

**MINUTES OF THE  
BOARD RETREAT/REGULAR MEETING OF THE  
BOARD OF DIRECTORS  
OF SOUTHWEST WISCONSIN TECHNICAL COLLEGE  
FEBRUARY 21-22, 2014**

The Board of Southwest Wisconsin Technical College met in public session of a Board retreat/regular meeting commencing at 1:33 p.m. on February 21, 2014, in Meeting Rooms 1 and 2 of the Richland Center Community/Senior Center located at 1050 N. Orange Street in the City of Richland Center, Richland County, Wisconsin. The following members were present:

Melissa Fitzsimons, James Kohlenberg, Diane Messer (attended February 22 only), Darlene Mickelson, Russell Moyer, Eileen Nickels, Chris Prange, Rhonda Sutton, and Donald Tuescher (arrived February 21 at 4:29 p.m.)

Others present for all or a portion of the meeting included Dr. Duane M. Ford, College President; College Staff: Karen Campbell, Katie Garrity, Phil Thomas, and Caleb White. Public present included Ray Schmitz, Mike Delfs, Jerry Ward, Patrick Hagen, and Jon Bosworth.

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 RETREAT/MEETING NOTICE/AGENDA  
February 21-22, 2014  
Richland Center, WI**

**Friday, February 21, 2014  
1:30 p.m. – Board Retreat  
Community/Senior Center  
Meeting Rooms 1 and 2  
1050 N. Orange Street  
Richland Center, WI 53581**

**OPEN MEETING**

The following statement will be read: “The February 21-22, 2014, Board Retreat/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

**BOARD MONITORING OF COLLEGE EFFECTIVENESS**

A. Richland Center Area Community Panel

## **OPEN MEETING**

- A. Reports/Forums/Public Input

## **CONSENT AGENDA**

- A. Approval of Agenda
- B. Minutes of the Regular Meeting of January 23, 2014
- 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. Retirement

## **OTHER ITEMS REQUIRING BOARD ACTION**

- A. Student Activity Fee
- B. Bid for Hydraulic Shear/Tensite Tester
- C. Concept Review: Cancer Information Management Program
- D. Concept Review: Lab Science Technician Program

## **BOARD MONITORING OF COLLEGE EFFECTIVENESS**

- A. Budget Parameters & Assumptions
- 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

## **BOARD MONITORING OF COLLEGE EFFECTIVENESS**

- A. Health Care Costs/Benefits
- B. Administrative Services Report

The Board will adjourn until 8:30 a.m. on Saturday, February 22, 2014. The Board will have a dinner and breakfast for social purposes only and no College business will be conducted.

**Saturday, February 22, 2014**  
**8:30 a.m. – Board Retreat**  
**The Richland Hospital**  
Pipen Conference 3  
333 East Second Street  
Richland Center, WI 53581

**BOARD MONITORING OF COLLEGE EFFECTIVENESS**

A. Student & Academic Affairs Report

**ADJOURN TO CLOSED SESSION**

- A. Consideration of adjourning to closed session for the purpose of
- (1) Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility. {Wis.Stats.19.85(1)(c)}
- B. Approval of Closed Session Minutes of September 26, 2013

**RECONVENE TO OPEN SESSION**

A. Action, if necessary, on Closed Session Items

**OTHER ITEMS REQUIRING BOARD ACTION**

A. Mission, Purposes, Vision

**BOARD MONITORING OF COLLEGE EFFECTIVENESS**

- A. Strategic Projects  
B. President's Time  
C. Tour of Richland Hospital

**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](mailto:accom@swtc.edu)}**

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

- Ray Schmitz, Owner of Valley View Dairy
- Mike Delfs, The Richland Hospital CEO
- Jerry Ward, Seats, Inc., Vice President of Operations
- Patrick Hagen, Dean/CEO at UW Center-Richland
- Jon Bosworth, Richland High School Principal

Panel members provided feedback on strengths with regard to Southwest Tech services to their individual organizations and community. It was noted:

