

April 4, 2001

NOTICE TO RESIDENTS OF MILWAUKEE AREA  
TECHNICAL COLLEGE DISTRICT, WISCONSIN

An open meeting of the **Education, Services, and Institutional Relations Committee** of the Milwaukee Area Technical College District Board of Wisconsin, will be held in the **Board Room (Room M210)**, of the **Milwaukee Area Technical College**, 700 West State Street, Milwaukee, Wisconsin, **Tuesday, April 10, 2001**, beginning at **4:30 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—March 20, 2001—Attachment 1](#)**

**D. Comments from the Public**

**E. Action Items**

**F. Discussion Items**

1. [Quality Programs Review](#)
  - a. [Respiratory Care Associate Degree—Attachment 2](#)
  - b. [Opticianry Science Associate Degree—Attachment 3](#)
2. [Inactive Programs and Program Suspension Proposed Administrative Procedure—Attachment 4](#)
3. [Xeikon Digital Web Press System—Attachment 5](#)

**G. Information Items**

1. NCA Status Report
2. Presidential Search

**H. Miscellaneous Business**

1. Communications and Petitions
2. Information Items

**I. Old Business/New Business**

1. Date of Next Meeting—Tuesday, May 15, 2001  
Board Room (M210)

**Committee Members: Baker, Bell, Pedersen**

ATTACHMENT ESIR 1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD**  
Education, Services, and Institutional Relations Committee Minutes

DATE: Tuesday, March 20, 2001

PLACE: Board Room (M210)

TIME: 4:30 p.m.

BOARD COMMITTEE  
MEMBERS PRESENT: Lauren Baker, Jeannette Bell, and A. Paul Pedersen

FACULTY/STAFF/  
OTHERS: Tony Baez, Linda Bice, John R. Birkholz, Ellis Bromberg, Rosie Carter, Maria Castro, Kathleen Christensen, Patricia Cline, Mohammad Dakwar, Carol Ebert, Lilliana Gutierrez, Mary Jante, Leslie Jendusa, Marlyce Johnson, Marietta Love, Patricia McKenzie, Vicki Martin, Barbara Putnam, Ed Putnam, Cheryl Randall, Janice Riley, Kathleen Rinehart, Cheryl Sayers, Karl Schwacher, Darlene Shaw, Michael Walsh

**ITEM A: ROLL CALL**

COMMITTEE  
ATTENDANCE: Ms. Baker, Ms. Bell (arrived at 4:37 p.m.), and Mr. Pedersen were present.

**ITEM B: COMPLIANCE WITH OPEN MEETINGS LAW**

DISCUSSION: The Education, Services, and Institutional Relations (ESIR) Committee meeting was called to order at 4:35 p.m., was properly noticed, and was in compliance with the open meetings law.

**ITEM C: APPROVAL OF MINUTES—MARCH 20, 2001**

ACTION: Mr. Pedersen moved that the minutes of March 20, 2001, be approved. Ms. Baker seconded the motion.

**ITEM D: COMMENTS FROM THE PUBLIC**

**DISCUSSION:** Lilliana Gutierrez, educational assistant, referenced recent concerns expressed by the college's interpreter technicians and acknowledged the positive work the director of the academic support centers has been doing.

**ACTION:** None required.

**ITEM E: ACTION ITEMS**

**ITEM E1: POLICY REVIEW**

**ITEM E1A: POLICY C0502—FACUTY HIRING—CREDENTIALING**

**DISCUSSION:** Ms. Sayers indicated that the committee had previously reviewed this policy and it is ready to be moved forward.

**ACTION:** Mr. Pedersen moved that Policy C0502—Faculty Hiring—Credentialing be recommended to the full board for review. Ms. Bell seconded the motion.

**ITEM E1B: POLICY C0700—DISTRICT EMPLOYEE CODE OF ETHICS**

**DISCUSSION:** Ms. Sayers indicated that this item was discussed at the February 2001 ESIR Committee meeting in response to correspondence from the Wisconsin Technical College System Board regarding political activities by district personnel. At that time the committee agreed that the policy adequately addressed this issue. The policy is being brought back to the committee/board for reaffirmation. Upon board approval the dates on the policy will be revised to reflect this latest review/discussion and forwarded to the state.

**ACTION:** Mr. Pedersen moved that Policy C0700—District Employee Code of Ethics be recommended to the full board for review. Ms. Bell seconded the motion.

