



# **Southwest Wisconsin Technical College**

## **District Board Meeting**

**Regular Meeting**

**January 28, 2016**

Held at

Southwest Tech  
1800 Bronson Boulevard  
Fennimore, WI

## **Table of Contents**

<b>Annotated Agenda .....</b>	<b>2</b>
<b>Open Meeting .....</b>	<b>5</b>
A. Roll Call.....	5
B. Reports/ Forums/Public Input.....	5
<b>Consent Agenda.....</b>	<b>6</b>
A. Approval of Agenda.....	6
B. Minutes of the Regular Board Meeting of November 19, 2015.....	8
C. Financial Reports .....	12
1. Expenditures Greater Than \$2500 .....	12
2. Treasurer's Cash Balance .....	13
3. Budget Control .....	14
D. Contract Revenue .....	15
E. Personnel Items .....	18
<b>Other Items Requiring Board Action .....</b>	<b>20</b>
A. First Reading of Governance Policy 4.4 – College Values.....	20
<b>Board Monitoring of College Effectiveness .....</b>	<b>33</b>
A. WTCS Employee Benefits Consortium .....	33
B. Marketing Report.....	33
C. Staffing Update .....	58
<b>Information and Correspondence.....</b>	<b>64</b>
A. Enrollment Report .....	64
B. Chairperson's Report .....	69
C. College President's Report .....	70
D. Other Information Items.....	70
<b>Establish Board Agenda Items for Next Meeting .....</b>	<b>71</b>
A. Agenda for Next Board meeting .....	71
B. Time and Place .....	71
<b>Adjourn to Closed Session .....</b>	<b>72</b>
A. Consideration of adjourning to closed session for the purpose of .....	72
<b>Reconvene to Open Session.....</b>	<b>72</b>
A. Action, if necessary, on Closed Session Items .....	72
<b>Adjournment.....</b>	<b>72</b>

## **Annotated Agenda**

### **BOARD MEETING NOTICE/AGENDA**

Thursday, January 28, 2016

6:00 p.m. – Dinner (Room 365)

6:15 p.m. – Demonstration of Dashboard (Room 365)

(The Board will hear a presentation on the Charger Dashboard and no formal action will be taken.)

7:00 p.m. – Board Meeting

Room 492-493 – College Connection

### **ANNOTATED AGENDA**

#### **OPEN MEETING**

The following statement will be read: "The January 28, 2016, 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**

#### **CONSENT AGENDA**

##### **A. Approval of Agenda**

A copy of the agenda is included with the electronic Board material.

##### **B. Minutes of the Regular Meeting of December 17, 2015**

Minutes of the December 17, 2015, Board regular meeting are included with the electronic Board material.

##### **C. Financial Reports**

###### **1. Purchase Orders Greater than \$2,500**

###### **2. Treasurer's Cash Balance**

###### **3. Budget Control**

Each report is available electronically with all other Board material. Caleb White, Vice President for Administrative Services, will be at the meeting and available for any questions.

##### **D. Contract Revenue**

Contract revenue totaled \$42,378.16 in December 2015. There are 22 contracts being presented to the Board for approval. The Contract Revenue Report is included with the electronic Board material.

**E. Personnel Items**

Four employment recommendations, one internal transfer, one retirement, and four resignations are being presented for approval in the Personnel Report. The report is available with the electronic Board material.

**OTHER ITEMS REQUIRING BOARD ACTION**

**A. First Reading of Governance Policy 4.4 – College Values**

The Culture Committee has redefined the College Values. Krista Weber, Director of Human Resources, and members of the Culture Committee will present the definitions. Included in the electronic Board material is the presentation.

**Recommendation** – Approve the first reading of Governance Policy 4.4 – College Values.

**BOARD MONITORING OF COLLEGE EFFECTIVENESS**

**A. WTCS Employee Benefits Consortium**

Krista Weber and Caleb White will update the Board on the WTCS Employee Benefits Consortium. The material will be available at the Board meeting.

**B. Marketing Report**

Included with the electronic Board material is a report on activities within Marketing & Public Relations. Sue Reukauf, Marketing & Public Relations Manager, will provide a report on 2015-16 activities within the department and measurements for success.

**C. Staffing Update**

Krista Weber will provide an update on College staffing. A summary is available electronically with all other Board material.

**INFORMATION AND CORRESPONDENCE**

**A. Enrollment Report**

The 2015-16 Comparison FTE and 2016-17 Application Reports are available electronically with all other Board material.

**B. Chairperson's Report**

**C. College President's Report**

1. Board Retreat
2. College Happenings

**D. Other Information Items**

**ESTABLISH BOARD AGENDA ITEMS FOR NEXT MEETING**

**A. Agenda**

1. Board Retreat – Master Plan, Strategic Plan, Accountability
2. Budget Assumptions & Parameters
3. Student & Academic Affairs Report
4. Administrative Services Report
5. Human Resources Trends Report

**B. Time and Place**

Friday, February 26, 2016 – Approximately 12:30 p.m. – 5:00 p.m.

Saturday, February 27, 2016 – Approximately 8:30 a.m. – 12:00 Noon

Super 8, Darlington, WI

**ADJOURN TO CLOSED SESSION**

**A. Consideration of adjourning to closed session for the purpose of**

1. Discussion of property acquisition per Wis. Stats. 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. Approval of December 17, 2015, Closed Session Minutes

**RECONVENE TO OPEN SESSION**

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

**ADJOURNMENT**

## **Open Meeting**

The following statement will be read: "The January 28, 2015, 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***

## **Consent Agenda**

### ***A. Approval of Agenda***

## **BOARD MEETING NOTICE/AGENDA**

Thursday, January 28, 2016

6:00 p.m. – Dinner (Room 368)

6:15 p.m. – Demonstration of Dashboard (Room 368)

(The Board will hear a presentation on the Charger Dashboard and no formal action will be taken.)

7:00 p.m. – Board Meeting

Room 492-493 – College Connection

## **AGENDA**

### **OPEN MEETING**

The following statement will be read: "The January 28, 2016, regular Board 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

### **CONSENT AGENDA**

- A. Approval of Agenda
- B. Minutes of the Regular Meeting of December 17, 2015
- C. Financial Reports
  - 1. Purchase Orders Greater than \$2,500
  - 2. Treasurer's Cash Balance
  - 3. Budget Control
- D. Contract Revenue
- E. Personnel Items

### **OTHER ITEMS REQUIRING BOARD ACTION**

- A. First Reading of Governance Policy 4.4 – College Values

### **BOARD MONITORING OF COLLEGE EFFECTIVENESS**

- A. WTCS Employee Benefits Consortium
- B. Marketing Report
- C. 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

### **ADJOURN TO CLOSED SESSION**

- A. Consideration of adjourning to closed session for the purpose of
  - 1. Discussion of property acquisition per Wis. Stats. 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. Approval of December 17, 2015, Closed Session Minutes

### **RECONVENE TO OPEN SESSION**

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

### **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)}

## ***B. Minutes of the Regular Board Meeting of November 19, 2015***

### **MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS OF SOUTHWEST WISCONSIN TECHNICAL COLLEGE DECEMBER 17, 2015**

The Board of Southwest Wisconsin Technical College met in open session of a regular Board meeting commencing at 7:01 p.m. on December 17, 2015, in Rooms 492-493 on the District Campus located at 1800 Bronson Boulevard in the City of Fennimore, Grant County, Wisconsin. The following members were present:

Linda Erickson, Melissa Fitzsimons, Darlene Mickelson, Russell Moyer, Eileen Nickels, Chris Prange, Rhonda Sutton, and Donald Tuescher

Absent: James Kohlenberg

Others present for all or a portion of the meeting included Dr. Jason S. Wood, College President; College Staff: Richard Ammon, Paul Bell, Karen Campbell, Paul Cutting, Derek Dachelet, Kelly Kelly, Holly Miller, Karyl Nicholson, Mark Randall, Krista Weber, and Caleb White. Public present included Nick Allen and Scott Haumersen from Wegner CPAs.

