

**Attachment ESIR - 1**

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

<b>STAFF/FACULTY PRESENT:</b>	Tony Baez Theresa Barry Christy Brown Darnell Cole Rob Hartung Rick Kettner	Bob Heeman Vicki Martin Meg Diaz Mike Walsh Mark Trask
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**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, February 17, 2004, and called to order by Chairperson Bell at 4:03 p.m. in the Board Room, Room M210, at the Milwaukee Campus of Milwaukee Area Technical College.

**ITEM A: ROLL CALL**

**Present:** Jeannette Bell, Lauren Baker and Keith Terry

**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 – January 20, 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 on the 50<sup>th</sup> Anniversary of Brown v. Board of Education – Attachment 2**

Motion: It was moved by Ms. Baker, seconded by Mr. Terry, to forward the Resolution on the 50<sup>th</sup> Anniversary of Brown v. Board of Education to the full Board for approval.

Action: Motion approved.

**ITEM F: DISCUSSION ITEMS**

**F-1 Program Quality Review – Anesthesia Technology (10-541-1) – Attachment 3**

Discussion: Mr. Bob Heeman, dean, introduced his team members that were present, Ms. Colleen Wagner, Mr. Erwin Wuehr.

Ms. Colleen Wagner gave a brief description of the program and its demographic and outcome statistics. Mr. Wuehr reviewed the action plan and its recommendations and concerns. A brief explanation of what these program graduates are skilled to do upon graduating was covered. A promising initiative that has been used to address enrollment has been to contact nursing students who are on waiting lists and the return has been outstanding as there are now full classes with their own waiting lists.

Retention issues are present and are not necessarily academic in nature, rather they are more life issues that plague our students. As noted in previous program reviews enrollment figures are deceiving as many students have multiple program codes. This is a problem because students who may not have intended to stay with the program are included in outcomes statistics as failures, reflecting negatively on Perkins indicators. This will continue to be an issue with other programs.

Adjustments in the program offerings and delivery, including a 3-year plan that would allow students to take the required courses over a three year period and to help ease the family priorities, have been addressed.

Tapping into the health waiting lists is excellent source of students.

The discussion of a liaison between admissions personnel and the students entering the program was also discussed in order to catch the students that might be falling thru the cracks.

**Demographics:**

63 Students Enrolled in FY 2002-03  
15 (23.8%) Full-time  
48 (76.2%) Part-time  
36.2 FTEs were generated in FY 2002-03  
17.5% Males  
81% Females  
41.3% Minorities  
48% between the ages of 18-24  
36.5% between the ages of 25-34

**F-2 Program Quality Review – Opticianry Science (10-516-1) – Attachment 4**

Discussion: Mr. Bob Heeman introduced Ms. Laurie Zielinski.

Ms. Zielinski gave a review of the Opticianry program and a brief description of what jobs the optician actually does after graduation and during their stay at MATC. Currently, graduates are at 100% placement. Ms. Zielinski reviewed the recommendations and concerns noted in the action plan and the current retention issues that affect this program. The ideal capacity would be 16, however due to on the job training and the demand from employers; employers are opting for on the job training instead of sending their employees for training; this affects our enrollment at MATC.

Two certificate programs were added to this associate degree. This way students can job out with a certificate.

**Demographics:**

16 Students Enrolled in FY 2002-03  
1 (6.3%) Full-time  
15 (93.8%) Part-time  
7.1 FTEs were generated in FY 2002-03  
25% Males  
75% Females  
37.5% Minorities  
43.8% between the ages of 18-24  
31.3% between the ages of 25-34

Director Baker requested that the program be brought back in the future to assess its status. Dr. Baez recommended that we can bring this back next year to the ESIR as part of a report on programs similarly situated.

