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, September 18, 2012, and called to order by Ms. Lauren Baker at 5:09 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 – August 21, 2012 – Attachment 1

Motion: The minutes were approved without objection.

ITEM D: COMMENTS FROM THE PUBLIC

ITEM E: ACTION ITEMS

E-1 Resolution (E0046-9-12) to Approve Scope Proposal for Program Titled Property Management (10-194-X) – Attachment 2

Discussion: Dr. Vicki Martin, executive vice president and provost, introduced LeeAnn Mikula, manager, Curriculum and Mr. Duane Schultz, associate dean, and Mr. Tom Ortell, faculty, Real Estate program. Ms. Mikula noted that this is the second step of the process to approve new programs. Mr. Ortell briefly described the industry needs as it relates to this curriculum.

Motion: It was moved by Mr. Webber and seconded by Mr. Dull to approve the Resolution (E0046-9-12) to Approve Scope Proposal for Program Titled Property Management (10-194-X) – Attachment 2.

Action: Approved
E-2  Resolution (E0047-9-12) to Approve Program Proposal for Program Titled Industrial Maintenance Technical Diploma (31-462-2) – Attachment 3

E-3  Resolution (E0048-9-12) to Approve Program Proposal for Program Titled Industrial Maintenance – Food Manufacturing and Processing (31-623-X) – Attachment 4

E-4  Resolution (E0049-9-12) to Approve Program Proposal for Program Titled Food Science Technology (10-623-X) – Attachment 5

E-5  Resolution (E0050-9-12) to Approve Program Proposal for Program Titled Food Manufacturing and Processing (31-623-X) – Attachment 6

Discussion: Dr. Martin introduced Dr. Richard Busalacchi, associate dean, School of Business. Dr. Busalacchi briefly described each of these programs and how they flow together through the pathway. These programs were developed along with the Milwaukee Food and Beverage Committee of the Milwaukee 7. Ms. Baker commended MATC on the response to industry on the development of these programs. Dr. Busalacchi noted that these programs are all unique to the Wisconsin Technical College System.

Motion: It was moved by Mr. Webber and seconded by Mr. Dull to Approve the Resolution (E0047-9-12) to Approve Program Proposal for Program Titled Industrial Maintenance Technical Diploma (31-462-2) – Attachment 3, Resolution (E0048-9-12) to Approve Program Proposal for Program Titled Industrial Maintenance – Food Manufacturing and Processing (31-623-X) – Attachment 4, Resolution (E0049-9-12) to Approve Program Proposal for Program Titled Food Science Technology (10-623-X) – Attachment 5, and Resolution (E0050-9-12) to Approve Program Proposal for Program Titled Food Manufacturing and Processing (31-623-X) – Attachment 6.

Action: Approved

E-6  Resolution (E0051-9-12) to Approve Program Proposal for Program Titled Mobile Developer (10-206-X) – Attachment 7

E-7  Resolution (E0052-9-12) to Approve Program Proposal for Program Titled Mobile Application Developer Diploma (31-206-X) – Attachment 8

E-8  Resolution (E0053-9-12) to Approve Program Proposal for Program Titled Audio Production (10-701-X) – Attachment 9

E-9  Resolution (E0054-9-12) to Approve Program Proposal for Program Titled Creative Advertising Strategist (10-201-X) – Attachment 10

Discussion: Dr. Busalacchi explained that the Mobile Developer and Mobile Application Developer Diploma are as a result of a request from the Visual Communications Advisory Committee to meet the need of Application development. Many students at MATC already have the mobile development component but still need the application development piece. This will allow for the ladder through a pathway to obtain both skillsets.

Dr. Busalacchi noted that the Audio Production program came from the Music Advisory Committee to meet the need for an audio production program in Wisconsin for studio recording, video music, churches, studio recording, and/or live productions.
Dr. Busalacchi reported that the recommendation for development of the Creative Advertising Strategist through the Commercial Art Advisory Committee. Integration of design into advertising curriculum rather than just graphic design is the focus for this program.

Marketing for all of the programs presented today was discussed as well as the development of an online option for several of the programs.

Motion: It was moved by Mr. Dull and seconded by Mr. Webber to Approve the Resolution (E0051-9-12) to Approve Program Proposal for Program Titled Mobile Developer (10-206-X) – Attachment 7, Resolution (E0052-9-12) to Approve Program Proposal for Program Titled Mobile Application Developer Diploma (31-206-X) – Attachment 8, Resolution (E0053-9-12) to Approve Program Proposal for Program Titled Audio Production (10-701-X) – Attachment 9, and Resolution (E0054-9-12) to Approve Program Proposal for Program Titled Creative Advertising Strategist (10-201-X) – Attachment 10

Action: Approved

ITEM F: DISCUSSION ITEMS

F-1 Program Quality Review Process (QRP)

a. Surgical Technology – Attachment 11

Dr. Martin recognized the team of Mr. Jonathan Feld, Ms. Cindy Steffan, Ms. CJ Iglinski, Ms. Dawn Alvarez, Ms. LeeAnn Mikula for development of the framework for the new scorecard information.

Dr. Martin introduced Dr. Richard Ammon, associate dean, School of Health Sciences and Ms. Pat Stapelton, faculty, Surgical Technology Program. This is one of 5 Surgical Technology Programs across Wisconsin. Ms. Stapelton noted that maintaining/improving the course retention rate, maintain employment rate for graduates and increase of nontraditional enrollment are the items identified in the action plan for FY2013. There was a discussion about retention of students and strategies to improve. Ms. Baker asked to see a salary range included in the information presented for the future along where our students fall into the range.

b. Respiratory Technology – Attachment 12

Dr. Ammon briefly outlined the history of this program. This one of 7 programs across Wisconsin. Dr. Ammon introduced Mr. Dwayne Schlund, faculty, Respiratory Technology Program. This is the largest and oldest Respiratory Technology Program in the WTCS. Minority course completion and second year retention are the areas noted in the action plan for FY2013. Ms. Baker requested that only one set of data be used to present the related employment data as well as other employment.
ITEM G: INFORMATION ITEMS

G-1 Enrollment Update

Discussion: Dr. Martin introduced Dr. Trevor Kubatzke, vice president, Student Services. Dr. Kubatzke noted that fall enrollments are down 4.2% from last fall.

G-2 MEC Academic Report

Discussion: Dr. Martin introduced Ms. Dorothy Walker, interim dean, School of Technology & Applied Sciences. Ms. Walker gave a brief history of the Milwaukee Enterprise Center as well as described the programs that will be moving to that location and the timeline for those moves. Ms. Walker gave a brief history of the F building and the reasons for many of the program moves. Ms. Walker also noted that the Welding program at the West Allis Campus will be expanded and PreCollege courses will be expanded into the space that will be vacated by the Office of Workforce & Economic Development in the 1205 building.

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, October 16, 2012, Milwaukee Campus, Board Room (M210)

ADJOURNMENT – The Committee adjourned at 6:10 p.m.

Respectfully submitted,

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