November 7, 2007

NOTICE TO RESIDENTS OF THE MILWAUKEE AREA
TECHNICAL COLLEGE DISTRICT, WISCONSIN

A regular open meeting of the EDUCATION, SERVICES, AND INSTITUTIONAL
RELATIONS COMMITTEE of the Milwaukee Area Technical College District Board,
Wisconsin, will be held in the BOARD ROOM (ROOM M210) of the MILWAUKEE
AREA TECHNICAL COLLEGE, 700 West State Street, Milwaukee, Wisconsin on
Thursday, November 15, 2007, beginning at 5:00 P.M.* The agenda** for said
meeting is presented as follows:

The agenda for said meeting is presented as follows:

A. Roll Call

B. Compliance with the Open Meetings Law

C. Approval of Minutes – October 18, 2007 - Attachment 1

D. Comments from the Public

E. Action Items

   None

F. Discussion Items

   1. Program Quality Review — Television and Video Production Program –
      Attachment 2
   2. Policy Review – H0300-4 Major Gift Recognition and Naming Opportunities–
      Attachment 3

G. Information Items

   1. Enrollment Update – Attachment 4
   2. Milwaukee Learning Labs Update – Attachment 5 (not available at time of posting)

H. Miscellaneous Items

   1. Communications and Petitions
   2. Information Items
I. Old Business/New Business

1. Date of Next Meeting: Thursday, December 13, 2007
   Board Room (M210)
   Milwaukee Campus

Committee Members: Baker, Royal, Davis

* Other members of the MATC Board may be present, although they will not be participating as members of this committee. 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 into Open Session to take action on any item discussed in Closed Session.

Reasonable accommodations are available through the ADA Office for individuals who need assistance. Please call 414-297-6221 to schedule services at least 48 hours prior to the meeting.
CALL TO ORDER

The regular monthly meeting of the Education, Services, and Institutional Relations Committee of the Milwaukee Area Technical College District Board was held in open session on Thursday, October 18, 2007, and called to order by Chairperson Baker at 5:01 p.m. in the Board Room, Room M210, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A: ROLL CALL

Present: Ms. Lauren Baker, Dr. Robert Davis (via phone), and Mr. Fred Royal.

ITEM B: COMPLIANCE WITH THE OPEN MEETINGS LAW

The Education, Services, and Institutional Relations Committee meeting was noticed in compliance with the Wisconsin Open Meetings Law.

ITEM C: APPROVAL OF MINUTES – September 20, 2007 – Attachment 1

Motion: The minutes were approved without objection.

Action: Motion approved.

ITEM D: COMMENTS FROM THE PUBLIC

Spoke in opposition to the proposed realignment of the Television and Video Production Program to the Business Division:

Dennis Majewski-Chair, TVP Advisory Committee (Appendix A)
Andy Azinger, graduate of TVP program, employee of Wells Fargo
Kevin Pulz, IC TVP Division and Instructor of 2nd Year students (Appendix B)
Matt Kanios, TVP Student
Chris Vasquez, Graduate of TVP Program
Ben Clark, 2nd Year student of TVP Program
Mario Hurt, 2nd Year student of TVP Program
Jennifer Waldherr, TVP student (Appendix C)
Kevin Johnson, graduate of TVP program and Channel 12 WISN employee
Jennifer Dunn, Registered Nursing student
John Larscheid, Studio Supervisor at MPTV (Appendix D)
ITEM E: ACTION ITEMS

E-1 Resolution (E0001-10-07) to Approve Designation for Milwaukee Area Technical College State Public Officials – Attachment 2

Discussion: This item is presented for approval every year as a requirement for the State of Wisconsin.

Motion: It was moved by Mr. Royal, seconded by Ms. Baker, for approval to accept the Resolution to Approve Designation for Milwaukee Area Technical College State Public Officials – Attachment 2.

Action: Motion approved.

E-2 Resolution (E0002-10-07) to Approve 3D Modeling Advanced Technology Certificate – Attachment 3

Discussion: Director Baker noted that this Certificate Program looked like the type of program we are interested in having at Discovery World.

Motion: It was moved by Mr. Royal, seconded by Ms. Baker, for approval to accept the Resolution to Approve 3D Modeling Advanced Technology Certificate – Attachment 3.

Action: Motion approved.

Realignment of TV and Video Production Program

Discussion: Mr. Royal asked to move this item up on the agenda to be addressed while members from the public are in attendance. Mr. Royal asked that this item be moved from a discussion item to an action item. Ms. Baker agreed.

Mr. Royal asked that the QRP of the TVP program be presented to the committee as well as an analysis of how to deal with the certification of the current Director of MPTV. Ms. Baker further asked to have a copy of the TVP Advisory Committee minutes sent on to the ESIR Committee members.

Mr. Royal made a motion to accept the current recommendations of the TVP Advisory Committee to study and have conversation with the Administration regarding this realignment before a decision is made. A decision will made by January 1, 2008. This item will be taken to the full Board as a part of the ESIR Committee report.

Dr. Martin stated that the minutes from the TVP Advisory Committee that have been submitted into the record were not approved and she would like to have an opportunity to make corrections to these minutes. Dr. Martin also noted that many of our programs do exceedingly well in the academic divisions.

Motion: It was moved by Mr. Royal, seconded by Ms. Baker, for approval to accept the current recommendations of the TVP Advisory Committee to study and have conversation with the Administration regarding this realignment before a decision is made. A decision will made by January 1, 2008.

Action: Motion approved.
ITEM F: DISCUSSION ITEMS

**F-1 Program Quality Review – Architectural Woodworking/Cabinet Making – Attachment 4**

Discussion: Dr. Martin introduced Dr. David Turner—Dean of T&I, Mr. Duane Schultz—Associate Dean of T&I, Mr. Dan Stich, Faculty in the Architectural Woodworking/Cabinet Making Program and Ms. Bev Sroka, Advisory Committee member. This program shares an advisory committee with Carpentry due to the job placement of graduating students into the Cabinetry industry. Faculty are working with the employers to work with the MATC Job Shop.

Ms. Baker noted the low numbers of females and minorities. Ms. Baker stated that Woodlinks is a program used in several of the high schools. This program might be something that would help the link the high school programs with this program.

**F-2 Program Quality Review – Appliance Technician – Attachment 5**

Discussion: Dr. Martin introduced Dr. Turner, Mr. Schultz, Mr. Tim Losey, Faculty in Appliance Technician program, Dave Scurlock, Advisory Committee member. This is the only program in the state and only one of two in the Midwest (Dunwoody in Minneapolis is the second). Recently, this program has gone through a DACUM and areas for improvement have been identified. Technologies toward high-end appliances will be incorporated into the program for FA2009. Faculty are working to increase diversity in both minorities and women. Faculty are working with Pulaski, West Allis, Custer, Bradley Tech and other high schools to recruit. Faculty plan to contact Dunwoody in Minnesota to determine what they have done to successfully recruit women into their program.

**F-4 Policy Review (First Read)**

- a. **Affirmative Action/Equal Employment and Education – Policy C0200 – Attachment 6**
- b. **Harassment – Policy C0201 – Attachment 7**
- c. **Discrimination Against Individuals with Disabilities – Policy C0203 – Attachment 8**
- d. **Reasonable Accommodations for Students with Disabilities – Policy F0102 – Attachment 9**

Discussion: These updates designate a Title IX Coordinator. Other title changes were also made. This committee recommended these changes be sent on to the full board for a first read.

**F-5 Certification Audit Results – Attachment 10**

Discussion: This item was tabled until the November meeting.

ITEM G: INFORMATION ITEMS

**G-1 Enrollment Update – Attachment 11**

Discussion: This item was tabled until the November meeting.

**G-2 Quarterly Advisory Committee Report – Attachment 12**
Discussion: Ms. Baker noted that there are a lot of vacancies on the various committees.

ITEM H: MISCELLANEOUS ITEMS

H-1 COMMUNICATIONS AND PETITIONS

None

H-2 INFORMATION ITEMS

ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Thursday, November 15, 2007
Milwaukee Campus, Board Room (M210)

ADJOURNMENT

The Committee adjourned at 6:20 p.m.

Respectfully submitted,

Michele M. Conroy
Administrative Specialist to the Provost
Appendix A

Dear Education Services and Institutional Relations Committee

I am Dennis Majewski, President of the Gogolak Group, Inc. and the Chairman of the Television and Video Production Advisory Committee of MATC.

I would like my comments in their written form be entered into the permanent record of this meeting.

Our advisory committee met on Friday, October 12, 2007. I would like to share with you a few brief highlights from our meeting and the committee’s action for addressing the matter of realigning the TVP Program under the Business Division.

One going agenda item is the review of the division’s Q R P scores. Karen Kraus helped the committee understand the Quality Review Process scores. Because the TVP Division is unique, there are no statewide benchmarks for comparison, but within the college, the results are impressive. Ms. Kraus noted that the division’s numbers are steadily climbing, graduation is good, pass rate is outstanding, and FTE’s are steady. In short, after 50 years, the program is doing well and remains very healthy.

It was within the context of the outstanding QRP scores that the committee took up the matter of the proposed division realignment. With the help of the Provost, Dr. Martin, and the Associate Dean, Mr. Busalacchi, the committee tried to get to the heart of the matter. Here is what we learned.

The idea of moving the division was proposed internally last spring prior to Dr. Martin assuming her new duties as Provost. It is unclear who made the proposal. She presumed that the matter had been discussed with the TVP faculty and MPTV staff and approved. As we know, it was not taken under advisement by this ESIR committee, our committee, the current Dean of the TVP Division, the TVP Faculty, or the MPTV Staff. It was apparently made in an administrative vacuum.

Dr. Martin told us she supports the move because 1) it creates opportunities for discussion, 2) all programs are located in academic divisions, 3) state certification may be an issue requiring deans to be state certified, and 4) the alignment of all academic programs with other programs could result in certain synergies and efficiencies being realized. Dr. Martin calls it an internal reorganization that formalizes the process of academic reporting. Delivery should be the same and nothing should change.

Our committee members in their discussion with the Provost and Associate Dean did not see it that way and raised some very serious concerns that threaten the success of the program.

