

December 4, 2000

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, December 12, 2000**, beginning at **11:30 a.m.**

The agenda for said meeting is presented as follows:

A. Roll Call

B. Compliance with the Open Meetings Law

C. [Approval of Minutes—November 21, 2000—Attachment 1](#)

D. Comments from the Public

E. Action Items

1. [Resolution to Approve Stage III Program Implementation—E-Commerce/Web Administration Associate Degree Program—Attachment 2](#)

F. Discussion Items

G. Information Items

1. [NCA Status Report](#)
 - a. [Faculty Credentials Update—Attachment 3](#)
2. Presidential Search

H. Miscellaneous Business

1. Communications and Petitions
2. Information Items

I. Old Business/New Business

1. Date of Next Meeting—Tuesday, January 16, 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, November 21, 2000

PLACE: Board Room (M210)

TIME: 4:30 p.m.

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

FACULTY/STAFF: James Augustine, Tony Baez (arrived at 5:35 p.m.), Kathy Bates, Joe Bauer, John Birkholz, Wilma Bonaparte, Carol Brady, Kathleen Christensen, Bob Heeman, Bruce Heiser, Marlyce Johnson, Vivian Joyner, Rick Kettner, Ken Krueger, Art Martinez, Kit Metzger, Jerry Ortiz, John Pludeman, Annemarie Rosenberg, Cheryl Sayers, Michael Walsh

ITEM A: ROLL CALL

COMMITTEE
ATTENDANCE: Ms. Baker and Ms. Bell were present. Mr. Pedersen arrived at 4:45 p.m.

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—OCTOBER 17, 2000

ACTION: Ms. Bell moved that the minutes of October 17, 2000, be approved. Ms. Baker seconded the motion.

ITEM D: COMMENTS FROM THE PUBLIC

DISCUSSION: None.

ITEM E: ACTION ITEMS

ITEM E1: POLICY REVIEW

**POLICY I0505—WMVS/WMVT AFFIRMATIVE ACTION
AND EEO POLICY**

DISCUSSION: Ms. Sayers indicated that this policy was reviewed at the October 2000 Public Television (PTV) committee meeting. After review by the PTV committee, the policy was referred to the ESIR Committee for review and action as the board's policy committee. Ms. Sayers noted that the policy has been reviewed with MATC's Federal Communications Commission legal counsel and the institution is in compliance.

ACTION: Ms. Bell moved that Policy I0505—WMVS/WMVT Affirmative Action and EEO Policy be recommended to the full board for review. Ms. Baker seconded the motion.

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

DISCUSSION: Ms. Johnson, instructor, provided a brief overview of the Bilingual Office Assistant program. She indicated that graduates from this program would have employable skills in both English and a second language

In reference to the research data indicating that the program should be broadened to include second languages other than Spanish, Ms. Baker inquired whether or not this issue is being addressed. Ms. Johnson indicated that this issue is being addressed. She stated that interest has been expressed from Albanian, Polish, Thai, and Laotian students. She noted that students are informed that while it cannot be guaranteed that a job will be found using their specific second language they will gain the competencies needed to pursue office assistant positions. Ms. Johnson further stated that employers view prospective employees who possess an additional language as an indication that they are willing to learn and are disciplined.

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

ITEM F: DISCUSSION ITEMS

DISCUSSION: REVIEW OF PROGRAMS

Ms. Baker noted at the last ESIR committee meeting administration was asked to provide a one-page summary of program reviews. She restated the committee's request that future program reviews include a one-page summary.

ENVIRONMENTAL AND POLLUTION CONTROL

DISCUSSION: Mr. Ortiz, instructor, provided an overview of the Environmental and Pollution Control program and the quality review process.

Ms. Baker noted an increase in economic development, particularly the redevelopment of the Menomonee Valley. She inquired about various initiatives being addressed such as lead abatement and the involvement of MATC's Environmental and Pollution Control program. Mr. Walsh indicated as part of a GPR proposal a section was included that would involve this program in the lead industry by providing training for faculty and incorporating the lead abatement competencies into the actual associate degree program so when students complete the program they are certified in this area.

Ms. Baker also noted the decline in enrollment given the increase in economic development. Mr. Walsh indicated that staff would be reviewing curriculum to ensure that the program reflects the competencies of what's going on in the industry. Once those competencies are incorporated into the program a resurgence of interest in the program should result. Mr. Pedersen stressed the importance of monitoring all programs and being proactive versus reactive to high demand.

Mr. Ortiz commented on the decline in enrollment and noted that currently there is not a strong marketing plan in place. He further stated that nontraditional students have been discouraged to enroll in the program. Dr. Birkholz indicated that administration is aware of this issue and is addressing same.

