MILWAUKEE AREA Technical College

February 16, 2011

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 **MONDAY, FEBRUARY 21, 2011**, beginning at **5:00 P.M.*** The agenda** for said meeting is presented as follows:

**A. Roll Call**

**B. Compliance with the Open Meetings Law**

**C. Approval of Minutes – January 18, 2011** - Attachment 1

**D. Comments from the Public**

**E. Action Items**

1. Resolution (E0026-2-11) to Approve Scope Proposal for Program Titled eProduction (10-xxx-x) – Attachment 2

**F. Discussion Items**

1. Dashboard Indicators – Attachment 3

**G. Information Items**

1. MATC PreHealth Academy IBEST/RISE Pilot Update – Attachment 4
2. Enrollment Update

**H. Miscellaneous Items**

1. Communications and Petitions
2. Information Items

## I. Old Business/New Business

1. Date of Next Meeting:

   Monday, March 14, 2011
   Board Room (M210), Downtown Milwaukee Campus

Committee Members: Baker, Katz, Webber

* **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.*

**Attachment ESIR - 1**

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD**
**EDUCATION, SERVICES, AND INSTITUTIONAL RELATIONS**
**January 18, 2011**

**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 Tuesday, January 18, 2011, and called to order by Ms. Lauren Baker at 5:00 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, Mr. Bobbie Webber
**Excused:** Mr. Michael Katz

**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 – December 20, 2010 – Attachment 1**

Motion: The minutes were approved without objection.

**ITEM D: COMMENTS FROM THE PUBLIC**

**ITEM E: ACTION ITEMS**

**E-1 Resolution (E0024-1-11) to Approve Scope Proposal for Program Titled Healthcare Services Management (10-501-x) – Attachment 2**

Discussion: Dr. Vicki Martin, executive vice president & provost, introduced Ms. LeeAnn Mikula, interim manager, Curriculum. Ms. Mikula introduced Dr. Dessie Levy, dean; Ms. Kelly Dries, associate dean; and Ms. Rebecca Garcia Sanchez, faculty, School of Health Sciences. Ms. Mikula briefly explained that this is the second of 5 steps that needs to be submitted to the WTCS for approval of a new program. Ms. Baker requested that the scope proposal be attached in the future for review.

Motion: It was moved by Mr. Webber, seconded by Ms. Baker to approve the Resolution (E0024-1-11) to Approve Scope Proposal for Program Titled Healthcare Services Management (10-501-x) – Attachment 2.

Action: Approved

**E-2 Resolution (E0025-1-11) to Approve Program Proposal for Program Titled Human Resources (10-196-4) – Attachment 3**

Discussion: Ms. Mikula introduced Dr. Mohammad Dakwar, dean; Dr. Richard Busalacchi, associate dean; and Ms. Jackie Cook, faculty, School of Business. This resolution is step 4 of the 5-step process to be submitted to the WTCS for approval of a new program. Ms. Baker requested that the proposal be attached in the future for committee review.

Motion: It was moved by Mr. Webber, seconded by Ms. Baker to approve the Resolution (E0025-1-11) to Approve Program Proposal for Program Titled Human Resources (10-196-4) – Attachment 3.

Action: Approved

**ITEM F: DISCUSSION ITEMS**

**F-1 Program Quality Review**

**F-1i. Auto Collision Repair and Finish Technical Diploma – Attachment 4**

Discussion: Dr. Martin introduced Mr. John Stilp, interim dean & oak creek campus vice president; Ms. Becky Alsup, associate dean, and Mr. Matt Kruegel and Mr. Don Runte, faculty, School of Technology & Applied Sciences. Ms. Alsup briefly reviewed the information contained on the score card. Mr. Kruegel noted that spring semester retention, nontraditional student enrollment and 80% pass rate for all students as the areas to be worked on during the next fiscal year. There was a discussion related to action plan and new techniques to encourage enrollment of nontraditional students as well as the health of the auto industry as a whole.

**F-1ii. Aviation Technician Powerplant Diploma – Attachment 5**

Discussion: Mr. Stilp introduced Ms. Alsup, Mr. Scott Garland and Mr. Mark Moen, faculty, School of Technology & Applied Sciences. Ms. Alsup briefly explained that the MATC program is one of three Aviation Technician programs in the state. This program has a strong partnership with Bradley Tech High School. Mr. Garland identified areas of focus for the action plan that included 80% pass rate for all students, increasing minority population and nontraditional enrollments are the areas to be worked on during the next fiscal year. There was a discussion related to the fact that most students also complete the Airframe and General Aviation Maintenance Diploma program so they have more employment opportunities.

**F-2 Dashboard Indicators – Attachment 6**

Discussion: Dr. Martin introduced Dr. Thomas Pilarzyk, director, Institutional Research and Strategic Planning. Dr. Pilarzyk briefly reviewed the information contained on the each of the dashboard slides related to the Enrollment Indicators as it relates to age gender, ethnicity and residency.

**ITEM G: INFORMATION ITEMS**

**G-1 FIPSE Grant Update – Attachment 7**

Discussion: Dr. Martin introduced Mr. Michael Benner, associate dean, School of Technology & Applied Sciences. Mr. Benner introduced Ms. Mona Schroder-Beers, coordinator, Ms. Bev Sroka and Mr. Juan Marquez, faculty, Mr. Jose Rodriguez, graduate. Mr. Benner briefly explained the details of the FIPSE Grant. Ms. Schroeder-Beers explained the goals and objectives of the grant in addition to preliminary outcomes. Ms. Sroka and Mr. Marquez spoke about the curriculum and tools used in the program.
Mr. Rodriguez briefly highlighted his experience in the program.

**G-2 Quarterly Advisory Committee Report – Attachment 8**

Discussion: Ms. Mikula explained that this report briefly highlights the program advisory committees and their members.

**G-3 Advisory Committee Equity Report – Attachment 9**

Discussion: Ms. Mikula explained that this report breaks down the advisory committees by division.

**G-4 List of Active Programs – Attachment 10**

Discussion: Ms. Mikula noted that this is the list of active programs for FY2010-2011.

**G-5 Enrollment Report**

Discussion: Dr. Martin introduced Mr. Al Pinckney, vice president, Student Services. Mr. Pinckney noted that the college is on target to meet the FTE goal of 14,200 for the fiscal year.

**ITEM H: MISCELLANEOUS ITEMS**

**H-1 Communications and Petitions**
None

**H-2 Information Items**
None

**ITEM I: OLD BUSINESS/NEW BUSINESS –** Date of Next Meeting, Monday, February 21, 2011, 5:00 PM, Milwaukee Campus, Board Room (M210)

**ADJOURNMENT** -- The Committee adjourned at 6:15 p.m.

Respectfully submitted,

*Michele M. Conroy*

Michele M. Conroy
Executive Assistant, Academic Affairs

# ATTACHMENT ESIR - 2

## Resolution to Approve Scope Proposal
## For Program Titled
## eProduction (10-XXX-X)

### *Background Information:*

The rapid convergence of digital video technologies and the insatiable thirst of consumers to access visual media virtually everywhere they desire are resulting in opportunities for business to distribute content that was once limited to over-the-air broadcast in ways being re-imagined daily. To capitalize on this opportunity, Wisconsin needs a specialized Video Content Acquisition and Multi-Platform Delivery associate degree program to meet the emerging electronic video content production and distribution skill needs of its employers. This need identified both nationally and locally, provides a unique opportunity for the Milwaukee Area Technical College (MATC) to capitalize on its role and responsibility for occupational education and training in Southeast Wisconsin. To that end, MATC is proposing the development of an eProduction program to provide those skills and is seeking state WTCS approval to offer this new and emerging content area as an associate's degree option for its constituents.

*Resolution*

BE IT RESOLVED, that the District Board of the Milwaukee Area Technical College submit a request to the Wisconsin Technical College System for consideration and approval of the scope proposal of the **eProduction** program.

2/7/11

SCOPE
District Request (TC-OCCSCP-1A)

Wisconsin Technical
College System

For Applied Associate Degree (Code 10), Technical Diploma (Codes 30, 31, and 32), and Apprenticeship (Code 50).

District : Milwaukee Area Technical College

District Contact Person : Jim MacDonald Phone : 414-297-6252

Primary Education Director : James Mackey Phone : 608-266-0790

Signed : Vicki Martin Date : 1-25-11
President or Instructional Services Administrator

A. Aid Code and Proposed Program Number : 10-XXX-X

B. Proposed Program Title : eProduction AAS

C. Tentative Program Description : The rapid convergence of digital video technologies and the insatiable thirst of consumers to access visual media virtually everywhere they desire are resulting in opportunities for business to distribute content that was once limited to over-the-air broadcast in ways being re-imagined daily. To capitalize on this opportunity, Wisconsin needs a specialized Video Content Acquisition and Multi-Platform Delivery associate degree program to meet the emerging electronic video content production and distribution skill needs of its employers. This need identified both nationally and locally, provides a unique opportunity for the Milwaukee Area Technical College (MATC) to capitalize on its role and responsibility for occupational education and training in Southeast Wisconsin. To that end, MATC is proposing the development of an eProduction program to provide those skills and is seeking state WTCS approval to offer this new and emerging content area as an associate's degree option for its constituents.

Students will gain knowledge and skills rooted in the Television and Video Production curriculum, add expertise garnered through courses grounded in Multimedia and discover the new competencies related to emerging video content delivery methods, multi-platform content creation and distribution, video and content creation methods based upon non-broadcast viewer consumption and the opportunities associated with the merger of traditional video production acquisition, editing and programming with current and future technologies for delivering, accessing and utilizing visual content.

Careers such as Data Wrangler, On-Line Video Producer/Director, Multimedia and Video Content Specialist and Digital Production Programmer are among those likely to be created by offering the skills described above.

A example of a job description in this field might look like this (Courtesy: Bloomberg LP, New York:

Producer for Multimedia Video Productions (MVP)
Primary responsibility is to ensure the Multimedia Video Production Segment Status Report and video library is updated for multi-media distribution.
This includes:
a. Reviewing and submitting monthly updates on the Video On Demand (VOD) initiatives.

b. Metadata entry of updated content and dissemination of information to MVP unit.
c. Assist Executive Producer and MVP producers with all phases of VOD and AD Sales production. This includes conducting research, pre-interviewing guests, creating graphic elements for segments, arranging crews for guest interviews and shooting broll.
d. Coordinate, assemble and review transcripts of multiple taped interviews.