**ITEM E1C: POLICY I0601—WMVS/WMVT CONTRACT, CO-PRODUCTION, AND SHARED PURCHASE AGREEMENTS**

DISCUSSION: Ms. Sayers noted that this policy had been reviewed by the PTV Committee, the ESIR Committee, and the full board in February 2001. The policy includes the following revision:

Page 2, paragraph 3

*WMVS/WMVT-TV will typically retain a minimum negotiated administrative fee of 10-15 percent.*

ACTION: Mr. Pedersen moved that Policy I0601—WMVS/WMVT Contract, Co-Production and Shared Purchase Agreements be recommended to the full board for review. Ms. Bell seconded the motion.

**ITEM E2: RESOLUTION TO APPROVE STAGE III—PROGRAM IMPLEMENTATION—BILINGUAL OFFICE ASSISTANT TWO-SEMESTER DIPLOMA PROGRAM**

DISCUSSION: Dr. Baez briefly reviewed the Resolution to Approve Stage III—Program Implementation--Bilingual Office Assistant Two-Semester Diploma Program. He indicated that graduates from this program would be fluent in both English and a second language and have employable skills in information management and document formatting.

ACTION: Mr. Pedersen moved that the Resolution to Approve Stage III Program Implementation—Bilingual Office Assistant Two-Semester Diploma Program be recommended to the full board for review. Ms Baker seconded the motion.

**ITEM E3: CORE COMMITTEE AND CAMPUS TEAM PROPOSAL**

DISCUSSION: Ms. Martin briefly reviewed the Core Committee and Campus Team Proposal. She indicated that the Strategic and Quality Planning Steering Committee recognizes the importance of instruction and view it as the central core of the college. In response to revenue shortages and across-

the-board reductions, the Strategic and Quality Planning Steering Committee recommends the following:

- The budget planning process focus on strategies that help to strengthen the internal/external funding base for instruction.
- The college investigates areas where budget-balancing strategies can be made that would have the least impact on instruction

**ACTION:** Ms. Bell moved that the Core Committee and Campus Team Proposal be recommended to the full board for review. Mr. Pedersen seconded the motion.

**ITEM F: DISCUSSION ITEMS**

**ITEM F1: SPECIAL NEEDS DEPARTMENT**

**DISCUSSION:** Ms. Christensen introduced Mary Jante, Director of Academic Support Centers/Special Needs; and Cheralyn Randall, District ADA Coordinator and Student Services Grants Manager. Ms. Christensen referenced correspondence sent to board members from the Center for Special Needs staff regarding several departmental concerns. Ms. Jante and Ms. Randall distributed several documents and provided an overview of the Center for Special Needs and ADA rights laws as they relate to MATC.

In addition, Ms. Christensen, Ms. Jante, and Ms. Randall outlined how staff concerns have been addressed. Of special concern was the fact that staff were unaware that six of the college's telecommunications devices for the deaf (TTYs/teletypewriters) were not operational. Staff has since worked with the Information Technology department and there are 14 TTY devices that are operational. Regular testing will occur to ensure TTYs are operational. Ms. Randall noted that the state director of the southeast region for the deaf and hard of hearing will be involved in testing the equipment.

Ms. Christensen highlighted the following activities planned for the Center for Special Needs:

- Continue to develop a team concept
- Review the vacant job positions and job descriptions
- Develop an orientation for students with special needs
- Continue the purchasing plan for adaptive equipment, software, and new technology
- Establish professional and skill development for team members
- Establish an advisory committee for the special needs area
- Continue to monitor the funding situation
- Develop an organization for students with special needs

Ms. Baker expressed the importance of specialized equipment to disabled students and stated the need to have procedures in place to routinely test equipment so that the incident of nonoperational equipment does not reoccur. Ms. Randall indicated that an inventory of all equipment is planned in addition to ongoing testing.

Ms. Bell requested a report after the inventory is done.

Ms. Christensen indicated that staff is reviewing procedures and processes in the Center for Special Needs. Ms. Baker stated that the committee would like to be apprised of the procedures and processes developed.

Ms. Jante suggested that once everything is in place board members tour the Academic Support Centers/Center for Special Needs.

Ms. Randall stated that a technology showcase is planned.

Dr. Birkholz noted that the governor removed funds from the technical college budget for assistive technology.

**ACTION:** None required.



**ITEM G: INFORMATION ITEMS**

**ITEM G1: NCA STATUS REPORTS**

**DISCUSSION:**

Dr. Baez provided the following NCA status report:

- Meetings have been held with all academic divisions to review the findings of the consultant's report.
- Staff has been provided with guidance and direction to prepare the division-based reports that will be compiled by the coordinating team.
- Dr. Lopez is available to meet on Sunday, April 1, 2001, at 7:45 p.m. One of the issues that needs to be discussed is the fact that the visiting team consists of all liberal arts and sciences individuals. At least one person should have a technical college background, particularly as it relates to institutional credentialing.