Ms. Baker indicated that the community based organizations are providing lead abatement training and asked whether or not MATC is involved in this training. Mr. Walsh indicated

that a series of meetings have been held with representatives from the apartment owners association; faculty from the real estate area; and Representative Coggs, who participated in drafting the new legislation; to discuss how MATC could take the leadership role in providing training. The Continuing Education and Workforce Development (CEWD) division has planned a seminar scheduled for January 2001 to provide an overview of how the legislation will impact the community and provide information on what MATC will be doing to facilitate training. Currently, the program is in the process of being approved by the state. Dr. Birkholz noted that as a part of the CEWD budget, a position has been authorized to work with individuals in areas such as lead abatement for the establishment of short-term courses.

Ms. Baker suggested that a presentation on the activities of the CEWD division be given at a future ESIR committee meeting.

PARALEGAL

DISCUSSION:

Mr. Kettner provided an overview of the program accreditation process, which led to the quality program review. The Paralegal program received a full seven-year certification.

Mr. Pedersen asked for a definition of a paralegal. Ms. Brady indicated that the working definition of a paralegal is someone who has had legal training and experience working under the direct supervision of an attorney and doing the same type of tests that a paralegal can legally do without the unauthorized practice of law.

Funeral Services

DISCUSSION:

Mr. Heeman indicated that the Funeral Services program has been in existence at the college for the past 30 years and has graduated 675 students. He distributed a copy of the program's accreditation letter and indicated it is one of the most complimentary letters in the history of the program. Mr. Heeman noted that the division has developed a plan to address the recruitment and retention of nontraditional students, particularly minority students in this program and other Health Occupations division programs.

Mr. Pludemann, instructor, provided an overview of the program. He indicated that there is a national issue with regard to education requirements for licensure in funeral services. Up until approximately 15 years ago nine months of college was the requirement for licensure. About 15 years ago the associate degree was added as a national requirement to be licensed. Currently there is talk about a baccalaureate degree as the minimal requirement for mortuary licensure but there is no national mandate at this time.

Mr. Heeman stated that staff is working to change the fact that the University of Wisconsin System does not recognize MATC's Funeral Services program in its publications. It was noted that systemwide, there is no reciprocity agreement.

ACTION: None required.

ITEM G: INFORMATION ITEMS

ITEM G1: POLICY A0114—TAX INCREMENTAL DISTRICTS (TID)—JOINT REVIEW BOARD

ITEM G2: POLICY F0102—REASONABLE ACOMMODATIONS FOR STUDENTS WITH DISABILITIES

DISCUSSION: Ms. Sayers indicated that Policy A0120—Policy Manual, authorizes administration to make necessary editorial changes to policies to maintain accuracy as long as there are no substantive changes.

Ms. Sayers stated that Policy A0114—Tax Incremental Districts (TID) Joint Review Board reflects a statutory numerical change.

Ms. Sayers also stated that Policy F0102—Reasonable Accommodations for Students with Disabilities, reflects an ADA 504 coordinator staff change.

ACTION: None required.

ITEM G3: NCA STATUS REPORT

DISCUSSION: Dr. Baez indicated that the Coordinating Committee, consisting of co-chairs of the different committees working

on NCA activities, has developed a timeframe for the collection of all data and evidence for the NCA report. Dr. Susan Murphy has agreed to come to the college for two or three days to review the evidence at that time and provide guidance in terms of preparation for the November visit. She has indicated that she is happy with what has been done.

All divisions but one have done significant work in terms of faculty development. The one division is being assisted and is the scheduling a series of workshops for faculty.

ACTION: None required.

ITEM G4: PRESIDENTIAL SEARCH

DISCUSSION: Ms. Baker indicated that a status report of the presidential search has been sent to the internal community via electronic mail. She and the board chair also drafted an update to be sent to the principle groups who met with representatives from the search firm. The next meeting is scheduled for December 12. The following meeting is scheduled the end of January 2001.

ACTION: None required.

ITEM G6: ADVISORY COMMITTEE MEMBERSHIP REPORT

DISCUSSION: The Advisory Committee Membership Report was briefly reviewed.

ITEM H: MISCELLANEOUS BUSINESS

ITEM H1: COMMUNICATIONS AND PETITIONS

DISCUSSION: None.

ITEM H2: INFORMATION ITEMS

DISCUSSION: None.

ITEM I: OLD BUSINESS/NEW BUSINESS

DISCUSSION: None.

ITEM 11: DATE OF NEXT MEETING

DISCUSSION: The next meeting date is scheduled for Tuesday, December 12, 2000, in the Board Room, at 11:30 a.m.