Qualifications:
- Thorough knowledge of multimedia operations and systems.
- Extensive knowledge of news production systems.
- Individual must be extremely detail-oriented and have excellent broadcast news judgment.
- Excellent writing and editorial skills.

D. Occupational Area to be Served (occupational title and Standard Occupational Classification ({SOC} Code) : This program will serve not only traditional video production concerns, but also a diverse business world that is seeking emerging methods for reaching its clientele via the Web, Mobile, Broadband or other digital methods. eProduction will succeed with graduates who can fill the roles of- data managers for field production shoots; video content production specialists for eCommerce; videographers for on-line video content programmers; non-linear video editors for Web developers; producer/directors for content acquisition and delivery for businesses with a Web presence. Job titles would include Data Wrangler, On-Line Video Producer/Director, Multimedia and Video Content Specialist and Digital Production Programmer.

SOC Served:
11-1021.00 General and Operations Managers
11-2011.00 Advertising and Promotions Managers
11-2031.00 Public Relations Managers
11-3021.00 Computer and Information Systems Managers
11-9199.05 Online Merchants

15-1031.00 Computer Software Engineers, Applications
15-1081.00 Network Systems and Data Communications Analysts
15-1081.01 Telecommunications Specialists
15-1099.00 Computer Specialists, All Other
15-1099.02 Computer Systems Engineers/Architects
15-1099.04 Web Developers
15-1099.05 Web Administrators
15-1099.11 Information Technology Project Managers
15-1099.12 Electronic Commerce Specialists
15-1099.13 Video Game Designers

25-1069.00 Social Sciences Teachers, Postsecondary, All Other
25-1122.00 Communications Teachers, Postsecondary
25-1194.00 Vocational Education Teachers, Postsecondary
25-2022.00 Middle School Teachers, Except Special and Vocational Education
25-4031.00 Library Technicians
25-9011.00 Audio-Visual Collections Specialists
25-9031.01 Instructional Designers and Technologists

27-1011.00 Art Directors
27-1014.00 Multi-Media Artists and Animators
27-1024.00 Graphic Designers
27-2011.00 Actors
27-2012.00 Producers and Directors
27-2012.01 Producers
27-2012.02 Directors- Stage, Motion Pictures, Television, and Radio
27-2012.03 Program Directors
27-2012.04 Talent Directors
27-2012.05 Technical Directors/Managers
27-3011.00 Radio and Television Announcers
27-3021.00 Broadcast News Analysts
27-3022.00 Reporters and Correspondents
27-3031.00 Public Relations Specialists
27-3041.00 Editors
27-3043.04 Copy Writers
27-3099.00 Media and Communication Workers, All Other
27-4011.00 Audio and Video Equipment Technicians
27-4012.00 Broadcast Technicians
27-4014.00 Sound Engineering Technicians
27-4021.00 Photographers
27-4031.00 Camera Operators, Television, Video, and Motion Picture
27-4032.00 Film and Video Editors
27-4099.00 Media and Communication Equipment Workers, All Other

E. Mean Starting Hourly Salary: This is a new degree targeted for a career not necessarily in broadcast, nor in multimedia nor in photojournalism. Local professionals in Data Wrangling, for example, are freelancers, so an established starting salary is largely dependent upon experience, client, expertise, etc.

In calculating what is likely to be a salary range for an eProduction graduate, several sources were consulted, such as *careerbuilder.com* and its salary survey tools.

The sampled careers that were averaged are Video Operator, Multimedia/Video Photojournalist and Multimedia Specialist as represented in the Milwaukee TV market. The mean starting salary anticipated for eProduction graduates based upon this average is **$34,281 per year, or roughly $16.50 per hour**. Highest average salary is estimated at $61,700 per year, or roughly $29.67 per hour. Median salary is estimated at $41528 per year, or roughly $20.00 per hour.

F. Source of Single Source Request (If applicable): N/A

G. Description of Needs Assessment Methodology to establish **preliminary need**: (Attach) See Attachment A

H. Expected Rate of Return (Attach copy of survey instrument) : See Attachment A.

I. Analysis of preliminary labor market demand and employment trends for graduates (attach) See Attachment B

J. Analysis of how the new degree program relates to the district's mission, goals and objectives (attach) See Attachment B

K. Projected cost assessments related to the development and ongoing maintenance of the program (attach)

It is projected that the total cost for development of the eProduction AAS degree will be approximately $455,000. Primarily, the development costs include curriculum development and modification and professional development and training for faculty to upgrade their skills to meet the new goals and competencies required in the new program.

The college has submitted a New and Expanding Occupations GPR grant proposal which estimates the amount needed for curriculum development, training and supplies for the development and implementation of a first year of this degree at $216,000, with roughly $162,000 being requested from the state. The remainder is MATC matching funds.

The difference between that grant request and the estimate above is the monies anticipated necessary to offer the approved program for its first year. These costs are just estimates at this point, based upon current programs at MATC in related career areas.

**First Year Costs, eProduction:**

Salaries- $100,000
Fringe Benefits- $57,000
Professional Development, Training and Travel- $15,000
Departmental Supplies- $17,500
Capital Equipment- $50,000

L. Documentation of member participation and outcomes of the Ad Hoc Advisory Committee (attach)

The eProduction AAS is being developed under the guidance of the Wisconsin Technical College Associate Vice President – Office of Instruction, Annette Severson, and Education Director – Manufacturing Engineering, James Mackey.

The Television and Video Production Advisory Committee initiated the research into offering eProduction as a degree program at MATC.

See TVP Advisory Recommendation contained in Attachment C.

M. Summary of initial discussions with other WTCS districts offering a similar or same program (attach) There are no other WTCS districts offering an associate degree in eProduction.

N. Documentation of District Board approval of the Program Scope (attach) The District Board will meet on this issue February 22, 2011. Upon approval, a letter of in lieu of minutes will be forwarded within one week of that meeting.

***Upon approval, district may continue with Need Demonstration.***

SCOPE
System Office Response (TC-OCCSCP-1B)

Wisconsin Technical
College System

Date Received: _____ Program Number: _____

Program Title: _____

District: _____

Date Routed: _____

Check One For:

Associate Degree (Code 10) _____

Apprenticeship (Code 50) _____

Technical Diploma (Code 30) _____

Technical Diploma (Code 31) _____

Technical Diploma (Code 32) _____

A. Primary Education Director Recommendation: Approve _____ Disapprove _____

Comments: _____

_____

_____

_____

_____

_____

_____

Signed: _____ Date: _____
Primary Education Director

_____ Date: _____
Associate Vice President

*Upon approval, district may continue with Need Demonstration.*

**SCOPE**
**eProduction, Milwaukee Area Technical College**

**Attachment A**

**Description of the Needs Assessment Methodology and Survey Information**
**(Form TC-OCCSCP-1A, G and H)**

## G. Description of the Needs Assessment Methodology

A Program Needs Assessment survey will be conducted in February of 2011. This survey will be distributed via phone, email and on-line/survey website to the following:

- Members of the Milwaukee Chapter of Media Communication Association International
- Wisconsin Broadcasters Association
- Milwaukee Press Club
- Milwaukee Market Television Stations
- Wisconsin Newspaper Association
- Society of Professional Journalists
- Society of Broadcast Engineers
- Film Wisconsin
- Digital Media Association
- Social Networking and Media Association
- AIGA, Milwaukee

Additionally, we will contact companies listed in the *Wisconsin Production Guide*; corporations that utilize video such as GE Healthcare, AllenBradley/Rockwell, Northwestern Mutual Life and Harley Davidson. Also, since the Milwaukee area is so rich with media/video production firms, we will distribute our survey to firms such as, but not limited to; AboutFace Media, Marx Communications, Plum Productions, Video Wisconsin and Midwest Media.

We are planning a DACUM this spring to disseminate the findings of the survey and to initiate the development of program goals, competencies, curricula and outcomes. This will be held at MATC and coordinated with all visual media program instructors at the college.

## H. Survey Methodologies

The response rate expected is between 35% and 45%. It's anticipated that the survey will take several weeks to administer, from initial contact to the actual survey to follow-up to reminders to participate. As we are planning on several forms of survey delivery, we are confident that we'll achieve a response rate well above the minimum accepted for this task. Phoning those delinquent in returning the survey will be the main safeguard method for ensuring a representative sample of those firms anticipated to benefit from this degree offering.

***DRAFT OF EMAIL COVER LETTER:***

Greetings!

MATC, your regional Wisconsin Technical College, asks a favor of you…
It's simple, actually, and you have the opportunity to assist in the shaping of an emerging degree program that will train and eventually employ hundreds of highly trained and motivated graduates in the area of new media.

The associate degree in eProduction would provide a new career path for those who have talent in Television and Video Production, Multimedia and On-line Communications. The program will train students to be able to use a solid foundation of video production and apply that foundation to multi-platform distribution methods such as 'small screen' production, youtube-like applications, point-of-sale marketing/e-marketing, social media, podcasting, media data management and video for multimedia.

Please, click on the link below.
It will take you a MATC secure server for the short, but very helpful survey.
Or, if you'd prefer, open the .doc attached and respond in that fashion.

Thanks for your time and your input as we shape the future of media training in southeastern Wisconsin!

www.surveyhere@matc.edu

regards,

Kevin F. Pulz
Senior Producer/Director
Milwaukee Public Television

Co-Chair, Media and Creative Arts Division
Program Coordinator, Television and Video Production
Milwaukee Area Technical College
1036 N. 8th St.
Milwaukee, WI USA 53233
414.271.1036
pulzk@matc.edu

SMCA Phone Survey Sample
**eProduction**

Introduce:
"MATC, your regional Wisconsin Technical College, asks a favor of you…
It's simple, actually, and you have the opportunity to assist in the shaping of an emerging degree program that will train and eventually employ hundreds of highly trained and motivated graduates in the area of new media.
May I take 5 minutes from your busy schedule with this brief phone survey?"

If NO, offer alternative to survey by getting email address and/or giving the website URL for the survey.
If still NO, go to 7.
If YES, continue.

