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 Monday, February 18, 2013, and called to order by Ms. Lauren Baker at 5:02 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. David Dull, Mr. Bobbie Webber

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 – January 15, 2013 – Attachment 1

Motion: The minutes were approved without objection.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Resolution (E0057-2-13) to Approve Apprentice Implementation for Program Titled Barber Apprentice (50-502-5) – Attachment 2

Discussion: Dr. Vicki Martin, executive vice president & provost, introduced Ms. LeeAnn Mikula, manager, Curriculum and Dr. Mohammad Dakwar, dean, School of Business. Ms. Mikula explained that this resolution allows MATC to offer the program. Dr. Dakwar introduced Dr. Roy Vargas, associate dean, School of Business and Ms. Liza Larson, faculty, Barber/Cosmetology program. Dr. Dakwar explained the rationale for Barber and Cosmetology splitting into two separate programs.

Motion: It was moved by Mr. Webber, seconded by Mr. Dull to approve the Resolution (E0057-2-13) to Approve Apprentice Implementation for Program Titled Barber Apprentice (50-502-5) – Attachment 2.

Action: Approved
E-2 Resolution (E0058-2-13) to Approve Concept Review for Program Titled Digital Forensics Analyst (31-504-X) – Attachment 3

Discussion: Dr. Dakwar introduced Dr. Mohsen Doroodchi, faculty, IT programs. Dr. Dakwar explained that this program is a result of a request from the advisory committee and students coming back for training. This is the first associate degree program of its kind in the Wisconsin Technical College System (WTCS). Ms. Mikula explained that this is the first step in getting approval for a new program.

Motion: It was moved by Mr. Dull, seconded by Mr. Webber to approve the Resolution (E0058-2-13) to Approve concept Review for Program Titled Digital Forensics Analyst (31-504-X) – Attachment 3.

Action: Approved

E-3 Resolution (E0059-2-13) to Approve Concept Review for Program Titled Social Media Specialist (10-155-X) – Attachment 4

Discussion: Dr. Dakwar introduced Mr. Larry Domine and Mr. Tony Stanislawski, faculty, IT programs. Dr. Dakwar noted that this program is being created as a result of an Advisory Committee recommendation and requests from local businesses. Dr. Dakwar spoke of the rapidly changing face of social media in business and marketing today. Mr. Domine noted that this is the first associate degree program of its kind in the Wisconsin Technical College System (WTCS). Mr. Domine explained how this technology is changing business today. Ms. Mikula explained that this is the first step in getting approval for a new program.

Motion: It was moved by Mr. Webber, seconded by Mr. Dull to approve the Resolution (E0058-2-13) to Approve concept Review for Program Titled Digital Forensics Analyst (31-504-X) – Attachment 3.

Action: Approved

ITEM F: DISCUSSION ITEMS

F-1 Recruitment Update

Discussion: Dr. Trevor Kubatzke, vice president, Student Services introduced Mr. Mike Kuehnl, director, Recruitment and Student Placement Services. Mr. Kuehnl introduced Mr. Frank Medina, Mr. Marwell Santiago, Ms. Sonia Harps, and Mr. Ter Her, recruiters. Mr. Kuehnl briefly explained the direction the Recruitment Department is taking including an enhanced presence on the web page, enhanced marketing tools, and more hands-on contact with the high schools. Ms. Harps talked about the different high school presentations and/or visits. Mr. Media spoke about community outreach with various organizations. Mr. Her spoke about individual and group tours. Mr. Santiago spoke about the customize sessions for high school students.

There was a discussion about the reception the staff receives at the high school districts and their experiences. There was an additional discussion about how the school/community events are targeted and how the MATC story gets presented. Ms. Baker noted the importance of connecting with the front-line teachers, especially in the trade areas. Mr. Dull asked what events/strategies the Board members could help with and the timetable for those events. Ms. Baker asked to see a matrix of the activities along with the outcomes of each of those activities.
F-2 Dashboard Indicators – Attachment 5

Discussion: Dr. Martin introduced Dr. Tom Pilarzyk, director, Institutional Research and Strategic Planning. Dr. Pilarzyk briefly reviewed the information contained in the attachment. Ms. Baker asked to have a matrix of the strategic planning activities and the results of those activities. Dr. Martin explained the Plan, Do, Check, Act review process that the college uses.

F-3 Program Quality Review

a. Administrative Professional (10-106-6) – Attachment 6

Discussion: Dr. Martin introduced Dr. Dakwar. Dr. Dakwar introduced Marlyce Johnson and Sue Lukowski, faculty, Administrative Professional program. Dr. Dakwar briefly highlighted the program. Course Completion and Fifth Year Graduation are the items indicated in the action plan to be worked on this year.

b. Diesel & Powertrain Services (31-412-3) – Attachment 7

Discussion: Dr. Martin introduced Ms. Dorothy Walker, interim dean, School of Technology & Applied Sciences. Ms. Walker introduced Ms. Becky Alsup, associate dean, and Mr. Craig Kuehl, Mr. Bob Rudolff and Mr. Matt Kruegel, faculty, Diesel program. Non-traditional gender, Pass rate of 80%, and Job Placement are the areas indicated in the action plan to be worked on this year. The connection between this program and the new Truck Driving Training program.

c. Criminal Justice – Law Enforcement (10-504-1) – Attachment 8

Discussion: Ms. Alsup introduced Mr. Rick Cole, faculty, Criminal Justice program. Ms. Walker noted that the college is in the process of hiring an Associate Dean for this area. Ms. Alsup briefly highlighted the program. Course Completion, Special Populations Course Completion, and Job Placement are the areas noted in the action plan to be worked on this year.

ITEM G: INFORMATION ITEMS

G-1 Enrollment Update

Discussion: Dr. Kubatzke noted we are on track to reach our FTE goal of 13,300 for fiscal year 2013.

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 Tuesday, March 19, 2013, Milwaukee Campus, Board Room (M210)

ADJOURNMENT – The Committee adjourned at 6:35 p.m.

Respectfully submitted,

Michele M. Conroy
Executive Assistant to the Executive Vice President & Provost
Academic Affairs