

**Attachment ESIR - 1**

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

<b>STAFF/FACULTY PRESENT:</b>	Tony Baez	Bob Heeman
	Theresa Barry	Vicki Martin
	Christy Brown	Gloria Pitchford-Trice
	Dan Burrell	Mark Trask
	Darnell Cole	Mike Walsh
	Rob Hartung	Earl Wheatfall

**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, March 16, 2004, and called to order by Chairperson Bell at 4:02 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 – February 17, 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 Quality Management Advanced Technical Certificate – Logistical Management – Attachment 2**

## Education, Services, and Institutional Relations

Minutes of March 16, 2004

Page 2

Discussion: Dr. Baez introduced Mr. Walsh and his staff who presented the Resolution to approve Quality Management Advanced Technical Certificate – Logistical Management. This resolution is to provide the authority to send to the state a request to move forward with the creation of the technical certificate.

Dr. Karen Zwissler gave an overview of the creation of the certificate which evolved from a state called meeting of Logistics programs in the state which included Lakeshore and Green Bay. This 9-12 credit certificate and its curriculum will be completed with the help of a GPR grant.

Director Baker inquired if there is enough flexibility in a certificate program to keep it vibrant and to keep up with technology changes. Dr Zwissler indicated that every certificate has a sunset clause that requires it to be brought back to the state every three years.

Dr. Baez stated that the state views these certificates as another way to provide customized training and services to current employees in the market.

Motion: It was moved by Ms. Baker, seconded by Mr. Terry, to forward the Resolution to Approve Quality Management Advanced Technical Certificate – Logistical Management to the full Board for approval.

Action: Motion approved.

### **ITEM F: DISCUSSION ITEMS**

#### **F-1 Program Quality Review – Accounting Associate Degree (10-101-1) – Attachment 3**

Discussion: Mr. Mike Walsh, dean, introduced Dr. Kit Metzger, Ms. Laura Ruff, Ms. Natasha Librizzi, Mr. Mike Milliren, and Mr. Jim Benedum.

Dr. Metzger began with a review of the program and noted that this was the first time they used the new quality review process, and it was pleasurable. The review actually took place in the fall of 2003 and included a team of MATC faculty and administrators along with an external committee constituted by members from the advisory committee and the division's Curriculum Committee.

#### **Demographics:**

608 Students Enrolled in FY 2003  
101 (16.6%) were Full-time  
507 (83.4%) were Part-time  
296.4 FTEs were generated in FY 2003  
21.9% Males  
78.1% Females  
36.8% Minorities  
33.2% between the ages of 18-24  
35.7% between the ages of 25-34

Director Bell noted the large decline in enrollment and inquired about any steps being taken to find the reason why the enrollment dropped. Dr. Metzger related it to the failing economy and that students were looking for short term fixes instead of careers.

Mr. Milliren reviewed the program viability measures at both the state and local levels, and he also reviewed the proposed action plan.

Mr. Walsh stated that the action plan is a document still in development and will be further reviewed by the division/department.

Ms Ruff commented on the need for program flexibility and improved retention. She also briefly touched upon a request for funding for supplemental instruction (SI) should continue.

#### **F-2 Advisory Committee Equity Report Update - Attachment 4**

Discussion: Dr. Baez stated that the purpose of the report was to continue to monitor the participation of minorities and women in the advisory committees. This very comprehensive report noted that this quarter we lost minority representation in some areas but gained in others. When reviewing divisional data, the Technical & Applied Science areas continue to have difficulty getting minority and female representation. This is due to the occupations being traditionally white male dominated. Dr. Earl Wheatfall has been asked to continue to meet with the Deans to monitor representation and to help them find minorities and women representatives.

Another report will be presented next quarter.

Director Baker stated she would also like to see a better mix of management and labor representation on these committees.

