

January 22, 2003

NOTICE TO RESIDENTS OF THE MILWAUKEE AREA  
TECHNICAL COLLEGE DISTRICT, WISCONSIN

A regular open meeting of the **AD HOC LEGISLATIVE COMMITTEE** of the Milwaukee Area Technical College District Board of Wisconsin, will be held in the **BOARD ROOM, ROOM M210**, of **MILWAUKEE AREA TECHNICAL COLLEGE, 700 WEST STATE STREET, MILWAUKEE, WISCONSIN**, on **THURSDAY, JANUARY 23, 2003**, beginning at **4:00 P.M.** \*

The agenda for said meeting is presented as follows:

- A. Roll Call**
- B. Compliance with the Open Meetings Law**
- C. Comments from the Public**
- D. Action Items**
  - 1. [Outline and Define Committee Responsibility \(Attachment 1\)](#)
  - 2. [Tentative Meeting Schedule \(Attachment 2\)](#)
  - 3. [Government Relations Plan for 2003-04 \(Attachment 3\)](#)
- E. Information Item**
  - 1. [Proposed Letter to Wisconsin Congressional Delegation Requesting Continuation of Perkins Funding \(Attachment 4\)](#)
- G. Miscellaneous Business**
  - 1. Communications and Petitions
  - 2. Information Items

## **H. Old Business/New Business**

1. Date of Next Meeting:

**Committee Members:** Gobel, Bell, Maierle

- \* Other members of the MATC District 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.

*Reasonable accommodations are available through the ADA Office for individuals who need assistance. Please call 414297-6874 to schedule services at least 48 hours prior to the meeting.*

## **Attachment 1**

**DRAFT**

### **Ad Hoc Legislative Committee**

#### **Responsibility**

The ad hoc Legislative Committee works with the president and other appropriate MATC personnel as designated by the president to:

1. Review legislative issues impacting the MATC District and recommend appropriate board action;
2. Prioritize legislative issues for administrative action as they relate to the district's policies, procedures, and mission;
3. Promote district board participation in local, state, regional, and national legislative activities as they relate to the district's policies, procedures, and mission;
4. Develop or revise district board policies relating to the district's legislative relations function;
5. Report to the board on key legislative matters affecting the district and its mission.

## **Attachment 2**

### **Milwaukee Area Technical College**

#### ***Ad Hoc* Legislative Committee Tentative Meeting Schedule**

Tuesday, February 18, 2003	2:30 p.m.	Board Room – M210
Tuesday, March 18, 2003	2:30 p.m.	Board Room – M210
Tuesday, April 15, 2003	2:30 p.m.	Board Room – M210
Tuesday, May 13, 2003	2:30 p.m.	Board Room – M210
Tuesday, June 17, 2003	2:30 p.m.	Board Room – M210

### ATTACHMENT 3

**To: Dr. Darnell Cole  
Rob Hartung**

**From: Tim Elverman, Broydrick & Associates**

**Re: Government Relations Plan for 2003-04**

**Date: January 10, 2003**

As we begin the 2003-04 legislative session, it is an opportune time to establish our legislative strategy and priorities, and discuss our plan for implementing that strategy.

#### **OVERVIEW**

As in the past, we will operate our government relations program by utilizing the many players and resources which the College has available. By having a written plan, it is our hope to better utilize these resources and keep the many players from presenting a disjointed or non-focused message to the decision makers locally, in Madison, and in Washington D.C. It is understood that in order to keep this program focused during the entire two-year legislative cycle, it will be necessary to continuously communicate with the various players through written documents, e-mails, meetings, or other means.

#### **OUR RESOURCES**

Any effective government relations program utilizes a variety of resources to accomplish its goals. The key to an effective and successful government relations program is knowing *when* and *how* to utilize those resources. Following is a list of our human resources, along with a brief description of how they will be utilized during this two year legislative cycle.

- **Wisconsin Technical College District Boards Association.** We should utilize the Association in pursuing those objectives that are shared by all the technical colleges in the state. In other words, we should not waste our resources on issues which are universal (not unique to MATC) and which can be handled by the Association. We can conserve our time and resources on these issues by simply being a “back-up” to the Association.
- **Dr. Cole and Senior Management at the College.** Dr. Cole and his team should make occasional, well organized visits to Madison to visit with key legislators. He should also host local legislators at the college on a regular basis. He can also

communicate the College's legislative priorities to the College's key business partners, who, in turn, can endorse those priorities when communicating with their legislators.