"The associate degree in eProduction would provide a new career path for those who have talent in Television and Video Production, Multimedia and On-line Communications. The program will train students to be able to use a solid foundation of video production and apply that foundation to multi-platform distribution methods such as 'small screen' production, youtube-like applications, point-of-sale marketing/e-marketing, social media, podcasting, media data management and video for multimedia."

1. Do you intend to or currently shoot/produce/use digital video and/or multimedia to further establish or promote your trade or place of business in the next 5 years?
   A. Yes, currently (go to 2)
   B. Plan to (go to 2)
   C. No
      If no, ask 'D'
   D. I don't understand the question
      Re-read question, define terms as per term sheet distributed with survey.
      If Yes, continue to 2.
      If No, go to 7

2. How do you intend to produce/acquire such video/multimedia promotions?
   _Freelancers
   _Self Produced
   _Outside Professional Services
   _Other (explain: _____
   _____)

3. How would you intend to compensate the producers of your video/multimedia promotions?
   _Part-Time/Salary
   Anticipated wage? _____
   _Part-Time/Hourly
   Anticipated wage? _____
   _Full Time/Salary
   Anticipated wage? _____
   _Full-Time/Hourly
   Anticipated wage? _____
   _Fixed Fee
   Anticipated fee? _____
   _We have people in-house already.
   _Other (explain: _____
   _____)

4. By what means of distribution do you intend to showcase your digital video/multimedia promotion? (Select all that apply)

   _Streaming Video Websites (i.e. Youtube, Hulu, Vimeo, Metacafe, etc.)
   _Social Networking Sites (i.e. Facebook, LinkedIn, MySpace, Twitter, etc.)
   _Personal/Company Website
   _Photographic Sharing Websites (i.e. Flickr, ImageShack, PhotoBucket, etc.)
   _Art Sharing Websites (i.e. devianArt, Picasa, SmugMug, etc.)
   _Livecasting (i.e. Livestream, OpenCU, Skype, UStream, etc.)
   _Music/Audio Sharing (i.e. Pandora Radio, RevebNation.com, ShareTheMusic, etc.)
   _Presentation Sharing (i.e. scribd, SlideShare, etc.)
   _Blog/Microblogging (i.e. Blogger, LiveJournal, Foursquare, Jaiku, etc.)
   _Social News Websites (i.e. Digg, Mixx, Reddit, etc.)
   _Radio
   _Local and/or National Television
   _Magazines and/or Newspapers
   _Other (explain: _____
   _____)

5. Have you identified skills, competencies, traits, applications, resources or deficiencies in your current workforce or anticipated workface that contribute to how you approach production in this area? What might they be?

   _____
   _____
   _____
   _____

6. If asked, would you be interested in attending a committee meeting in which your input will be used to provide resources, faculty training, and acquisition of specialized software/equipment for the creation of the eProduction program of the new School of Media and Creative Arts?

A. Yes

If Yes, contact information: _____
_____

B. No thanks!

If No, name/title/company for record keeping: _____
_____

7. Thank you for your time in assisting SMCA at MATC in developing programs and curricula that meets your needs and exceeds your expectations!

***DRAFT OF EMAIL THANK YOU LETTER:***

Thank you so much for taking the time to provide feedback for this survey!

The rapid convergence of digital video technologies and the insatiable thirst of consumers to access visual media virtually everywhere they desire are resulting in opportunities for business to distribute content that was once limited to over-the-air broadcast in ways being re-imagined daily.

To capitalize on this opportunity, MATC feels that Wisconsin needs a specialized Video Content Acquisition and Multi-Platform Delivery associate degree program to meet the emerging electronic video content production and distribution skill needs of its employers.
This need identified both nationally and locally, provides a unique opportunity for the Milwaukee Area Technical College (MATC) to capitalize on its role and responsibility for occupational education and training in Southeast Wisconsin.

To that end, MATC is developing an eProduction program to provide those skills. This new program is on schedule to be approved at the May meeting of the Wisconsin Technical College Board. Your input will provide needed resources for curriculum development, faculty training, and acquisition of specialized software/equipment for creation of the eProduction program.

If you are interested in assisting with this development, we'd love to hear your ideas!
We are planning to hold a 1/2 day seminar of sorts to work further on identifying the need and solutions to meet that need.
You bring your ideas, we provide lunch and take copious notes as you and many other industry professionals gather at MATC.

Please contact me at the email below, and I'll get you more particulars about helping us respond to your needs for highly trained and tech-savvy MATC graduates to fill your employment needs!

Regards,

Kevin F. Pulz
Senior Producer/Director
Milwaukee Public Television

Co-Chair, Media and Creative Arts Division
Program Coordinator, Television and Video Production
Milwaukee Area Technical College
1036 N. 8th St.
Milwaukee, WI USA 53233
414.271.1036
pulzk@matc.edu

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**SCOPE**
**eProduction, Milwaukee Area Technical College**

**Attachment B**

**Analysis of Preliminary Labor Market Demand and Analysis of how the New Degree Program Relates to MATC Mission, Goals and Objectives**
**(Form TC-OCCSCP-1A, I and J)**

## I. Preliminary Market Analysis

US Bureau of Labor Statistics Occupational Outlook data shows that, "Employment in the information supersector is expected to increase by 11 percent, adding 28,800 jobs by 2018. Information contains some of the fast-growing computer-related industries such as software publishers; Internet publishing and broadcasting; and Internet service providers, Web search portals, and data processing services." Onetcenter.org and Occupational Outlook Handbook peg a yearly salary range at $42,900 - $66,700 for similar video careers but, because this is a new, focused career path that again allows for wider opportunities in employment for students, incumbent workers, and displaced workers, including women and minorities interested in high tech careers, these comparable figures do not reflect the broader and multi-platform opportunities that eProduction offers.

In the MATC district, there are thousands of companies, large and small, which hold the potential to hire specialists in on-line video production, delivery, and promotion: broadcasters, visual media productions firms and corporate headquarters. GE Medical, Rockwell Automation and Northwestern Mutual Life, on-line education and e-learning, and e-tail firms are all examples of businesses with the promise to provide countless new jobs for eProduction graduates in the next several years. Thus, future market potential is there to provide a variety of high wage – high demand career opportunities for these graduates to work in a myriad of businesses that utilize video for the web, podcasting, email, etc.

Onetcenter.org and Occupational Outlook Handbook national survey indicate that the need for interactive video content producers will increase in double digit percentages over the next several years. This may actually be a low percentage, as it factors in television and video production careers and non-linear editing careers in all content distribution-type companies; areas that have not grown quickly. eProduction will expand the career starting positions as it does not just limit a graduate to the traditional television station or video production facility as the entry point toward a profession; rather, it opens up opportunities at companies that can fund video acquisition and editing at far less than the expense necessary at a broadcast station. The distribution method of Web, for instance, does not require expensive transmitters, HD equipment, or large production departments; one person with good quality yet inexpensive HD acquisition tools and a powerful PC with internet access could do just fine.

Digital technologies continue to evolve at an exponentially accelerating rate. For example, the cell phone of today is no longer simply a mobile telephone. It can be a camera,

video game player, time manager, email connection, and Internet access tool with GPS locator functions built in. This merger of digital video, audio, and data capabilities is fostering the creation of new products and services. Additionally, Web sites such as YouTube or UStream are linked at tremendous rates to social media sites, personal Web pages, e-commerce sites, etc. Consumers are looking to the Web for on-demand video and linkable resources that feature visual delivery.

The proliferation of Web video is amazing. According to the Marketing News Group, "in March 2010, YouTube announced that 24 hours of video was uploaded to video service every minute. Now its 35 hours per minute, or 50,400 hours uploaded per day or in excess of 18 million hours per year at the current rate, according to YouTube. YouTube equates the volume to 176,000 full-length Hollywood films every week."

Through the evolution of this industry, a cluster of different visual content jobs are emerging including data wranglers, non-linear video editors, 3-D production specialists, multi-media programmers, digital media/asset records managers, and web content producers. These titles reflect the merging of the video industry with the on-line visual communications industry and will offer new opportunities for the creative graduates of the eProduction program.

## J. Relationship to Mission

As stated earlier in this document, *the rapid convergence of digital video technologies and the insatiable thirst of consumers to access visual media virtually everywhere they desire are resulting in opportunities for business to distribute content that was once limited to over-the-air broadcast in ways being re-imagined daily. To capitalize on this opportunity, Wisconsin needs a specialized Video Content Acquisition and Multi-Platform Delivery associate degree program to meet the emerging electronic video content production and distribution skill needs of its employers. This need identified both nationally and locally, provides a unique opportunity for the Milwaukee Area Technical College (MATC) to capitalize on its role and responsibility for occupational education and training in Southeast Wisconsin*.

As the WTCS outlet in southeastern Wisconsin, MATC serves the most populated corridor of the state and the 35$^{th}$ largest television market in the US. The college also offers the only Television and Video Production program in the state system, training students in broadcast production via MATC's PBS license an Milwaukee Public Television. This means that the infrastructure and equipment needed for a new program in eProduction is already in house and utilized by educators in the TVP program, part of the School of Media and Creative Arts. This additionally means that cross program cooperation, an important goal of the college, would be built into the implementation of this degree program. TVP would provide the most resources for the eProduction program; in equipment, facility, faculty and development. Courses in TVP would set the groundwork in video production basics, techniques and content creation. A cluster of courses from other programs in MCA would provide multimedia and web background, CODEC understanding and manipulation, graphics and animation software and computer awareness. Add in new courses developed for web video programming, content creation for the

‘small’ screen and data management, storage and workflow, and the basis for a new program has been set.

This new program fits both the MATC ‘Vision’ (*MATC is a premier, comprehensive technical college that provides excellence in education to enrich, empower and transform lives in our community)* as well as its goals and objectives. Additionally, as part of MATC’s ‘Mission,’ eProduction will rely greatly on partnerships with the community and business.