- The adaptability of Southwest Tech is empowering students to earn a two-year degree and then go onto a four-year degree. The disability support program, visits to the College, and dual enrollment options including advanced standing and transcribed credit available to high school students and inviting high school instructors to Southwest Tech are an asset.
- Twenty-six percent of the employees at The Richland Hospital have graduated from Southwest Tech and feel the College is very credible. Industry input sought on program content is an additional strength.
- The importance of the daily touches the public experiences by someone who was trained at Southwest Tech, i.e. nurses, automotive mechanics, ag mechanics, firefighters, EMS personnel was recognized.
- The ability to adapt quickly to the environment in where we live and work. Approximately ten years ago, UW-Richland partnered with Southwest Tech in response to a need in the community to offer a successful program in Microcomputer Specialist. Need to look for more opportunities such as this.
- The College is always willing to work with companies to fill workforce needs

When asked about weaknesses, it was noted:

- The need to have agriculture graduates ready to enter a large dairy operation in the areas of agronomy, nutrition, and herdsman. Mr. Schmitz shared his experience that additional training was needed for recent graduates of our Dairy Herd program to transition from a small dairy operation to a large dairy operation.
- Students need to be provided an opportunity for international experiences.
- Industry needs to be tied more to the curriculum and the promotion of manufacturing as a great career opportunity.
- More accessible offerings to high school students. The high school student's perception of Southwest Tech has changed over the last 20 years but there is still some work to be done with high school students and parents realizing the value of technical education.
- The need for training in electronic medical records and an improvement in scheduling of clinicals earlier so the students have more time to alter their work schedules.

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

- Keep up on what is needed in agriculture. Farming is more technical and we need to offer more support such as Farm Business & Production Management where the instructors can examine the needs of individual farmers and advise them on what would work best in their farming operation. With the influx of Hispanic workers, a certificate in milking cows would benefit the Hispanic worker and employers.
- Due to healthcare reform, review the health programs' curricula to determine changes that will be needed in the curricula to accommodate the changes in healthcare.
- Question on whether some of the programs are still relevant. In the K-12 school system, the classroom aides need to have a minimum of a two-year degree.

- The perception of a technical college degree versus a four-year degree is still that the technical college is a second choice. There is a need to promote technical colleges and the Southwest Wisconsin region for economic development. There is a perception of employers there are no workers but unemployment in Richland County is 4.9%; however, you need people who are willing to come to work and put 100% into their job. There may be a need to look at the skills potential employees are missing.
- It is important in higher education, especially in the rural areas, to look at ways to collaborate in programming. UW-Richland has mapped out an applied bachelor's degree that may be of service to Southwest Tech students.

The panel members were thanked for the valuable feedback. After reviewing the Consent Agenda, Mr. Moyer moved to approve the Consent Agenda as presented including the February 21-22, 2014, agenda; January 23, 2014, Board minutes; financial reports; 10 contracts totaling \$34,996.75; hiring of Samantha Redman, Financial Aid Assistant/Accounting Bursar, and Eddie Johnson, Network Online Support Specialist; transfer of Sara Bahl, Financial Aid Assistant/Accounting Bursar; and the retirement of Helen Laufenberg, Administrative Services Administrative Assistant. Ms. Mickelson seconded the motion; motion carried.

Caleb White, Vice President for Administrative Services, presented the proposal from Student Senate to increase the student activities fee assessed with tuition. The proposal recommended eliminating the separately assessed student accident insurance fee of \$7.50 per semester per student and increase the student activity fee from 5.5 percent to 6.0 percent per credit to cover the student accident insurance coverage. The proposal would result in an overall cost neutral change to the student body as a whole. Mr. Kohlenberg moved to approve the student activities fee increase from 5.5 percent to 6.0 percent per credit. Ms. Fitzsimons seconded the motion. The motion carried.

Caleb White presented the bid summary for the hydraulic shear/tensile tester for the Welding program. Bids were opened on February 7 for the equipment, which is funded through a federal grant. Four bids were received and due to the wide range in pricing for the hydraulic shear, it was determined that the hydraulic shear should be re-bid with improved specifications. Mr. Prange moved to accept the low bid from Fischer Engineering Company from Dayton, OH, for the tensile tester in the amount of \$22,635. Ms. Fitzsimons seconded the motion; the motion carried.

Katie Garrity, Dean of Health, Education & Public Safety presented the Concept Reviews for an associate degree Cancer Information Management-Tumor Registry program and a one-year technical diploma program in Laboratory Science Technician.

