



Attachment 3 - a

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
MILWAUKEE, WISCONSIN
September 27, 2022**

CALL TO ORDER

The regular monthly meeting of the Milwaukee Area Technical College District Board was held in Open Session on Tuesday, September 27, 2022, and called to order by Chairperson Olson at 4:03 p.m. in the Board Room, Room M210, at the Downtown Milwaukee Campus of Milwaukee Area Technical College.

ITEM 1 a. ROLL CALL

Present: Lauren Baker, Bria Burris, Erica Case, Antonio Diaz, Mark Foley, Citlali Mendieta-Ramos (via Zoom), Supreme Moore Omokunde (via Zoom), Nikki Moews and Lisa Olson.
Director Moore Omokunde joined at 4:25 p.m.

Excused: None.

ITEM 1 b. COMPLIANCE WITH THE OPEN MEETINGS LAW

Discussion Chairperson Olson asked if proper notice of the meeting had been given in compliance with the Wisconsin Open Meetings Law.

Ms. Gwendolyn Green, board liaison, confirmed proper notice was given.

ITEM 2. COMMENTS FROM THE PUBLIC

Dr. Lisa Conley, Full-time STEM Faculty Member and President of AFT Local 212, greeted and thanked the board for their service to MATC; congratulated Director Mendieta-Ramos on her July reappointment to the board and welcomed Directors Burris and Moore Omokunde to the MATC Board. Dr. Conley stated Local 212 looked forward to working with Dr. Martin and members of the administration. Dr. Conley also introduced the Local 212 executive team to the board.

ITEM 3. APPROVAL OF MINUTES

3 a. Regular Board Meeting: August 23, 2022

Milwaukee Area Technical College District Board

September 27, 2022

Page 2

Motion It was moved by Mr. Foley, seconded by Ms. Moews, to approve the minutes of the Regular Board Meeting: August 23, 2022

Action Motion approved.

ITEM 4. APPROVAL OF CONSENT AGENDA ITEMS

- 4 a. Bills – August 2022**
- 4 b. Financial Report – August 2022**
- 4 c. Human Resources Report**
- 4 d. Procurement Report**

Motion It was moved by Ms. Baker, seconded by Mr. Diaz, to approve the Consent Agenda.

Action Motion approved.

ITEM 5. BOARD ACTION ITEMS

Action Items

- 5 a. Resolution (F0243-09-22) Authorizing the Sale of \$1,500,000 General Obligation Promissory Notes, Series 2022-2023D of Milwaukee Area Technical College District, Wisconsin.**

Motion It was moved by Mr. Foley, seconded by Ms. Moews, to approve Resolution (F0243-09-22) Authorizing the Sale of \$1,500,000 General Obligation Promissory Notes, Series 2022-2023D of Milwaukee Area Technical College District, Wisconsin.

Discussion Mr. John Mehan, managing director, Robert W. Baird & Co., reviewed the Final Pricing Summary for the \$1,500,000 General Obligation Promissory Notes, Series 2022-2023D.

Action Motion approved, the roll call vote being as follows:

Ayes: Burris, Case, Diaz, Foley, Mendieta-Ramos, Moews, Baker and Olson - 8

Noes: None.

- 5 b. Resolution (F0244-09-22) Authorizing the Issuance of \$1,500,000 General Obligation Promissory Notes, Series 2022-2023E of Milwaukee Area Technical College District, Wisconsin**

Milwaukee Area Technical College District Board

September 27, 2022

Page 3

Motion It was moved by Mr. Foley, seconded by Ms. Moews, to approve Resolution (F0244-09-22) Authorizing the Issuance of \$1,500,000 General Obligation Promissory Notes, Series 2022-2023E of Milwaukee Area Technical College District, Wisconsin.

Action Motion approved, the roll call vote being as follows:

Ayes: Case, Diaz, Foley, Mendieta-Ramos, Moews, Baker, Burris and Olson - 8

Noes: None.

