



C-1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
MILWAUKEE, WISCONSIN
APRIL 26, 2005**

CALL TO ORDER

The regular monthly meeting of the Milwaukee Area Technical College District Board was held in open session on Tuesday, April 26, 2005, and called to order by Chairperson Maierle at 5:06 p.m. in the Board Room, Room M210, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A. ROLL CALL

Present: Lauren Baker, Jeannette Bell, Peter Earle, Carl (Chuck) Gobel, Mark Maierle, Linda Sowell, and Bobbie Webber; William Hughes arrived at 5:34 p.m.

Excused: Lenard Wells

ITEM B. COMPLIANCE WITH THE OPEN MEETINGS LAW

Discussion Chairperson Maierle indicated that proper notice of the meeting had been given in compliance with the Wisconsin Open Meetings Law.

ITEM C. APPROVAL OF MINUTES

C-1 Regular Board Meeting: March 22, 2005

Motion It was moved by Mr. Webber, seconded by Ms. Bell, to approve the March 22, 2005, Regular Board Meeting Minutes.

Action Motion approved.

Milwaukee Area Technical College District Board

Minutes of April 26, 2005

Page 2

ITEM D. COMMENTS FROM THE PUBLIC

Discussion The following individuals spoke in support of the MATC Child Care Centers and urged the board to support the recommendations of the Child Care Task Force Final Report:

Ms. Tamara Grigsby, Wisconsin State Representative
Mr. Fred Kessler, Wisconsin State Representative
Ms. April Rogers, Early Childhood Education Student
Ms. Diane Warner, Early Childhood Education Student
Ms. Marisol Cabrera, Early Childhood Education Student
Mr. James Carter, Early Childhood Education Student
Ms. DeShawn Jones, Early Childhood Education Student
Ms. Joyce Mallory, former Child Care Task Force member
Ms. Judy Phillips, Early Childhood Education Student
Ms. Michelle Felix, Early Childhood Education Student
Ms. Lucille Rosenberg, Child Care Task Force member
Ms. Autumn Gehri, Wisconsin Early Child Care Association and Child Care Task Force member
Ms. Robin Hix, Child Care Task Force member

Dr. Hughes joined the meeting at 5:34 p.m.

Chairperson Maierle noted that the order of the agenda items would be changed by moving Item M., FPO-7, Resolution Authorizing the Sale of \$1,000,000 General Obligation Promissory Notes, Series 2004-05F of Milwaukee Area Technical College District, Wisconsin; FPO-8, Resolution Authorizing the Issuance of \$1,000,000 General Obligation Promissory Notes, Series 2004-05G of Milwaukee Area Technical College District, Wisconsin; and Item L., ESIR-10, Child Care Task Force Final Report after Item D., Comments from the Public.

ITEM M. FINANCE, PERSONNEL, AND OPERATIONS COMMITTEE REPORT

Action Items

FPO-7 Resolution Authorizing the Sale of \$1,000,000 General Obligation Promissory Notes, Series 2004-05F of Milwaukee Area Technical College District, Wisconsin

Motion It was moved by Mr. Webber, seconded by Mr. Earle, to approve the Resolution Authorizing the Sale of \$1,000,000

Milwaukee Area Technical College District Board

Minutes of April 26, 2005

Page 3

General Obligation Promissory Notes, Series 2004-05F of Milwaukee Area Technical College District, Wisconsin.

Discussion Mr. Webber introduced Mr. John A. Mehan, managing director, Robert W. Baird & Co., who distributed and reviewed the Final Pricing Summary for the promissory notes.

Action Motion approved, the roll call vote being as follows:

Ayes: Baker, Bell, Earle, Gobel, Hughes, Sowell, Webber, and Maierle – 8.

Noes: None.

FPO-8 Resolution Authorizing the Issuance of \$1,000,000 General Obligation Promissory Notes, Series 2004-05G of Milwaukee Area Technical College District, Wisconsin

Motion It was moved by Mr. Webber, seconded by Mr. Earle, to approve the Resolution Authorizing the Issuance of \$1,000,000 General Obligation Promissory Notes, Series 2004-05G of Milwaukee Area Technical College District, Wisconsin.

Action Motion approved, the roll call vote being as follows:

Ayes: Bell, Earle, Gobel, Hughes, Sowell, Webber, Baker, and Maierle – 8.

Noes: None.