Vice-Chairperson Sutton 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 17, 2015

6:15 p.m. - Dinner

7:00 p.m. – Board Meeting

Room 492-493 – College Connection

### **OPEN MEETING**

The following statement will be read: “The December 17, 2015, regular Board 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

### **CONSENT AGENDA**

- A. Approval of Agenda
- B. Minutes of the Regular Meeting of November 19, 2015
- C. Financial Reports
  - 1. Purchase Orders Greater than \$2,500
  - 2. Treasurer's Cash Balance
  - 3. Budget Control

- D. Contract Revenue
- E. Personnel Items

### **OTHER ITEMS REQUIRING BOARD ACTION**

- A. FY2015 Financial Audit
- B. Grant County Economic Development Corporation Lease for 2016
- C. Concept Review: Farm Operations & Management – Ag Mechanics
- D. Concept Review: Farm Operations & Management – Crops
- E. Concept Review: Farm Operations & Management – Livestock

### **BOARD MONITORING OF COLLEGE EFFECTIVENESS**

- A. Business, Management & 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

### **ADJOURN TO CLOSED SESSION**

- A. Consideration of adjourning to closed session for the purpose of
  1. Discussion of property acquisition per Wis. Stats. 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. Discussion of employment contracts 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.}
  3. Approval of October 22, 2015, Closed Session Minutes

### **RECONVENE TO OPEN SESSION**

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

### **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)}**

Mr. Moyer moved to approve the Consent Agenda, as presented, including the December 17, 2015, agenda; November 19, 2015, Board minutes; financial reports; nine contracts totaling \$32,448.98 in November 2015; employment recommendations for Kirsten Reichmann-Student Success Coach and Yasmin Rioux-Communications Instructor; transfers for Samantha Redman-Foundation Accountant & Payroll Administrator and Matt

Schneider-Advisor; and the retirement of Betty Frydenlund, Nursing Assistant Instructor. Ms. Nickels seconded the motion; motion carried.

Scott Haumersen and Nick Allen of Wegner CPAs, Madison, WI, presented the audit report for FY2015. Mr. Haumersen informed the Board that the audit has been given a clean opinion in regards to compliance, and the internal control report identified no material weakness or significant deficiency in internal control. Mr. Allen reviewed the financials with the Board. Mr. Tuescher moved to approve the 2014-15 Financial Audit as presented. Mr. Prange seconded the motion; motion carried.

The office space lease with Grant County Economic Development Corporation for calendar year 2016 was presented. Mr. Moyer moved to approve the 2016 lease for Grant County Economic Development Corporation with Ms. Fitzsimons seconding the motion. Upon voice vote, with Ms. Mickelson abstaining, the motion carried.

Paul Cutting, Agribusiness-Science Technology Instructor, and Derek Dachelet, Dean of Industry, Trades & Agriculture, presented concept review proposals for three new agriculture programs. Mr. Cutting and Dr. Dachelet reviewed the proposed future agriculture programming noting that the programs being presented will appeal to those students intending to return to the farm after graduation. If approved, program implementation will be Fall 2017. Mr. Moyer moved to approve the Concept Review for a two-year technical diploma in Farm Operations & Management – Ag Mechanics, 32-080-4. Ms. Nickels seconded the motion; motion unanimously carried.

Ms. Fitzsimons moved to approve the Concept Review for a two-year technical diploma in Farm Operations & Management – Crops, 32-080-5. Ms. Mickelson seconded the motion; motion unanimously carried.

Mr. Moyer moved to approve the Concept Review for a two-year technical diploma in Farm Operations & Management – Livestock, 32-080-6. Ms. Erickson seconded the motion. The motion was unanimously approved.

The Board heard a report on the Business & Management and General Studies division by Richard Ammon, dean of the division. The report included an overview of the Business & Management and General Studies divisions' activities, strengths, and priorities; career pathways; new initiatives; Quality Review Process activities; and General Education completion data.

A staffing report was provided by Krista Weber, Director of Human Resources. Current open positions in various stages of the hiring process included a Network Administrator, Student Success Coach, Grant & Finance Accountant, Midwifery Instructor, Midwife On-site Clinical Coordinator, Basic Computer Skills Coordinator, and Nursing Assistant Instructor.

Mr. White reviewed the enrollment reports noting that the FTE year-over-year comparison report reflected a 2 percent decline from the previous year and applications for 2016 remained flat as compared to the 2015 application numbers.

Under the President's Report, Dr. Wood highlighted his one-on-one meetings with all benefitted employees and the Charger Dashboard. The Board will hold a retreat the end

of February with master planning, accountability, and strategic planning on the agenda. Dr. Wood plans to attend the ACCT National Legislative Summit in February.

Ms. Fitzsimons moved to adjourn to closed session to discuss property acquisition per Wis. Statutes 19.85(1)(e) and employment contracts per Wis. Stats. 19.85(1)(c). Ms. Mickelson seconded the motion. Upon a roll call vote with all members voting affirmatively, the meeting adjourned to Closed Session at 8:30 p.m. The Board meeting reconvened to Open Session at 9:12 p.m. with no action taken on Closed Session items.

With no further business to come before the Board, Ms. Fitzsimons moved to adjourn the meeting with Mr. Tuescher seconding the motion. The motion carried and the meeting adjourned at 9:12 p.m.

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Darlene Mickelson, Secretary

## C. Financial Reports

### 1. Expenditures Greater Than \$2500

SOUTHWEST WISCONSIN TECHNICAL COLLEGE				
OUTSTANDING PURCHASE ORDERS GREATER THAN \$2,500				
FOR THE PERIOD 12/01/2015 TO 12/31/2015				
<u>PO DATE</u>	<u>PO #</u>	<u>VENDOR NAME</u>	<u>PO AMOUNT</u>	<u>DESCRIPTION</u>
<b><u>GENERAL FUND</u></b>				
		None this month		
		<b>SUBTOTAL</b>	<b>\$ -</b>	
<b><u>CAPITAL FUND</u></b>				
12/14/2015	6362	CDW Government	\$ 5,540.00	IT-Ghost Solutions Licenses: imaging hard drives to one another
12/21/2015	6364	Badger Welding Supplies	\$ 20,500.00	Welding: Regulators
12/5/2015	6373	Grainger	\$ 6,178.57	Ag Power: Portable Gantry Crane/Hoist/Trolley
		<b>SUBTOTAL</b>	<b>\$ 32,218.57</b>	
<b><u>ENTERPRISE FUND</u></b>				
		None this month		
		<b>SUBTOTAL</b>	<b>\$ -</b>	
		<b>TOTAL</b>	<b>\$ 32,218.57</b>	

## 2. Treasurer's Cash Balance

Southwest Wisconsin Technical College			
Report of Treasurers Cash Balance 12/31/2015			
Liability End of Month Balances			
FICA	-		
Federal Withholding	-		
State Withholding	31,777.39		
Teachers Retirement	-		
Wisconsin Retirement	-		
Hospitalization	-		
Dental Insurance	-		
Credit Union	-		
Tax Sheltered Annuity			
Deferred Compensation			
American Family Insurance	-		
Foundation	-		
PSA Dues	-		
SWACTE Dues	-		
Garnishment	-		
Child Care	-		
Accrued Vacation Payable	350,390.35		
Sick Leave Payable	441,372.11		
Other (Due To)	7,653,312.82		
Total Liability Adjustment	8,476,852.67		
Beginning Treasurers Balance			2,418,774.15
Receipt			
Fund			
1 General	129,744.74		
2 Special Revenue	-		
3 Capital Projects	9,326.47		
4 Debt Service	172,423.95		
5 Enterprise	107,561.78		
6 Internal Service	320,210.79		
7 Financial Aid/Activities	121,428.09		
Total Receipts		860,695.82	
Cash Available			3,279,469.97
Expenses			
Fund			
1 General	1,826,906.88		
2 Special Revenue	-		
3 Capital Projects	38,346.26		
4 Debt Service	-		
5 Enterprise	242,755.32		
6 Internal Service	354,920.37		
7 Financial Aid/Activities	94,538.33		
Total Expenses		2,557,467.16	
Treasurers Cash Balance			722,002.81
Liability Adjustment			8,476,852.67
Cash in Bank			\$9,198,855.48