5 c. Resolution (F0245-09-22) to Approve Building Trades Rate Changes.

Motion It was moved by Ms. Baker, seconded by Ms. Case, to approve Resolution (F0245-09-22) to Approve Building Trades Rate Changes.

Action Motion approved.

5 d. Approval of Presidential Evaluation Instrument Part B

Motion It was moved by Mr. Diaz, seconded by Ms. Moews, to approve Presidential Evaluation Instrument Part B.

Action Motion approved.

ITEM 6 Reports

6 a. Chairperson's Report

Discussion Chairperson Olson:

- Thanked Directors Foley, Baker and Mendieta-Ramos for volunteering to sit on the Board Policy Review ad hoc committee. These directors will work with Ms. Kristen Decato, MATC Interim Legal Counsel, to review the college's board policies.
- Announced the Wisconsin Technical College District Boards Association (WTCDBA) will be holding its fall meeting in person, hosted by Chippewa Valley Technical College at Eau Claire/Holiday Inn South. The focus of the meeting will be Rules of Order/Parliamentary Procedure.
- Introduced Ms. Layla Merrifield, executive director of the WTCDBA, to report on updates within the Wisconsin Technical College District Boards Association. Ms. Merrifield:

- Announced the Legislative Seminar will be January 12, 2023 in Madison. This is the opportunity for board trustees to meet with their district legislators.
- Distributed the Wisconsin Technical College System (WTCS) Budget Request – Legislative Agenda to the board.
- Stated WTCS is requesting approximately \$90 million over the two year State budget, a substantial investment for each of the sixteen colleges in the system. The system is also requesting Grants funding and an investment in the WTCS State Office, to fill three positions that are vacant due to lack of funds.
- Thanked Dr. Martin for her leadership in chairing the Presidents' Association, and Director Foley for volunteering to review and work on the WTCSDBA bylaws.
- Distributed an engagement survey for board trustees.

6 b. President's Report

Discussion

Dr. Martin:

- Thanked Layla Merrifield for being a trusted resource to the President's Association and WTCS, as well as to her personally. The tech college system has benefited from Layla Merrifield's knowledge, experience and legislative acumen.
- Congratulated Eva Martinez-Powless on successfully defending her dissertation at Marquette University in September, therefore, she is now Dr. Eva Martinez-Powless.
- Announced Student Kris Johnson, a Web & Digital Media Design student, will spend the next 20 months working as a digital marketing apprentice with Google at their offices in Chicago.
- Reported the League of United Latin American Citizens (LULAC) partnered with the Milwaukee Brewers, Mexican Fiesta and MATC to present 42 MATC students with scholarships. This collaboration is part of the college's larger HSI efforts. Dr. Martin thanked Drs. Eva Martinez-Powless and Naydeen Gonzalez-De Jesus for participating in the recognition event.
- Served as co-chair of the Hispanic Professionals of Greater Milwaukee's annual gala on September 23. Money raised at the event supports scholarships for high school graduates and college students who attend local higher education institutions including MATC.
- Reported that MATC was the only community/technical college in Wisconsin to be awarded the PepsiCo Foundation Uplift Scholarship. The \$500,000 total investment covers 80 scholarships per year for two years (160 total) at \$2,000 each.

6 c. Diversity, Equity and Inclusion Report

Discussion Dr. Eva Martinez-Powless, Chief Diversity, Equity and Inclusion Officer:

- Introduced Dr. Patricia Torres-Najera as the new Executive Director of Community Education, Hispanic Serving Institution (HSI) Initiatives and Strategic Engagement. Dr. Torres-Najera gave an overview of her background to the board.
- Introduced Mr. Daniel McColgan, director of Labor Relations, to present on the annual Affirmative Action Report. Mr. McColgan presented the board with employment updates as of June 30, 2022 on the following categories: full-time positions, minority full-time employment by EEO category, female full-time employment by EEO category, faculty full-time positions and full-time employee separations.

There was a discussion among the board members on the information presented in the Affirmative Action Report. Chair Olson suggested the board hold a workshop to facilitate a deeper dive into the data.