Ms. Garrity informed the Board that the College was approached by the State of Wisconsin, the Carbone Cancer Center, and the Department of Health Services to offer the Tumor Registry Program. This is a specialty area within the Health Information Technology field that is becoming more and more important. The program would be offered online and graduates of the program would be specialists who work in concert with healthcare delivery systems through the collection, analysis and reporting of healthcare data as related to cancer diagnoses. Mr. Moyer moved to approve the

Concept Review for the associate degree Cancer Information Management-Tumor Registry program with Ms. Fitzsimons seconding the motion. The motion carried.

Ms. Garrity explained that the Laboratory Science Technician program would be career-laddered with the associate degree Medical Laboratory Technician program. The one-year technical diploma would be geared toward the ag and food science area. The program would be offered face-to-face and students learn to conduct or assist in laboratory analysis and reporting of food quality and other industry testing standards. Ms. Fitzsimons moved to approve the Concept Review for the one-year technical diploma in Laboratory Science Technician. Ms. Mickelson seconded the motion; the motion carried. Dean Garrity updated the Board on ICD10 training explaining that the College received a three-year federal grant to offer training and incumbent worker training will start June 2014.

Mr. White presented information relevant to the budget assumptions and parameters for the FY2015 Operational Budget. Priority initiatives include new programming, expanding training opportunities outside the normal business day and through flexible delivery options, expanding access to credit for prior learning, creating a Learning Resources Center, and remodeling the Cosmetology instructional area. Budget assumptions include a slight increase in district net new construction valuation, increases of 2 percent and 6 percent, respectively, in health and dental coverage, less than five percent increase in utility rates, increase in operational expenses for expanded adult population and outreach efforts, slight increase in Wisconsin Retirement System contribution rate, and an estimated 1700 FTEs.

Duane Ford provided an update on College staffing. He noted that interviews are scheduled for the Director of Facilities position and postings are being prepared for an associate dean to help with alternative/flexible delivery and a Business & Industry Services sales person/manager.

Caleb White presented the 2013-14 Comparison FTE and 2014-15 Application Reports. Enrollment numbers remain flat as compared to FY2013 enrollment. The application report reflected approximately a 20 percent increase in applications compared to the previous year.

Under the Chairperson's Report, Ms. Nickels shared that nominations are being sought for the District Boards Association Technical Education Champion (TECh Award). Mr. Moyer suggested Jerry Ward from Seats. Nominations for District Board Associations officer positions were also being sought. The Board recommended Mr. Moyer being nominated for president. Karen Campbell will forward the nomination to the District Boards Association.

Ms. Nickels asked the Board for input on Dr. Ford's evaluation. After discussion, the Board agreed to conduct a 360 evaluation biannually with the next 360 evaluation being done in 2015.

A summary of the GPR categorical aid grants Southwest Tech submitted to the WTCS was shared with the Board. WTCS categorical aid has changed in that all grants are

competitive. Grant applications will be approved at the March WTCS State Board meeting.

Dr. Ford and other staff members have been visiting advanced manufacturers in our region to gather input on services to be offered that they could take advantage of through the Tri-State Center for Advanced Manufacturing Excellence (TSAMCE). Southwest Tech is a partner in TSAMCE along with Northeast Iowa Community College and Highland Community College. UW-Platteville will be joining the partnership as will the University of Northern Iowa. TSAMCE is developing a proposal for an EDA grant to have the region designated as a “manufacturing community” and to develop TSAMCE’s business plan.

Caleb White provided an update on the status, results, and timeline of Gallagher Benefit Services’ analysis of a prospective WTCS-wide health care system and their projections regarding costs and benefits for Southwest Tech and its employees. Southwest Tech could initially save three percent; however, Mr. White recommended the College delay committing to this as he is not comfortable with some of the numbers that were provided in the report. Implementation date is January 1, 2015, and thus far four colleges have committed to the health care system. The Board advised to join the consortium as soon as administration feels comfortable with the numbers in the report.

Mr. White provided an update on administrative services including the 2014-15 budget development, performance-based funding, long-term facilities plans, and IT infrastructure. The Learning Resource Center and Cosmetology are the last two areas of the major renovations from the impact of the major facility expansion. Mr. White shared that with the renovations nearing completion updating lab equipment, roofs, HVAC units, and other facility infrastructure will be the main focus of the capital projects for the next few years. Information Technology projects were reviewed including implementation of an update in the Enterprise Resource System and Business Analytics, monitoring WiscNet service since the UW System will be moving to their own system, and updating the Information Technology server infrastructure. Mr. White explained the position changes in fiscal services and process improvement currently being implemented in this department.