It was also not clear to the committee why the realignment, after 50 successful years, is the only way to formalize a process of academic reporting.

Losing control of the TVP Division’s capitol budget is seen as a significant threat to the success of the program. Right now the TVP Division’s budget is given consideration as a division of the larger college. The realignment would move control away from the TVP
Dean. The TVP budget would become part of the small Business Division budget, under the control of the Dean of Business. The TVP program would compete for the Business Division’s resources rather than college resources.

The role of the MPTV General Manager in the realignment has not been determined. Currently, as both General Manager and Dean, this position very successfully aligns MPTV with the TVP Division. The Business Dean would not have such capabilities by virtue of position. The committee sees the integration of the TVP program and MPTV as critical to the program’s success. Aligning with the Business Division does not enhance this relationship. The TVP Facility is integrated into the operation of the stations, and again, integrating the faculty into the Business Division does not enhance the program.

Assurances from the administration that the program will not suffer adverse effects from the realignment are challenging to accept. Those promises might be good for now, but will carry no weight when a new dean or administrator comes onboard.

The Advisory Committee keeps hearing that the realignment will not affect the students. What has yet to be address is how this realignment will benefit the TVP students.

Dr Martin did say Dr Cole is waiting for a recommendation from her office before the administration moves the TVP Division into the Business Division. She said the matter was an internal decision and does not require any MATC board’s or advisory committee’s approval. But more time for discussion was a possibility.

Our committee asked the Provost to delay her recommendation until the first of the year. In a very prudent and magnanimous move, the TVP Advisory Committee approved a resolution to form a subcommittee to meet with appropriate parties, including the Provost, the Dean of TVP Division, the Instructional Chair, and Faculty to investigate ways to resolve questions of academic integrity and formalizing the process of academic reporting without compromising or threatening the ongoing success of the TVP Program by January 1, 2008. The recommendations of the subcommittee would then be presented to the whole TVP Advisory Committee in an email for approve by an electronic vote.

For a more detailed insight in to our committee’s discussion on the matter, I would like to enter into the record the published minutes of the TVP Advisory Committee meeting of October 12, 2007.

No matter how minor a change may be perceived to be, all change has ramifications, implication, and long term effects. Our committee appreciates the Provost and MATC Administration taking the time to fully consider the proposed realignment.

We look forward to continuing to work with you, the MATC Administration, the TVP Faculty, and the MPTV Staff to ensure that the Television and Video Production Program continues to be among the leading programs of its type in the nation.

Thank you for your attention and consideration.
MILWAUKEE AREA TECHNICAL COLLEGE
ADVISORY COMMITTEE MEETING MINUTES

Television and Video Production Division

DATE: October 12, 2007
TIME: 8:30am
ROOM: MPTV Conference Rooms
LOCATION: MPTV, Channels 10 and 36

Members Present:
Dennis Majewski
Kent Aschenbrenner
Peter Walchli
Logan Bazar
Raul Galvan
Kristen Lambrecht
Damon Drake
Jon Pray
Marina Hernandez

Company Represented:
Gogolak Group
Journal Broadcast Group/WTMJ TV
GE Healthcare
Northwestern Mutual
Milwaukee Public Television
Krameleon Productions/Bradley Center
WITI-TV
Marquette University
Abrazo Multicultural Marketing & Communication

Members Not Present:
Katie Pinkowski
Theresa Gallun
Robert Wiese

Company Represented:
WTMJ-TV
University of Wisconsin-Milwaukee
Studio Gear

Guests Present:
Kevin F. Pulz
Glenn P. Riley
Joe Bauer
Ellis Bromberg
John Kehoe
Michael Garvin
Bob Match
Anthony Aveni

Company Represented:
MPTV/MATC
MPTV/MATC
MPTV/MATC
GM MPTV/ Dean TVP MATC
MATC TVP Part-Time Instructor
MPTV/MATC TVP Part-Time Instructor
MATC TVP Part-Time Instructor
MATC TVP Part-Time Instructor

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Student(s) Present:
Randy Bishop
2nd Year, Executive Producer “Letters to Santa”

MATC Representatives Present:
Evelyn Pumphrey
Karen Kraus
Vicki Martin
Rich Busalacchi

Position/Title
TVP Program Counselor
MATC Instructor
Provost
Associate Dean

Call to Order:
The meeting was called to order by Chair Dennis Majewski at 8:35am.

Introductions:
Dennis Majewski noted the large turnout and asked for an ‘around the table’ self-introduction.
Both Mr. Majewski and TVP Instructional Chair Kevin Pulz thanked those in attendance for their time, effort and dedication to this committee.

Approval of Minutes of:
Dennis Majewski called for discussion on the minutes of the March, 2007 meeting. A spelling error on the fourth page of attachment one, under old business was pointed out, and the word, 'request', was corrected in the minutes. No further discussion occurred. Raul Galvan moved and Kent Aschenbrenner seconded the motion to accept and recommend to approve the minutes of the March 2007 meeting as presented with the spelling correction. The motion was approved without dissent.
Advisors Report:

Glenn Riley gave the first year status report. He reported on the size of the current 1st class, as well as reported on the courses offered this semester. Mr. Riley highlighted the popularity of the division, and detailed the reach of the program as students from as far away as Poland, New Orleans and Colorado join not only Milwaukee area students, but also students from around the state in enrolling this year. He stated that there were a sizeable number of students attending from our northern and northwestern suburbs again this year. Additionally, students are already lining up for next semester and next fall, with a number of students contacting Mr. Riley directly for program information and tours. One, a former auto salesman from Chicago, has committed to moving to the Milwaukee area to take TV courses at MATC. Glenn commented that the familiarity of students with MPTV and knowing that they would be trained within a working TV station has again created an overload, with first year courses featuring waitlists for periods of time coming into the fall semester. Mr. Riley stated that no Vicom students have again chosen to take the beginning television courses, though TV 101 is one of the recommended elective courses for that program.

Glenn Riley discussed the ethnic/minority and gender composition of the current class as being percentage-wise close to last year’s ethnically diverse group of students. In addition, a new part-time instructor, Maria Godinez-Munoz, a producer with Telemundo in Milwaukee, and a volunteer lab assistant, Al Newson, former technical director/news for several stations in town, are both minority and as so, hopefully influential to current minority students. Mr. Newson is also physically challenged and has taken a wheelchair-bound student under his tutelage. Glenn discussed how he uses guest speakers with many varied topics for his first year orientation class, and continues to promote outside the classroom activities for additional production opportunities for his students, as well as second year students. First years are being slowly integrated into the day-to-day production schedule of MPTV, and will soon (November and December) be operating station equipment live on the air.

Second and third year coop students are again working with first year labs, and host several days of open lab for all students. This has been very well attended and the difference that this access to MPTV studios and equipment has had on production skills has been quite evident.

The program continues to add and replace equipment, with first generation digital cameras starting to enter the end of their useful lives. Several Mac’s have been requested for Final Cut Pro software, adding to the cache of AVID non-linear stations the students use for their projects, and for air. Glenn alluded to the fact that space issues for the division and the stations continue.

Kevin Pulz added that a big element of our program is peer tutelage, and that this aspect of instruction has been extremely successful.

Kevin Pulz gave the second year report. Mr. Pulz highlighted the graduation rate and work placement successes of students who left the program last May. Student projects were detailed, with virtually all of second year projects being based on MPTV studio equipment. It’s a relationship that works well for the students, as they use the broadcast facility to train and hone their skills. Kevin also stressed the production coop with UWM, where students of both institutions work together on a
Advisors Report (continued):

newscast. It is the 7th year for the co-production, and MATC TVP students get the chance to taste an area of production (news) that MPTV does not generally do, but an area that students are likely to start their careers.

Mr. Pulz recapped the student internship program (where students from other schools intern at MPTV under the guidance of TVP instructional staff) and commented how important that tracking is, as the FCC looks closely at MPTV outreach efforts in the community, and this program is one that benefits the TVP program, MATC, MPTV and the student interns.

Kevin Pulz detailed some of the equipment that has been purchased due to advisory committee recommendations and support, and detailed how digital optical disk acquisition is a goal for student equipment over the next few years.

Mr. Pulz then reiterated the placement of students using a graduation chart with TVP and MATC statistics. 93% of May 2007 graduates are either working in media related fields or continuing their education.

The advisory committee also received a handout that reflected the hours and facilities used by TVP at MPTV for student instruction. For a small division, nearly every hour of the day was booked at MPTV, including the dubbing center, control rooms and studios A and B.

Additionally, Thay Yang is teaching his graphics course over at Discovery World, utilizing their MAC lab and workstations.

Raul Galvan asked how that arrangement was working; if things were proceeding smoothly.

Kevin Pulz answered that the situation is still a bit 'clunky', with many details being ironed-out as the semester rolls along. Student projects have to be saved to external hard-drives for portability, brought back to MATC and re-accessed in that fashion. Discovery World does not permit media or files to remain on their units after the course is completed for the day. Additionally, issues like transportation and additional load for instructors travel and prep time are still being figured out.

Mr. Pulz indicated that TVP and MPTV has partnered with Discovery World from the beginning, offering classes and requiring shooting there on a near-weekly basis. He indicated that it's an exercise in its infancy and the division is doing the best it can to further the partnership between the museum and MATC.

Kevin Pulz went on to offer the division's capital budget, FY08-09 and the three years following. After highlighting the equipment under bid, etc. for purchase this Fiscal Year, Mr. Pulz described the process of planning several years out and prioritizing equipment needs and categorizing them as per current MATC business office guidelines. This includes differentiating between operating funds and needs and capital expenditures and current rules for larger ticket purchases, plus the elimination of A/V and IT budgets as separate requests to the capital budget.

Kevin indicated that the hope is to continue replacing the first generation digital cameras and editing equipment, and upgrading the second year cache to include XDCam or the like- optical drive storage of SD and HD media. Several committee members agreed to that goal. Dennis Majewski stated that the industry demands that our students are trained and skilled in the emerging broadcast technologies, and that along with MPTV and this facility, it's been a demand that has been met. Mr. Majewski said that the TVP Advisory Committee has always agreed with that sentiment, and has.