6 d. Enrollment Report

Discussion Dr. Sarah Adams, dean, Enrollment Services and Registrar, presented the Enrollment Report. The report included the following updates:

- The college is at 95.2% of its fall budgeted goal.
- Continuing student enrollment is up for the present semester. The college is up 3.3% for continuing students, but down in new students and returning students by an average of 4.5%.
- Dr. Adams introduced Dr. Busalacchi, Interim Executive Director of Oak Creek, Mequon and West Allis campuses, who shared information regarding MATC's High School relations. Dr. Busalacchi gave updates on academic initiatives MATC has been working on, in part, the M-Cubed initiative, The Start College Now program, the Dual Credit Academy, and contracted instruction.

6 e. Milwaukee PBS VP General Manager's Report

Discussion Mr. Bohdan Zachary, vice president and general manager of Milwaukee PBS, shared the following highlights:

- The Podcast series, Speaking Up, created by Milwaukee PBS producers Mariano Avila, Alexandria Mack and Scottie Lee Myers were awarded the top prize at the recent National Conference of

the National Educational Telecommunications Association. Mr. Zachary also recognized the contributions of sound engineer Grant Martin and Milwaukee PBS's Chief Content Officer Chris Hayes.

- Milwaukee PBS will celebrate its sixty-fifth anniversary since it went on the air. There will be on-air spots marking the celebration featuring PBS stars such as Lydia Bastianich and Pati Jinich and a surprise video message from Luxembourg Ambassador Tom Barrett.
- The anniversary will include an event around the new documentary by John Gurda exploring the history of Jones Island to virtual classes with some of the stars of PBS's Milk Street and more travel programs.
- Milwaukee PBS fundraising nearly exceeds \$1 million already this fiscal year.
- Milwaukee PBS will serve as the site for the U.S. Senate debate between Senator Ron Johnson and Lieutenant Governor Mandela Barnes. The live hour-long event will take place on October 7.
- Announced his departure and thanked those at MATC who have made working at Milwaukee PBS the most rewarding experience of his professional life, with a heartfelt thanks to Dr. Martin for her support and belief in his vision for Milwaukee PBS.

6 f. Legislative Matters Report

Discussion

Ms. Laura Bray, vice president of College Advancement and External Communications, presented the Legislative Matters Report on behalf of Ramie Zelenkova, lobbyist, Hubbard Wilson & Zelenkova on recent legislative matters affecting higher education including:

- The Joint Committee on Finance approved a request from the Educational Communications Board for 2 FTE positions to provide master control services for Milwaukee PBS licensed to MATC.
- A Legislative Council Study Committee on Increasing Offender Employment Opportunities has been created and will be co-chaired by State Senator May Felzkowski and State Representative Michael Schraa. MATC's Dr. Sadique Isahaku was selected to serve as a public member.
- A Legislative Study Committee on Occupational Licenses was created and will be co-chaired by Senator Rob Stafsholt and Representative Shae Sortwell. Representative Moore Omokunde serves as a member of the committee.
- At the Federal Level, President Biden announced a plan to cancel student debt for low-to-middle-income borrowers.

ITEM 7.

BOARD MONITORING

7 a. Higher Enrollment Programs - Presidential Goal #9

Information Dr. Mohammad Dakwar, vice president of Learning, presented the programs with the highest enrollment in each academic pathway.

7 b. Annual Foundation Report

Information Ms. Bray presented the Annual Foundation Report; the report included the following updates:

- Board of Directors – Overview: 2 MATC Alumni, 67% Vice President or higher and 44% Racial/ethnic diversity.
- The fundraising goal for 2022-2023 is \$4.5 million. The Foundation raised \$9.7 million, the largest amount ever raised in the history of the Foundation. Included in this amount is the gift from Froedtert of \$6 million.
- The Foundation increased its student support giving by 216%. The Foundation increased its allocation to emergency funds by 65% this fiscal year.
- Sarah Dachelet and Sara Cappaert were both recognized for their work as scholarship coordinators for the college.
- The Ellen and Joe Checota Scholarship have great programmatic impact, specifically for technical diploma programs and certificate programs. This full-ride scholarship covers everything from books to childcare.