The Board meeting recessed at 4:43 p.m. until Saturday, February 22, 2014. The Board met for dinner and breakfast for social purposes only and no College business was conducted. The meeting reconvened at 8:43 a.m. Saturday, February 22, 2014, in Popen Conference 3 of the Richland Hospital located at 333 East Second Street in the City of Richland Center, Richland County, Wisconsin. The following members were present:

Melissa Fitzsimons, James Kohlenberg, Diane Messer, Darlene Mickelson, Russell Moyer, Eileen Nickels, Chris Prange, Rhonda Sutton, and Donald Tuescher

Others present for all or a portion of the meeting included Dr. Duane M. Ford, College President; College Staff: Karen Campbell and Phil Thomas.

Phil Thomas, Vice President for Student & Academic Affairs, updated the Board on student and academic affairs. Items addressed with the Board included program array, grants programming, focus programs, and Learn Your Way (adult learning offered at alternative times/places). Discussion followed on chunking curriculum and how it will affect graduation rates. Dr. Thomas also reviewed the Quality Review Process (QRP) scorecard and summaries of the most recent QRP program improvement plans. The Board expressed concern with the different factors on the scorecard and that there needs to be an explanation of the differing scales used when rating these factors so that anyone can understand the scorecard. The Board would also like to see the summary details of the program improvement plans annually.

Mr. Tuescher moved to adjourn to Closed Session, with Ms. Fitzsimons seconding the motion. Upon roll call vote with all members voting affirmatively, the meeting adjourned to Closed Session at 9:42 a.m. The meeting reconvened in Open Session at 9:48 a.m.

The College mission, purposes, and vision statements were presented for approval. The Board had reviewed these statements in October 2013, and staff members were given the opportunity to review and recommend changes to these statements. The statements presented included the recommendations from the internal staff subcommittees. Mr. Tuescher moved to approve the revised Mission Statement, College Purposes, and Vision Statement as stated below.

***MISSION:***

*Southwest Wisconsin Technical College provides education and training opportunities responsive to students, employers, and communities.*

***PURPOSES:***

*Southwest Wisconsin Technical College's purposes are to:*

- 1. Provide apprenticeship, certificate, technical diploma, and associate degree programs that respond to District workforce needs and prepare students for family-sustaining jobs and career advancement.*
- 2. Provide customized training, retraining, and technical assistance to businesses and other organizations.*
- 3. Collaborate with schools to provide K-12 students opportunities to explore college and career options as well as to enhance their preparation for postsecondary education.*
- 4. Provide career pathways and transfer opportunities that enable graduates to continue their education.*
- 5. Provide continuing education opportunities to enhance the occupational knowledge and skills of District workers and residents.*
- 6. Provide Adult Basic Education, GED/HSED, bridge, and other programs that help unskilled or low-skilled individuals prepare for work, postsecondary education, or career advancement.*



**VISION:**

*Southwest Wisconsin Technical College will be a preferred provider of education, source of talent, and place of employment in the region. We at the College change lives by providing opportunities for success.*

Ms. Mickelson seconded the motion and the motion was unanimously approved.

Dr. Ford updated the Board on the 2013 Strategic Projects and reviewed the 2014 Strategic Projects list. In 2014, separate project lists will be kept for the Information Technology and Facilities departments. The 2014 Strategic Project list includes administrative projects, student services, and academic projects. Dr. Ford highlighted several including marketing, Learn Your Way, and the outreach sites.

Dr. Ford responded to questions of the Board including:

- **Opportunities:** Need to critically review basic education and HSED/GED and how we transition students from basic education into a credit program; need to develop a sound strategy for where we are going and how to get in regard to online education; and need to empower staff to communicate the good work they are doing as well as seek collaborative assistance from colleagues.
- **Outside Input on Marketing Efforts:** Dr. Ford explained that Plaid Swan has been doing market research on our programs and services. A marketing plan is being created on how we market programs, the College, and services.
- **Climate:** A Noel Levitz staff satisfaction survey is being conducted and will show the strengths, weaknesses, and opportunities. The faculty and other staff evaluation systems are being implemented this semester.
- **Student Housing:** The Board suggested looking at housing options outside of Fennimore.

With no further business to come before the Board, Ms. Fitzsimons moved to adjourn the meeting; Ms. Messer seconded the motion. The motion carried and the meeting adjourned at 12:19 p.m.

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Darlene Mickelson, Secretary