

**MINUTES OF THE
REGULAR MEETING OF THE BOARD OF DIRECTORS
OF SOUTHWEST WISCONSIN TECHNICAL COLLEGE
DECEMBER 19, 2013**

The Board of Southwest Wisconsin Technical College met in public session of a regular meeting commencing at 5:01 p.m. on December 19, 2013, in the Meeting Room at Southwest Tech's Outreach Site located in the Platteville Schools Professional Learning Center, 110 W. Adams Street in the City of Platteville, Grant County, Wisconsin. The following members were present:

Melissa Fitzsimons, James Kohlenberg, Darlene Mickelson, Russell Moyer, Eileen Nickels, Chris Prange, Rhonda Sutton, and Donald Tuescher (arrived at 5:27 p.m.)

Absent: Diane Messer

Others present for all or a portion of the meeting included Dr. Duane M. Ford, College President; College Staff: Karen Campbell, Joyce Czajkowski, Sue Reukauf, Phil Thomas, Barb Tucker, and Caleb White. Public present included Larry Bierke, Dan Rohrbach, Tim Boldt, Dennis Shields, John Digman, and Jeff Jacobson.

Chairperson Nickels 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:

BOARD MEETING NOTICE/AGENDA

Thursday, December 19, 2013

5:00 p.m. – Board Meeting - Platteville Community Panel

6:00 p.m. – Dinner

6:30 p.m. – Regular Board Meeting
Platteville Outreach Site Meeting Room
110 W. Adams Street, Platteville, WI

AMENDED AGENDA

OPEN MEETING

The following statement will be read: "The December 19, 2013, Board regular meeting of the Southwest Wisconsin Technical College 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 and posted on campus and in the City of Fennimore in an attempt to make the general public aware of the time, place and agenda of the meeting."

- A. Roll Call
- B. Reports/Forums/Public Input

BOARD MONITORING OF COLLEGE EFFECTIVENESS

A. Platteville Community Panel

The Board will adjourn until 6:30 p.m. The Board will have dinner for social purposes only and no College business will be conducted.

CONSENT AGENDA

- A. Approval of Agenda
- B. Minutes of the Regular Meeting of November 21, 2013
- C. Financial Reports
 1. Purchase Orders Greater than \$2,500
 2. Treasurer's Cash Balance
 3. Budget Control
- D. Contract Revenue
- E. Personnel Items
 1. Employment
 2. Resignation

OTHER ITEMS REQUIRING BOARD ACTION

- A. Grant County Economic Development Corporation Lease

BOARD MONITORING OF COLLEGE EFFECTIVENESS

- A. Business & General Studies Report
- B. Staffing Update

INFORMATION AND CORRESPONDENCE

- A. Enrollment Report
- B. Chairperson's Report
- C. College President's Report
- D. Other Information Items

ESTABLISH BOARD AGENDA ITEMS FOR NEXT MEETING

- A. Agenda
- B. Time and Place

ADJOURNMENT

{Facilities at Southwest Tech are handicap accessible. For all accommodations call 608-822-2400 or 608-822-2401 to reach the Director of Facilities, or e-mail accom@swtc.edu}

Community members from the Platteville area engaged with the Board for discussion of programming and services. Community members included:

- Larry Bierke, Platteville City Manager;
- Dan Rohrbach, Southwest Health Center CEO;
- Tim Boldt, Pioneer Ford Manager and Platteville Chamber of Commerce President;
- Dennis Shields, UW-Platteville Chancellor;

- John Digman, Mound City Bank Vice President; and
- Jeff Jacobson, Platteville High School Principal.

Panel members provided feedback on strengths with regard to Southwest Tech services to their individual organizations and community. It was noted that the College has a great automotive program and works with the Wisconsin Automobile & Truck Dealers Association. UW-Platteville Chancellor Shields shared that Southwest Tech collaborates on a wide range of activities with the university including economic development, utilizing staff to teach coursework, providing food service to Southwest Tech, and articulation by providing students the opportunity to start their education at Southwest Tech and then transfer to the university. Southwest Health Center collaborates as a health care clinical site for students and Southwest Tech provides great resources for the hospital to use. Mr. Rohrbach also noted that Dr. Ford serves on the Southwest Health Center Board of Directors. Southwest Tech is open to articulating high school courses and providing courses for educational consortiums, which has allowed Platteville Schools to access grant funds. Other strengths noted were that Southwest Tech leadership and staff members make themselves available and participate in the Platteville community, the College provides opportunities to train staff at businesses, and the College offers students in Southwest Wisconsin a great opportunity.

When asked about weaknesses with regard to Southwest Tech services to their individual organizations and community, discussion followed on:

- how to keep the economy growing in the region and creating more jobs;
- poverty being a big issue in this part of the state with underemployed persons in the community and how adult education needs to be a collaborative effort between the community and Southwest Tech;
- the perception of high school students and parents that you go to Southwest Tech when you don't know what to do;
- accessibility for high school students to take advantage of all articulation agreements because Southwest Tech is 25 miles to the north;
- ADN graduates well prepared, but for work in higher acuity areas like surgery and OB/GYN they need more experience. Perhaps some way could be worked out to give ADN graduates some sort of practicum or residency. This is also an issue with four-year graduates; and
- the need for more collaboration between the automotive instructors and franchised dealerships. Southwest Tech graduates are ASE certified in certain areas, which is fine for a service center, but when a graduate goes to a franchised dealership their education starts over. Each franchise has their own certifications and technicians are needed in those areas to do warranty work. Mr. Boldt suggested the Wisconsin Auto & Truck Dealers Association as a place to start and he offered to work on it also. Mr. Boldt would like to get to know the students while they are here as they have opportunities to hire students while they are going to school.