**SCOPE**
**eProduction, Milwaukee Area Technical College**

**Attachment C**

**Documentation of member participation and outcomes of the Ad Hoc Advisory Committee (Form TC-OCCSCP-1A, L)**

**MILWAUKEE AREA TECHNICAL COLLEGE**
***Television and Video Production***

# Advisory Committee Meeting Minutes

| | | | |
|---|---|---|---|
| ***Meeting Date:*** | December 9, 2010 | ***Time:*** | 8:30 a.m. |
| ***Location*** | MPTV Conference Room | ***Room:*** | Conference Room |
| ***Facilitator:*** | Dennis Majewski | ***Minute Taker:*** | Charisse Place |

| **Members Present** | **Company Represented** |
|---|---|
| Kent Aschenbrenner | MPTV |
| Raul Galvan | Milwaukee Public Television |
| Kristen Lambrecht | Khameleon Productions, LLC |
| Dennis Majewski | Independent |
| Katie Pinkowski | WTMJ |
| John Pray | Marquette University |

| **Members Not Present** | **Company Represented** |
|---|---|
| Logan Bazar | Northwestern Mutual |
| Damon Drake | WITI Fox 6 |
| Tess Gallun | UW Milwaukee |
| Marina Hernandez | |
| Pete Walchi | GE Healthcare Institute |
| Bob Wiese | Studio Gear |

| **Guest Present** | **Company Represented** |
|---|---|
| Allen Newson | MPTV |

| **Students Present** | |
|---|---|
| Nate Schardin | GM Student Operations 2011 |

| **MATC Representatives Present** | **Position/Title** |
|---|---|
| Ellis Bromberg | Dean – Media and Creative Arts |
| James MacDonald | Assoc. Dean – Media and Creative Arts |
| Charisse Place | Administrative Specialist |
| Donald Kenner | Student Services Specialist |
| Ginny Balistreri | Grants Manager |
| Karen Kraus | MATC Faculty / QRP consultant |
| Craig Smallish | MATC Graphic Design Faculty / Co-IC |
| Kevin Pulz | MATC TV Faculty / Co-IC |
| Glenn Riley | MATC TV Faculty |

| | |
|---|---|
| Anthony Aveni | MATC Part-time TV Faculty |
| Michael Garvin | MATC Part-time TV Faculty |
| John Kehoe | MATC Part-time TV Faculty |
| Bob Match | MATC Part-time TV Faculty |
| Thay Yang | MATC Part-time TV Faculty |

## Agenda Item 1 Call to order

The meeting was called to order at: __8:40_____☒a.m. ☐p.m. By: _ Dennis Majewski____
☒ A quorum was present

## Agenda Item 2 Welcome and Introductions

Members were welcomed. Introductions were made.

## Agenda Item 3 Approval of Agenda and Minutes

Motion made by: Dennis Majewski Second by: Raul Galvan
☐Minutes approved
☒Minutes approved with the following corrections: TVP is not the number one priority in the facilities plan. The number one priority is TAS with School of Creative Technologies (now Media and Creative Arts) being number two.

| **Action items**: | Person responsible: | Deadline: |
|---|---|---|
| Correct the minutes | Charisse Place | ASAP |

## Old Business

## Agenda Item 4 Advisor's Report

**Enrollment**

The Television and Video Production Division admitted an extremely high number of students this fall in the TVP Program, with a record 64 alone into TVP 101, Introduction to Television and Video Production.

The current 52 students active (up approximately 5% from last year, measured later in the semester) in TVP 101 are served by 4 sections encompassing two, one-hour lecture sessions, and one four hour lab. Two years in a row with extremely high enrollment had necessitated the need for additional labs and lab instructors. The lab material is of a "hands-on" nature focusing this semester solely on studio production. Next semester, coursework focuses on field production. The lab sections, featuring 4 lab instructors, two lab assistants (one provided as support from MPTV's production department and one volunteer professional) and a number of student assistants increases the production opportunities for students in studio. There are about 7 second year students who assist in labs, voluntary open labs and other production opportunities; at the same time these advanced students are assisting the 'new guys', they work on developing their own live directing skills and production studio awareness.

Students are also encouraged to look outside of class for additional experiences in the form of extra "lab" work, participating in WMVS shoots or sitting in on productions. Some have also been hired in the instructional department as equipment managers. The first years are all required to participate in the many Channel 10 productions and are filling some crew positions during our December pledge drive and on-going MPTV studio productions.

The larger first year class last Fall has resulted in a larger second year class this year. The semester started with 28 second year students (up roughly 30%). One student has opted not to take all the production courses this semester- one has left due to medical reasons- one has left after securing full-time employment in a related industry- and one has returned from a previous class.

The (then) Television & Video Production Division graduated 14 students in May 2010. Of that group, over 79%* were graduated from the then current class of 17. The students who did not graduate are still enrolled in the MATC degree program, and many are currently working in the field. Current enrollment stands at 25 full-time 2nd year students, with several more in their '3rd' or '4th' year and finishing up this December or May 2011.

**Curriculum/Students**

Our curriculum has not changed drastically when it comes to the basic/first year production courses. TVP 101 and 181 (Orientation) is offered in the Fall, with 181 now a blended on-line/in-person course.

Second Years begin in Fall with TVP 110 (Advanced), 113 (Lighting) and 122 ( Workshop 2). 107 is also offered in Fall for returning students.

Spring offers TVP 115 (Tech Problems) and 119 (Engineering) for the advanced students, with the broadcast TV Workshop Series and Student Operations 2011 dominating their semester.

Elective class include;

TVP 142 (Non-Linear Editing) in Fall or Spring

TVP 132 (Advanced Editing) in Spring

TVP 144 (Computer Graphics for Video) in Fall at Discovery World

TVP 145 (Interactive Design) in Spring

TVP 143 (HD Acquisition) in Spring

TVP 123/124 (TVP Coop 1 and 2) in either Fall or Spring

A hefty enrollment has demanded adding sections of Non Linear Editing and allowed us to avoid cancelling classes due to overly small class sizes.

Advanced Technical Certificate in Advanced Post-Production was awarded to 7 (highest ever) students who completed the required class work this past Spring semester.

The majority of students do not graduate w/in two year. Most students take 2 ½ to three years. We refer to these students as third year students. 25 – 30% take more than two years to graduate.

**Observations**

- This year's class averages in their mid to late 20's. There is one older student in his mid to late 50's, with several students straight out of HS, but plenty in their late 20's and early 30's.
- Students are taking advantage of open labs and opportunities offered by second/third year students to participate in various productions. This is very encouraging as it prepares them for their lab projects, giving them additional opportunities for live production crew experience. To accommodate, we've added a second day of open labs.
- We continue to see many students from outside the Milwaukee area, though not at the rate of years past. 1 student has moved here from the India expressly to enroll in our program. 8 are from out of the immediate area, (Green Bay, Mukwonago, Muskego, Franklin, Fond Du Lac, Sussex and Racine).
- Some interesting trends: 6 students have 4 year degrees in film and or video, 1 student is a Geology Major from the University of Hawaii. 3 students transferred from Madison Media Institute, Alverno, and Mount Mary. In addition we have 1 student that is changing his profession from Real Estate Agent.
- We continue to try to attract a more representative student population, focusing on women and minorities. The last several years were very successful to that end. This year is even better: 11 women, 19 African Americans, (7 female /12 male), 2 Hispanics, 2 Asians and 1 male from India.

- Second and third year co-op students have been extremely helpful in the tutelage of the new crop. The open labs and additional lab assistance has been very welcome and has smoothed the transition to college for many. The approach of the returning students this year has been inclusive and respectful… a welcome relief from the past!

- The majority of students do not graduate w/in two years. Most students take two and a half to three years. We refer to these students as third year students. 25 – 30% take more than two years to graduate.

| Graduate | Employment Status | |
|---|---|---|
| Anthony, Dan | No | MATC/TVP- CBS58 |
| Bare, Jon | Yes | Freelancing |
| **Billingsley, Tonya** | **Yes** | **ESPN, Bristol, CT** |
| Brewer, Scott | Yes | National Guard Video |
| **Dilaveri, Lori** | **No** | **Marquette University/IMC- MU** |
| Gaffney, Keith | Yes | WISN-12 |
| Geisler, Stephanie | Yes | MATC/CBS 58 |
| **Johnson, Chanel** | **Yes** | **Illinois Center for Broadcasting** |
| Jordan, Sabrina | No | MATC/TVP |
| Koscielniak, Nick | Yes | Allen-Bradley/WISN/Freelancer |
| Malave, Mari | Yes | CBS58 |
| McElveen, Shawan | Yes | Interviewing currently |
| Monagle, Ross | Yes | Tanner-Monagle + Freelance |
| Poglitsch, Brad | No | MATC/MPTV Crew |
| Sanders, Steve | Yes | Freelance/Green Bay |
| Satterfield, LC | No (Dec 10) | MATC/Freelance |
| Steinmetz, James | Yes | City of Racine/CAR25 Video |
| **Stewart, James** | **Yes** | **Fox Sports Wisconsin** |
| Tilot, Connie | Yes | WFRV, Green Bay |
| Winters, Jasmine | No (May 11) | MATC/Freelance- Columbia Coll. |

| | | | |
|---|---|---|---|
| Graduated: | Total: | 14/20 | 70% |
| | Within Current Year: | 11/14 | 79% |
| Media/Related Employed: | Total: | 19/20 | 95% |
| (All - Incl. School) | Percent Current Grads: | 13/14 | 93% |

*List consists of TVP students that started their second year or more in Fall 09-10

MPTV has been very generous and accommodating in our Studio needs. From minor equipment repair to installation of Ethernet cables to continued assistance in training of students.

As always, instructional manpower and physical space are the two true challenges that we have yet to overcome. Expansion or a new facility with MPTV and **a full/part-time support/teaching staff person would be a very welcomed addition**, especially as we look at new course and degrees to offer our many students.

## New Business

## Agenda Item 5 E-Production Degree / State Grant

**History**:

We have researched not remaining static in a production training program. The industry is changing and the need for multi-platform delivery practices is evident. This committee approved moving forward with the concept of e-production. This is to introduce technologies to incorporate our program in many different ways through web design, etc. Also approved was audio which will be part of a different initiative. This was presented to MATC and it was given the go-ahead. The college is very excited and supportive of this program.

An NEO Grant… This is an internally competitive process. The funding comes through the WTCS and the Governor's budget. Each of the 1 6 districts are allowed to apply for new grants designed for new programs and program modifications, and advanced technical certificates which are the tech. college's equivalent of a Master's degree. They are funded at 75% with a 25% match. E-Production stood out as being the best candidate for this grant. In order to submit the grant we must go through a new program development process. This includes steps and stages that require approval from MATC Board and WTCS board. It concludes in May 20th 2011. The role of the advisory committee is very important in the development of a new program. Input from committee members is weighed very heavily by board members.