Commenting on the meeting with Dr. Lopez and the lateness of the hour, Dr. Birkholz suggested rescheduling the April 1 meeting and making arrangements for Dr. Lopez to meet at MATC sometime before the end of the school year.

Dr. Birkholz noted that board members have indicated plans to meet with Joint Finance Committee members on Thursday, April 5; however, Joint Finance Committee members will not be available. Ms. Baker and Ms. Bell agreed that they would still attend the legislative meetings. Dr. Birkholz will select individuals from the Milwaukee delegation who are not on the Joint Finance Committee for board members to meet.

**ACTION:** None required.

**ITEM G2: PRESIDENTIAL SEARCH**

**DISCUSSION:**

Ms. Baker provided the following presidential search update:

- Drs. Ivery and Cole were on campus March 13 and March 15, respectively, and participated in a number of sessions with faculty, staff, and community representatives.

- A board meeting is scheduled Wednesday, March 21 at noon to discuss the next steps in the presidential search process. It is anticipated that the process will be completed in the next several weeks.
- Over the next couple of days a team will do a site visit.

ACTION: None required.

**ITEM G3: MONTHLY ADVISORY COMMITTEE MEMBERSHIP REPORT**

DISCUSSION: Ms. Baker questioned the disparity in terms of the number of labor members who leave a committee versus the number of management members added to a committee. Dr. Baez indicated that he would look into this issue.

ACTION: None required.

**ITEM H: MISCELLANEOUS BUSINESS**

**ITEM H1: COMMUNICATIONS AND PETITIONS**

DISCUSSION: None.

**ITEM H2: INFORMATION ITEMS**

DISCUSSION: Dr. Baez briefly highlighted a hearing that was called by the Secretary of State to listen to comments from W2 agencies as well as testimonies from clients. The testimony was clearly indicative of the fact that individuals need to go back to school. The Secretary indicated that she is open to making administrative changes to make some of this happen. The larger policy issues would be discussed at a subsequent meeting.

ACTION: None required.

**ITEM I: OLD BUSINESS/NEW BUSINESS**

**ITEM I1: DATE OF NEXT MEETING**

**DISCUSSION:** The next meeting date is scheduled for Tuesday,  
April 10, 2001, in the Board Room, at 4:30 p.m.

The meeting adjourned at 6:10 p.m.

Respectfully submitted,

Gail A. Peterson  
Executive Assistant

## ESIR ATTACHMENT 2

### ***QUALITY PROGRAM REVIEW***

#### **Respiratory Care Associate Degree Recommendations**

##### **Recommendations of the Program Review Team**

In preparation for a program accreditation visit, faculty and staff developed a Quality Program Self-Study. An accreditation team visited the college and rendered a report submitted in February of 2001. The review team found all stacks to be in compliance, was very complementary of the program, and made suggestions for improvements itemized below:

1. Review the curriculum concerning the five-week summer session RESPC-121 ("Comprehensive Practice of Respiratory Care").
2. Provide a mechanism for students to gain Advanced Cardiac Life Support (ACLS) certification before graduation.
3. Provide more "open lab" hours for students to practice skills outside of regularly scheduled class hours.

#### ***PROGRAM PROFILE***

##### **Respiratory Care (Program Code 10-515-3)**

##### ***Demographics for FY 1999-2000:***

1. During FY 1999-2000, 76 students were enrolled in the program. This program is down in enrollment from the previous year when there were 105 enrolled, a decrease of 28%. Of the 76, 67% were part-time and 33% were full-time. A student is determined to be full-time when s/he enrolls in 24 or more credits during the program year.
2. Males were 17% and females 83% of the enrollment.
3. Minorities were 45% of the enrollment, an increase of 13% since the previous year. 79% of the minority students were African American.
4. Of those enrolled, 39% were between the ages of 18 and 24; approximately 81% of the student population were below the age of 34.

##### ***Annual Retention and Selected Outcomes for FY 1998-99:***

1. Annual retention is defined as the proportion of students succeeding in 1 or more courses during the academic year. This is an incomplete measure of student

retention and further longitudinal analysis of student participation (term-by-term follow up) is necessary to provide a more comprehensive view of student retention. This measure does not account for semester to semester retention or cohort-based retention. The Office of IARD will be developing and reporting new measures of student retention during FY 2001-2002.

Of the 76 students in the program, 73%% completed at least one course in the program during FY 1999-2000.

2. The graduates for FY 1999-2000 were 18 or 24% of that year's enrollment.
3. The average entry wage per hour was \$14.41.