### 3. Budget Control

Southwest Wisconsin Technical College							
YTD Summary for Funds 1-7							
For 6 Months ended December 2015							
	<b>2015-16</b>	<b>2015-16</b>	<b>2015-16</b>	<b>2014-15</b>	<b>2013-14</b>	<b>2012-13</b>	<b>2011-12</b>
	<b><u>Budget</u></b>	<b><u>YTD Actual</u></b>	<b><u>Percent</u></b>	<b><u>Percent</u></b>	<b><u>Percent</u></b>	<b><u>Percent</u></b>	<b><u>Percent</u></b>
General Fund Revenue	23,568,000.00	6,617,219.76	28.08	25.61	24.97	27.70	36.86
General Fund Expenditures	23,968,000.00	11,057,071.43	46.13	42.08	44.72	45.04	44.58
Capital Projects Fund Revenue	2,530,000.00	2,517,518.81	99.51	100.57	101.03	101.01	101.95
Capital Projects Fund Expenditures	2,357,000.00	577,552.98	24.50	41.99	37.91	15.79	96.60
Debt Service Fund Revenue	5,194,000.00	216,998.95	4.18	3.47	3.62	-	-
Debt Service Fund Expenditures	5,261,000.00	667,152.51	12.68	14.03	13.74	11.40	12.99
Enterprise Fund Revenue	2,132,000.00	1,046,302.35	49.08	48.60	48.12	49.04	48.14
Enterprise Fund Expenditure	1,966,000.00	902,322.83	45.90	44.64	41.47	45.14	35.32
Internal Service Fund Revenue	4,100,000.00	2,042,988.80	49.83	47.11	46.28	47.38	38.53
Internal Service Fund Expenditures	4,100,000.00	2,681,256.26	65.40	59.51	48.39	51.76	57.86
Trust & Agency Fund Revenue	8,500,000.00	3,518,163.37	41.39	43.27	48.33	50.92	47.45
Trust & Agency Fund Expenditures	8,450,000.00	3,517,869.52	41.63	44.40	49.11	50.38	47.66
Grand Total Revenue	46,024,000.00	13,459,192.04	29.24	33.30	34.23	35.81	39.38
Grand Total Expenditures	46,102,000.00	19,403,225.53	42.09	41.00	41.88	40.62	46.08

#### **D. Contract Revenue**

Contract revenue totaled \$42,378.16 in December 2015. There are 22 contracts being presented to the Board for approval. The Contract Revenue Report follows.

# 2015-2016 CONTRACTS

12/01/15 through 12/31/15

<u>Contract #</u>	<u>Service Provided</u>	<u>Contact</u>	<u>Number Served</u>	<u>Price</u>	<u>Exchange of Services</u> (Instructional Fees Waived)	<u>INDIRECT COST FACTOR</u>		
						<u>On-Campus</u>	<u>Off-Campus</u>	<u>Waiver</u>
03-2016-0063-I-21 Platteville Police Department	TASER Operator	Kris Wubben	2	\$ 47.52	No		X	
03-2016-0065-I-18 University of WI-Platteville	Driver Education-Van	Kris Wubben	3	\$ 180.00	No		X	
03-2016-0068-I-42 Boscobel Care and Rehab	BLS for Healthcare Providers-CPR Recertification	Kris Wubben	28	\$ 1,260.00	No		X	
03-2016-0072-I-41 S&S Cycle Inc WAT Grant #03-153-124-176	MS Excel 2013 Advanced	Amy Charles	45	\$ 2,465.33	No		X	
	MS Excel 2013 Basic	Amy Charles	33	\$ 2,465.33	No		X	
03-2016-0078-F-23 Prosperity Southwest	Administrative & Financial Services	Amy Charles		\$ 1,162.50	No		X	
03-2016-0081-I-41 Community Health Services Corporation	BLS for Healthcare Provider-CPR Recertification	Kris Wubben	10	\$ 546.38	No		X	
03-2016-0086-I-47 NuPak WAT Grant #03-148-124-176	Leadership Approaches	Amy Charles	15	\$ 1,723.00	No		X	
	Workplace Communications	Amy Charles	48	\$ 2,284.00	No		X	
03-2016-0088-I-42 Lafayette County Sheriff's Department	Heartsaver CPR/AED Training	Kris Wubben	20	\$ 955.00	Yes		X	
03-2016-0093-I-42 Tri-State Regional Ambulance, Inc.	EMT Basic Flexible Refresher Training	Kris Wubben	13	\$ 687.57	No		X	
03-2016-0095-I-42 Muscodas EMS	BLS for Healthcare Provider-CPR Recertification	Kris Wubben	2	\$ 80.00	Yes		X	
03-2016-0096-T-21 Richland County Sheriff's Department	Dispatch EMD A&P Training	Kris Wubben		\$ 253.67	No		X	
03-2016-0097-I-41 Cummins Emmissions Solutions	Heartsaver CPR/AED First Aid Training	Kris Wubben	34	\$ 2,040.00	No		X	
03-2016-0100-T-42 Southwest Opportunity Center, Inc. Southwest Wisconsin Technical College	Equipment Rental	Kris Wubben		\$ 72.00	No		X	

<u>Contract #</u>	<u>Service Provided</u>	<u>Contact</u>	<u>Number Served</u>	<u>Price</u>	<u>Exchange of Services</u> (Instructional Fees Waived)	<u>On-Campus</u>	<u>Off-Campus</u>	<u>Waiver</u>
03-2016-0101-I-41 Unison Solutions	Electrical Arc Flash Safety	Amy Charles	16	\$ 2,440.00	No		X	
03-2016-0103-I-18 University of WI-Whitewater	Diver Education - Van	Kris Wubben	2	\$ 357.46	No		X	
03-2016-0406-I-11 Dodgeville School District	WI Statute 118.15	Julie Pluemer	1	\$ 288.32	No		X	
03-2016-0408-I-11 Fennimore Community Schools	WI Statute 118.15	Julie Pluemer	3	\$ 6,395.90	No		X	
03-2016-0412-I-11 Lancaster School District	WI Statute 118.15	Julie Pluemer	6	\$ 10,071.33	No		X	
03-2016-0416-I-11 Platteville School District	WI Statute 118.15	Julie Pluemer	1	\$ 1,638.80	No		X	
03-2016-0426-I-11 Southwestern School District	WI Statute 118.15	Julie Pluemer	1	\$ 1,817.75	No		X	
03-2016-0432-I-11 Seneca School District	WI Statute 118.15	Julie Pluemer	1	\$ 970.65	No		X	
03-2016-0456-I-11 River Valley School District	WI Statute 118.15	Julie Pluemer	1	\$ 2,175.65	No		X	
<b>TOTAL of all Contracts</b>			<b>285</b>	<b>\$ 42,378.16</b>				
Exchange of Services			22	\$ 1,035.00				
For Pay Service			263	\$ 41,343.16				

## ***E. Personnel Items***

Four employment recommendations, one internal transfer, one retirement, and four resignations are being presented for approval in the Personnel Report. The report is available below.

### **PERSONNEL REPORT January 28, 2016**

#### **Employment: NEW HIRE**

<b>Name</b>	Heath Ahnen
Title	Network Administrator
Number of Applicants and Number Interviewed	10 Applicants/4 Interviewed
Start Date	January 11, 2016
Salary/Wages	\$32.21/hour
Classification	Regular Full-Time
Education and/or Experience	BS in Information Systems & BS in Marketing –both from UW-La Crosse with 13 years in network & systems administration.

<b>Name</b>	Sarah Imhoff
Title	Grant & Finance Accountant
Number of Applicants and Number Interviewed	12 Applicants/5 Interviewed
Start Date	January 19, 2016
Salary/Wages	\$24.00/hour
Classification	Regular Full -Time
Education and/or Experience	Accounting Associate Degree from Southwest Tech with 11 years of Accounting experience.

<b>Name</b>	Vanessa Caldari
Title	Midwife Clinical Site Coordinator
Number of Applicants and Number Interviewed	3 Applicants/2 Interviewed
Start Date	January 11, 2016
Salary/Wages	\$21.00/hour
Classification	Regular Part -Time
Education and/or Experience	Direct Entry Midwifery degree from Maternidad La Luz in El Paso TX, BS in Nursing from Interamerican University in San Juan Puerto Rico, with 20 plus years of Midwifery experience.