Curriculum is the focus during the development phase. In the Tech college system there are no state mandates on what must be taught in the curriculum so we rely on industry input. We conduct a DACUM (developing a curriculum) where we bring together a group of experts in industry and we put them through a series of questions and activities that identify what tasks are done on the job. From there faculty develop a curriculum based on these recommendations. This ensures that our graduates are employable. The process usually takes two full days. MATC; however, has found a way to streamline this process. Right now we are still in the process of completing paperwork in preparation of the DACUM as well as an environmental assessment.

We are working with a model CSG which was awarded this grant a few years back. Using these templates we will work through the process much faster. The major issue with this is that it is a new curriculum as opposed to CSG's hybrid program that consisted of existing programs. As part of the NEO requirement – 30% of the curriculum must be new curriculum.

The biggest need right now is not indicate a need for this program. Committee members should expect to see needs assessment information coming through e-mail requesting their input.

**Motion:**
**To support the efforts of the department to move forward with the NEO Grant and to pledge the committee's support in helping the process going forward.**

**Motion made by: Dennis Majewski**
**Second by: John Pray**

☒ **Approved - Unanimous**

| **Action items**: | Person responsible: | Deadline: |
|---|---|---|
| Call upon Advisory Committee for recommendations (DACUM) | | Spring semester (January) |

## Agenda Item 6 Capital Budget

Discussed capital budget spreadsheet that was distributed at the meeting. The form indicates our need and/or desire for new equipment for the department. The last four columns have to do with the criteria that the college uses in order to rank divisional needs college-wide. These criteria continue to evolve and have improved over the years to better accommodate our needs.

The number of capital budget requests by TVP are considerably less this year than in previous years because we are doing well. Also, we have been asked to submit only our highest priorities based on fiscal challenges that the college is facing.

The concern remains that by joining other programs within a division our needs will suffer as being part of a division as opposed to being one individual program. Ellis and Kevin are optimistic that this will not affect the programs needs greatly. It is the feeling that the program will be treated fairly. Any requests that integrate with the non-academic side of the program were communicated with the Provost Office to receive higher consideration.

TVP is very connected to the television station. Early in November Kevin went to a PBS quality conference to talk about workflow, digital media, etc. He also looked at student production elements and discussed what MPTV can provide to allow students to move directly to studio production.

**Motion:**
**To approve capital budget as presented.**

**Motion made by: Dennis Majewski**
**Second by: John Pray**

☒ **Approved - Unanimous**

## Agenda Item 7 Advanced Technical Certificate (ATC)

We have submitted a renewal for the Television Post-Production ATC. We have phased out our online linear instruction component.

Target audience remains the same, and consists of individuals seeking advanced linear and non-linear editing skills, as well as current professionals seeking retraining.

Course information on existing courses

1. Course number and title
   701-112 Storytelling via Post-Production
   701-132 Advanced Computer Editing
   701-142 Non-Linear Video Editing and Authoring

2. Number of sections of each course offered
   701-112 One section, Spring
   701-132 One section, Spring
   701-142 One section, Fall and One section, Spring

3. Number of students enrolled in each course
   701-112 Between 25 - 35
   701-132 8 in 2010

   701-142 21 total

The number of certificates issued over the last three year period is 11 with 7 students receiving this certificate last semester. The certificate program has never been so popular. Students received air time that resulted in a program on Energy Summits that was aired. The feedback received from students was very positive.

**Motion:**
**To approve the Television Post-Production Advanced Technical Certificate as presented.**

**Motion made by: Dennis Majewski**
**Second by: Katie Pinkowski**

☒ **Approved by: (unanimous)**
**--Kent Aschenbrenner**
**--Raul Galvan**
**--Kristen Lambrecht**
**--Dennis Majewski**
**--Katie Pinkowski**
**--John Pray**

**Advisory Committee members / industry representatives not present at the meeting e-mailed their approval as follows:**
**--Logan Bazar**
**--Marina Hernandez**
**--Denise Roberts-McKee**
**--Peter Walchli**

| **Action items**: | **Person responsible:** | **Deadline**: |
|---|---|---|
| Track approval of ATC through e-mail | Charisse Place | 12/31/10 |

## Agenda Item 8 QRP

One good thing that has resulted in our new alignment with M CA has been Kevin's participation in other department meetings. In order to stay current we will review certain courses at every meeting. After two years of this process we will be completely up to date.

TVP-101 – Glenn Riley

The department recently purchased a key probe. This is a hard drive recording device that will replace tapes. We had to incorporate competencies for students to know how to work this equipment.

TVP-181 – Glenn

Although one credit – we needed to expand the technology and create as a hybrid online class through Blackboard. Pioneers of Television video was placed on Blackboard for this course. The students appreciate the history of television. There is an online exam at the end of the course dealing with the video. This has resulted in adding a section of 181 for the spring. Anyone can take this course and it fits in well with cross-divisional/cross-departmental collaboration. The program was tasked by the committee to find ways to incorporate online instruction and this is a great example of how TVP has taken on this challenge.

TVP-107 – Anthony Aveni

This is a course that attempts to engage students to think visually. Focuses on writing scripts for commercials, promos, news stories, etc. The goal is to write a script that will persuade its audience in taking a desired course of action.

Our Interim Dean of Liberal Arts and Sciences, Dr. Evonne Carter, just announced that she wants to hear from departments and programs on how we can engage in dialogue with LAS faculty if there are certain skill sets that need improvement. Can existing courses assist students with skills that are needed in our programs such as resume writing, speaking to a customer or employer, etc?

**Motion:**
**To approve courses as presented with the understanding that supply materials will be contemporized as needed.**

**Motion made by: Dennis Majewski**
**Second by: Katie Pinkowski**

☒ **Approved - Unanimous**

## Agenda Item 9 Media and Creative Arts (MCA)

Meetings that focused on re-alignment of programs were held last spring across the district. It was decided that certain programs would detach from the Business Division (now the School of Business) as well as Music Occupations would leave LAS. School of Media and Creative Arts consists of: Animation, Graphic Design, Photography, Computer Simulation and Gaming, Music Occupations, Web Design Diploma, Television and Video Production, and Visual Communications / Computer Graphics. With Ellis Bromberg as Dean and James MacDonald as Associate Dean.

The division consists of a program coordinator assigned to each program. There is more integration of those programs with TVP and MPTV initiatives. Animation and Music have been very involved with projects. Almost every production that is aired is accompanied with material from Graphic Design and/or Animation. One benefit is the additional support that a full division provides such as Educational Assistant support, technical support, and administrative support.

Another exciting part is the "tree curriculum model" where the curriculum is pruned in accordance with industry trends as well as students can be developed into professionals in their industry focusing on advanced skill sets. All MCA students start at the base or trunk of the tree learning common skill sets that are common to all programs and then will continue up and "branch off" toward more specialized areas. This paradigm with industry is something that has national implications in its development.

Kevin Pulz and Craig Smallish, CO-IC's of MCA, have an excellent professional relationship in performing shared Instructional Chair duties. Craig Smallish approaches his role in a very professional manner and is well versed in industry trends within the Graphic Design industry. While Kevin focuses his energy on TVP, Craig deals more with the other programs within MCA. Communication between the two is excellent.

Geographical challenges exist as TVP is located on the 4h floor of the C Building, Music in the Basement of the C Building, and other programs scattered throughout the Main Building. This will be addressed upon the implementation of our new facility.

The timeline for this new facility is uncertain. One element that is very public is an RFI that was sent out to architects should the college decide to build a new facility. The responses were due last week. This is a public document that will be reported on Monday at the MPTV Board meeting. This is part of a larger facilities plan. Our new president Dr. Michael Burke has been charged by the Board with following through with this facilities plan. This will follow the outline where TAS is listed as first priority and MCA as the second priority. It is anticipated that we will see this full plan in 2011. Other benefits to this new facility would be continuous access by students.

Dennis Majewski went on record by congratulating TVP and the entire MCA in their efforts.

## Agenda Item 10 MATC/TVP Enrollment and Financial Health

Enrollment is very high which makes the E-Production degree so essential. Recently MCA including TVP led the enrollment numbers for all of MATC.

MATC is engaged in the operational budget process for the next fiscal year. There are a lot of uncertainties with regards to this. Many discussions that have taken place addressing a $23million deficit that we face. All departments have been asked to provide an additional 5% cutback in this year's operational budget as well as an additional 5% reduction for next year's operational budget. Dr. Burke has opened discussions around the college for input on how to deal with budget deficits. We have not; however, laid-off employees nor have we had furloughs. These are; however, being considered next year. Other alternatives are closing outlying campuses over the summer, four-day work weeks, etc. Nothing has been decided as of yet. As a state institution we are affected by what is decided in Madison.

## Agenda Item 11 Facilities, Equipment and Technology

Students are HD from top to bottom. Next year we will have Studio D as a full HD facility. We are looking a new switcher, new HD cameras, and a Deko – all overdue. Our cameras in there are currently standard definition and are at least 10 years old. The studio configuration cameras will be convertible where they can be used as additional field acquisition. The station switcher will have the opportunity to utilize our new switcher at the same time. This will accommodate more cameras, mix effects, etc. This is the same equipment that is being used across industry, for example TMJ4.

Upgrading to Media Composer 5. We're able to integrate different frame-rates, resolutions, etc. all in the same timeline.

New tripods will come online soon. Department purchased 4.

Lighting – Replaced curtains in Studio B which were damaged.

No current plans to move towards 3D.

## Agenda Item 12 TVP Partnerships Update

Continue with Active Across America "Stinky Shoe" which is a live action animation. This is a 5th generation initiative to address childhood obesity. We should have the pilot done by end of spring.

Woody Spoon is also in the final stages of development. This is also a live action animation.

TVP is involved with various partnerships throughout MATC. Students finished a training video for L587 consisting of videos. Interns are all over the place. Students have been working with Outdoor Life.

TVP also in a partnership with Children's Hospital of Wisconsin

Engineers and Scientists of Milwaukee Board and the WI Broadcasters Assoc. Board and they're meeting in early January to talk about how the state broadcasters are going to support the redevelopment of the engineering program.

Continue to work with Panthervision.

