

**Attachment ESIR - 1**

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

**STAFF/FACULTY PRESENT:** Tony Baez                      Vicki Martin  
Theresa Barry                      John Stilp  
Dan Burrell                      Gloria Pitchford-Trice  
Darnell Cole                      Mark Trask  
Janice Falkenberg              Mike Walsh  
Rob Hartung  
Bob Heeman

**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, April 20, 2004, and called to order by Chairperson Bell at 4:09 p.m. in the Board Room, Room M210, at the Milwaukee Campus of Milwaukee Area Technical College.

**ITEM A: ROLL CALL**

**Present:** Jeannette Bell and Lauren Baker; Keith Terry was excused.

**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 – March 16, 2004 – Attachment 1**

**Motion:** The minutes were approved without objection.

**Action:** Motion approved.

**ITEM D: COMMENTS FROM THE PUBLIC**

None

**ITEM E: ACTION ITEMS**

**E-1 Resolution to Approve State III Implementation Plan for Customer Information Specialist Program – Attachment 2**

Discussion: Dr. Baez introduced Mr. Walsh and his staff who presented the Resolution to approve Stage III Implementation Plan for the Customer Information Specialist Program. This program was developed by the faculty. Initially, the state staff held up endorsement of the program because of concerns related to whether there would be jobs in this area. It took almost two years to get state board staff to support it.

Mr. Steve Burlson and Mr. Dave Grypp provided an overview of the program since it was conceptualized in June 2002. Industry interest drives the undertaking of this program. Two years later, the employment market still strongly supports the need for the program. Salaries for job classifications in this field continue to rise and job opportunities are in excess of 400. There is also a growing need for bilingual workers, and the final program implementation will include a bilingual component.

Director Baker inquired about the reference in the resolution to a full-time faculty and the two part-time faculty members needed for implementation of the program. She asked what was meant by re-allocation. Dr. Baez stated that when faculty vacancies occur, the deans cabinet discusses the positions and re-allocates them where needed. In this case, a faculty vacancy would be re-allocated to the department to implement the new program.

Motion: It was moved by Ms. Baker, seconded by Ms. Bell, to forward the Resolution to request state approval of Stage III Implementation of the Customer Information Specialist program to the full Board for approval.

Action: Motion approved.

**ITEM F: DISCUSSION ITEMS**

**F-1 Program Quality Review – Automotive Maintenance Tech Diploma (31-404-3) – Attachment 3**

Discussion: Mr. John Stilp, dean, introduced Mr. Jim Eden, Mr. John Silbersack, and Mr. Joe Spitz. Mr. Stilp gave a brief explanation of the automotive department and the wide variety of programs that are currently offered.

**Demographics:**

122 Students Enrolled in FY 2002  
35 (28.7%) were Full-time  
87 (71.3%) were Part-time  
74.8 FTEs were generated in FY 2002  
86.1% Males  
12.3% Females  
51.3% Minorities  
59.8% between the ages of 18-24  
20.5% between the ages of 25-34

Mr. Jim Eden presented the overview of the one-year technical diploma program, which its design to train students to service and repair the drive train, electrical, and mechanical systems of automobiles. Currently, a national push from dealers is requiring that all students be NATEF certified. MATC is a NATEF certified location and this certification also is a requirement for continued scholarship support.

It was noted that a bilingual program will be offered this summer which will transition students into the program for the fall. Retention is outstanding and collaboration with partners and high school is greatly noted.

Concerns that need to be addressed are the graduation rates. Students are finishing the coursework, but already have jobs and don't feel it necessary to apply for graduation. This is a situation that affects other diploma and associate degree programs where students prefer not to apply for graduation because there is a cost to do so, or because they simply don't need the diploma to prove themselves to employers.

Director Baker stated that the relationship of the industry to this program is outstanding. However, she emphasized that the enrollment of minorities and females populations needs to increase. Mr. Spitz explain that they are doing better than before on this and that once minorities and women graduates get back into the community, word of mouth will lead to more of them enrolling. The biggest allies of the program are the dealers association and the high schools. The focus does need to continue on recruiting females and more minority groups.

Mr. John Stilp mentioned with the reorganization of adult high school four faculty members will be transitioning into the automotive areas which will allow more college level courses to be offered.