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Advisors Report (continued):

been a long time advocate of that position, and will to continue to do so.
Jon Pray noted the increase of MAC computers, correctly postulating they were for
Final Cut Pro editing and additional graphics applications, but wondered about large
storage needs for these workstations.
Kevin Pulz answered that the editing lab has a large RAID array for the current FCP
workstation, but that will need to be rethought if MATC allows for the 2 replacement
IMac's requested this year.
Kent Aschenbrenner asked about the replacement process for broken monitors. Mr.
Pulz answered that depending on the cost, operating or capital budgets were
impacted.
Joe Bauer filled the committee in on the current threshold for what is considered capital
funds, and added that even software can be considered capital if the cost is significant.
Dennis Majewski added that it makes these budget discussions even more important
as a result of those guidelines.
He then asked about student recording costs, especially if optical disk storage is in the
plans. Kevin Pulz answered that currently students purchase roughly 60.00 in DV tape
a year, and that the cost of optical disk acquisition is considerably higher than that.
The initial plan is to purchase the media storage devices within the department and
have students sign out the disks, much like how current equipment is handled.
John Pray asked how the graphics hard-drives are checked out now. Mr. Pulz
answered that Thay Yang controls those units, though they are tagged and tracked by
the department. Mr. Pray suggested, half jokingly, GPS technology.
After discussion ended, Raul Galvan motioned for the acceptance of the budget as
written. Kent Aschenbrenner seconded, and the motion passed without dissent.

Kevin Pulz introduced Karen Kraus, MATC faculty, who has been coaching the TVP
division on the required Quality Review Process documentation.
Ms. Kraus started by introducing the process and her role as a teacher helping other
divisions devise plans for improving their own programs within the division. All
technical college programs statewide must participate and develop plans regularly.
The results are compared against similar programs in the state and are the basis for
improvement. Because the TVP division is unique in the state, such statewide
comparisons are impossible... but within the college the results are impressive.
The process looks at several years as well as the current school year to consider trend
and outlook. Ms. Kraus asked rhetorically, 'how is this program doing?'. . . her answer
was that the numbers are steadily climbing, graduation is good, pass rate is
outstanding, FTE's are steady--- 'the program is doing well.'
Karen Kraus indicated that most all indicators have been met or are climbing. The
82% pass rate is very impressive, and if these indicators continue to be met or
surpassed, this will remain a "very, very health program."
Dennis Majewski asked if one of the indicators not met, online or alternative delivery
methods, is something required or preferred. He stated that the hands on nature of
this program doesn't lend particularly to such delivery.
Ms. Kraus said that it's an internal decision. Rich Busalacchi, distance learning
coordinator, spoke to the point that it may work with theory classes, but like nursing
and the need to draw blood, some programs don't lend themselves to online delivery.
Advisors Report (continued):

Vicki Martin stated that it's a goal of the academic plan to grow online where it makes sense, but not to force the issue. Raul Galvan asked about the target of 40% for racial/ethnic minority students for the program. Karen Kraus said the percentages are all over the board, some as high as 70%, but most programs more in line with TVP. Vicki Martin added that it does depend upon the program, and Ms. Kraus stated that the more technical the programs, the lower the percentage is usually. Evelyn Pumphrey added that these numbers and demographics are pretty representative of the district as a whole. Dennis Majewski asked of the broadcast professionals how are minorities drawn to this industry. He pointed out that this has traditionally been a challenged and wondered out loud if the program numbers are in-line with industry numbers relating to minorities. Raul Galvan said he felt the TV Division numbers were much higher anecdotally than industry numbers relating to minority composition in the field. Ellis Bromberg agreed with that assessment. Karen Kraus proceeded to point out that the QRP is part of the plan for program improvement. Truly the only number that TVP lacked in was minority enrollment, and that by only .5%. The division has decided to pursue this as a point of focus and improvement. The plan is solid, and is in line with the district policies which state that minority enrollment needs to reflect the district, not necessarily the industry. All in all, Ms. Kraus surmised, the TVP program is a very healthy program. Dennis Majewski noted that the QRP action plan was discussed at the last TVP advisory meeting, and the recruitment issue was agreed as an area the staff should focus upon. Mr. Majewski produced a TVP pamphlet produced by 2nd year students in 2007, stating that the pamphlet was also a direct result of this QRP finding. Jon Pray and Raul Galvan wondered about MPS ‘feeder’ schools and STRIVE Media. Kevin Pulz said that since Marshall HS no longer is the primary TV school in MPS, it’s been difficult to target recruitment. Suburban schools have been very interested and talk to TVP frequently, Mr. Pulz said. STRIVE and TVP have discussed a relationship in the past that would possibly allow for some college credit for STRIVE students- but so far, few students have shown interest. Joe Bauer echoed his earlier comments that the FCC looks at outreach efforts by stations, and that the TVP initiative helps MPTV toward this end. Additionally, MPTV efforts go the other way as well, as other schools’ interns are invited in by MPTV and the academic program is always stressed in all outreach efforts- the new MPTV 50th brochure features the academic program and its importance to the stations. Karen Kraus concluded by indicating that the QRP findings are posted on the state VTAE website, and that best practices employed by programs are available for review and scrutiny as a result. Ms. Kraus commended MPTV and TVP faculty and staff on a fantastic job in creating and maintaining a healthy program. Dennis Majewski thanked Ms. Kraus for her summary, and expressed his support on behalf of the committee for the work being done via QRP by faculty and staff to improve the program in the fashion indicated by the survey. Raul Galvan asked if there was any progress in the issue of space, brought up during the last meeting. Joe Bauer said that a start date of 2009 is planned for annexation of the other side of the 4th floor, C building, but completion was well into the future. Dennis Majewski stated that this is an ongoing issue that should be brought up again in the next advisory committee meeting.

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Discussion Items requiring Recommendation:

Dennis Majewski introduced the pressing issue of the advisory committee meeting: MATC removing the academic program from the oversight of MPTV. A relationship, Mr. Majewski pointed out, that has existed for over 50 years. He prefaced the discussion by restating the situation as he saw it, and echoed what he had already written to committee members via email. He stated that there has been lots of discussion this fall on this issue, and that he and Kent Aschenbrenner met with MATC's provost and president to discuss this. He was hopeful that the same discussion would occur now with the entire committee.

Vicki Martin offered background- that the move was proposed internally last May or June, presumably by her predecessor. The realignment was to commence in July. She stated that she assumed that this move and the impetus for it discussed with faculty and staff of TVP and MPTV.

Ms. Martin went on to give her support for the move- that it creates opportunities for discussion; that all programs are located in academic divisions; that state certification may now be an issue; that deans are to be state certified. She said that realignment means to take all academic programs and align with other programs, and that certain 'synergies' could be realized, and efficiencies expected.

Vicki Martin went on to say that TV already has a tie with the business division by way of an associate dean who oversees TVP as well as other programs like hospitality and food service, and certainly classes are offered to TV division students through the business department. She continued by saying that academic wide discussions between divisions should be taking place that TV faculty ought to be participating in.

Ms. Martin offered several examples: she stated she signs off on many processes and TVP should follow those. She pointed to confusion she had with ATC approvals, and did not understand the one on this meetings agenda, as she had already signed off on one. This would not have been an issue with a different reporting structure to business.

Additionally, she stated, that such an alignment would make it easier to share best practices with other programs. Also, she mentioned a 2+2 agreement that she's working on with Marquette.

Plus, she noted that things such as WIDS and course updates were needed.

Rich Busalacchi announced that he was the new Associate Dean for the program, and he felt that MPTV was a gem not utilized enough by MATC. He wondered how we could take advancements in technology and create more of a synergy with Vicom, etc., to think 'out of the box'.

Mr. Busalacchi stated that in his area of culinary arts, there is an internal food service, plus one in which students work closely with college food service workers, and TV is just the same.

Vicki Martin postulated that there is a notion that the college is trying to undo what is good about this program. It's her desire that this move will be seamless and invisible to students. It is but an internal reorganization that formalizes the process of academic reporting, and that delivery should be the same and nothing should change.

Jon Pray asked that based on her statements, this sounds like a done deal.

Vicki Martin said that Dr. Cole just wants the final recommendation.

Dennis Majewski said that this is what the advisory committee is doing today.

Ms. Martin corrected him that the final recommendation comes not from the committee, but from her.

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Discussion Items requiring Recommendation (continued):

Dennis Majewski asked that if this was known in May or June, how come no stakeholders from TV received the proposal.
Vicki Martin said that it all came about before she was on-board, so she does not know what happened so she cannot answer that question.
Dennis Majewski said he echoed the committee with his concern that a move into the business division would compromise and ultimately threaten the capital budget for TVP, like the one just approved by the committee, as now it would be just one budget in a large business pool versus one separate as a division.
Ms. Martin said she had assurances from the college president that this occurrence would not take place and that budget would not be a part of the business division budget. She continued that an advantage would be that a more beneficial accounting method would result- it would remain separate but a part of business.
Rich Busalacchi mentioned that budgets are looked at differently; divisions versus enterprise. This would be more efficient in securing funding because it would separate MPTV professionals from effecting the student budget.
Raul Galvan corrected Mr. Busalacchi to inform him that students use MPTV equipment and facilities, not vice versa. That is where they learn on broadcast equipment.
Mr. Galvan asked what ‘synergy’ means, as it is a term being tossed around in this conversation. He stated that he felt the stations were very communicative with MATC.
Mr. Galvan also asked what is the impetus for doing something like this after so many years of the program existing within MPTV.
Dennis Majewski asked why making something more efficient requires a complete realignment.
Vicki Martin responded that everything academic should come through the processes she oversees. For example, she said, the Advanced Technical Certificate is confusing and wouldn’t be otherwise.
Kevin Pulz responded that the ATC was completed and signed off by the advisory committee last March and did not know why Ms. Martin was just getting it to sign now. The committee asked for a name change to better reflect the true nature of post-production and the faculty complied.
Jon Pray said that Ellis Bromberg is now dean, so who would be after the realignment.
Vicki Martin said Lucia Francis, current dean of the business division.
Ellis Bromberg stated at this point that this division is small, no doubt... the smallest in the college. And that he is not, or has not been asked to be, certified. He was hired as GM of MPTV and dean of the TVP division. He has served under 2 presidents and roughly 3 provosts- and this is the first inkling that his certification was the issue here. He was hired and was not expected to be certified as per his contract. Mr. Bromberg offered, ‘if this will clear up the problems and this issue, I will get certified.”
Jon Pray said that this seems to clear up the issue; Mr. Bromberg has offered to pursue certification. He asked what the guidelines are for that.
Ms. Martin said the state has clear guidelines.
Rich Busalacchi said that MATC is responsible for the academics of TVP, but TV is 2 different things. He added that the Associate dean should be involved and that the academic community is not TV and there seems to be something missing.
Jon Pray commented that this is unfortunate that it all wasn’t brought forth and discussed prior- that the committee was receiving this news at this moment.