Ms. Baker asked if the program suspension procedure will be discussed at the December meeting. Dr. Baez asked that this item be presented at the January 2001 meeting because he will not be in attendance at the December meeting. He will be leading a delegation to Quebec.

Dr. Baez informed the committee that he was late for the ESIR committee meeting because of his attendance at the National Council of Teachers of English. He indicated that MATC representatives were keynote speakers in two of the major sessions. He noted that this was one of the organization's most successful conferences that attracted approximately 5,000 participants to Milwaukee. The conference coordinator is an MATC graduate and the executive vice president of the National Council of Teachers of English.

Mr. Pedersen stated that a reciprocity agreement should be addressed. Dr. Birkholz indicated that this may already be in place and he would look into this issue.

ACTION: None.

The meeting adjourned at 6 p.m.

Respectfully submitted,

Gail A. Peterson
Executive Assistant

ATTACHMENT ESIR 2

**RESOLUTION TO APPROVE ECOMMERCE/WEB ADMINISTRATION
ASSOCIATE DEGREE**

Stage III, Program Implementation

Background Investigation

The eCommerce/Web Administration program is a two-year associate degree that prepares individuals with the skills necessary for positions in companies that are eCommerce enterprises. Graduates of the program may work in a variety of areas of an organization including but not limited to web site development, web security, marketing, graphic design, order fulfillment, database management, customer service, and web systems management. This program blends the content of three instructional departments: marketing, computer information systems and visual communications.

The program provides the learner the opportunity to choose one of two specializations. The **eCommerce** option emphasizes the marketing aspects of ECommerce while the **Web Administration** option emphasizes the infrastructure supporting those marketing activities. Students must complete a two semester qualifying internship for graduation. In the future this program will be delivered on-line.

The eCommerce/Web Administration program focuses on the development of skills from three unique traditional disciplines, Marketing, Graphic Arts, and Computer Information Systems, to prepare graduates for jobs in the new internet economy. As companies struggle to reorient and reinvent their existing business structure by transforming their business units, they find the need to recruit internet savvy individuals for their workforce.

Background Information

Enrollment Projections:	1st Year:	FTE: 45	Headcount: 77
	2nd Year:	FTE: 90	Headcount: 156
	Annual/Ongoing:	FTE: 98	Headcount: 200

Campus Location: MATC – South Campus

New Full-time Faculty: 3 Full-time (funded through reallocation)

New Part-time Faculty: 6 Part-time (funded through reallocation)