<b>Name</b>	Heather Kramer
<b>Title</b>	Midwife Clinical Site Coordinator
<b>Number of Applicants and Number Interviewed</b>	3 Applicants/2 Interviewed
<b>Start Date</b>	January 11, 2016
<b>Salary/Wages</b>	\$21.00/hour
<b>Classification</b>	Regular Part -Time
<b>Education and/or Experience</b>	Associate Nursing & Associate Direct Entry Midwifery degrees from Southwest Tech with 15 years of nursing/healthcare experience.

### **PROMOTIONS/TRANSFERS**

Marijke van Roojen	Midwifery Instructor
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### **RETIREMENTS / RESIGNATIONS**

Susie Bischoff (Retirement 2/2/2016)	Evening Custodian – Lead Worker
Allison Carroll (Resignation 1/29/2016)	Student Success Coach
Carla Flesch (Resignation 1/7/2016)	Tutor
Bill O'Herrin (Resignation 1/21/2016)	EPD Lab Assistant
Phil Thomas (Resignation 6/30/2016)	VP of Student & Academic Affairs

**Recommendation:** Approve the Consent Agenda.

## **Other Items Requiring Board Action**

### ***A. First Reading of Governance Policy 4.4 – College Values***

The Culture Committee has redefined the College Values. Krista Weber, Director of Human Resources, and members of the Culture Committee will present the definitions. Included in the electronic Board material is the presentation.

**Recommendation** – Approve the first reading of Governance Policy 4.4 – College Values.

# Southwest Tech Values

Presented by the Culture Committee

# Updating the College Values - Step 1

- April 2015 Staff In-service Activity
- Developed 6 core values
  - Communication
  - Collaboration
  - Respect
  - Trust
  - Positivity
  - Innovation



## Updating the College Values – Step 2

- The 6 values were presented to the District Board for consideration
- The Board asked that we define the values, similar to what was already in place.

## Updating the College Values – Step 3

- The Culture Committee performed one-on-one interviews with employees to get more feedback
- Combined the feedback to create the new version of the values
- Present draft version of values to the Board

# College Values

The employees at Southwest Tech value:

## Original:

- **Learning** for the diverse stakeholders that is provided through accessible, affordable, and caring delivery.

## Suggested:

- **Learning.** We make high-quality education accessible to our diverse population. We help students develop the knowledge, skills, and attitudes needed for workforce success.

# College Values

The employees at Southwest Tech value:

## Original:

- **Professionalism** that is based on respect and integrity, which create a healthy environment and promote open communication and commitment.

## Suggested:

- **Integrity.** We promote a cohesive culture that is based on professionalism, fairness, trust, and respect. We work as a team to maintain a healthy environment of open communication, transparency, and dedication to the mission of Southwest Tech.

# College Values

## The employees at Southwest Tech value:

### Original:

- **Accountability** in terms of the human and fiscal resources entrusted to the institution, which will be used responsibly.

### Suggested:

- **Accountability.** Each employee holds himself/herself and we collectively hold each other responsible for achieving the College goals that have been established by the District Board.

# College Values

## The employees at Southwest Tech value:

### Original:

- **Collaborative Partnerships** with business, industry, labor, government, educational systems, and the surrounding communities.

### Suggested:

- **Partnerships.** We work together to set and attain goals that support our strategic directions. We collaborate internally with students and staff and externally with businesses, donors, alumni, retirees, and the community to identify needs and provide services that impact lives.

# College Values

## The employees at Southwest Tech value:

### Original:

- **Innovation** that fosters creativity in solving problems and meeting future challenges unique to its rural setting.

### Suggested:

- **Innovation.** We foster creativity and student success while meeting industry needs. We are progressive and encourage an entrepreneurial spirit by utilizing emerging technologies that incorporate trend-setting techniques and strategies.

# College Values

The employees at Southwest Tech value:

## Original:

- **Continuous Improvement** of the programs, services, and processes in a team-based culture.

## Suggested:

- **Continuous Improvement.** We hire progressive team members and encourage their personal and professional development so that they can produce high-quality, relevant programs and services that are essential to our growth and sustainability as a college.

# Strategic Directions/College Goals

The following elements comprise the Strategic Directions/ College Goals for Southwest Tech:

- Increase College access.
- Improve student completion and success.
- Strengthen partnerships.
- Create a cohesive culture.
- Prioritize customer service.
- Advance infrastructure (facilities and technology).
- Promote fiscal efficiency and sustainability.

## ***Board Monitoring of College Effectiveness***

### ***A. WTCS Employee Benefits Consortium***

Krista Weber and Caleb White will update the Board on the WTCS Employee Benefits Consortium. The material will be available at the Board meeting.

### ***B. Marketing Report***

Included with the electronic Board material is a report on activities within Marketing & Public Relations. Sue Reukauf, Marketing & Public Relations Manager, will provide a report on 2015-16 activities within the department and measurements for success.



# MARKETING

SOUTHWEST TECH

2014-2015 DISTRICT BOARD REPORT

# OVERVIEW

- Introduction of Marketing team
- What we do in Marketing department
- 2014-2015 Marketing campaigns
- How Marketing is continuously changing and learning

# SOUTHWEST TECH MARKETING TEAM



- Jessica Helms, Marketing Assistant
- Sue Reukauf, Marketing and Public Relations Manager
- Sherry Kane Johnsrud, Graphic Designer

# WHAT WE DO IN MARKETING

- Plan and create marketing campaigns – television, newspaper, radio, print materials, billboards, website, online ads, and more
- Work on website content – banner ads, push boxes, landing pages, updating content
- Promote campus activities – Facebook, Twitter, Instagram, Linked In, Pandora, press releases, media alerts, etc.
- Design and select promotional materials – pens, t-shirts, cups, lip balms, cell phone cleaners & ID card holders, water bottle holders, backpacks, etc.
- Event coordination – planning, organizing, communicating, and attending multiple events
- Develop marketing & communication plans
- Public Information Officers for Emergency Management incidents
- Work with cross categorical team of Marketing, Recruiting and IT on a weekly basis
- Other duties as assigned 😊

# SOCIAL MEDIA ACCOUNTS

- Facebook - <https://www.facebook.com/southwesttech>
- Linked In –
  - Company Page - [https://www.linkedin.com/company/337162?trk=vsrp\\_companies\\_res\\_name&trkInfo=VSRPsearchId%3A381637211453479305914%2CVSRPtargetId%3A337162%2CVSRPcmpt%3Aprimary](https://www.linkedin.com/company/337162?trk=vsrp_companies_res_name&trkInfo=VSRPsearchId%3A381637211453479305914%2CVSRPtargetId%3A337162%2CVSRPcmpt%3Aprimary)
  - University Page - <https://www.linkedin.com/edu/school?id=32544&trk=tyah&trkInfo=clickedVertical%3Aschool%2CclickedEntityId%3A32544%2Cidx%3A3-1-3%2CtarId%3A1453479347402%2Ctas%3ASouthwest%20Tech>
- Twitter - @swtc Jason Wood @SWTC\_Prez
- Flickr – <https://www.flickr.com/photos/southwest-tech/albums>
- Instagram - <http://instagram.com/southwesttech>
- YouTube - <https://www.youtube.com/user/SouthwestTech>

Please feel free to share social media posts with your friends/family ☺

- You don't have to share everything, but 1-2 things per week would be great!

# MARKETING CAMPAIGNS

- We work hard to make sure our radio, newspaper, website, online, direct mail, and all other promotional messages have the same comprehensive wording, look, colors, etc. This way, as people are exposed to the advertising, the message is reinforced.



A marketing campaign graphic featuring a person wearing blue gloves using a metal tool to stir a yellow liquid in a beaker. Below the image, a blue banner contains the text "FOOD + SCIENCE = GREAT CAREER" in white, with "LABORATORY SCIENCE TECHNICIAN" in smaller white text underneath. Below the banner, a white box contains a photo of Linda Klous, an instructor, and contact information: "To find out more about career opportunities in this growing field, contact Linda Klous, Instructor 608.822.2610 lklous@swtc.edu". To the right of the photo is the Southwest Tech logo with the tagline "Never. Now." and the website "Visit us online at www.swtc.edu".