### **F-3 Status of Perkins/DVR/AEFL Funding**

Discussion: Dr. Baez provided a brief explanation of the Perkins funding and actual MATC impact. Dr. Russ Prust and Ms. Cheryl Randall gave a brief explanation on the status of projected funding shortfalls for FY 2005. It was stated that the Carl Perkins Vocational & Technical Education Act is currently being threatened with very little support in Congress.

MATC is faced with two types of decreases, one is in the amount of funding of \$185,500; the other is caused by the increase cost of personnel working in the projects. The Department of Vocational Rehabilitation is currently reviewing how they fund programs and will be eliminating resources needed to provide services to individuals with disabilities. These funds have been gradually reduced over the past few years; because personnel costs continue to rise at MATC, we are faced with a projected funding decrease of \$100,000 and a total projected shortfall of \$162,000. Mr. Prust reviewed other projected funding shortfalls and related issues and stated that internal meetings have been underway to deal with these shortfalls.

Director Baker noted that the reaction in Washington is relatively calm regarding Perkins. In speaking with Congressman Ryan it was noted that he was quite reserved in his support. This is likely due to the fact that the language in the budget is exactly the same as last year.

## **ITEM G: INFORMATION ITEMS**

### **G-1 Status Report on the Reorganization of the Pre-College division and Adult High School**

Discussion: Dr. Baez stated the implementation has been preceding with the reorganization activities. During January three faculty members have been moved into loads in the Liberal Arts division and one into the Technical & Applied Sciences division. This allowed us to move the vacancies that occurred elsewhere into the Health Occupations division to meet the expanding needs.

There are some challenges and details that still need to be worked out by a committee process chaired by Mr. John Stilp and Ms. Gloria Pitchford-Trice. Three separate committees are being formed to deal with the planning and curriculum alignment process and other issues

and details.

### **G-2 MATC Foundation Update**

Discussion: Rob Hartung introduced Ms. Meg Diaz and gave a brief description of the Foundation and its activities. Ms. Diaz reviewed the current objectives and initiatives that the Foundation is addressing and gave explanations as to details on how they wish to accomplish these goals. Ms. Diaz also reviewed the Foundations current issues and values.

Director Baker requested information on the comparison between other technical college foundations and how our Foundation improved over the last five years. The ESIR Board requested a donor list for reference when out in the community.

### **G-3 Update on Enrollment Strategies**

Discussion: Mr. Rob Hartung gave an overview of MATC's integrated enrollment management and stated that over the next few ESIR committee meetings, updates will be given. Integrated enrollment management focuses on market research and the 5 P's: programs, promotion, price, place, and performance.

Mr. Hartung indicated that an Enrollment Funnel was created and placed on the eMATC web page for ease of access. Ms. Theresa Barry reviewed how the Enrollment funnel works and why it was produced. The information included in this funnel presents answers to the most frequently asked questions from students, staff and faculty.

Ms. Vicki Martin continued and gave more specific insight to the enrollment funnel and its benefits for the entire college.

Director Baker requested that the whole board be given access to eMatc information.

Dr. Baez distributed a brochure "Filling the Gaps" that presents the academic initiatives that have been put in place to respond to enrollment issues, as well as future projects.

Director Terry inquired about how the enrollment planning is being connected to the budget development process and whether the data is reliable for these purposes.

Directors Baker and Bell requested that this presentation be repeated at the full Board and that the attachments provided be forward to the Board.

**G-4 The Higher Learning Commission Status Report**

Discussion: Dr. Baez gave a brief overview of the status of faculty credentialing. He explained that the data is showing that our progress in signing articulation agreements with four-year colleges may affect our compliance statistics, because more faculty will now be required to have Master's degrees. A complete report will be available for ESIR review next month

**G-5 Monthly Advisory Committee Report (December 2003/January 2004) – Attachment 5**

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, March 23, 4:00 p.m.  
Milwaukee Campus, Board Room (M210)

**ADJOURNMENT**

The committee adjourned at 6:06 p.m.

Respectfully submitted,

Sandra C. Webster  
Administrative Specialist to the Provost