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Discussion Items requiring Recommendation (continued):

Trying to make this right after the fact is very difficult at best, Mr. Pray said. Dennis Majewski said that this program is actually part of an academic division: the Television and Video Production Division, created in unison with MPTV. He said that the unity has been successful forever, so what was missing? He asked what the deficiency is now at this time that requires this to occur?
Vicki Martin said that years ago discussions had taken place for an associate dean to be attached to this division. No formal action was ever taken. This would happen to any other division that needs more transparency.
Dennis Majewski asked directly if certifying Mr. Bromberg the solution.
Ms. Martin said that this discussion would need to take place with a broader audience. That all communication regarding academics needs to occur... with faculty and others.
Mr. Majewski asked if that could take place.
Ms. Martin said that a systematic approach must take place, but that discussion could happen though.
Dennis Majewski said that one of the greatest strengths of the program was the fact that faculty participated directly in MPTV activities- which benefit the stations and the students as they bring those experiences back to students in the MPTV studios. He asked if the college thinks that faculty should be more academic and not participate in MPTV productions.
Vicki Martin said that all faculty in all divisions do this. That in T/I currently, faculty have to stay current by going to businesses outside on their own time.
Mr. Majewski asked faculty what they thought of their experiences.
Glenn Riley spoke, saying that being assigned to MPTV was invaluable. He directs ‘Adelante’ and produces packages with fellow instructor Kevin Pulz for the nationally distributed ‘Great Lakes Gardener’ program. He can bring those skills and techniques right from MPTV into the labs offered at MPTV for current TVP students.
Damon Drake noted that he’s a graduate of the program, and would never have wanted an instructor who didn’t know what they ‘do’; because of the integration of faculty with the stations, hands on is constant in this program. At his job at WITI, he turns away students from other schools because they don’t have the background from instructors that MATC has because TV instructors are working as they teach at MPTV.
Dennis Majewski said that as a result of this current alignment between academics, faculty and the stations, students come out of the program with the tools and contacts needed to work right away.
Vicki Martin said that happens with other programs.
Jon Pray asked what Ellis Bromberg’s role and title would be in the realignment.
Ms. Martin was not certain, but said Mr. Bromberg reports to the president not to her. Ellis Bromberg stated that he always had a good working relationship in the past with Ms. Martin’s office, and that academic reporting was never an issue.
Jon Pray asked Mr. Bromberg is he would report differently or welcome reporting different, like to Ms. Martin. He wondered if there were any options for that. Mr. Pray also expressed his deep concern questioning if the relationship between the program and the stations would change.
Ellis Bromberg clarified that faculty reports to him. Kevin Pulz as IC reports to him. That would change. Currently Mr. Pulz, he said, is integrated into all phases of the stations; budgets, manager meetings, planning the 50th anniversary, outreach... in all ways.

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Discussion Items requiring Recommendation (continued):

Mr. Bromberg continued that he had no idea how that would change with a different
dean. He disagreed with the claim that Channel 10 was not used enough by the
college, but that there would likely be different assignments for TV faculty once they
are removed from the stations.
Kent Aschenbrenner stated that integration between the TVP and MPTV is essential.
Being able to teach at the level expected and provide employers with the students and
skill sets expected would be incredibly difficult without that integration.
Rich Busalacchi said that it has worked with food service. That an educational level
plus level of service can be expected.
Jon Pray commented to Mr. Busalacchi that his examples are food service- this is high
tech, and that Mr. Bromberg can talk about the technology and digital future of
broadcasting in detail. He added that Mr. Bromberg’s sort of background is more
critical than reports from bureaucrats’ like us. Mr. Pray went on to say that losing direct
control and relationships with MPTV will have bigger consequences than those that
may be messing up lines of reporting. He wondered why that can’t happen in unison,
and asked again if MATC couldn’t certify Mr. Bromberg.
Rich Busalacchi said under those conditions you will still have an associate dean in
the mix and questioned how does that work together. He continued that with TV, it’s
like night and day and wondered what the structure is.
Ellis Bromberg offered to clear that up with Mr. Busalacchi since he is new in this
position and replaces the long-time associate dean who still oversees other visual
programs.
Dennis Majewski asked if one could report to 2 deans.
Jon Pray stated that he thought it was not a great idea that simple clarification of an
associate dean’s role should be motivation enough for such realignment.
Mr. Majewski then added that it begs the question again, what is the college trying to
fix if this program is not broken, and wondered what the motivation truly is. He asked
just what is the issue: academic realignment, the need for a clean flowchart or the
certification issue of Mr. Bromberg.
Mr. Pray asked Vicki Martin directly to prioritize the issue as she sees it.
Ms. Martin replied, 1-1 align with academics and 2 the state- integrate qualifications to
certification... She added that work charts can say anything.
Kevin Pulz interjected that it was his understanding, from the former IC David Baule,
that a position of associate dean was attached to the program to satisfy the state
requirements for a state certified curriculum supervisor, and that the situation has long
been acceptable because of that.
Dennis Majewski asked point blank if the only solution tenable to Ms. Martin was the
business division route.
Vicki Martin said that she was told to implement that move.
Jon Pray stated that he felt it reasonable and would hope the college felt the same
about delaying the decision so that more discussion could occur. He suggested a
defined date of perhaps January 1, 2008 to allow that discourse to occur.
Mr. Majewski noted that assurances that the program will not suffer adverse effects
were challenging to accept. Those promises might be good for now, but what will
happen when a new dean or administrator comes aboard? All the promises and
assurances could easily be tossed out the window in a situation like that, and where
does that leave the program, he wondered.
Discussion Items requiring Recommendation (continued):

Mr. Majewski asked Ms. Martin if the ESIR committee has to sign off on this move considering their oversight as a board committee. Ms. Martin did not answer. Mr. Majewski then said that he was at the last ESIR committee meeting in September. He said it was his understanding that at that meeting the ESIR committee indicated that there was no process in place for a move like this dealing with a healthy and successful program. Mr. Majewski continued that the ESIR committee knew of no discussion prior to this announcement, either by this advisory committee or any board committee, and was waiting for a recommendation by this advisory committee for how to proceed. He reiterated the situation and reactions from that ESIR meeting in September.

Vicki Martin stated that this was an internal decision and move outside of the board and could be done regardless. Ms. Martin said she must talk to the college president. She stated that more time for discussion was a possibility.

Jon Pray insisted that these assurances and extended timelines must be secured in writing as otherwise they would not hold water. Mr. Pray suggested that continued discussions should include faculty and Ellis Bromberg. He would like to see in writing the reporting with input from faculty, Mr. Bromberg and other interested parties. Mr. Pray asked about the appropriateness of a subcommittee of this advisory board to participate in such a dialogue.

Dennis Majewski asked to be allowed to restate what he was hearing: that there were short term and immediate concerns about the move and how it was and is being handled; to ask for the articulation and clarification of the impetus for the move; to identify and deal with possible long term implications- what they are and how they will be handled to the satisfaction of this committee and current and future students at MPTV; reexamine what truly needs to be done and are they better ways and methods for achieving them versus what is being handed down in this case; what is the exploration and research for such a move?; and what are all of the options, if any are needed at all for the health of the division.

Mr. Majewski asked if this committee should form a subcommittee to meet with all parties involved- staff, faculty, students-current and past and administration- to ascertain the value of the proposed realignment and make a formal recommendation regarding the same and potential options to the MATC administration.

Kent Aschenbrenner suggested attaching a timeline to that charge. Jon Pray proposed the formation of a subcommittee of this advisory board to meet with appropriate parties such as the dean of TVP, the provost, the instructional chair, faculty, etc. to investigate ways to resolve questions of academic integrity and alignment without compromising that same academic integrity, etc. with a deadline of Jan 1.

Kent Aschenbrenner seconded, and the motion passed unanimously.

Jon Pray graciously offered to serve on that subcommittee.

Kevin Pulz wanted to add to the conversation, but after the vote so to not influence the board. He stated that he was taken back by the sudden decision, especially since faculty, staff and the dean were not made aware of it until weeks after it was to go into place. He wondered about the sincerity of allowing this committee’s input, as documents already exist and have been distributed regarding that realignment and the result of the realignment of the former associate dean. Mr. Pulz also questioned the assurance that a major goal was to more closely lineup TV with media related programs was a goal of the realignment, when the former long-time associate dean.
Jim MacDonald, who supervises all media-related programs, was reassigned, and Mr. Busalacchi, who supervises mostly food service and hospitality programs, was appointed as associate dean for TVP. Mr. Pulz asked whether that was a move that truly reflected the ‘synergy’ between divisions offered by MATC as a pressing motive for this move, and how that can be pursued if the supervision of the programs is divided between two associate deans.

Vicki Martin responded questioning whether that was what this committee was going to discuss further.

Other Specific Topics:

Kevin Pulz gave an update on the division’s involvement in the MATC initiative to utilize the Discovery World museum more fully for instruction. Mr. Pulz stated that this past year was the first time the program worked with similar programs and Jim MacDonald to participate in the MATC Creative Careers events and Portfolio Night at Discovery World. Mr. Pulz pointed to this as an example of how communication between our program and other like programs have gotten, and how TVP takes college-wide participation seriously.