## 2014-2016 MARKETING CAMPAIGNS - BILLBOARD



2014-2016 MARKETING CAMPAIGNS - BILLBOARD

Southwest  Tech  
**Be *PRO*active**

**APPLY NOW FOR JANUARY OR AUGUST 2016!**

**[www.swtc.edu](http://www.swtc.edu)**

**#goproswtc**

## 2014-2016 MARKETING CAMPAIGNS - BILLBOARD

A billboard advertisement for Southwest Tech. The background is a green field with diagonal white lines. At the top, the text "Southwest" is in a serif font, followed by a diamond-shaped logo containing a sunburst, and then "Tech" in a bold sans-serif font. Below this, the phrase "Get a *PRO*motion!" is written in a large, bold, sans-serif font, with "PRO" in italics. Underneath, "APPLY NOW FOR 2016!" is in a smaller, bold, sans-serif font. At the bottom, the website "www.swtc.edu" and the hashtag "#goproswtc" are displayed in a bold, sans-serif font.

Southwest  Tech

Get a *PRO*motion!

APPLY NOW FOR 2016!

[www.swtc.edu](http://www.swtc.edu) #goproswtc

## 2014-2016 MARKETING CAMPAIGNS - BILLBOARD

Southwest  Tech  
**New *PRO*grams!**  
**[www.swtc.edu/new](http://www.swtc.edu/new)**

## 2014-2016 MARKETING CAMPAIGNS - BILLBOARD



## 2014-2016 MARKETING CAMPAIGNS - BILLBOARD



## 2014-2016 MARKETING CAMPAIGNS - BILLBOARD



## 2014-2016 MARKETING CAMPAIGNS - BILLBOARD



## 2014-2016 MARKETING CAMPAIGNS - BILLBOARD



# 2014-16 MARKETING CAMPAIGN - RADIO

An example of one of the radio spots that ran January - February 2015  
Click on the speaker symbol(s) to play the commercial



Overall campus recruiting – playing in Dubuque, Richland Center, Dodgeville, Platteville, and Prairie du Chien markets. Also added another Dubuque station, Monroe (Lafayette County), Elkader, IA (Crawford County), and Viroqua (Richland County)

## NEWSPAPER ADS:

- Local Papers – Boscobel Dial, Dodgeville Chronicle, Mineral Point Democrat, Platteville Journal, Fennimore Times, Herald Independent, Richland Center, Courier Press, Boscobel Dial, Crawford County, Republican Journal, Hillsboro, Tri County Press , Epitath News, Pecatonica Valley Leader
- Shoppers – Shopping News, Advisor, and Reminder
- Regional papers – Telegraph Herald, The Country Today, TriState Sports

# PANDORA



- Southwest Tech is advertising on Pandora radio 1-2 times per year
- Go Pro campaign is running September 13-October 13 for Open House
- What's New campaign will be running Feb 1 – Mar 15
- Click on the speaker to hear the Pandora advertisement



WEBSITE: [WWW.SWTC.EDU](http://WWW.SWTC.EDU)

- We meet every Monday as a cross categorical team (Marketing, Recruiting, IT) to plan and schedule what appears on the Southwest Tech website.
- Specific landing pages are being developed daily/weekly which allows us to use analytics to make adjustments as needed
- Jessica is directly uploading content to the home page
- Sherry creates the digital images we use on website and digital ad campaigns

#### Banner Ads

- Across the top of the screen
- Rotates 5-7 promotions
- When you click on the banner ad, it takes you to a specific landing page about that promotion

#### Push Boxes

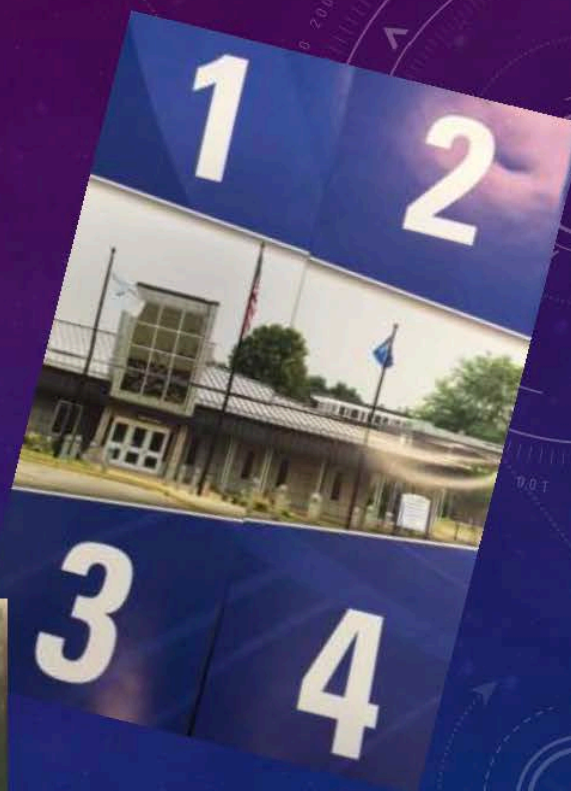
- Six boxes towards the bottom of the screen
- Contains program information, alumni spotlights, testimonials, Career Coach and more
- When you click on the push box, it takes you to a specific landing page for more information

## DIRECT MAIL – FOR FAST TRACK DEC/JAN



# 4 REASONS TO CHOOSE

Southwest  Tech  
Here. Now.



### NO MORE GRAND!

Affordable tuition leaves you with money in your pocket.

2015-2016 TUITION IS LESS THAN \$130 PER CREDIT

*"I am getting the credits I need at a much lower cost and will transfer them to earn a bachelor degree."*

READ ABOUT HOW ZACH IS GOING PRO  
[www.swtc.edu/Zach](http://www.swtc.edu/Zach)



### ARE YOU READY?

We have almost 40 programs to choose from! Not sure which direction to take? Our Career Coaches can help you find your path.

*"At Southwest Tech, I'm getting a better education because of the hands-on experience."*

READ ABOUT HOW APRIL IS GOING PRO  
[www.swtc.edu/April](http://www.swtc.edu/April)



### WHAT ARE YOU WAITING FOR?

Whether it's your first career or a change in careers, we are here to help you follow your dreams.

*"Attending Southwest Tech was one of the best decisions I made for myself. Now my goal is to start my own catering business."*

READ ABOUT HOW KARLA WENT PRO  
[www.swtc.edu/Karla](http://www.swtc.edu/Karla)



### APPLYING IS EASY...

at OPEN HOUSE it's free!

OCTOBER 14, 2015  
3-7 PM

Attend Open House for a chance to win a GoPro®. Learn more!  
[www.swtc.edu/open-house](http://www.swtc.edu/open-house)

800.362.3322 (TDD: 800.822.2072)  
[visit@swtc.edu](http://visit@swtc.edu)