## Agenda Item 13 Student Projects

Student Operations Update (Nate Schardin): Students have many projects that they're working on. The biggest 2nd year project is Letters to Santa. This was a huge learning experience for them and he expressed that they learned so much. Letters to Santa: Monday, December 20th. This is the only student program that annually airs on flagship channel 10. The project gave students experience in working as a team. It was a great primer for workshop shows that are coming up. Students each produce and direct a full half hour segment of the program. They also work as each other's crew.

Also started Panthervision and StormWatch. Panthervision is good for students to get experience in News and working with UWM. StormWatch is more of a talk show.

Student Operations – recently developed the operations management team. We decided on a theme that will be "made in Milwaukee'. Student Operations is set for Saturday, May 14th 2011. The description of Made in Milwaukee: Expose Milwaukee's most influential as well as unspoken aspects and people of its great creative culture (art, media, fashion, etc.) Taking pride in what Milwaukee can contribute both artistically and creatively.

Biggest challenge anticipated as GM so far is communication between 1st and 2nd year students. Meeting deadlines may also be a challenge. The management team is chosen by nominations or volunteers by 2nd year students as well as a vote. Biggest challenge seen by Kevin is to fill 100% of airtime with student content.

Last year in student categories for Midwest Emmy: TVP had 5 nominations including Panthervision in various areas. For the second year in a row one of our programs one the Emmy in the entertainment category.

## Agenda Item 14 MPTV Update

A lot of our projects have a lot of student involvement. We produce eight weekly programs airing on 10/36. Peter Yaro (Peter Paul and Mary) will be live in our studio tonight as part of a pledge drive. We're involved in a lot of programming for two major senate debates and three major Governor debates.

We are currently involved in three major initiatives: Jobs initiative involving Web Design students who are actively working on this project. This is a multimedia project which will air in January. Its program elements are intended to address job and unemployment concerns.

Two ongoing initiatives: Arts initiative involving Ellis and Jim called Creativity Works. Their next big meeting is Jan 19th to roll out the report that will address the Creative Economy in the seven county region. The meeting will be taped and put on our website as part of a special airing dealing with arts and the economy in Southeast Wisconsin.

Public Broadcasting: State funding poses a challenge. The new congress in WA and legislature in Madison poses a challenge. 10% of the funding comes from the Federal Government and 1% comes from the state. Our colleagues in Madison have a larger percentage of state funding. There will be lobbying for state funding in Madison on January 20th. Ellis will be involved along with Friends members and MATC representatives. Nationwide initiative to get listeners and viewers engaged on supporting funding for public broadcasting called "170 Million Americans for Public Broadcasting." This is a grassroots initiative that will allow regular people who appreciate public broadcasting to make a stand.

Public Broadcasters/Commercial Broadcasters: The FCC is developing a plan to free up bandwidth for online and mobile internet. The plan is to free up some broadcast channels. Stemming from the Obama Administration to free up channels 31-50 to encourage or require stations to pair up to stack stations on the same channel. For instance: In the commercial world the FCC may require that channels 4 & 6 go on the same transmitter and operate as different channels on one broadcaster. The other piece is that it will require channels to be reassigned a new lower channel. This is called a repacking plan. The FCC issued a preliminary report last week. If they go forward with the plan it will require stations to move channels and affect a lot of areas of broadcasting. This is a very costly procedure and the origin of funding is unclear.

## Agenda Item 15 Announcements

Portfolio Night at Discovery World Wednesday, May 11th 2011. This will be the Student Ops roll-out. This will be the 15th anniversary of Portfolio Night.

## Agenda Item 16 Public Comment

This committee complied with Wisconsin's Open Record's Law.

## Agenda Item 17 Suggestion for Future Agenda Items

Update on progress of MCA.

| **Action items**: | Person responsible: | Deadline: |
|---|---|---|
| e-mail suggestions to Kevin Pulz | Committee Members | Prior to next meeting |

## Agenda Item 18 Next Meeting Dates

Spring: Friday, March 11, 2011 (tentative)

## Agenda Item 19 Adjournment

Motion made by: Dennis Majewski Second by: Katie Pinkowski

☒Motion approved

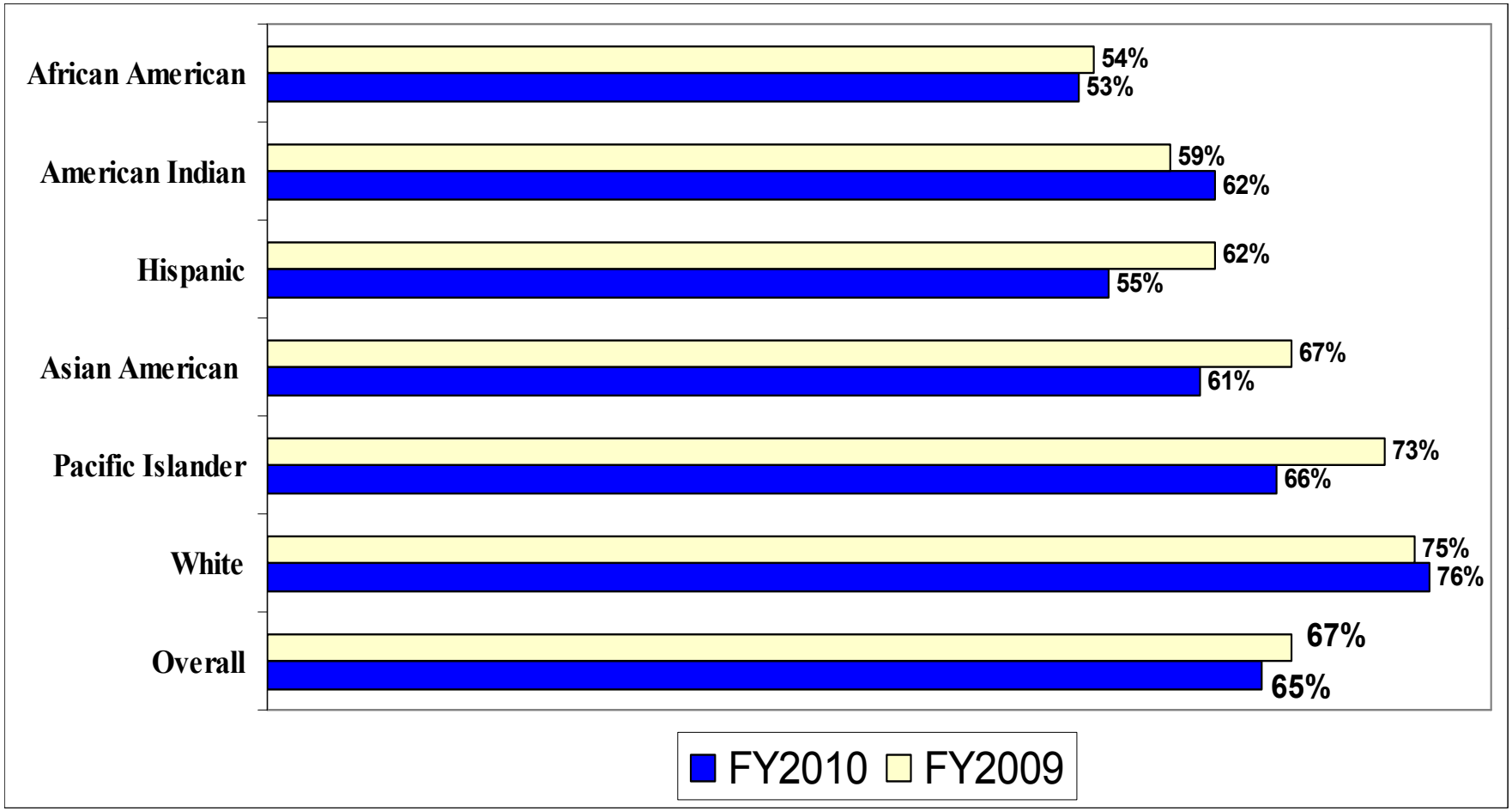
The meeting was adjourned at: 11:00 a.m.