- **Faculty and Staff.** The faculty and staff can be effective partners by communicating our legislative priorities to their own individual legislators as well as to key legislative leaders. In addition, they have an opportunity to enlist the support for certain legislative priorities from other teaching organizations and unions. The faculty can also be utilized in testifying before legislative committees and in conducting tours and visits for visiting legislators.
- **Students.** Perhaps the most important lobbyists for our legislative priorities are our students. Legislative leaders and the Governor will listen to those receiving our "product" more than they will listen to any other group or individual associated with the College. We should therefore assist our students in interacting with legislators both in Madison and on our own campuses.
- **Board of Directors.** Because of the diversity and breadth of our Board of Directors, we can utilize the Board very effectively in advocating for the College's interests both with their own individual legislators, with key legislative leaders, and with the groups or organizations with which they are associated.
- **Professional Lobbyists.** The professional lobbyist is the College's "eyes and ears" in City Hall, Madison, and in Washington D.C. The professional lobbyists can convey information to the College's leadership team and, in turn, convey information from the College to legislators in a timely fashion. In addition, the professional lobbying team can help the College team to strategize. Since there needs to be a coordinator for the entire lobbying effort for the College, the professional lobbyist serves that function. The College's current professional lobbying team is Broydrick & Associates, a firm with offices in Milwaukee, Madison, and Washington D.C. The firm has more than 20 professional staff members, with good access to both Democrats and Republicans, as well as all non-partisan local officials in Milwaukee County.

## **OUR GOVERNMENT RELATIONS PROGRAM**

Once we have established our legislative priorities for the 2003-04 legislative cycle, we should communicate those priorities to our team members. Obviously, it is important to communicate these in a manner in which they are easily understood, and in a manner in which they can not be misinterpreted.

While we will develop a "legislative agenda" for the two-year period, we should not feel compelled to convey the entire agenda to all team members at this time. Instead, we should prioritize our legislative agenda items and convey information to our team about the most important items and those on which we are going to begin to work immediately.

The primary responsibility for *overseeing and managing* the government relations program rests with the office of Vice President Rob Hartung (under the direction of Dr. Cole). However, since the College has a professional lobbying team to assist with its program, the primary *coordinator* for the program during the 2003-04 legislative period will be Broydrick & Associates lobbyist Timothy Elverman. This does not mean that Elverman will establish the College's legislative priorities or agenda. It means that Elverman will be the person who will be the "contact person" for all other team members. Elverman will take his direction for action on items from Dr. Cole, the Board of Directors, and Rob Hartung. It is important to have a focal point for information so that the team members are NOT acting independently and at odds with the College's legislative priorities.

## **LEGISLATIVE PRIORITIES FOR 2003-04**

As we begin the 2003-04 legislative cycle, we are able to easily predict that action will be taken on certain items of interest to the College (such as the biennial state budget). However, there will be a variety of bills introduced at the state and federal level which could effect the College and which we can not anticipate at this time. Therefore, our legislative agenda will be a "living" changing agenda. Our government relations program will be a "defensive" program (where we are opposing things harmful to the College), as well as a program where we are advocating things for the College. With that in mind, we begin the legislative cycle with the following items on our agenda.

### **STATE ISSUES**

Wisconsin has a new Governor and new legislative leaders. The state is facing a budget deficit of from \$2.8 to \$4.3 billion. The new Governor and legislators were sworn into office January 6<sup>th</sup>, and the Governor is preparing to present his budget proposal on February 18<sup>th</sup>.

The Wisconsin legislative cycle is a two-year cycle. However, in reality, the legislature spends most of the first six months of that cycle on the budget. Their goal is to have the budget passed by July 1, which is the beginning date of the two-year state budget cycle (July 1, 2003-June 30, 2005). In addition, the legislature is only in session until May in the second year of the two-year cycle. Therefore, it is easy to see that most of the non-budget legislative activity takes place in the fall of the first year, and in the winter-spring of the second year (from September, 2003 until May, 2004) of the two year legislative cycle. With that timeline in mind, here are the issues which we are focusing on as the new session begins.