#### **F-3 The Higher Learning Commission Status Report: Faculty**

### **Credentialing – Attachment 5**

Discussion: Dr. Baez stated that Dean John Stilp was assigned the lead on collecting the data on faculty credentialing as per our NCA obligations. Data was collected at the end of December to assess how far we are and in preparation for a report due to NCA in June. We still have another semester of data to collect before the report is due in June. The full-time faculty members who must attain a Master's are now at 85%, a rise from around 50% 5 years ago, mostly as a function of our support via reimbursement. Our goal was 90%, however, over the last three years the number of programs requiring master degrees has increased as a function of our improved efforts in developing articulation and transfer agreements with four-year colleges. This is a form of "Catch 22", because we did not factor this into the equation.

Dr. Baez communicated that even though the goal of 90% hasn't been reached he feels that NCA will understand the factors associated with it.

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

#### **G-1 Update on Enrollment Strategies**

Discussion: Mr. Rob Hartung distributed the Marketing Goals and Responses Marketing plan and gave a brief review of its highlights and contents.

Director Baker inquired about the numbers of Liberal Arts students who transfer to 4-year colleges. Director Baker requested information be forward to the board. Dr. Baez mentioned that UWM compiles a report that provides this data. The most recent data has been sent to the Office of Research Planning & Development.

Dr. Baez stated that he will arrange so that a brief presentation is provided to the ESIR by Ms. Barbara Cannell from the Office of Articulation and Transfer.

Mr. Tom Pilarzyk proceeded with a presentation on strategic recruitment. It included information on data sources, population trends, target markets, high school graduates, recruitment trends and market research findings. It was noted that high school graduation rates have increased 8% over a four year period of time and the strongest growth has been in the MPS. Students in the 17-24 age groups generate half of all credits and make up 38% of all students in FY2002. Recruitment from public schools has increased 16%. Mr. Pilarzyk continued on to cover issues of cross-college transfers, and the increased competition by other colleges in the area.

Ms. Theresa Barry briefly covered issues related to the students who are applicants and reviewed enrollment funnel data. The application rate has increased 27% overall and 22% from students directly from high school. MPS student applications have increased by 10%.

The conversion rate of applicants to enrollees is now 55% for program students and 49% for students directly from high school. Some process challenges encountered by Admissions include waitlists, students canceling original applications, students stuck in testing, admissions wait for application fees, and also waiting for records.

Student Services is implementing new procedures and responses to the above mentioned issues.

Mr. Carl Morency reviewed the work of the Office of Recruitment and the strategic plan matrix. The traditional student profile was reviewed along with the non-traditional student profile with plans for target recruitment issues.

Director Baker requested a timeline on the processes that Mr. Morency wishes to implement to improve recruitment.

Ms. Brunetta Suword reported on perceived and actual views of how recruitment is being done and how it has improved.

Director Terry requested raw numbers of MPS students that come annually to MATC.

Dr. Baez mentioned that in 2001 UWM, MATC and MPS collaborated on a study that reviewed 10 years of data on MPS graduates. The study identified how many came to MATC and later continued at UWM and how many went directly to UWM. It also identified the students in the labor market. It concluded that 1 of every 3 MATC graduates was also a graduate of MPS. This report reviewed data from 1989 to 1999.

**Mr. Keith Terry Left at 5:55 p.m.**

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

Discussion: Dr. Baez introduced Gloria Pitchford-Trice who reviewed issues related to the implementation of the Pre-College reorganization. Dr. Baez re-stated the details regarding the faculty shifting and the process involved in that shift into the other divisions. Three committees are in the process of reviewing sets of curriculum issues that need to be resolved. More assessment and tutorial needs are

required for the students who are required to do college level courses; there is a need to secure resources to provide better assessment and advising.

The Work Groups have now been established and are moving forward with their charge.

There are many challenges and implementation details that still need to be worked out by the committees chaired by Mr. John Stilp and Ms. Gloria Pitchford-Trice. We will keep the ESIR posted on all developments.

**G-3 Monthly Advisory Committee Report – Attachment 6**

Discussion: No comments at this time

**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, April 20, 2004, 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