**Attachment ESIR – 3**

# Dashboard Indicators:

# Student Success

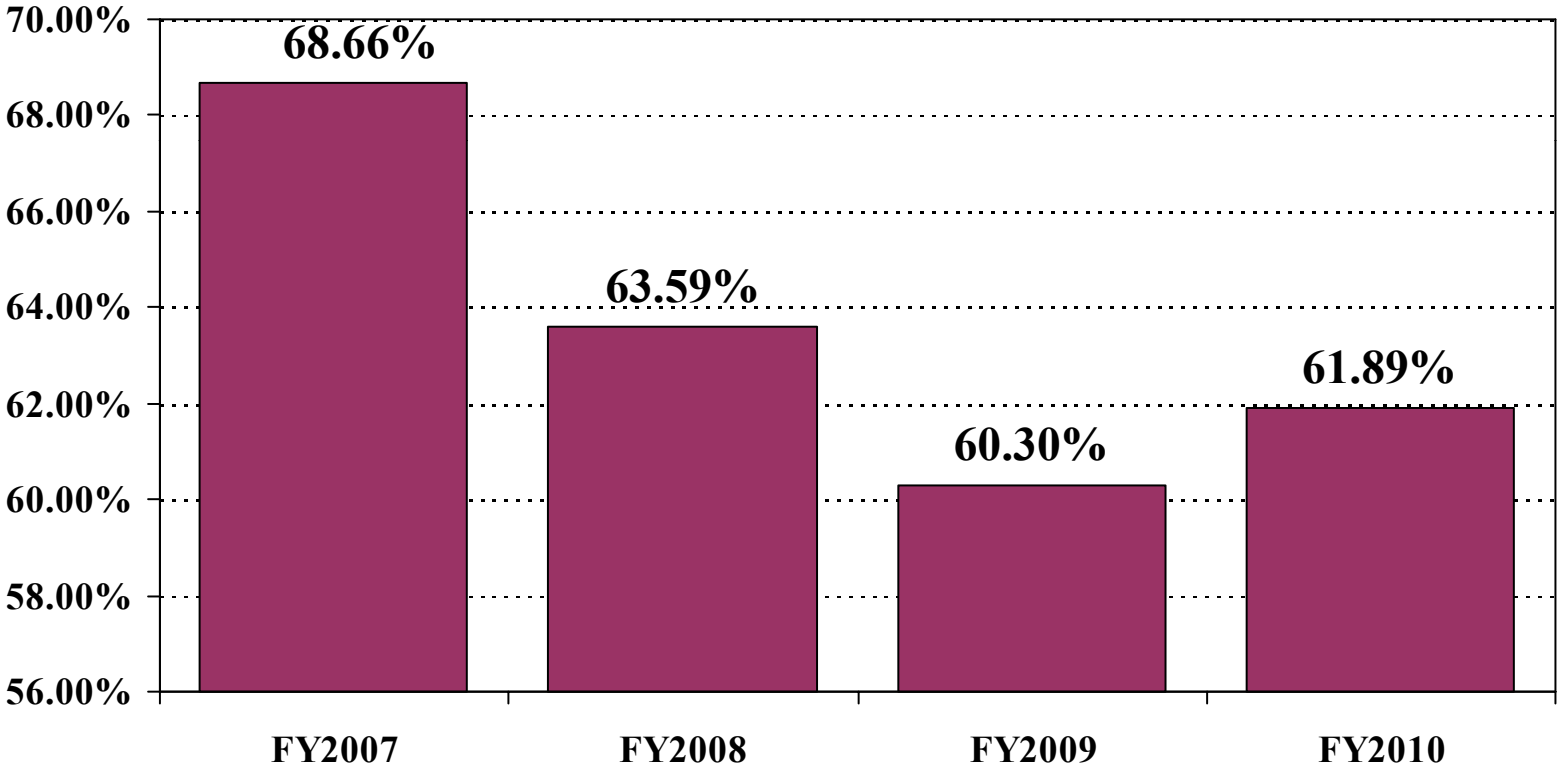
# MATC Trend: College Course Completion




Source: COSMO data base

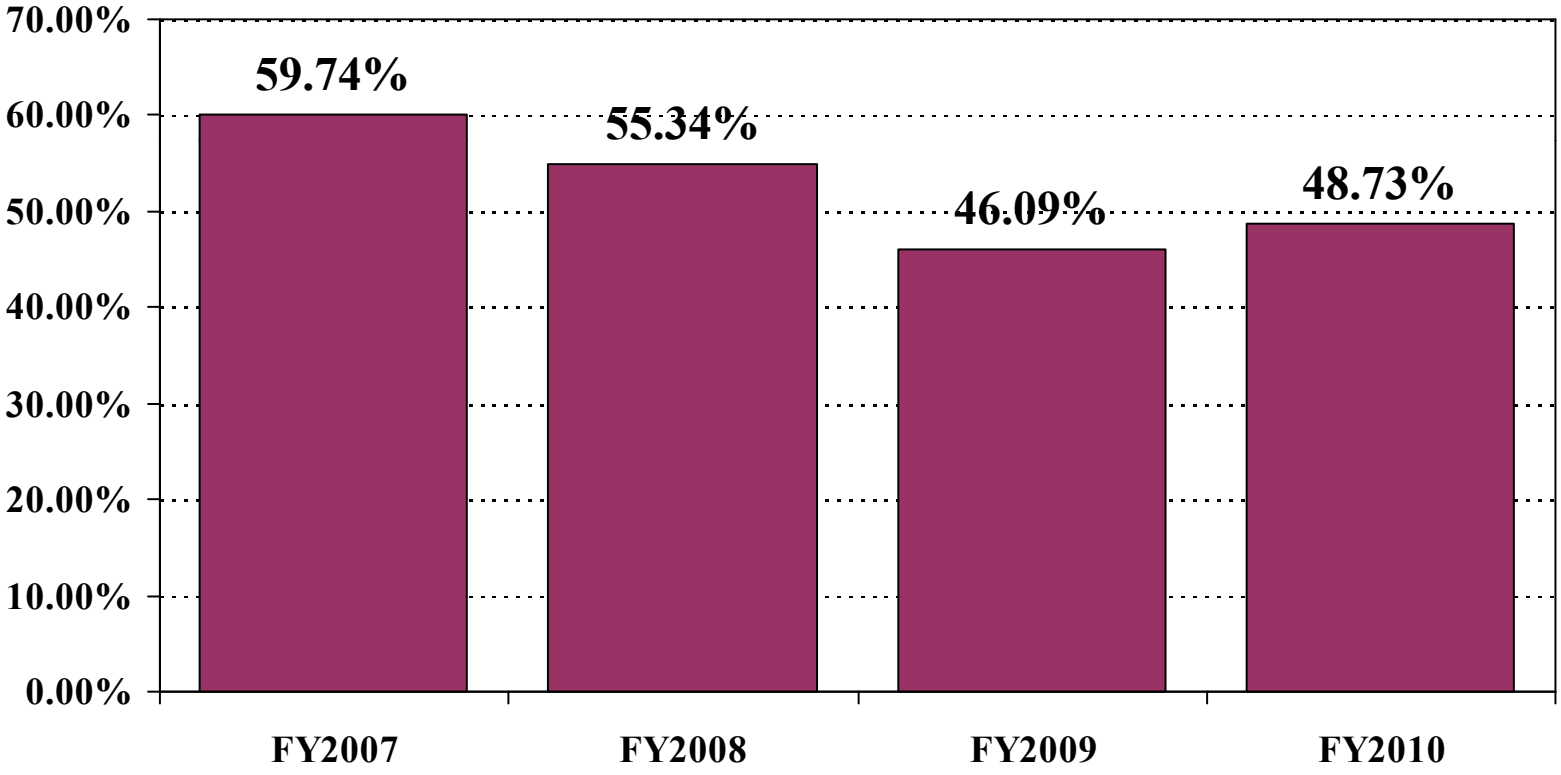
# *MATC Trends:* Associate Degree Program Course Completion Rate

Source: WTCS



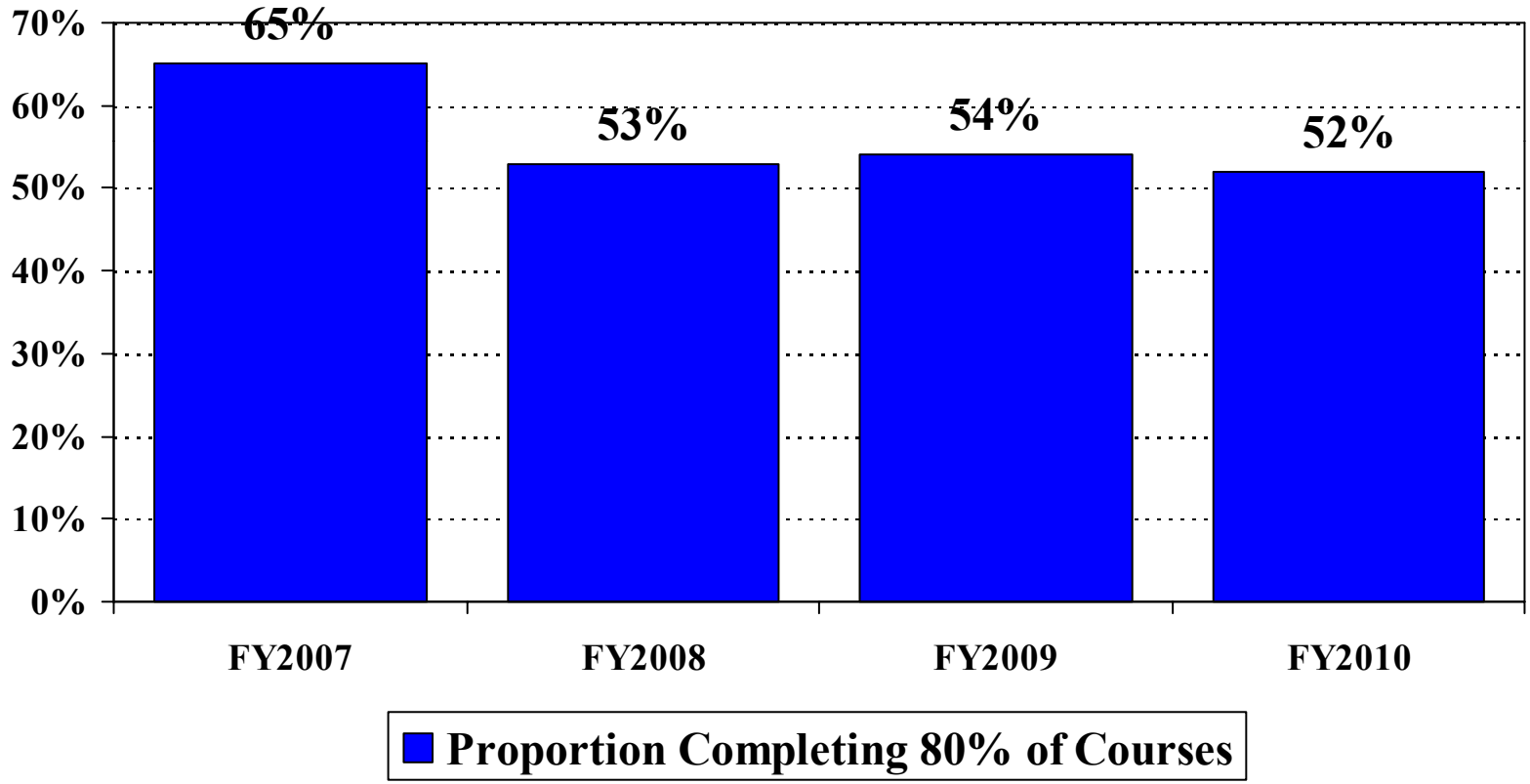
# *MATC Trends:* Associate Degree Minority Course Completion Rate