- **State Budget Bill.** This is easily identifiable as *the* most important piece of legislation facing MATC and the other Technical Colleges. It will determine our state aid for the two-year period from July 1, 2003 to June 30, 2005. In the past, the Budget Bill has also contained many other "policy" changes that effected MATC. The new Governor and legislative leaders have stated that this Budget Bill won't contain policy items. The Governor introduces his version of the

Budget Bill on February 18<sup>th</sup>. It is then reviewed and changed by the powerful Joint Finance Committee before being sent to the Senate and Assembly for further review and passage.

- **State Audit of MATC.** The state auditors have basically completed their work on the audit which was authorized by the legislature's Joint Legislative Audit Committee last year. However, the audit findings have not been released. We expect the audit results to be released in February. Meanwhile, we have two new Chairs of the Joint Audit Committee: Sen. Carol Roessler of Oshkosh, and Rep. Sue Jeskewitz of Menomonee Falls. We must work with these two Chairs, as well as with Sen. Alberta Darling (who requested the audit) to make sure that the release of the audit findings is as non-threatening to the College as possible.
- **Move to Cap or Reduce Property Tax Levy.** There is a strong movement, originating in Door County, to reduce property tax support for Technical Colleges in the state. The Door County group has hired professional lobbyists and is planning to introduce legislation to accomplish their goal. This could be either a separate piece of legislation, or it could be incorporated in the Budget Bill (referred to above). The enactment of this type of legislation (without a dramatic increase in other state aid) would have devastating effects on MATC's budget.
- **Extension of Deadline for Applied Technology Center.** We would like the July 1, 2003 deadline for capital expenditures for Applied Technology Centers (in Section 38.15 of the State Statutes) to be changed so that we can complete plans for our own center and secure partners, and still comply with the other provisions of the state law.
- **Change Campaign Finance Law Provision Applicable to Public Television.** While a court ruling invalidated all other sections of the Campaign Finance Reform Law passed by the legislature last year, it left intact a provision which requires Public Television stations in Wisconsin to offer free time to candidates running for office. This could be economically damaging to Channels 10/36 and the other Public Broadcasting Stations in the state. We must work to change this provision of the law.
- **Transferability of Credits Between UW Campuses and Technical Colleges.** While we have made progress on this issue, it is an opportune time (because of the budget crises) to make our case for the seamless transfer of credits taken at MATC to other UW Campuses.
- **Work to Change W-2 Program To Allow Additional W-2 Clients to Attend MATC and other Technical Colleges.** With the W-2 caseload numbers increasing, it is a good time to work with the new Administration (Governor Doyle and new Secretary of DWD Roberta Gassman) to change W-2 rules so that W-2 clients can attend MATC as part of their work requirement. Such a change

will help to reduce the W-2 caseload, while bringing additional resources to the College.

## **FEDERAL ISSUES**

While the federal government is also facing deficits, it is not in the same predicament as Wisconsin and the remainder of the states. The federal government is not mandated by the U.S. Constitution to have a balanced budget. However, the states, such as Wisconsin, have Constitutions which mandate balanced budgets.

With that in mind, many groups are looking to the federal government for financial assistance. MATC has traditionally not had a focused federal agenda. However, we have seen that other Technical Colleges in the state have been successful in securing federal funds beyond those secured through traditional grant writing. Most of these funds have come through “earmarks” in the federal budget process. In other words, through the efforts of Wisconsin Congressmen, these Colleges have been successful in obtaining funds (earmarks) for particular programs or structures when a budget bill has been passed for a particular agency or department.

The federal budget year begins on October 1. When Congress recessed last fall and left for the November elections, it had failed to pass the budget (appropriation) bills needed to operate the federal government for the October 1, 2002-September 30, 2003 fiscal year. Instead, Congress passed what is called a Continuing Resolution (CR) that is keeping the government operating at last year’s budget levels until they pass the necessary new budget bills. Many institutions and interests have “earmarks” in those appropriation bills that have not been passed for this budget year. Congress hopes to get those approved before the end of January, or in early February. They will then begin working on the 2003-2004 budget.