In further discussion on perception of Southwest Tech, the panel members felt this emanates from the parents to the high school students. It was suggested to start with the parents and public school teachers, as part of the schools' in-services, to change

the perception to a more positive reality. A suggestion was also made to invite elementary students out to businesses to view different occupations and engage the students early on in what Southwest Tech offers. Discussion on referring to Southwest Tech as a college and communities and colleges touting the positive things that we are doing would also improve the perception.

When asked about opportunities for Southwest Tech to improve its services, the panel members made the following suggestions on specific programming;

- Offer a Medical Administrative Professional program to give students a breadth of knowledge in healthcare support services;
- Offer courses in TNCC (Trauma Nursing Core Course), CCCC (Core Curriculum for Critical Care), and CALS (Comprehensive Advanced Life Support);
- Provide continuing adult education, helping people improve themselves; and
- Provide education in personal economics and purchasing/lease vehicles;

Other opportunities that would be in collaboration with the K-12 schools, other post-secondary institutions, and economic development included:

- Changing how we communicate (especially for the younger generation) and focusing on one-on-one communication;
- Exploring internship opportunities that are available in city government and business;
- Becoming more of a public voice by working harder to get our message out and being more proactive;
- Leading conversations on the types of math courses focused on career and technical education to offer in high schools to address the additional one credit math requirement for high school students;
- Assisting with staff development for K-12 teachers to promote career and technical education;
- Assisting with getting high school students visiting/touring different places of business and industry for career exploration;
- Accessing Southwest Tech courses for high school students in other locations than Fennimore;
- Engaging students in remediation; and
- Developing economic development efforts to promote the region and increase wages for workers.

The panel members were thanked for the valuable feedback. The Board then adjourned at 6:09 p.m. for dinner for social purposes only and no College business was conducted. At 6:40 p.m. the Board reconvened

After reviewing the Consent Agenda, Ms. Fitzsimons moved to approve the Consent Agenda including the December 19, 2013, agenda; November 21, 2013, Board minutes; financial reports; 14 contracts totaling \$313,335.08; hiring of Brian Reuter, Evening Custodian and Darnell Hendriks, Southwest Health Network Director; transfer of Holly Crubel, Accounts Payable; and the resignation of Pam Myhre, Nursing Instructor. Mr. Kohlenberg seconded the motion; motion carried.

The 2014 office space lease with Grant County Economic Development Corporation was presented for approval. The terms of the lease remain the same as the 2013 lease. Mr. Tuescher moved to approve the 2014 lease for Grant County Economic Development Corporation, with Mr. Prange seconded the motion. The motion unanimously carried with Ms. Mickelson abstaining.

Joyce Czajkowski, Dean of Business & General Studies, presented recent division activities. New programming highlighted included developing a logistics certificate and Associate of Applied Science in Supply Chain Management; modification of the Supervisory Management program to online, competency-based, one-credit courses with embedded certificates; and developing evening/weekend programs and certificates for delivery at outreach locations including a sales certificate, small business management certificate, and a career pathway for bookkeeping to accounting with industry-recognized certificates embedded in the pathway. Dr. Czajkowski also noted the Esthetician program is in the process of designing a unique delivery that will combine hands-on learning in an alternative format with online/blended theory classes, Friday/Saturday delivery options, and offering esthetician training for cosmetologists during the summer. The nail technician certificate is being considered as a summer offering. Eight Culinary luncheons will be held this spring with more formal luncheons being offered in FY2015. Activities for General Education included collaboration with Nicolet College in the delivery of classes for the Nicolet 1+1 University Transfer Agreement and the development of three new General Education courses – English Composition 1, Introduction to Mass Communications, and Applied Communication Skills.

Dr. Ford provided the Board with an update on staffing. He noted Darnell Hendricks and Brian Reuter were hired and approved under the Consent Agenda. Holly Crubel is transferring to the Accounts Payable position. Interviewing is taking place for a Logistics Instructor/Program Coordinator position and position openings are being prepared for a Financial Aid Specialist/Accounting Bursar and an Early Childhood Education Instructor.

Caleb White, Vice President for Administrative Services, presented the 2013-14 Comparison FTE and 2014-15 Application Reports. Enrollment numbers remain flat as compared to FY2013 enrollment. The application report reflected 1,072 potential students have applied for FY2015.

Under the President's Report, Dr. Ford informed the Board:

- The ribbon cutting for the newly located Dodgeville Outreach Site was held on December 10 with 70 people in attendance.
- The Richland Development Alliance will be co-locating at the Richland Center Outreach Site.
- He met with the Iowa County Justice Committee on concerns expressed by Iowa County firefighters. No issues with the quantity, quality and timing of the educational training opportunities the College provides were expressed at the meeting.
- The new College website will be launched the first week in January.

- Work is progressing on the 30 credits of General Education transfer with the University of Wisconsin System.

Discussion followed on programming at the outreach sites. Advisory committees have been developed for the Dodgeville and Platteville outreach sites to assist with programming. In the future, advisory committees will be developed for other outreach locations.

With no further business to come before the Board, Ms. Fitzsimons moved to adjourn the meeting; Ms. Mickelson seconded the motion. The motion carried and the meeting adjourned at 7:24 p.m.

Darlene Mickelson, Secretary