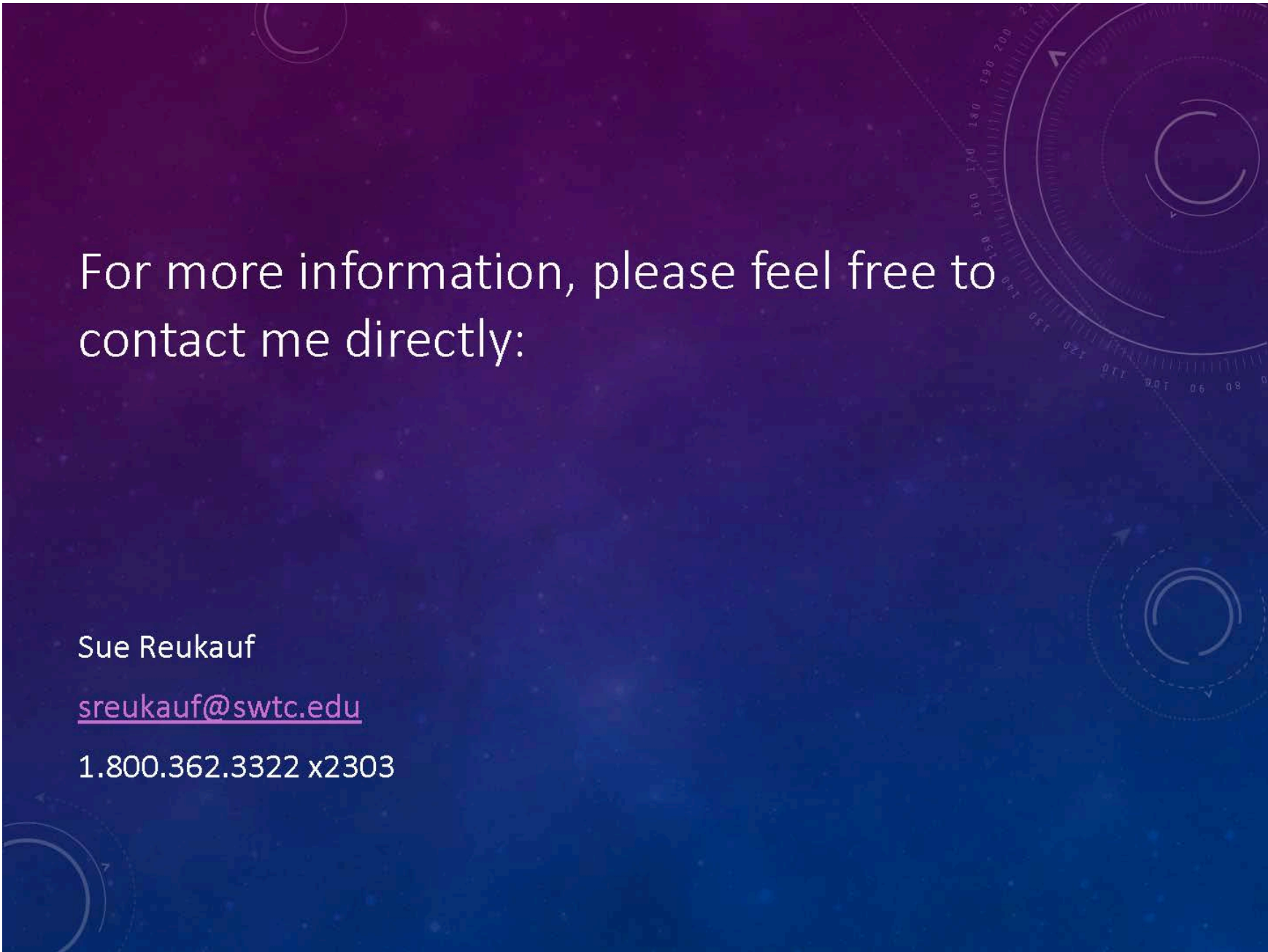
DIRECT MAIL –  
OPEN HOUSE OCT  
2015

## CONTINUOUS CHANGES IN MARKETING

- Moving away from only using traditional media to integrating newer digital formats
- Need to keep up with latest social media platforms – this year we want to do more with Social Media Ambassadors and Instagram and SnapChat
- Website is now a primary marketing tool – it will change constantly
- Setting ourselves apart – what makes us different and unique?
- Going out to our potential students – community events, business visits, outreach centers, county fairs, and other locales as determined
- Data driven – analytics – what works, what doesn't, budget allocation, using our resources efficiently
- We spend time researching and learning about new strategies, tools, best practices, etc. And as soon as we learn it, it changes. Example: Facebook and Google constantly change their algorithms so that we have to change and update with them.

## NEWER INITIATIVES FOR 2015-2016

- Social Media Ambassadors
- More involvement with Twitter, Instagram, Linked In
- Marketing Work Order submission form (currently revising to include prioritization of requests) and project management software
- Started promoting campus initiatives of Learn Your Way, Credit for Prior Learning, Career Pathways, Fast Track, Classroom Presentation Menus for K-12, e-Brochures, faculty playbooks
- Digital advertising – pay per click (PPC), geo-fencing, Google Ad Words, Yahoo Gemini, Twitter, Facebook, Linked In, display network ads, and more
- Continue expansion into video – the last two years the Southwest Tech State Student Ambassadors did a Preview Day video. Statewide Marketing Consortium working on program video revisions over next 3-4 years.

The background is a dark blue gradient with faint, light blue geometric patterns. On the right side, there is a large, semi-circular scale or protractor-like graphic with numerical markings from 0 to 200. There are also several concentric circles and dashed lines scattered across the background.

For more information, please feel free to  
contact me directly:

Sue Reukauf

[sreukauf@swtc.edu](mailto:sreukauf@swtc.edu)

1.800.362.3322 x2303

### ***C. Staffing Update***

Krista Weber will provide an update on College staffing at the Board meeting. A summary is available below.

### Staffing Update 2015-16 Fiscal Year

	Name	Title	Status and/or Additional Info	Effective Date	Funding Source &/or Estimated Wage Range/Hired Salary
1	New Position	Midwife Clinical Coordinator	Marijke van Roojen	Summer 2015	Grade 4, Hourly \$16.33 - \$21.09 Hired at \$20.78/hour
2	Replacement-Beth Whitish (Retirement)	Early Childhood Education Instructor	Renae Blaschke	Fall 2015	BS \$40,368-\$68,225 MS \$44,159-\$74,437 Hired at \$64,000
3	Replacement-Marla Leibfried (Retirement)	Dental Assistant Instructor	Krista Demo	Fall 2015	BS \$40,368-\$68,225 MS \$44,159-\$74,437 Hired at \$45,000
4	Replacement-Heather Fifrick	Resident & Student Life Coordinator	Stephanie Brown	Summer 2015	Grade 8, Salaried Professional \$44,817 - \$60,580 Hired at \$49,000 (internal)
5	Replacement-Lena Robinson (Resignation)	Learning Services Assistant	Will not be filling	Summer 2015	
6	New Position	Grants Coordinator	Darnell Hendricks	Summer 2015	Grade 7, Salaried Professional \$52,190 - \$70,611; Hired at current salary (internal)
7	New Position	Safety Instructor	Hold - not hiring	Fall 2015	BS \$40,368-\$68,225 MS \$44,159-\$74,437

### Staffing Update 2015-16 Fiscal Year

	<b>Name</b>	<b>Title</b>	<b>Status and/or Additional Info</b>	<b>Effective Date</b>	<b>Funding Source &amp;/or Estimated Wage Range/Hired Salary</b>
8	New Position	Cook	Tim Evans	7/23/2015	Grade 1, Hourly \$12.07 - \$15.59 Hired at \$14.00/hour
9	Replacement - Laura Nyberg-Comins (Resignation)	Dean of Student Services	Holly Bigelow	Summer 2015	Grade 2, Salaried Professional \$89,258 - \$120,763 Hired at \$93,000
10	Replacement - Dennis Cooley (Resignation)	Executive Director of the Foundation	Holly Clendenen	8/19/2015	Grade 4, Salaried Professional \$74,431 - \$100,700 Hired at \$93,000
11	Replacement - Chase Varvil	Electrical Power & Distribution Lab Assistant-PT LTE	Bill O'Herrin	Fall 2015	Grade 5 Hourly \$17.40 - \$22.42
12	Replacement - Stephanie Brown (transfer)	Advisor	Matt Schneider	Jan. 2016	Grade 8, Salaried Professional \$44,817 - \$60,580 Hired at \$45,000 (internal)
13	New Position	Cook - PT Regular	Susan Friederick	Summer 2015	Grade 1, Hourly \$12.07 - \$15.59 Hired at \$14.00/hour
14	Replacement - George Dulzo (Retirement-12/15)	Criminal Justice Instructor	Gary Roberts	12/1/2015	BS \$40,974-\$69,248 MS \$44,821-\$75,554 Hired at \$48,000 (BS)

