November Board meeting.
- Project RISE / ERP: Go-Live has been extended to the end of January 2024. This will warrant time to develop the training materials required.
- Adult Education Update: The name is changing from Adult Basic Education to Adult Education.
- Aspen: Unlocking Opportunities Update: The core team visited Milwaukee for a collaboration visit with the other participants the week of October 2, 2023.
- Guided Pathways Presentation Update: Dr. Wood presented in Salt Lake City earlier this month and received numerous compliments on the College's assessment process. Jason credits and commends the College's faculty and staff for being full of pride and adaptive.

There were not any College Happenings or Other informational items discussed.

Without any further business to come before the Board, Mr. Blume moved to adjourn the meeting, with Ms. Wonderling seconding the motion. The motion carried, and the meeting adjourned at 7:02 p.m.

Kent Enright, Secretary