He explained the courses being offered there in TV computer graphics, and the requirements for students to create packages for lab programs that focus on the museum. Additionally, the division has worked with other MATC faculty for projects on global warming, the BOTS IQ challenge and service learning as well as other similar efforts.

One perk to the association, Mr. Pulz stated, is that we tend to be one of the first contacted when a video related job position opens at the museum.

Kevin Pulz then presented the update on the Advanced Technical Certificate. He indicated that extending the certificate was approved by this committee last spring, and that the name change resolution passed by the committee was instituted. Regarding the confusion the provost had, Mr. Pulz pointed out that the agenda for this meeting featured the old name of the ATC as a point of reference. Additionally, he speculated that information passed between the old MATC curriculum manager and the new manager was incomplete. The filing was turned in for the ATC last spring on time.

Dennis Majewski thanked faculty for this effort and their reports.

Open/Public Comment:

Kent Aschenbrenner indicated that once again WTMJ-4 will be offering its internship program with TVP and Elect Tech. Last year, all positions were filled by TVP students. The internship will commence again in January, and interested students should get information from Kevin Pulz and contact Mr. Aschenbrenner regarding the opportunity. Damon Drake that WITI-6 is currently looking for part-time editors for their station, and that our students are certainly qualified to pursue those jobs. Mr. Drake suggested contacting Dale Martorana at WITI for more information, applications and to schedule interviews.

Randy Bishop, a second year TVP student, was introduced and filled the committee in on goings on in the program from a student perspective, and detailed his involvement as Executive Producer for “Letters to Santa”, a program created several dozen years ago as an on-air exercise for advanced TV students in conjunction with MPTV, and airing on Channel 10 the week prior to Christmas.

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Open/Public Comment (continued):

Mr. Bishop stated that working closely with faculty and MPTV staff makes this a very valuable assignment. He continued to detail student lab exercises, and programs produced by students for TV Workshop and Student Operations that utilize MPTV facilities and staff assistance and actually air in Milwaukee. Mr. Bishop said the students are excited to plan and execute a full remote for Student Operations, using the MPTV HD Remote Truck and experience several ‘live shots’ this year utilizing the MPTV Microwave Van.

Dennis Majewski asked if Randy was Ops management, to which Mr. Bishop replied that he is on the team as graphics coordinator. Mr. Majewski asked about cooperation between students and between students and the station.

Randy Bishop said professional cooperation is great, but there always are a few challenges between students who stray from their responsibilities. But for the most part, he said, it was fine. Being here at the stations everyday makes things a bit easier and he can communicate well with all parties.

Dennis Majewski asked what the biggest challenge is for students. Mr. Bishop replied that it has to be organization. He went on to add time management as a challenge, and working with limited resources such as equipment and facilities.

Ellis Bromberg then gave the update on MPTV’s 50th Anniversary Celebration, which culminates in a gala of sorts where former staff and alumni of the TV program will have a chance to mingle and catch up on Saturday October 27th. Mr. Bromberg mentioned the other events: a fish fry on Friday evening October 26th, and a full MPTV Open House on Saturday October 27th in which students and staff will be showing off MPTV and TV program to the public.

Mr. Bromberg also update the committee on MPTV digital offerings and new services over the air, and mentioned that he was soon on his way to a MPTV/Friends/ event featuring Jim Lehrer, which was to be taped for air.

Ellis Bromberg invited members of the committee and guests to celebrate 50 years of MPTV that weekend with the stations.

Kevin Pulz added that Student Operations is also celebrating 50 years of student programming on MPTV. The students plan on tying that theme into the day in some fashion this coming April. The TVP, then Telecasting, division actually started, Mr. Pulz added, prior to the stations signing on for the first time, and that much of the first programming was student produced. Additionally, students have been integrated into station production since and provide much needed support for much of what the stations do, and in return receive an invaluable educational experience working at an on-air PBS member station.

Dennis Majewski thanked Mr. Bromberg and Mr. Pulz for that update on the 50th and what the students were doing toward that effort.

Mr. Majewski closed comment, and summarized the charge of the committee- to create a subcommittee of this group, and to meet soon with formal recommendations from this committee being formulated by the first of the year. Additionally, he said, once a recommendation is formulated by the subcommittee, it will be distributed electronically and voted upon by the entire Television and Video Production Advisory Committee before submission to the appropriate MATC administrators. Mr. Majewski added that he will be in attendance at the board’s ESIR meeting on Thursday October 18, and will in public comment, offer his perspective of this move and report to that committee the desires of this committee to do due diligence to make recommendations, offer

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suggestions or options officially and to be afforded the time from MATC to do so thoroughly and competently. Dennis Majewski said all committee members are invited to the ESIR meeting. Kevin Pulz wanted to thank those attending for their input today and always, and stated that without their help, this program, as indicated by QRP, graduation statistics, students success stories and the like would not be what it is today. Dennis Majewski echoed that, and thanked the large turnout for this meeting. Peter Walchli motioned that the meeting conclude, and Kent Aschenbrenner seconded. There was no opposition.

**Next Meeting Date:**

Not firmly set, although Thursday March 13th was suggested. Additionally, the subcommittee report may well require an early convening of this full group prior to January 1.

**Adjournment:**

Dennis Majewski adjourned the meeting at 11:08 am.

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Kevin F. Pulz*
Good afternoon.

My name is Kevin Pulz. I am the Instructional Chairman for the Television and Video Production Division at MATC and instructor of second year students in this program... assigned to Milwaukee Public Television. I have been with MATC and MPTV for nearly 20 years.

Thank you for the opportunity to present to the ESIR committee this afternoon. I ask that my comments in their written form be entered into the permanent record of this meeting.

During public comment at the last ESIR meeting in September, I offered a brief but parallel history of the Television and Video Production division and Milwaukee Public Television. Next week Channel 10 celebrates 50 years on the air. The instructional program is now over 54 years old. The have shared 'synergy' for half a century, and the result has been overwhelming... Overwhelmingly successful.

I chose that word, 'synergy', as it appears to be a buzzword that many in this administration have embraced to defend their decision to dissolve the TVP division and it's 50 year relationship with public television. A decision, I must add, that has still not been shared openly or with reasonable cause based on factual data, due diligence or even rational discussion. We've been told it is a done deal... several times. This was decreed without consulting with staff, faculty, students, station administration or, at least until recently, the division's advisory committee. The latter just last week heard from Dr. Martin and Mr. Busalacchi and, like the vague position carefully presented by administration at the last ESIR meeting, the motivation and rationale for such an austere move was not clearly made, in my opinion.

I also wonder if these folks know what 'synergy' means, or that it already exists in its purest form on the fourth floor of the C building here downtown. Synergy refers to the phenomenon in which two or more discrete influences or agents acting together create an effect greater than that predicted by knowing only the separate effects of the individual agents.

I'm sorry, but to me that sound like Milwaukee Public Television and the academic division of Television and Video Production.... 2 discrete agents--- acting together to fulfill the missions of both- to serve southeastern Wisconsin as a broadcast member of the PBS family and a hands-on educational lab where MATC students studying TV don't just study, they do.

Ask any graduate of the program at MPTV working in the field today if these two agents working together affected their lives more beneficially than if they existed solely and separately as merely a TV station and a course of study at a technical college.... The obvious answer to that question is a resounding yes.

The latest QRP report that will be presented to this committee indicate a program not just healthy, but strong---- thriving! TVP is not broke- why does our administration insist on fixing it? My fear is that this idea of 'fixing' will have the same drastic result that the medical procedure with the same name does- and our program will no longer have the resources nor attractiveness to bear television professionals in the future. This is a
marquee program nationally- in placement, graduation and retention rate because of the aforementioned ‘synergy’ .... In all due respect, how can the business division offer our students and the television community any more than that?

The curriculum we teach in TVP is based on being embedded in the stations- it’s this hands-on kind of education that distinguishes MATC from ALL other colleges in the academic marketplace and attracts students and employers. These real-life experiences prepare our graduates better than any other like program- just ask the many professionals that call our faculty and MPTV staff to find the next editor, or floor manager or graphics operator for their station or production facility.

The relationship with the dean and GM, between production staff, faculty and students is critical to the education design of the program .... And what makes it unique, special and successful.

As part of my assignment, I direct and produce nationally distributed programs for MPTV. I bring these production experiences back to my students, and my students to those production experiences. Great Lakes Gardener brings in over 80,000.00 in program underwriting funds each year. The program is capitalized, bearing more financial relief to the stations. The college benefits with national exposure. The students work with a broadcast professional each and every day- for hours each day. This seems pretty ‘synergetic’ to me, if that’s a word.

The claim has been made that opportunities for students will increase as a result of this realignment.

How has not been presented whatsoever.
The claim has been made that communication between TV and other divisions will flourish as a result of this realignment.
In an age of virtual communications to claim that moving a program on the organizational chart is needed to facilitate communication is absurd.

The claim has been made that a better alignment of TV with other media programs will occur because of this realignment.

Then why is TV slated to be overseen by an associate dean who oversees culinary arts, hotel management and travel agent training instead of the long time associate dean who continues to head the remaining media related programs.

Again, I’m sorry, but this logic makes absolutely no sense to me and to most everyone sitting and standing behind me.

It’s my desire that this committee stops this ill-conceived, ‘re-alignment’ folly, and allows us, the Television and Video Production Division, to get back to work, continuing our 50 years of ‘synergy’ with award winning program productions, staff and student broadcast relationships, faculty and staff growth, and professional opportunities for our students with Milwaukee Public Television. This is what we do, and what our program and our stations are all about.

Thank you.
Appendix C

10/18/2007

Good evening,

I am Jennifer Waldherr, a Television Production Student. I was able to speak at the last meeting, and I thank you for the opportunity to speak again.

As I stated before, I am a 40 year old single mother. I started here in 1988, and had to put this on hold to raise my family.

19 years have passed, and I will finally receive my Associate’s Degree in December of this year. Since January of this year, I have had the honor of working for a production company, United Visual, at the recommendation of John Larscheid. Through that company, I have been a camera operator, technical director, audio operator, and graphics operator. Just two days ago, I found out through David Johnson, the director I work under, that I will be training on the CG graphic board at the US Cellular Arena. I was running the small add ring there. This is a big step for me.