Congress is in a two year legislative cycle. Unlike Wisconsin’s legislature, Congress will be in session until late October of 2004. Therefore, there is a lengthy opportunity for us to work on both fiscal and non fiscal issues if we choose to do so.

While Congress is now controlled by Republicans, it is not necessary for us to work only with Republicans to get “earmarks” in the federal budget. Congress is very much an “old boy’s club”, where seniority and committee assignment mean as much as party affiliation. Therefore, if we pursue some federal funds, we would be wise to look to the most senior members of the Wisconsin delegation and those on the most powerful committees (such as Rep. Dave Obey on the Appropriations Committee) as well as those who “represent us locally” (such as Sen. Herb Kohl and Rep. Jerry Kleczka) for help.

- **Earmark of Federal Funds for Building or Program.** We are purposely keeping this goal rather broad at this point in time. We are investigating what resources Congress is appropriating for such things as the Homeland Security Program. If Congress is making funds available for such things as training of security forces, or training of health care workers under this Program, we may be

able to approach our Congressmen seeking an “earmark” for MATC to carry out such a program. We will have a better idea of what we can target when Congress finishes work on the appropriation bills for the current fiscal year. We would then be seeking an earmark in the budget (appropriation) bills that Congress will be working on for the 2003-04 fiscal year.

## **LOCAL ISSUES**

While we obtain most of our financial resources from the state, it is important for us to keep in mind that we need the support of our local units of government to accomplish many of our plans for growth and expansion. We therefore want to keep a positive working relationship with all of the county and municipal governments in our service area.

In the immediate future, some of the local issues that are of concern to the College are:

- **Use of Pabst Brewing Company Property.** The development of this property can have an impact on the Colleges plans for parking space, as well as academic space.
- **City Approval Of Use of Property at 6<sup>th</sup> and State Streets for Advanced Technology Center Structure.** We must make sure that all local elected officials support our plans to develop a multipurpose building on this site.
- **Continued City and Community Support for Channels 10/36 Tower.** While the controversy over other television stations using our tower for their own broadcasting needs has subsided, we must make sure that we retain support for our tower and our broadcasting needs from City of Milwaukee and County officials.

## **SUMMARY**

With a well coordinated Government Relations program, MATC can have success in advancing its interests at the local, state and federal levels. The key to a successful program is to utilize our resources in a smart and efficient manner, and to communicate continuously with our various advocacy groups concerning our priorities. With this written document, we begin the process of coordinating that effort for the 2003-04 legislative cycle.

## Attachment 4

(Draft)

January 23, 2003

Wisconsin Congressional Delegation  
(Personalized)

Dear Senator \_\_\_\_\_:

The Milwaukee Area Technical College Board of Directors is asking for your support in opposing President Bush's proposed elimination of Carl Perkins Act funding to offset a deficit in the Pell Grant program.

Perkins resources are critical to MATC and the 15 other Wisconsin technical colleges. This is especially true in the current uncertain economy where citizens desperately need the education, skills upgrades, and retraining opportunities that MATC and the Wisconsin Technical College System (WTCS) provide.

Specifically, Perkins Act funding served over 19,000 WTCS students in 2001-02. Thousands of MATC students use Perkins funding for such essential services as access to education for those with special needs, tutoring, bilingual education, non-traditional occupation recruitment and retention, academic support, multicultural affairs, and more.

The proposal to use Perkins funding to pay for the shortfall in Pell Grants is extremely short-sighted. Pell Grants are an essential source of financial assistance for MATC students. Eliminating one critical program to pay for another is poor public policy. A better option is to reauthorize Carl Perkins Act funding and to work to secure other funding sources for Pell Grants.

We ask for your support to continue Carl Perkins Act funding so it can work for Wisconsin's technical college students now and into the future.

Thank you for your interest in these vital issues that touch the lives of so many students in the Milwaukee area, throughout Wisconsin, and the nation.

Sincerely,

Lauren Baker  
Chairperson, MATC Board of Directors (For the board)

Julian Jasper, Vice Chairperson  
Mae Killebrew, Secretary  
Mark Maierle, Treasurer  
Jeannette Bell  
Sheila Cochran  
Peter Earle  
Carl A. (Chuck) Gobel  
Elliott Moeser