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Discussion: Dr. Dan Burrell, Dean of Liberal Arts, introduced Dr. Marcia Clark-Yapi, Mr. Don Foenfeld, Mr. Steve Hepplen, Ms. Robbie Hayway and Mr. Hal Miller, and provided an overview of the program, which he stated has been on a growth path.

Mr. Hal Miller stated that MATC is the only music program in the Wisconsin Technical College System, with a total of 88 students. Most students enter into teaching jobs or become editors for a major music publisher and product developers. Many have taken positions as vocal and instrumental performers and music store and educational teachers.

Mr. Steve Hepplen explained graduation data, placement data, and course completion data. This program is also having serious problems graduating students because many can work without completing the degree. He and other staff provided an overview of the action plan and discussed facilities issues. This program is in dire need of need space and facilities. Dr. Báez explained that this is something the division of Liberal Arts needs to include in their three-year strategic plans, so that we can look into it. Right now the divisional priority is completing the science labs.

**Demographics:**

98 Students Enrolled in FY 2002  
24 (24.5%) were Full-time  
74 (75.4%) were Part-time  
52.5 FTEs were generated in FY 2002  
78.6% Males  
20.5% Females  
42.9% Minorities  
66.3% between the ages of 18-24  
20.4% between the ages of 25-34

Director Baker inquired about the motivation to graduate. Other means must be available to quantify success of the students not the graduate numbers. Dr. Baez agreed, and added that as long as graduation is an expectation of the Perkins Performance Standards, low graduations numbers will affect the college's overall performance. Although we can develop internal explanations for the program's low graduation, we are still obligated under Perkins to meet the standards. He suggested that maybe the program needs to look at developing a diploma program, which more students can complete.

It was noted that the action plan is again only a wish list that is reviewed by the Dean of the division. The costs items in the action plans need to be reviewed by the division, then, if feasible, are incorporated into the division's budget process.

### **F-3 Branding Strategies Report – Attachment**

Discussion: Dr. Hartung introduced Mr. John Thiel, Mr. John Walters, Dr. Vicky Martin and Ms. Synovia Youngblood. He explained that MATC contracted with Thiel Designs for a *branding* study, a methodology that assesses the value added to the college as a function of how it markets its brand or symbols. He explained that “our brand is our promise.” Because MATC operates in an increasingly competitive environment vying both for more students and dollars, it must define the college's essence and value in a way that differentiates itself from all other colleges.

Mr. John Thiel and Mr. Keith Walters of Thiel Design Group who presented the findings of their branding project. Mr. Thiel explained that they have also completed comprehensive branding projects for the University of Wisconsin, the Wisconsin Technical College System and many other local clients. Their profile of MATC describes how we are perceived by various constituents, how we succeed and fail in their eyes, and how we can use this information to strengthen community support and enrollment numbers. In particular, the report provides key recommendations as to how we can enhance our verbal and visual communication to better explain MATC, raise its stature among constituents and distinguish us among other institutions of higher learning. The recommendations could ultimately have an effect on a number of issues covered by all three subcommittees of the board. After the presentation by the Thiel Design Group there was extensive discussion by the committee on its findings and recommendations. After presentations to the board committees, the report will go to the full board, and later to the MATC community for further discussion on its findings and recommendations.

### **ITEM G: INFORMATION ITEMS**

#### **G-1 Update on AA Degree and Associate of Arts General Education Alignment - Attachment**

Discussion: Dr. Baez explained that as a result of Dr. Richard Carpenter's visit to MATC, the state is requesting that additional dialogue sessions take place in each college on state curriculum proposals intended to make changes to the associate of applied science degree, the general education core, and statewide curriculums, among other initiatives. He distributed a document summarizing the status of the issues. Dialogue sessions are planned for the 1<sup>st</sup> week in May at each campus for faculty and staff input in collaboration with Local 212.

**G-2 Status Report on the Reorganization of the Pre-College Division and Adult High School**

Discussion: Dr. Baez stated that the reorganization continues and further information will be brought next month with the final report being presented in summer.

**G-3 The Higher Learning Commission Status Report**

Discussion: None

**G-4 Monthly Advisory Committee Report – Attachment**

Discussion: None

**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, May18, 2004, 4:00 p.m.  
Milwaukee Campus, Board Room (M210)

**ADJOURNMENT**

The committee adjourned at 5:55 p.m.

Respectfully submitted,

Sandra C. Webster  
Administrative Specialist to the Provost