And starting tomorrow, I begin work at the Bradley Center, doing graphics for them. I’ve also recently applied for the Local 715 Electrical Workers, who contract through CBS Sports and FOX sports.

This is exactly where I wanted to start, and I owe it all to this program, and most importantly, it’s staff and faculty. Without them, I would not be here. I’d still be cashiering at Wal Mart.

The last two and a half years have been an amazing challenge and test of strength for me. My three teens were having serious issues, I was working two part time jobs, and trying to keep up with my class work. But, I’ve survived and pulled through it. That too, I owe to this staff. They were the ones who motivated me, and kept me pushing forward.

Now, my 17 year old daughter and my 16 year old son are really considering this program as well. In fact, just two weeks ago, I brought my daughter to the station for a tour.

My kids asked me why I won’t teach them production, and I told them they need to learn from the best. As I see it, the staff this program has here, are just that.

And if my children do follow suit, my dreams of someday having my own production company may just become a reality.

Since I have been here, I haven’t seen anything wrong with the way this program has been run, nor with the staff that runs it. If anything, they’ve only helped me, and obviously taught me well. If they weren’t capable of doing their jobs as they are, United Visual would not have called me back.

The Bradely Center would not have hired me.

This staff, as I have found, is very well known in this field, which only benefits the students of this program.

I was always under the impression that at a Technical College, the staff are people who actually work in their fields. That’s the students benefit of having them there. I cannot for the life of me understand why any of that should be any different for this program. Everyone of this staff knows exactly what they are doing, and do it very well. That shows with the awards that decorate the halls of MPTV. I am very proud to be a part of that.

With all due respect, this is a matter of what is best for the students, not what is best for the school, as far as I’m concerned. And I know that I speak for everyone of us, and our future students like my kids when I say that this program is great just the way it is, and I truly hope that it is allowed to remain that way.
My name is John Larscheid, and I am the studio supervisor at MPTV. I have only been here about a year after spending 10 years in commercial television and 12 years in corporate video production at GE Healthcare.

I have been following the issue of the TVP department and MATC and I believe the university is making a mistake if they continue to disassociate the TV program from MPTV.

I graduated from Washburn University in Topeka, Kansas with a BA in Communications/broadcast. Similarly to MATC, Washburn owned the license to a public television station, KTWU, serving Topeka and northeastern Kansas. The communications/broadcast department, similarly, split away from the tv station for administrative purposes. I remember my first professor stating that Washburn was not a “Tech School.” And they weren’t. Our broadcast training was conducted on campus, not at the station. I was two years into the program before I found out that the tv station did hire a few students. They did not have any other type of contact with the students.

I was fortunate to have had prior broadcast training in the U.S. military, so when I found out about an opening at the tv station, I applied, was accepted, and started working. This work, “In the Business,” was invaluable. It allowed me to work with professional people and professional equipment that the college couldn’t offer. To give an example of this, when my college production class started teaching the video control room, my professor, a PHd who knew my background, asked me, the student, to teach him how to use the switcher so that he could teach our class later that morning. That did not give me a lot of confidence in the value of my education in the broadcast field.

Because of my work with KTWU, and the contacts I was able to make there, I was the only person in our graduating class of over 50 students to start working in the business at graduation. I started my career at the NBC affiliate in Topeka.

I agree that a four year, arts and sciences institution is not a tech college, and their choices may be right for them, but MATC is a tech college and I can’t imagine a better way to train these students than what has been working here for so long. .

Sincerely,

John Larscheid
MPTV Studio Supervisor
This Associate Degree program went through a quality review process during the 2006 academic year. The internal program quality review team was comprised of Anthony Aveni, Glenn Riley and Kevin Pulz. The External Review Team consisted of Joe Bauer and Dennis Majewski.

The Television and Video Production two-year associate degree program focuses on preparing students for production and programming areas of broadcast television, cable, or corporate and commercial video. Completion of this program offer students the opportunity to gain practical video production background by working in the studios of public television stations Channels 10 and 36. Core skills include teamwork, cooperation, an ability to accept direction and responsibility, ability to work under pressure and manual dexterity.

The television and video production industry requires graduates to have expertise in the areas of operation of television studio equipment, electronic video production and news gathering, operation of television control room equipment, videotape editing and scripting techniques, utilization of electronic graphics and computers, understanding of the television process and lighting, staging and set construction. Positions available to graduates of the program include production assistant, associate producer, associate director, floor manager, cameraperson, lighting director, floorperson, account/sales executive, grip, and graphics operator in addition to various entry-level engineering positions.

**Demographics for FY 2006:**

1. During FY 2006, 149 students were enrolled in the program. This number is 22% higher than the five year average enrollment of 116 students.

2. The program generated 83.9 FTEs during FY 2006. FTEs were slightly higher than the five year average of 80.9.

3. Males were 74.3% (110) and females were 25.7% (38) of the FY 2006 enrollment. This represented an increase in the percentage of males in the program over the five year average of 62.8%.

4. Program enrollments for FY2006 included 45 minority students (30.2%). The percentage of minority enrollment for FY2006 is lower than the five year average for the program of 34.7%.
Course Completion and Other Selected Outcomes for FY 2006:

1. The course completion rate for these programs in face-to-face sections was 82.5% for FY 2006, which was lower than the five year average completion rate of 87.4%.

2. The graduation index is calculated by dividing the number of graduates in FY 2006 by the number of students enrolled in the program code that same year. The annual graduation index for this program for FY 2006 was 14.1% or 21 of the 149 students enrolled.

3. Employment and wage data for this program was available for FY 2006, when MATC graduate employment reports show that the annual salary for program graduates was $21,195.20.

4. The Graduate Employment Report reported that 70% of the program graduates were employed within six months and that 89 employment opportunities were received by MATC for this program in 2006; statewide the projected demand was 10.
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<td><strong>Internal Review Team:</strong> Kevin F. Pulz, Glenn Riley, Anthony Aveni (PT)</td>
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<td><strong>External Review Team:</strong> Joe Bauer (MPTV), Dennis Majewski (Advisory Committee)</td>
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<td><strong>Focus Groups:</strong> 2nd Year TVP Student 2006-2007</td>
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**Year 1**

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<tr>
<th><strong>Indicator:</strong></th>
<th><strong>Data Goal:</strong></th>
<th><strong>Action/Steps:</strong></th>
<th><strong>Person Responsible:</strong></th>
<th><strong>Timeline:</strong></th>
<th><strong>Cost:</strong></th>
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| #4 Percentage of Ethnic/Minority Students | Increase to Threshold Performance or Above Currently at 29.5%, Threshold is 30% | Increase TVP Promotion  
* Develop and air promotional spots for the division on MPTV 10/36 and in HD  
* Distribution of Pamphlets and DVD's in schools. 2nd year students created in '07 as a Final Project.  
* Increase web presence via MPTV and MATC websites. | Glenn P. Riley, 1st Year Instructor, Television and Video Production | Institute with the coming of the Spring Semester of 2007-2008. Will culminate in Summer of 2009. | $5000.00 (Physical materials, Summer Assignment) TBD MPTV In-kind services and air time. Source of funding: TVP Operational budget. MPTV. |
Program & Number: Television and Video Production 10-701-1  

Division: Television and Video Production  
Campus: Main  

Internal Review Team: Kevin F. Pulz, Glenn Riley, Anthony Aveni (PT)  
External Review Team: Joe Bauer (MPTV), Dennis Majewski (Advisory Committee)  
Focus Groups: 2nd Year TVP Student 2006-2007  

<table>
<thead>
<tr>
<th>Increase Visitation to schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>* Seek out and attend career days at the HS and Jr. HS levels. Attend area college/university career nights.</td>
</tr>
<tr>
<td>* Utilize MPTV Remote Truck, Staff and HD equipment on those visits.</td>
</tr>
<tr>
<td>* Coordinate more in-station tours, utilizing current students as tour guides as well as staff.</td>
</tr>
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</table>

Approved: ___________________________  
Division Dean  Date  

Approved: ___________________________  
Provost  Date  

- 2 -
<table>
<thead>
<tr>
<th>College Indicators:</th>
<th>Opportunities for Improvement</th>
<th>Best Practices and Innovations</th>
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<tbody>
<tr>
<td>Program Enrollment: Headcount</td>
<td><strong>We keep our admissions higher than in the past, allowing the first semester in the program to be a survey of sorts for the new students. We are then able to keep the enrollment higher in 2\textsuperscript{nd} and consequent semesters and groom continuing students better. The retention rate between 2\textsuperscript{nd} and 3\textsuperscript{rd} semesters reflects that, as it is rather high. We foster those most interested and dedicated, and counsel those not so inclined into other programs, staying at MATC.</strong></td>
<td></td>
</tr>
<tr>
<td>Program Enrollment: FTE’s</td>
<td><strong>As above. Since courses in this degree are so sequential and not offered each and every semester, we tend to hold onto students beyond the standard 2 years. The consequence is more students over a longer period of time taking less but more focused credits.</strong></td>
<td></td>
</tr>
<tr>
<td>Program Graduation</td>
<td><strong>As a small division, we get to know the students very well and work with them professionally very closely. Often times, they obtain gainful employment prior to graduation. This obviously hinders one goal of high graduation rates, but ultimately accomplishes another of employment as a result of their training in TV. We keep in touch with students as they finish at MPTV, and work with them to finish those few credits for their degree. Additionally, we counsel students toward furthering their education which, again, sometimes results in a lower graduation rate, but attainment of educational goals outside of MATC.</strong></td>
<td></td>
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<tr>
<td>Percentage of Ethnic/Minority Students</td>
<td><strong>Increase Promotion on MPTV (this will give viewers a glimpse of the TVP program and how to enroll)</strong>&lt;br&gt;<strong>Increase Visitation to schools (An increase in visitation will garner more interest among minorities)</strong></td>
<td></td>
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<tr>
<td>Delivery Sections</td>
<td></td>
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<tr>
<td>-------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6) Section Completion Rate in Alternative Delivery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7) Job Requests</td>
<td></td>
<td></td>
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</table>

Job requests often come into the division directly, as instructors and staff work with professionals in the industry frequently. We can assist by pairing up specific students with these opportunities, posting them for general consumption and passing them along to the MATC JobBank. Many of these are short-term or freelance jobs, and many are part-time or internships that we become aware of. However, that is not uncommon for this industry. As instructors working directly with MPTV, we are closer to the industry and can solicit work for our students as a result.

| 8) Program Indicator: |
| 9) Program Indicator: |

**Future Industry Trends (include references and plans for teacher preparation to meet these trends):**
The Television and Video Production Industries are in an exciting and challenging phase of their histories. More and more alternate methods of content delivery are coming on-line, with our students in line for filling consequential opportunities. The advent of digital delivery and high-definition strengthen the job market for production students. Additionally, engineering operations fields look toward our technically-minded students for the hybrid careers associated with equipment operation and engineering familiarity. We have mirrored the industry in offering advanced editing, HD, graphics and interactive content courses and will continue to monitor broadcasters and the like for emerging trends that we can develop instructional content around.