7 c. Annual Marketing Plan Presentation

Information Mr. Tony Tagliavia, Chief Marketing Officer, presented the Annual Marketing Plan. Mr. Tagliavia shared the following:

- Enrollment applications are up 6% since the college launched its most recent enrollment campaign compared to the prior 3-year period.
- Enrollment ad results are trending in the right direction with more people responding to the college's ads through enrollment channels such as Google, Facebook, Tik Tok and Snapchat.
- Some of what is new and improved for the coming 2022-2023 year are ad copy, ad imagery, four-year transfer, high school completion, enrollment management partnerships such as additional outreach to "stopped out" students, roadmap completion and maximizing CRM tool.

7 d. Annual Workforce Solutions Report

Information Ms. Lisa Reid, director, Workforce Solutions, gave the Annual Workforce Solutions Report. The report included updates on the following topics:

- Workforce Solutions department exceeded their President's Goal of \$1.3 million in signed contract revenue by 14.8%. At the start of the new fiscal year, the department has accomplished 58% of their goal.
- Workforce Solutions shared the following data points, the department served 1,600 students in 153 courses, serving 28 clients and they had 38 contracts.
- The report included updates on short-term training, customized training and cohort-based training.

Board members asked for additional information on partnerships and how MATC performed in relation to other Wisconsin technical colleges.

7 e. 2021-2022 Fiscal Year-End Operating Results Review

Information

Mr. Jeffrey Hollow, vice president of Finance, presented the 2021-2022 Fiscal Year-End Operating Results. Mr. Hollow shared details on:

- The General Budget for Fiscal Year 2021 and 2022.
- The Milwaukee PBS budget for Fiscal Year 2020-2021

ITEM 8. NEW BUSINESS

ITEM 9. Future Agenda Items/Events

- 9 a. October 6 – 8, 2022, WTCDBA Fall Quarterly Meeting, CVTC – Eau Claire, Holiday Inn South**
- 9 b. October 25, 2022, MATC District Board Meeting 4:00 p.m., Downtown Milwaukee Campus, Boardroom (M210)**
- 9 c. October 26 – 29, 2022, ACCT Leadership Congress, New York City, NY**

ITEM 10. Closed Session

a. Litigation Update

Motion

It was moved by Ms. Case, seconded by Mr. Foley to convene into Closed Session pursuant to Section 19.85 (1)(g) of the Wisconsin Statutes to discuss Item 10 a. Litigation Update. The Board may reconvene in Open Session to take action on matters discussed in Closed Session under Item 10 a.

Action

Motion approved, the roll call vote being as follows:

Milwaukee Area Technical College District Board

September 27, 2022

Page 9

Ayes: Diaz, Foley, Mendieta-Ramos, Moews, Moore Omokunde,
Baker, Burris, Case and Olson – 9

Noes: None.

ITEM 11. Adjournment

The meeting adjourned at 8:03 p.m.

Respectfully submitted,

Gwendolyn Z. Green

On behalf of Board Secretary Citlali Mendieta-Ramos

* This meeting may be conducted in part by telephone. Telephone speakers will be available to allow the public to hear those parts of the proceedings that are open to the public.

** Action may be taken on any agenda item, whether designated as an action item or not. Agenda items may be moved into Closed Session for discussion when it becomes apparent that a Closed Session is appropriate under Section 19.85 of the Wisconsin Statutes. The board may return to Open Session to take action on any item discussed in Closed Session.

*** It is anticipated that this item may be discussed in Closed Session pursuant to Section 19.85(1)(g) of the Wisconsin Statutes.

Reasonable accommodations are available through the ADA Office for individuals who need assistance. Please call 414-297-6719 to schedule services at least 48 hours before the meeting.