### Staffing Update 2015-16 Fiscal Year

	<b>Name</b>	<b>Title</b>	<b>Status and/or Additional Info</b>	<b>Effective Date</b>	<b>Funding Source &amp;/or Estimated Wage Range/Hired Salary</b>
15	Replacement - Cindy Albrecht (Resigned)	Communications Instructor	Yasmin Rioux	1/1/2016	BS \$40,974-\$69,248 MS \$44,821-\$75,554 Hired at \$51,000 (MS)
16	New Position	IT Instructional/Lab Assistant- LTE	Kelly Flynn (KJ)	8/8/2015	Grade 3 Support Staff \$15.25-\$20.19 Hired at \$18.75
17	New Position	Coordinator of Annual Giving & Donor Relations	Gina Udelhofen	10/26/2015	Grade 8, Salaried Professional \$44,817 - \$60,580 Hired at \$59,000
18	New Position	Student Success Tutors 2 Part-time/LTE	David Wright	11/12/2015	Grade 6 Support Staff \$21.05-\$27.24 Hired at \$25.00
19	New Position	Student Success Coach LTE	Kirsten Reichmann	12/7/2015	Grade 7, Support Staff \$23.38-\$36.20 Hired at \$32.00
20	New Position	Director of External Relations & Alumni Development	Kim Schmelz	10/14/2015	Grade 5, Salaried Professional \$67,017 - \$90,671 Hired at \$67,500
21	New Position	Foundation Accounting & Payroll Administrator	Samantha Redman	Jan. 2016	Grade 8, Salaried Professional \$44,115-\$59,685 Hired at \$52,000 (internal)

### Staffing Update 2015-16 Fiscal Year

	Name	Title	Status and/or Additional Info	Effective Date	Funding Source &/or Estimated Wage Range/Hired Salary
22	Replacement Dave Hardyman (Retired 11/4/2015)	Network Administrator	Heath Ahnen	1/11/2016	Grade 7, Support Staff \$23.38-\$36.20 Hired at \$32.21/hour
23	Replacement -Matt Schneider (Transfer)	Student Success Coach (formerly College Admissions Representative)	Jordyn Poad	1/28/2016	Grade 8, Salaried Professional \$44,115-\$59,685 Hired at \$45,000
24	Replacement-Samantha Redman (Transfer)	Grant & Finance Accountant	Sarah Imhoff	1/19/2016	Grade 6, Support Staff \$21.05-\$27.24 Hired at \$24.00/hour
25	New Position	Midwifery Instructor	Marijke van Roojen	1/11/2016	BS \$40,974-\$69,248 MS \$44,821-\$75,554 Hired at \$54,000 (MS)
26	Replacement-Marijke van Roojen (Transfer)	Midwife Onsite Clinical Coordinator	Heather Kramer	1/11/2016	Grade 4, Hourly \$16.33 - \$21.09 Hired at \$21.00/hour
27	New Position - (Part-time)	Midwife Onsite Clinical Coordinator	Vanessa Caldari	1/11/2016	Grade 4, Hourly \$16.33 - \$21.09 Hired at \$21.00/hour
28	New Position (Part-time, LTE, Grant Funded)	Basic Computer Skills Coordinator (Part-time, LTE, Grant Funded)	Applications in review process	Feb. 2016	Grade 6, Support Staff \$21.05-\$27.24

### Staffing Update 2015-16 Fiscal Year

	Name	Title	Status and/or Additional Info	Effective Date	Funding Source &/or Estimated Wage Range/Hired Salary
29	Replacement-Betty Frydenlund (retirement 12/31/15)	Nursing Assistant Instructor	On Hold	Spring 2016	BS \$40,974-\$69,248 MS \$44,821-\$75,554
30	Replacement -Allison Carroll (Resignation)	Student Success Coach	Anna Stremlau	2/4/2016	Grade 8, Salaried Professional \$44,115-\$59,685 Hired at \$45,000
31	Replacement-Susie Bischoff (retirement 2/2/16)	Evening Custodian - Lead Worker	Interviews Scheduled 1/22/16	Feb. 2016	Grade 3, Hourly \$15.25 - \$20.19
32	New Position	Academic Success Coach Part-time/LTE	Interviews Scheduled 2/1/16	Feb. 2016	Grade 6 Support Staff \$21.05-\$27.24
33	New Position	Mental Health Counselor	Interviews Scheduled 2/2/16	Feb. 2016	Grade 7, Salaried Professional \$52,190-\$70,611
34	Replacement	Chief Academic Officer/Executive Dean	Interviews Scheduled 1/29/16	Feb. 2016	Salaried Professional

Updated 1/21/2016

## **Information and Correspondence**

### **A. Enrollment Report**

The year-over-year 2015-16 Comparison FTE Report and 2016 Application Report are available below.


## 2014-2015 and 2015-2016 FTE Comparison

Program Code	Program Title	01-19-15 Students	01-19-16 Students	Student Change	01-19-15 FTE	01-19-16 FTE	FTE Change
10-101-1	Accounting	24	33	9	19.36	20.60	1.24
10-106-6	Administrative Professional	14	15	1	10.40	12.47	2.07
10-006-2	Agri-Business/Science Technology	63	67	4	61.87	62.00	0.13
10-102-3	Business Management	85	84	(1)	56.43	58.40	1.97
10-530-5	Cancer Information Management	8	21	13	4.23	12.83	8.60
10-504-1	Criminal Justice - Law Enforcement	64	54	(10)	47.80	48.60	0.80
10-316-1	Culinary Arts	21	21	-	16.94	17.20	0.26
10-317-1	Culinary Management	10	7	(3)	8.50	4.83	(3.67)
10-510-6	Direct Entry Midwife	36	54	18	14.73	25.47	10.73
10-307-1	Early Childhood Education	43	40	(3)	31.23	28.73	(2.50)
10-620-1	Electromechanical Technology	60	41	(19)	51.06	34.13	(16.93)
10-623-8	Engineering Technologist-Suspended	10	-	(10)	8.73	-	(8.73)
10-325-1	Golf Course Management	30	20	(10)	25.90	19.50	(6.40)
10-201-2	Graphic And Web Design	35	35	-	26.87	30.53	3.67
10-530-1	Health Information Technology	37	46	9	18.13	23.67	5.53
10-520-3	Human Services Associate	46	55	9	34.87	42.73	7.87
10-825-1	Individualized Technical Studies	5	6	1	2.97	4.30	1.33
10-154-3	IT-Computer Support Specialist	2	-	(2)	0.83	-	(0.83)
10-150-1	IT-Network Communications Specialist	31	43	12	20.90	36.47	15.57
10-152-7	IT-Web & Software Developer-Suspended	10	1	(9)	6.90	0.60	(6.30)
10-513-1	Medical Laboratory Technician	17	18	1	14.97	16.07	1.10
10-543-1	Nursing - Associate Degree	287	214	(73)	144.68	107.20	(37.48)
10-524-1	Physical Therapist Assistant	47	42	(5)	28.17	29.97	1.80
10-196-1	Supervisory Management	20	24	4	10.09	13.13	3.04
10-182-1	Supply Chain Management	8	13	5	2.67	7.27	4.60
10-499-5	Technical Studies-Journey Worker	1	2	1	0.20	0.60	0.40
	<b>Total Associate Degree</b>	<b>1,014</b>	<b>956</b>	<b>(58)</b>	<b>669.43</b>	<b>657.30</b>	<b>(12.13)</b>
31-101-1	Accounting Assistant	13	4	(9)	8.97	3.60	(5.37)
30-531-6	Advanced EMT	-	7	7	-	0.93	0.93
32-070-1	Agricultural Power & Equipment Technician	40	43	3	39.90	40.43	0.53