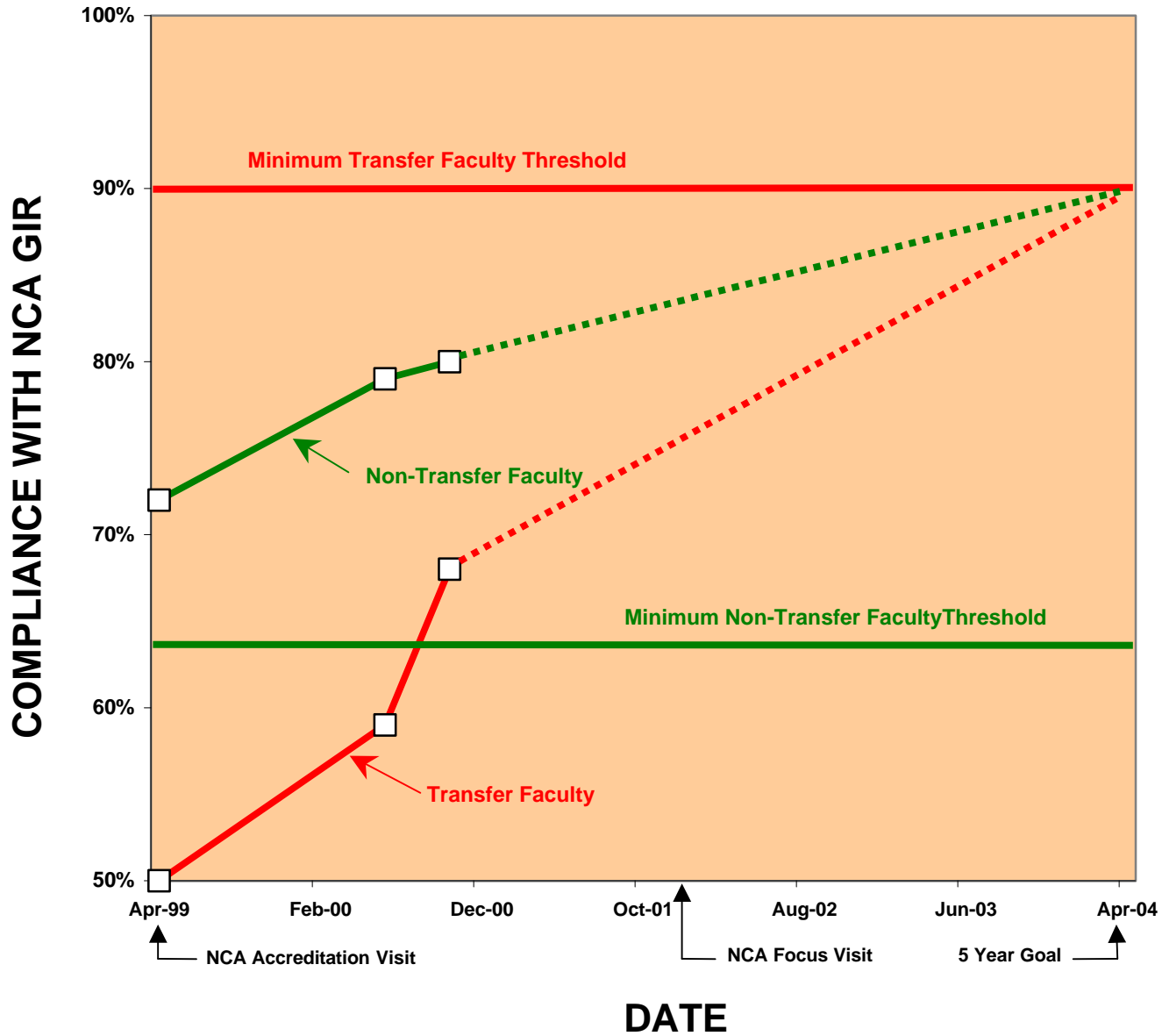
Starting Date: January 2001

Program Initiated by: eCommerce Ad Hoc Advisory Committee

Resolution

Therefore, BE IT RESOLVED, that the Milwaukee Area District Board of Vocational, Technical, and Adult Education submit Stage III, Program Implementation, of the eCommerce/Web Administration Associate Degree to the Wisconsin Technical College System Board for consideration and approval.

ATTACHMENT ESIR 3
Milwaukee Area Technical College
Faculty Credential Progress, October, 2000



MATC Credentials - Institutional Summary, October, 2000

	LA&S	T&I	Health	C&HS	Business	Totals		
1.) Number of Academic Department Standards	14	37	21	14	20	106		
2.) Number of Academic Faculty (FT & PT)	408	222	153	69	318	1170	1170	Total Faculty
FT	149	115	92	43	111	510	510	Full Time Faculty
PT	259	107	61	26	207	660	660	Part-Time Faculty
Full Time - Transfer program	149	7	37	20	50	263		
Full Time - Non transfer program	0	108	55	23	61	247	68%	Total Transfer in Compliance
Part Time - Transfer Program	259	8	3	11	88	369	80%	Total Non Transfer in Compliance
Part Time - Non transfer program	0	99	58	15	119	291		
3.) Number of Compliant Faculty (FT & PT)	290	174	136	39	220	859	77%	Total FT Transfer in Compliance
Full Time - Transfer program	120	7	33	12	31	203	79%	Total FT Non Transfer in Compliance
Full Time - Non transfer program	0	76	50	16	54	196	61%	Total PT Transfer in Compliance
Part Time - Transfer Program	170	7	2	7	39	225	81%	Total PT Non Transfer in Compliance
Part Time - Non Transfer Program	0	84	51	4	96	235		
4.) Number of Non-Compliant Faculty (FT & PT)	118	48	17	30	98	311		
Full Time - Transfer program	29	0	4	8	19	60		
Full Time - Non transfer program	0	32	5	7	7	51		
Part Time - Transfer Program	89	1	1	4	49	144		
Part Time - Non Transfer Program	0	15	7	11	23	56		
5.) % of FT Transfer Compliant Faculty (GIR > 90%)	81%	100%	89%	60%	62%			
% of PT Transfer Compliant Faculty (GIR > 90%)	66%	88%	67%	64%	44%			
% of FT Non Transfer Compliant Faculty (GIR > 66%)	N/A	70%	91%	70%	89%			
% of PT Non Transfer Compliant Faculty (GIR > 66%)	N/A	85%	88%	27%	81%			
6.) Number of Non-Compliant Faculty (FT & PT)	118	48	17	30	98	311		
7.) Number of new FT and PT faculty hires since 4/99***								
# New External Hires since 4/99								
% Compliance of New Faculty Hires since 4/99								
# "Transfer Hires PT==>FT" since 4/99								
% Compliance of "Transfer Hires PT==>FT" since 4/99								

*** Note: This data will be collected in June, 2001

Data will include New Hires and Transfers from PT to FT