[More detailed tables supporting the data provided in this report are available from the Office of Institutional Assessment and Research.]

[Data source: WTCS Client Information System Files.]



## ESIR ATTACHMENT 3

### ***QUALITY PROGRAM REVIEW***

#### **Opticianry Science Associate Degree Recommendations**

##### **Recommendations of the Program Review Team**

In preparation for a program accreditation visit, faculty and staff developed a Quality Program Self-Study. An accreditation team visited the college and rendered a report submitted in December of 2000. The review team were very commendable about this newly established program, about the program, and made the recommendations itemized below:

1. Add to the program objectives a fitting and evaluation of contact lenses to include a clinical/laboratory component.
2. Add to the curriculum a clinical component in contact lenses that includes the principles of adaptation, dispensing, and fitting of contact lenses.
3. The Library does not have sufficient resources (holdings and reference materials) available to facilitate student research and study and to support assignments of professionally related research papers.
4. A contact lens clinical dispensing area should be modeled after a retail/professional dispensary. The Opticianry dispensary is lacking this component.
5. The program directors should possess a Bachelor's Degree and NCLE certification.
6. The contact lens course has a limited syllabus that should be expanded.
7. A safety cut-off switch should be placed closer to the lab equipment. The current switch box is located in an adjacent room and may not be easily reached if a problem developed. Also, while fire extinguishers are available, they are located in hard to reach areas. More visible placement would be safer and easier to reach in an emergency.

### ***PROGRAM PROFILE***

#### **Opticianry Science (*Program Code: 10-516-3*)**

##### ***Demographics for FY 1999-2000:***

1. During FY 1999-2000, 15 students were enrolled in the program. This program is up in enrollment from the previous year when there were 12 enrolled. Of the 15, 10 (67% were part-time and 5 (33%) were full-time. A student is determined to be full-time when s/he enrolls in 24 or more credits during the program year.
2. Males were 33% and females 67% of the enrollment.

3. Minorities were 36% of the enrollment, an increase of 10.7% since the previous year.
4. Of those enrolled, 20% were between the ages of 18 and 24; approximately 53% of the student population were below the age of 34.

***Annual Retention and Selected Outcomes for FY 1998-99:***

1. Annual retention is defined as the proportion of students succeeding in 1 or more courses during the academic year. This is an incomplete measure of student retention and further longitudinal analysis of student participation (term-by-term follow up) is necessary to provide a more comprehensive view of student retention. This measure does not account for semester to semester retention or cohort-based retention. The Office of IARD will be developing and reporting new measures of student retention during FY 2001-2002.

Of the 15 students in the program, 12 or 80% completed at least one course in the program for FY 1999-2000.

2. The graduates for FY 1999-2000 were 5 or 33% of that year's enrollment.
3. There is still insufficient data on this program to report the hourly wages of its graduates.

[More detailed tables supporting the data provided in this report are available from the Office of Institutional Assessment and Research.]

[Data source: WTCS Client Information System Files.]

**ATTACHMENT ESIR (3)**  
**QUALITY PROGRAM REVIEW 3-YEAR ACTION PLAN**

**Program Name: Opticianry Science (10-516-3)**

**Division: Health Occupations**

**Review Date: December 19, 2000**

Recommendation	Action	Time Line	Cost	Responsible
<p>1. Add to program objectives a fitting and evaluation of contact lenses to include a clinical/laboratory component.</p>	<p>The Program learning objectives will be expanded to include the laboratory/clinical component for fitting and evaluation of contact lenses:</p> <ul style="list-style-type: none"> <li>• Demonstrate ability to dispense, fit, and evaluate rigid and soft contact lenses on the eye.</li> <li>• Display knowledge and understanding of how to resolve contact lens fitting complications in a clinical setting.</li> </ul>	<p>August 2001</p>	<p>No cost</p>	
<p>2. Add to the curriculum a clinical component in contact lenses that includes the principles of adaptation, dispensing, and fitting of contact lenses.</p>	<p>The contact lens lecture course, taught in the third semester, will be expanded to include fitting. In addition, the curriculum will be revised to include a laboratory component as part of the contact lens course.</p> <p>Competencies will also be added to the externship component of the curriculum in the fourth semester to include experiences in fitting, dispensing, and patient education of insertion/removal of contact lenses.</p>	<p>August 2001</p>	<p>No cost</p>	
<p>3. The library does not have sufficient resources (holdings and reference materials) available to facilitate student research and study and to support assignments of professionally related research papers.</p>	<p>A large donation of books from a private source will be added to the library collection and supplemented with a "core list" of recommended publications in Opticianry Science and related areas that will be further purchased.</p> <p>A curriculum component on "Use of the Library" will be added to the introductory course OPTSCI-1 15. Library assignments will be also added to other courses throughout the program, in order for the students to learn how to prepare professional research papers.</p>	<p>Jan 2001-Aug 2001</p> <p>Aug 2001</p>	<p>Up to \$500 in textbook costs.</p> <p>No cost.</p>	