Perhaps the most important aspect of instruction in TVP is the integration of faculty into MPTV production functions. This allows for an industry understanding by faculty practicing their craft at our PBS member station. It is a unique situation that benefits the students (faculty bring continued and fresh broadcast production skills to their labs and classes), the faculty (remaining sharp and up to date on trends and techniques) as well as the stations (as faculty produce, direct, edit and facilitate the production of award winning documentaries, local fundraising efforts and nationally distributed programs). The unity between the division and the station is well-known and respected in the local broadcast community, and potential employers know that the education and exposure students have visa vie MPTV is what makes them stand out from other graduates in like institutions.

**Advisory Committee (include membership demographics):**
Chair, Dennis Majewski - Gogolak Group
Vice Chair, Kent Aschenbrenner - Journal Broadcast Group/WTMJ TV
Logan Bazar - Northwestern Mutual Life
Damon Drake – WITI TV
Raul Galvan - Milwaukee Public Television
Theresa Gallun – University of Wisconsin, Milwaukee
Marina Hernandez - Abrazo Multicultural Marketing & Communication
Kristen L. Lambrecht – Freelance Duet Operator & Compositional Designer/Video Production
Katie Pinkowski - WTMJ-TV
Jon Pray - Marquette University
**Composition:**
8 Male, 4 Female
3 Minority
4 represent Broadcasters, 2 represent Corporate, 2 represent Higher Education, 1 represents Communication Staffing, 1 represents Marketing and 1 represents Freelance Production

**Labor Market Information (include website link):**
According to MATC statistics, roughly 70% of graduates are employed within 6 months with an annual wage of 21,195.20 (http://matc.edu/documents/grad_report06.pdf). Internal division research suggest that percentage is low, and has presented findings to the advisory committee each March. Just under 100 annual positions are estimated by MATC figures for our approximately 15 graduates per year. Monster.com and salary.com report that broadcast technicians in the Milwaukee market average 41,800.00 per year. This encompasses skills taught in the program including camera operation, videography and television director, to name a few. Producers earn more, at 46,085.00 (http://monster.salary.com/salarywizard).

**Comments/ Additional Information:**
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<tr>
<th>State Indicators</th>
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<th>Threshold Performance Average of 4 lowest in the State</th>
<th>Target Performance Average of 4 highest in the State</th>
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<td>C. Minority Crs Completion</td>
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<td>D. Second Year Retention</td>
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<td>E. Third Year Retention</td>
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<td>F. Third Year Graduation</td>
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<td>G. Fifth Year Graduation</td>
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<td>9) Program Indicator 2:</td>
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</table>

Footnotes:

Targets will be set in consultation with each program area or will be consistent with college-wide percent increase in FTEs

1) Actual = Source is WTCS Report VE215330, Threshold = maintain previous yr, Target = previous yr + 5%
2) Actual = Source is WTCS Report VE215330, Threshold = maintain previous yr, Target = previous yr + 5%
3) Actual = Source is WTCS Report VE215330, Threshold = maintain previous yr, Target = previous yr + 10%
4) Actual = Source is WTCS Report VE215330, Threshold = 30% of actual headcount, Target = College wide % of minorities

See Other MATC Indicators worksheet for ethnic distribution.

5) Actual = Source is COSMO, This is the number of sections offered for Courses in the program curriculum with the same instructional area as the program. Measure is alternative delivery over traditional delivery. Threshold = 15% of actual traditional delivery, Target = 25% of actual traditional delivery.

6) Actual = Source is COSMO. These are the students enrolled in the sections identified in 5) above. Measure is completion (grades of D- or better and P) in both traditional and alternative delivery over total enrollment in the corresponding category. Threshold = 70 % of actual total enrollment in each corresponding category. Target is 80% of actual total enrollment in each corresponding category.

7) Source is Employment Development Center

Prepared by LeeAnn Mikula
Institutional Research
January, 2007
## Quality Review Process
### Scorecard
#### FY2006

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<td><strong>1) Program Enrollment: Headcount</strong>&lt;sup&gt;1(I)&lt;/sup&gt;</td>
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<td><strong>2) Program Enrollment: FTEs</strong>&lt;sup&gt;1(I)&lt;/sup&gt;</td>
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<td><strong>3) Graduation</strong>&lt;sup&gt;1(I)&lt;/sup&gt;</td>
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<td>12.7</td>
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<td><strong>4) Racial/Ethnic Minority Students</strong>&lt;sup&gt;1(I)&lt;/sup&gt;</td>
<td>57</td>
<td>38.5</td>
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<td><strong>5) Sections</strong>&lt;sup&gt;1(II)&lt;/sup&gt;</td>
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Footnotes:
- N/A = Not Available
- <sup>1</sup> Source is State Report VE215330. Racial/Ethnic minorities include Black/African American, Hispanic, Asian or Pacific Islander and Native American.
- Graduation counts include those entered on COSMO by the closing of Client Reporting and with a graduation date within the year being reported.
- Also included are those who met requirements for graduation but chose not to apply for graduation.
- <sup>2(I)</sup> Source is COSMO. This is the number of sections offered for courses in the program curriculum with the same department as the department of the program.
- <sup>2(II)</sup> Source is COSMO. These are the course completion rates of students in both traditional and alternative delivery sections for the courses referred to in footnote (II). Pass: D- or better, AU and P. Non-Pass: U. Other: W, Uw, I, IP and no grade.
- <sup>2(III)</sup> Source is Employment Development Center.

Prepared by LeeAnn Mikula
Institutional Research
January, 2007
10-701-1
Television and Video Production

Program Enrollment Headcount


Total Headcount
Full-Time
Part-Time

FTEs


FTEs

Graduation


Graduation

Minorities


Actual
Percent

Prepared by LeeAnn Mikula
Institutional Research
January, 2007


## Quality Review Process
### Scorecard
#### FY2006

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<tr>
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<td>110</td>
<td>136</td>
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#### Gender

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<td>74.3</td>
<td>81</td>
<td>73.6</td>
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#### Ethnicity

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#### Age

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Footnote:

N/A = Not Available

(1) Source is State Report VE215330.

(2) Gender percentages are based on total known gender, not total
N/A gender percentage is not computed.

(3) Ethnicity percentages are based on total known ethnicity, not total
N/A ethnicity percentage is not computed.

(4) Age percentages are based on total known age, not total enroll
N/A age percentage is not computed.

Prepared by LeeAnn Mikula
Institutional Research
January, 2007
QRP Scorecard
Milwaukee Area Technical College
10-701-1 Television and Video Production
Evaluation Type: Educational Program Evaluation
Fiscal Year: 2006

STATE LEVEL

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<td>C400-Special Populations Course Completion</td>
<td>52.25</td>
<td>52.25</td>
<td>52.25</td>
</tr>
<tr>
<td>C600-Minority Course Completion</td>
<td>29.55</td>
<td>29.55</td>
<td>29.55</td>
</tr>
<tr>
<td>F200-Second Year Retention</td>
<td>54.24</td>
<td>54.24</td>
<td>54.24</td>
</tr>
<tr>
<td>F400-Third Year Retention</td>
<td>35.00</td>
<td>35.00</td>
<td>35.00</td>
</tr>
<tr>
<td>F600-Third Year Graduation</td>
<td>17.50</td>
<td>17.50</td>
<td>17.50</td>
</tr>
<tr>
<td>F800-Fifth Year Graduation</td>
<td>10.26</td>
<td>10.26</td>
<td>10.26</td>
</tr>
<tr>
<td>I300-Job Placement - All Employment</td>
<td>57.14</td>
<td>57.14</td>
<td>57.14</td>
</tr>
<tr>
<td>I600-Job Placement - Related Employment</td>
<td>14.29</td>
<td>14.29</td>
<td>14.29</td>
</tr>
<tr>
<td>J500-Non-Traditional Gender</td>
<td>29.53</td>
<td>29.53</td>
<td>29.53</td>
</tr>
</tbody>
</table>

COLLEGE LEVEL

<table>
<thead>
<tr>
<th>Indicator Name</th>
<th>Threshold</th>
<th>Target</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>K300-Actual Enrollment</td>
<td>138.00</td>
<td>144.90</td>
<td>149.00</td>
</tr>
<tr>
<td>L200-Actual FTE</td>
<td>81.06</td>
<td>85.11</td>
<td>83.86</td>
</tr>
<tr>
<td>M300-Actual Graduation</td>
<td>16.00</td>
<td>17.60</td>
<td>21.00</td>
</tr>
<tr>
<td>N200-Actual % Minorities</td>
<td>30.00</td>
<td>40.00</td>
<td>29.73</td>
</tr>
<tr>
<td>O200-% Alternative Delivery Sections</td>
<td>15.00</td>
<td>25.00</td>
<td>0.00</td>
</tr>
<tr>
<td>P200-% Alternative Delivery Completions</td>
<td>70.00</td>
<td>80.00</td>
<td>0.00</td>
</tr>
</tbody>
</table>
The District Board recognizes and supports the need and opportunity for major monetary gifts through the use of naming opportunities that align with the mission of the college which benefit students, facilities and/or programs that significantly advance educational opportunities within the college. Such opportunities can originate through major gift campaigns of the MATC Foundation, special initiatives or new construction.