Source: WTCS



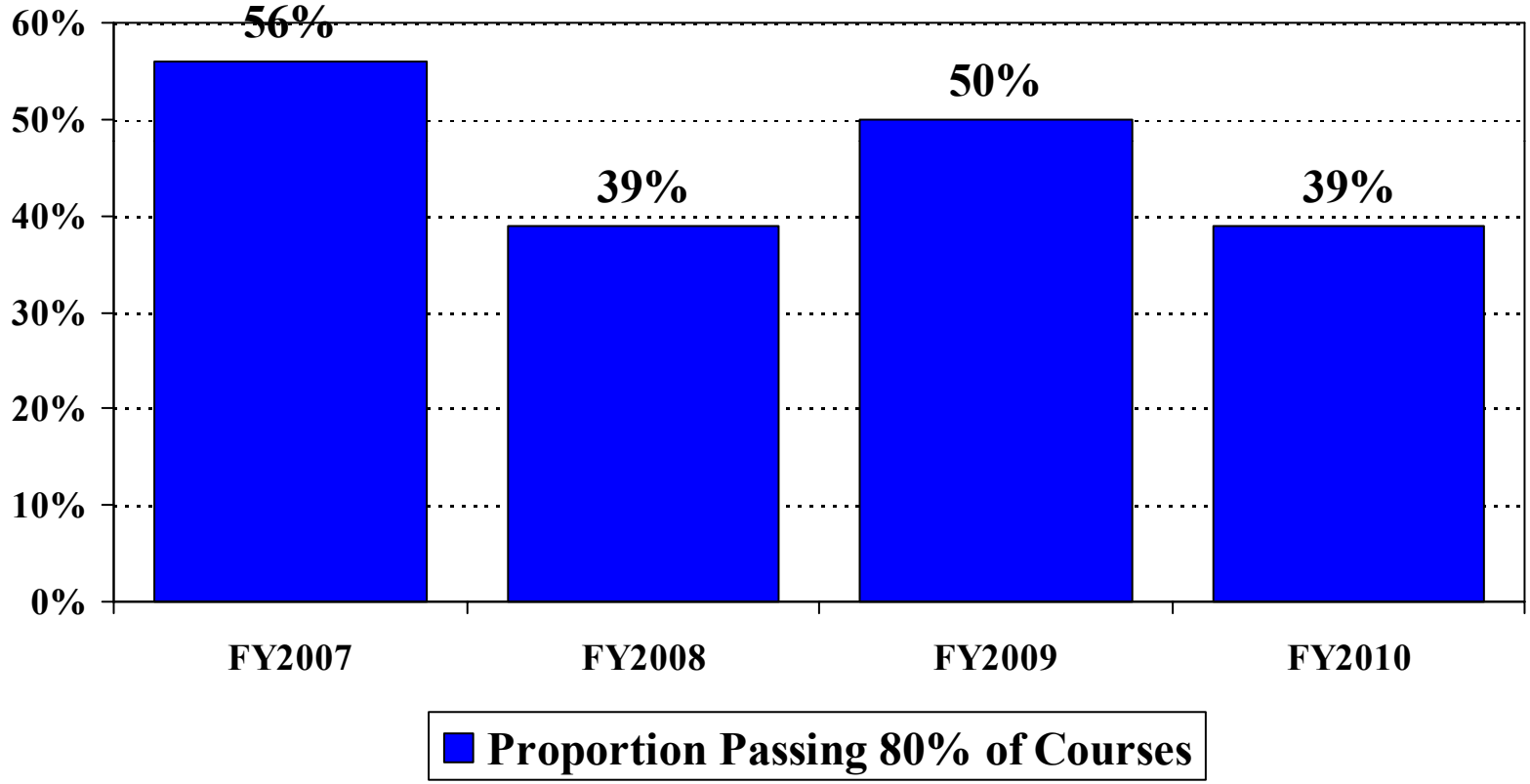
# *MATC Trends:* Technical Diploma Program Course Completion

Source: WTCS

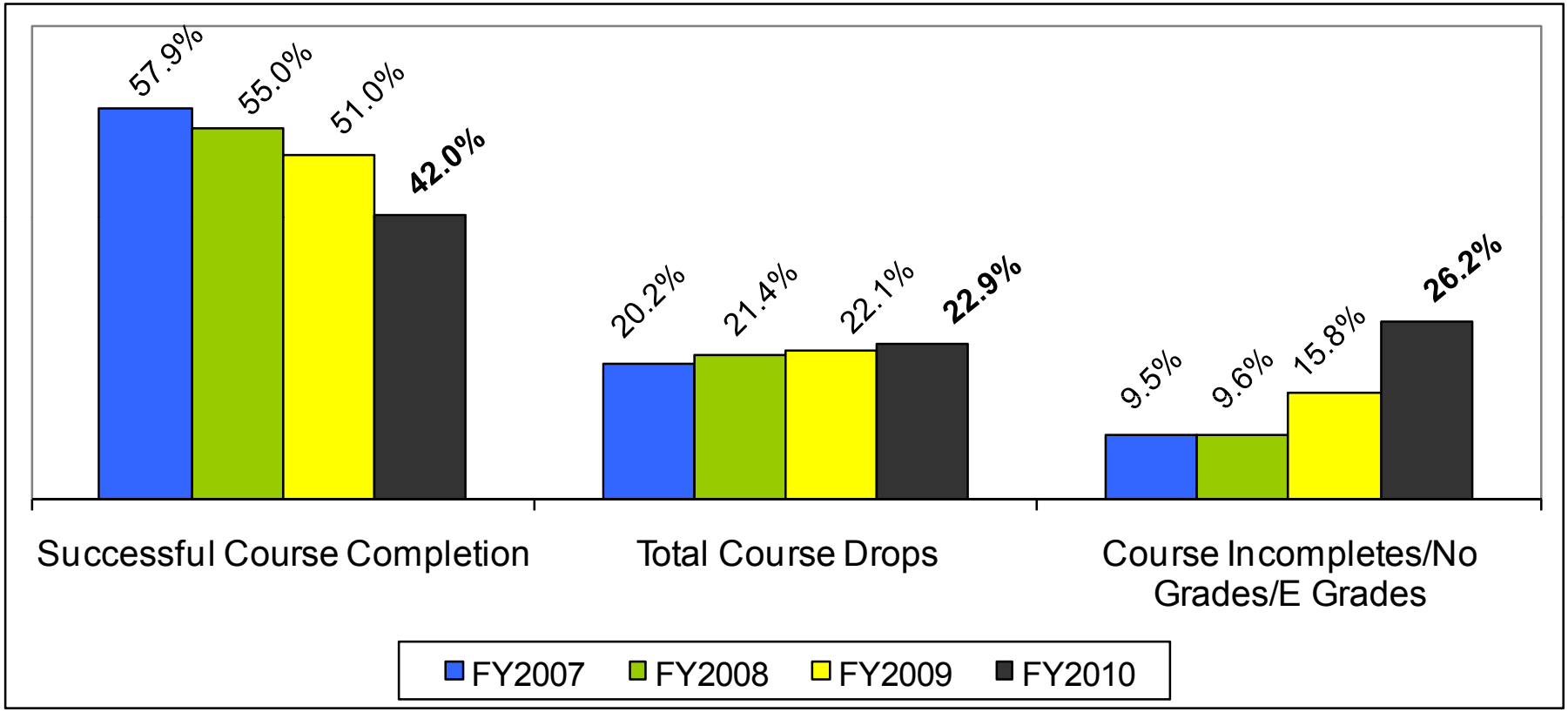


# *MATC Trends:* Technical Diploma Minority Course Completion Rate

Source: WTCS



# MATC TRENDS: Pre-College Course Completion




Source: Student Services Data Warehouse

**Attachment ESIR - 4**

**Executive Summary**
**GPR Grant Funded I-BEST/RISE PILOT PROGRAM**

Thirty Adult Basic Education (ABE), English Language Learners (ELL) and/or General Education Diploma (GED) students will be identified to participate in an I-BEST/RISE Grant Funded Pilot Program, housed in the newly formed Pre-Health Academy. The I-BEST/RISE pilot allows basic skills and college-level nursing assistant instructors to jointly design and teach college-level health occupational courses for basic skills students. MATC's School of Pre-College and School of Health Sciences collaborated recently in the development of a three credit college Nursing Assistant (NA) technical diploma program that integrates basic skills and postsecondary instruction through the use of I-Best/RISE models.

After completion of the NA coursework and clinical, students will receive a review before sitting for their certification. Also, upon completion of NA coursework, 66% of the participating students will transition into post-secondary programs. The transition will be aided by the creation of a career pathway laddering process that can lead to a technical diploma or associate degree program. All students participating in the I-BEST/RISE Pilot Program will be exposed to college-level expectations and as a result, gain confidence in their ability to perform college work. Moreover, this project enables ABE/ELL and GED students to gain job-ready skills while developing literacy skills. Without the project, students could remain in basic skills for a longer time and might not transition into an occupational program.

The Community College Research Center published a two year study of educational outcomes of Washington State Community and Technical College System's Integrated Basic Education and Skills Training Program entitled CCRC Working Paper No. 16 [1.] The findings of the study noted that nationally 2.5 million adults annually enroll in basic skills programs, but very few advance to post-secondary coursework. According to the study, students participating in I-BEST achieved better educational outcomes than other basic skills students, including those who enrolled in at least one non I-Best workforce course. I-BEST students were more likely than others to:

- Continue into credit-bearing coursework;
- Earn credits that count toward a college credential;
- Earn occupational certificates; and
- Make point gains on basic skills tests [1.]

Today, most jobs that pay wages sufficient to support a family require at least some postsecondary education, and increasingly, need a college credential. [2] According to the U. S. Census Bureau [3] "more than 75 million Americans 25 years and older have no education beyond high school. More than 30 million of them lack a high school credential or GED. In addition, over 12 million individuals in this age group lack basic fluency in English, which also limits the ability to secure a good job."

The job gap in inner city Milwaukee was 25 to 1. The health industry was the dominant force in the current job market. One out of every four full-time openings and one out of every three part-time openings was in a health-related field (either directly providing health care or working for a health-care provider).

Wisconsin's WORKnet Occupation Profile[4] details two estimated employment CNA positions for the period of 2006-2016:

**Personal and Home Care Aides**

| Estimated Employment | | Percent Change Per Year | Average # Openings |
|---|---|---|---|
| 2006 | 2016 | | |
| 22030 | 30540 | 38.60% | 1220 |

**Home Health Aides**

| Estimated Employment | | Percent Change Per Year | Average # Openings |
|---|---|---|---|
| 2006 | 2016 | | |
| 16550 | 23310 | 40.85% | 830 |

MATC's employment report [5] noted that the annual salaries for salary is $25,083.52, and according to the PayScale Index for Wisconsin the hourly wage for CNA is $10.97 and RN is $25.16.

1. CCRC Working Paper No. 16, May 2009
2. Barton, 2000;Baun & Ma, 2007; Osterman, 2008
3. Milwaukee County, Wisconsin ACS Demographic and Housing estimates: 2005-2007
4. Wisconsin's WORKnet Information to Grow Wisconsin's Workforce Occupation Profile in Wisconsin
5. Milwaukee Area Technical College Employment Report