## ESIR ATTACHMENT 4

### INACTIVE PROGRAMS AND PROGRAM SUSPENSION PROPOSED ADMINISTRATIVE PROCEDURE

The Wisconsin Technical College System's Educational Services Manual provides for programs suspensions as follows:

Districts shall suspend an approved program when it decides to no longer accept students into the program. The district will maintain an approved program curriculum and course file and allow enrolled students to complete the program. The district shall notify the state office of its intent to suspend and shall also notify the state office when a suspended program is reactivated.

Districts need a program status whereby programs can be suspended for varying periods of time without going through the discontinuance process. This status will enable a district to reactivate a program without State Board action. A program may be "in suspension" for a maximum of three (3) years, after which, either the State Board staff or district staff will submit a program discontinuance for State Board action. A suspended program will be removed from all promotional materials, district and state, during the period of suspension. (3.40.1.1 Program Procedures)

#### **MATC Administrative Procedure:**

1. Programs that are having difficulty in attracting students (low demand), difficulty graduating them and placing graduates in training-related employment, and which generate too few FTE's in relationship to costs, will be formally reviewed with the assistance of the Office of Institutional Assessment and Research. Drawing on program performance, market and employment related data, the Office of Institutional Assessment and Research will establish a viability index.
2. Once a program's viability index is established, the division dean, after consultation with the program's faculty, will recommend one of the following options to the Chief Academic Officer, who after consulting with the President, will report the proposed action to the appropriate MATC Board Committee for its consideration and action:
  - a. Declare the program "inactive" for a period not to exceed three years. An "inactive program" may be re-activated depending on demand and changes in the employment market. While "inactive", the program will not be in the college catalog and students enrolled prior to the action will be allowed up to three years to complete their degree. If after three years an "inactive" program is not modified or re-activated, the State will be notified requesting that it be formally suspended.

- b. Notify the State that the program be placed on suspended status. The program will not be included in the college catalog and students enrolled will be allowed up to three years to complete their degree.
- c. Begin the process for program discontinuance.

## ATTACHMENT ESIR 5

### Memorandum

TO: Dr. Tony Baez, MATC Executive Vice President  
Michael Walsh, MATC Dean, Business and Graphic Arts Division

FROM: Jim MacDonald, Associate Dean  
Business and Graphic Arts Division

DATE: April 2, 2001

RE: MATC Printing Project – Budget

Per your request, MATC faculty and industry representatives were consulted for recommendations for the printing upgrade project at MATC. Based on these recommendations, the following plan is proposed with the allocated \$250,000.00 for printing initiatives:

1. \$65,000.00\* (Already spent to upgrade Xeikon DCP32D chromopress donation)
2. \$70,000.00\* Final upgrade for Xeikon press to state-of-the-art digital standards
3. \$ 8,000.00 Digital plotter – integration to Phase 1 printing remodeling plan (Digital Production)
4. \$80,000.00 Heidelberg Quickmaster press or 2 smaller duplicator press for phase 1 of printing remodeling plan
5. \$27,000.00 Front-end systems (Macintosh G4's) input equipment  
\$250,000.00

The printing industry is in a state of rapid change. Research supports many new digital applications and on-demand technologies. Many small and large printers have seen their companies being merged and restructured to accommodate diversification and changing industry needs.

Although calls to local employees produced mixed reactions to digital press and variable data printing, many supported MATC's consideration to embrace new technology by upgrading and training on the donated Xeikon press (est. \$110,000 to upgrade system). Faculty have visited firms and employers and plan to continue contacts with local companies who use this technology.

In addition, the digital plotter (\$8,000 est.) and Heidelberg Quickmaster press technology

(\$80,000 est.) will facilitate phase 1 progress of the printing remodeling/upgrade plan.

Further support of digital technology has come from the Wisconsin Technical College System Board (WTCS). Funding recommendations for 2001-02 grant funded projects (GPR/VEA) include nearly \$90,000.00 for Digital Printing Grant Proposal implementation in the MATC district.

Please contact me if you need any additional data and information regarding this technology.

Thank you.

\*At the March 20, 2001, State Board Meeting, \$87,364 was approved for fiscal year 2001/2002, for the MATC Digital Printing, New and Expanding Occupations, GPR (General Purpose Revenue) Grant initiative.