Guidelines and procedures for major gift recognition through the use of naming opportunities have been established and adopted by the MATC Foundation. These guidelines include:

- Purpose
- Process
- Memorandums of Understanding
- Naming Opportunities and Gift Ranges
  - New construction
  - Existing buildings
  - Sub-units, rooms or labs
  - Outdoor features
  - Programs/Initiatives
- Naming Considerations
  - Use of name
  - Permanency
  - Transfer of names
- Signage/Recognition Structures

The vice president of college advancement in consultation with the MATC Foundation executive director and pertinent college constituents will make recommendations to the president for naming opportunities after compliance with the guidelines have been established. The District Board delegates to the president the authority to approve the naming of buildings, sites and related entities. The District Board will receive timely reports on the naming of buildings, sites and related entities.
MATC Enrollment Management: Part 2

Theresa Barry
Vice President of the Student Services Division

Thomas Pilarzyk, PhD
Director of College Advancement Research

October 18, 2007
The issue of declining enrollment head count has been raised by the ESIR Committee
Official Enrollment Headcount Trend
FY 1999 to FY 2006

Source: MATC CAFR Report, based on official WTCS Board Data
• College head count declines over time – reflected in registrations – are tied to the decrease in part-time, *non-program* students in 3 areas:

* personal enrichment
* continuing education
* pre-college coursework
Official Head Count Trends by Non-Program, Continuing Education & Personal Enrichment Coursework: FY1999 – 2006

Based on Unduplicated Counts

Source: Comprehensive Annual Financial Report
### Official Head Count Trend in the Non-Program, Pre-College Coursework Area:

**FY1999 – 2006**

Based on Unduplicated Counts

Source: Comprehensive Annual Financial Report

<table>
<thead>
<tr>
<th>Year</th>
<th>Combined Pre-College Course Levels</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY1999</td>
<td>13,511</td>
</tr>
<tr>
<td>FY2000</td>
<td>15,292</td>
</tr>
<tr>
<td>FY2001</td>
<td>16,515</td>
</tr>
<tr>
<td>FY2002</td>
<td>14,849</td>
</tr>
<tr>
<td>FY2003</td>
<td>14,440</td>
</tr>
<tr>
<td>FY2004</td>
<td>13,469</td>
</tr>
<tr>
<td>FY2005</td>
<td>13,333</td>
</tr>
<tr>
<td>FY2006</td>
<td>11,916</td>
</tr>
</tbody>
</table>
• At the very same time, FTE growth was driven by more program students taking more college credits during a time of local economic stagnation
Official Head Count Trends by Program Coursework
Area: FY1999 – 2006
Based on Unduplicated Counts
Source: Comprehensive Annual Financial Report
Key Points in Understanding Head Count Declines:

- Head count declines at MATC over time have occurred primarily in major non-program areas of the College.

- Largest declines occurred in Continuing Education, followed by the Pre-College area (discussed below).

- Per LAB recommendations, fewer courses in “Personal Enrichment” or the avocational, hobby area were offered between FY1999 and FY2006, and student head count declined by 744 as a result.
Continuing Education: Basic Definitions

• We often use the terms “continuing education” & “vocational adult education” interchangeably

• Continuing education includes shorter-term, skill-enhancement courses taken by part-time, non-program students

• There are 2 basic types of courses:
  * “general education” coursework ("42s")
    - traffic safety, basic ridership, CPR, etc.
  * “occupational education” coursework ("47s")
    - responsible beverage, power engineering, fire arms update, etc.
### Overall Course Section & Registration Declines in Continuing Education at MATC: FY1999-2007

**NOTE:** Section & duplicated registration numbers aggregated at the end of the terms have been pulled from the Student Services Data Warehouse to provide the latest available FY enrollment counts (FY2007) below.

#### Course sections

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Decline</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education coursework</td>
<td>-3%</td>
<td>-14</td>
</tr>
<tr>
<td>Occupational Educ. coursework</td>
<td>-47%</td>
<td>-579</td>
</tr>
<tr>
<td>Total</td>
<td>-34%</td>
<td>-593</td>
</tr>
</tbody>
</table>

#### Course registrations

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Decline</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education coursework</td>
<td>-8%</td>
<td>-759</td>
</tr>
<tr>
<td>Occupational Educ. coursework</td>
<td>-46%</td>
<td>-10,539</td>
</tr>
<tr>
<td>Total</td>
<td>-35%</td>
<td>-11,298</td>
</tr>
</tbody>
</table>
• Courses and registrations are offered largely in the Business & Information Technology (BIT) and the Technical & Applied Sciences (TAS) Divisions, often in conjunction with the Office of Corporate Learning (OCL)

• In 2007, the Health Occupations (HO), Liberal Arts & Sciences (LAS) and Pre-College Divisions together offered 12% of all sections and accounted for 9% of all course registrations in Continuing Education

• In contrast, 88% of all Continuing Education course sections and 91% of all course registrations were found in BIT and TAS

• TAS alone accounts for 62% of all Continuing Education course sections and 64% of all registrations
### BIT Div. Course Section & Head Count Declines in Continuing Education: FY1999-2007

**NOTE:** Section & duplicated registration numbers aggregated at the end of the terms have been pulled from the Student Services Data Warehouse to provide the latest available FY enrollment counts (FY2007) below.

<table>
<thead>
<tr>
<th>Category</th>
<th>Decline</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course sections</strong></td>
<td>-59%</td>
<td>-453</td>
</tr>
<tr>
<td>-General Education</td>
<td>-47%</td>
<td>-109</td>
</tr>
<tr>
<td>-Occupational Education</td>
<td>-63%</td>
<td>-344</td>
</tr>
<tr>
<td><strong>Course registrations</strong></td>
<td>-60%</td>
<td>-8,359</td>
</tr>
<tr>
<td>-General Education</td>
<td>-56%</td>
<td>-1,996</td>
</tr>
<tr>
<td>-Occupational Education</td>
<td>-61%</td>
<td>-6,363</td>
</tr>
</tbody>
</table>
TAS Div. Course Section & Head Count Declines in Continuing Education: FY1999-2007

NOTE: Section & duplicated registration numbers aggregated at the end of the terms have been pulled from the Student Services Data Warehouse to provide the latest available FY enrollment counts (FY2007) below

• Course sections -19% (-167)
  - General Education +2% +6
  - Occupational Education -30% -173

• Course registrations -22% (-3,628)
  - General Education +4% +194
  - Occupational Education -33% -3,822
Internal & External Factors in the Decline

• **Internal: Improving Efficiencies**

- During the 1990s, fiscally-driven decisions were made at MATC to consciously reduce not only personal enrichment courses but also continuing education courses.

- Significant reductions in continuing education coursework were made to stay within budget parameters, which increased planning efficiencies while maximizing avg. class sizes.

- As a result, the number of shorter-term, non-program courses were reduced.

- Thus, constraints affected course offerings and potential registrations, and the fiscal focus continued into the current decade.

- In this decade, local economic stagnation and more 17-24 year olds increased the numbers of program students and program course offerings; Thus, FTE increased at the same time that head counts among non-program students declined.
• **External: Growing Competition**

-Major automotive manufacturers have increasingly provided their own certified training at the same time that product quality has been upgraded.

-The demand for short-term computer courses to meet technology training needs has not matched the 1990s-level; More computer training firms and programs have also entered the marketplace over the past ten years.

-More EMS, Fire and Police training has been conducted in-house by area departments through the decade.

-There has been a 10% decrease in City of Milwaukee bartender applications over the past 5-years while 2 local bartending colleges and 5 national on-line trainers now provide courses; This has led to competitive underbidding.
Largest Departmental Registration Declines in Continuing Education - FY99-07

Four depts. account for 6,671 registration losses:

- TAS Occ Emergency Medical Services -2,067
- TAS Occ Police Technology -1,861
- BIT Occ Responsible Beverage -1,676
- BIT Occ Computer Software -1,067
A Sampling of Large Course Registration Declines in Continuing Education: FY99 vs. FY07

- BIT Responsible Beverage Service OCC 3,432 to 1,756
- TAS Auto Technician Training OCC 1,312 to 585
- TAS Fire Arms Update OCC 1,191 to 446
- TAS Emergency Vehicle Operations OCC 1,043 to 62
- TAS EMT Recertification- Part 1 OCC 900 to 0
- TAS EMT Recertification- Part 2 OCC 880 to 0
- TAS Traffic Safety GEN 660 to 254
- TAS Police In-Service Training OCC 494 to 389
- BIT Windows 95 OCC 355 to 0
- BIT A+ Core OCC 274 to 0
- BIT Intro. to the Internet OCC 238 to 0
In sum...

- Both internal and external factors combined to decrease head counts substantially within the continuing education area over time
Declines in Non-Program, Pre-College Coursework Areas

• In September 2006, a requested report to the ESIR Committee on Pre-College enrollments noted these trends…
Pre-College Headcount Trend: 2002-2006

NOTE: Counts below are duplicated since individuals can take coursework at different levels; Therefore, totals should not be added together
Sources: 2005 MATC CAFR Report & 2006 Unofficial State-Reported Counts
• During this decade, head count declines in Pre-College coursework were clustered at Basic Skills “Level 2” (grades 6.0-8.9), tied to the loss of contracts

• By FA08, registrations in Pre-College coursework are up 3% over FA07 while FTE is up 7% in the Basic Skills area (see October 17, 2007 enrollment funnel report)

• These recent improvements are due to collaborative, faculty and administration efforts to increase registrations:

  - Orientations were set up for students referred to adult basic education and for non-registering continuing Pre-College students
  - Downtown faculty recommended open enrollment thru the term for many of their classes
  - Administrators and faculty reached out to recruit from charter high schools and establish agreements that foster new enrollments
  - New partnerships were formed w/ agencies to refer potential students
In conclusion…

- College head count declines at MATC have been a function of internal and external influences affecting three areas that serve non-program students.