		<b>2014-2015 and 2015-2016 FTE Comparison</b>					
<b>Program Code</b>	<b>Program Title</b>	<b>01-19-15 Students</b>	<b>01-19-16 Students</b>	<b>Student Change</b>	<b>01-19-15 FTE</b>	<b>01-19-16 FTE</b>	<b>FTE Change</b>
31-405-1	Auto Collision Repair & Refinish Technician	21	19	(2)	13.97	14.53	0.57
32-404-2	Automotive Technician	30	36	6	25.50	32.53	7.03
31-475-1	Building Trades - Carpentry	21	11	(10)	18.74	9.97	(8.77)
30-420-2	CNC Setup/Operation	9	4	(5)	4.87	2.13	(2.73)
31-307-1	Child Care Services	14	20	6	9.10	15.80	6.70
50-413-2	Electricity (Construction) Apprentice	19	21	2	2.57	3.00	0.43
31-502-1	Cosmetology	39	40	1	34.04	33.27	(0.77)
30-504-1	Criminal Justice-Law Enforcement 520 Academy	15	18	3	7.80	9.60	1.80
31-317-1	Culinary Specialist	6	8	2	3.77	5.60	1.83
31-091-1	Dairy Herd Management	19	20	1	17.80	19.73	1.93
30-508-2	Dental Assistant - Short Term	27	14	(13)	14.70	8.13	(6.57)
31-413-2	Electrical Power Distribution	26	24	(2)	23.70	23.30	(0.40)
30-531-3	Emergency Medical Technician	-	15	15	-	3.20	3.20
50-413-1	Industrial Electrician Apprentice	11	12	1	1.33	2.07	0.73
31-620-1	Industrial Mechanic	6	8	2	2.17	7.07	4.90
31-154-6	IT-Computer Support Technician	15	15	-	10.53	11.00	0.47
31-513-1	Laboratory Science Technician	-	4	4	-	3.20	3.20
31-509-1	Medical Assistant	41	42	1	34.34	31.97	(2.37)
30-530-1	Medical Coding Specialist	45	45	-	14.73	16.23	1.50
30-543-1	Nursing Assistant	166	167	1	20.43	20.87	0.43
31-106-8	Office Support Specialist	11	7	(4)	8.47	6.03	(2.43)
50-427-5	Plumbing Apprentice	14	20	6	2.04	3.33	1.29
31-182-1	Supply Chain Assistant	-	1	1		0.50	0.50
31-442-1	Welding	52	61	9	44.56	47.67	3.10
	<b>Total Technical Diploma</b>	<b>660</b>	<b>686</b>	<b>26</b>	<b>364.02</b>	<b>375.70</b>	<b>11.68</b>

		2014-2015 and 2015-2016 FTE Comparison					
Program Code	Program Title	01-19-15 Students	01-19-16 Students	Student Change	01-19-15 FTE	01-19-16 FTE	FTE Change
20-800-1	Liberal Arts - Associate of Arts	12	13	1	4.80	4.47	(0.33)
20-800-2	Liberal Arts - Associate of Science	14	10	(4)	5.53	2.53	(3.00)
	Undeclared Majors	1,657	1,670	13	182.07	191.63	9.56
	<b>Total</b>	<b>3,357</b>	<b>3,335</b>	<b>(22)</b>	<b>1,225.86</b>	<b>1,231.63</b>	5.77
	<b>Percent of Change</b>						<b>0.47%</b>
	Vocational Adult (Aid Codes 42-47)	3,294	3,257	(37)	60.22	62.02	1.80
	Community Services (Aid Code 60)	62	46	(16)	0.15	0.10	(0.05)
	Basic Skills (Aid Codes 73,74,75,76)	247	342	95	21.21	32.27	11.05
	Basic Skills (Aid Codes 77 & 78)	1,080	1,322	242	44.73	60.97	16.24
	<b>Grand Total</b>	<b>8,040</b>	<b>8,302</b>	262	<b>1,352.18</b>	<b>1,386.99</b>	34.81
	<b>Total Percent of Change</b>						<b>2.57%</b>

# APPLICATION COMPARISON of 2016-17 vs 2015-16

	2016-2017				2015-2016						
	Program	Cap	Jan 11. 2016		Jan 13. 2015			1st day 8-24-15			YOY
			Acpt	Petition/ W.L.	Total	Acpt.	Petition/ W.L.	Total	Acpt.	Petition/ W.L.	Total
Accounting		18		18	4		4	16		16	14
Accounting Assistant		1		1	5		5	3		3	-4
Administrative Professional		2		2	5		5	9		9	-3
Agri-Business/Science Tech	36	16		16	17		17	36	1	37	-1
Aq Power & Equipment	22	22	1	23	22	3	25	22		22	-2
Auto Collision Repair&Refinish	22	5		5	5		5	10		10	0
Automotive Technician	22	7		7	8		8	22	1	23	-1
Building Trades- Carpentry	20	4		4	1		1	9		9	3
Business Management		4		4	6		6	37		37	-2
Cancer Information Management		5		5	3		3	16		16	2
Child Care Services	13	8		8	6		6	13	3	16	2
CNC Setup/Operation	5			0	1		1	6		6	-1
Cosmetology	24	4		4	3		3	23		23	1
Criminal Justice-Law Enforce	48	9		9	18		18	31		31	-9
Culinary Arts		7		7	3		3	6		6	4
Culinary Management		1		1	1		1	4		4	0
Culinary Specialist				0	1		1	8		8	-1
Dairy Herd Management	24	13		13	6		6	19		19	7
Dental Assistant	18	15		15	8		8	17		17	7
Early Childhood Education	28	11		11	15		15	28		28	-4
Electrical Power Distribution	24	24		24	24	4	28	24		24	-4
Electro-Mech Tech	12	8		8	3		3	17		17	5
Golf Course Management		3		3	3		3	8		8	0
Graphic and Web Design	25	9		9	10		10	25		25	-1
Health Information Technology	22	22	1	23	22	2	24	22	5	27	-1
Human Services Associate	31	11		11	10		10	29		29	1
Industrial Mechanic	12			0	4		4	5		5	-4
Instrumentation & Controls Tech				0			0			0	0
IT-Computer Support Tech		2		2	1		1	15		15	1
IT-Network Communication Spec		5		5	3		3	24		24	2
Laboratory Science Technician	15	1		1			0	5		5	1
Liberal Arts- Associate of Arts				0			0	8		8	0
Liberal Arts-Associate of Science				0			0	4		4	0
Medical Assistant	32	24		24	26		26	32	2	34	-2
Medical Coding Specialist	23	23	8	31	21		21	23	5	28	10
Medical Laboratory Technician	16	1		1	4		4	15		15	-3
Nail Technician	4	1		1			0			0	1
Nursing-Associate Degree	54	50		50	54	60	114	54	30	84	-64
Nursing-Assoc Degree- Part-time	28	18		18	28	13	41	28	3	31	-23
Office Support Specialist		2		2	2		2	5		5	0
Pharmacy Tech (shared)				0			0			0	0
Physical Therapist Assistant	18		10	10		41	41	16	10	26	-31
Precision Machining Technology		2		2			0			0	2
Supervisory Management		1		1			0	9		9	1
Supply Chain Assistant				0			0	1		1	0
Supply Chain Mgt				0			0	3		3	0
Undecided				0			0			0	0
Welding	40	9		9	12		12	33		33	-3
Sub Total 8/22/2016		368	20	388	365	123	488	740	60	800	-100

Program	Cap	2016-2017			2015-2016						YOY	
		Jan 11, 2016			Jan 13, 2015			1st day 8-24-15				
		Acpt	Petition/ W I	Total	Acpt.	Petition/ W I	Total	Acpt.	Petition/ W I	Total		Jan
Business Management		13		13		12		12			12	1
Direct-Entry Midwife (Jan Start)	32	30		30		18	2	20	9	2	11	10
Liberal Arts - Arts		3		3		3		3			0	0
Liberal Arts - Science				0				0			0	0
Supervisory Management		4		4		4		4			0	0
Supply Chain Management		5		5		9		9			0	-4
Welding - (Jan Start)	20	15		15		13		13	1		1	2
Sub Total 1/11/2016		70	0	70		59	2	61	10	2	24	9
TOTALS		438	20	458		424	125	549	750	62	824	9

Fall Year over Year	3	-103	-100
Fall Current 1617 - First Day of 2015-16	-372	-40	-412
Fall1516 Dec 2014 - First Day of 15-16	-375	63	-312


### ***B. Chairperson's Report***

### ***C. College President's Report***

1. Board Retreat
2. College Happenings

### ***D. Other Information Items***

## **Establish Board Agenda Items for Next Meeting**

### ***A. Agenda for Next Board meeting***

1. Board Retreat – Master Plan, Strategic Plan, Accountability
2. Budget Assumptions & Parameters
3. Student & Academic Affairs Report
4. Administrative Services Report
5. Human Resources Trends Report

### ***B. Time and Place***

Friday, February 26, 2016 – Approximately 12:30 p.m. – 5:00 p.m.

Saturday, February 27, 2016 – Approximately 8:30 a.m. – 12:00 Noon

Super 8, Darlington, WI

## **Adjourn to Closed Session**

### ***A. Consideration of adjourning to closed session for the purpose of***

1. Discussion of property acquisition per Wis. Stats. 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. Approval of December 17, 2015, Closed Session Minutes

## **Reconvene to Open Session**

### ***A. Action, if necessary, on Closed Session Items***

## **Adjournment**