ITEM L. EDUCATION, SERVICES, AND INSTITUTIONAL RELATIONS COMMITTEE REPORT

Action Item

ESIR-10 Child Care Task Force Final Report

Discussion Ms. Baker introduced and thanked the Child Care Task Force members: Ms. Autumn Gehri, Ms. Annliese Dickman, Mr. José Martinez, Dr. Lucille Rosenberg, Ms. Joyce Mallory, Ms. Patricia Yunk, Ms. Nancy Merrill, Ms. Anne Terrell, Dr. Pam Bolton, Dr. Richard Kettner, Mr. Dan Ryan, Dr. Russell Prust, Dr. Wilma Bonaparte, Ms. Carol Seaman, Mr. Michael Sargent, Ms. Renee Dudley, Mr. Craig Piotrowski, Ms. Meg Diaz,

Milwaukee Area Technical College District Board

Minutes of April 26, 2005

Page 4

Mr. Douglas Udell, Ms. Patricia Kielinski, Ms. Ruth McClinton, and Ms. Pat McFarland. Ms. Baker thanked Ms. Alberta Witherspoon for staffing the task force.

Ms. Baker introduced Ms. Anne Terrell, coordinator of Community and Child Care Partnerships for Milwaukee Public Schools and chair of the Governor's Quality Counts for Quality Kids Task Force, and Dr. Pam Bolton, executive director, University of Wisconsin-Milwaukee Children's Center.

Ms. Terrell:

- Anticipated that the college's child care centers would be rated five-star centers by the state SHARES program;
- Noted that the college was the only institution whose employees had credit-based training;
- Noted that the college had a full articulation agreement with the University of Wisconsin-Milwaukee in early childhood education;
- Opined that the college had a responsibility to model accessibility of high-quality child care services to students who need such service;
- Opined that the community needed quality child care programs.

Dr. Bolton:

- Stated that the college was the campus child care model for the community;
- Stated that the task force recommended child care centers/learning laboratories be offered at each campus and that they self-operate;
- Reviewed marketing, alternative funding, and structure and flexibility findings.

Ms. Bell raised concerns regarding the financial drain of the child care centers on the college. Mr. Michael Sargent, chief financial officer, stated that the cost per child ranged from \$9.70 to \$22.00 per hour based on utilization and campus location. Dr. Hughes stated that the mission of supporting the learning labs and/or providing child care for students, faculty, staff, and/or the community should be determined.

Motion

It was moved by Mr. Gobel, seconded by Ms. Baker, to accept the Child Care Task Force Final Report, Findings, and Recommendations.

Milwaukee Area Technical College District Board

Minutes of April 26, 2005

Page 5

- Discussion Chairperson Maierle, on behalf of the board, thanked the task force for all of the work that contributed to the final report.
- Action Motion approved.
- Discussion Mr. Earle suggested that the recommendations of the task force be implemented.
- Mr. Sargent addressed the issue of utilization of the child care centers. He noted a deficit of \$1,460,000 for the centers. Mr. Sargent stated that the number of days that practicums would be offered would be increased, which would allow for better utilization of the centers and would increase state aid. He responded to the task force:
- FSET grant – waiting for decision from Milwaukee County
 - C-CAMPUS – approximately \$91,000 to \$95,000 grant
 - Wages and salaries, including benefits, of MATC child development specialists are higher than those of other child care providers.
- Mr. Webber stated that the board had a fiduciary responsibility to the college, but that he was committed to the child care centers.
- Ms. Bell stated that the college had a mission to provide high-quality adult education.
- Motion It was moved by Mr. Gobel to empower the Child Care Task Force, or another task force, to review the findings and recommendations and to bring back proposals as to how the college could meet its obligations regarding the child care centers.
- Discussion Chairperson Maierle stated that the intention would be that the board accept the Child Care Task Force Final Report, Findings, and Recommendations and direct administration to incorporate as many of the recommendations as possible in order to attain a firmer understanding of the effects of implementing those proposals, then incorporate those recommendations into the budget.
- Action Motion failed for lack of a second.
- Motion It was moved by Ms. Baker to have the administration, working with key members of the Child Care Task Force, determine a plan of implementation to bring to the board at its May 24, 2005, meeting.

Milwaukee Area Technical College District Board

Minutes of April 26, 2005

Page 6

- Discussion Mr. Earle noted that the recommendations of the Child Care Task Force, if successfully implemented by the administration, would relieve the board of the obligation of cutting \$350,000 from the budget for child care during the next fiscal year.
- Action Motion failed for lack of a second.
- Motion It was moved by Mr. Earle to give the Child Care Task Force Recommendations an opportunity for implementation for one year, charge the administration to attempt to faithfully implement those recommendations with whatever additional coordination is needed from the Child Care Task Force in accomplishing that objective, and to follow the status quo for one more year with the hope that the college could layer in funding during the course of the year in order to meet the target.
- Action Motion failed for lack of a second.
- Motion It was moved by Mr. Gobel, seconded by Ms. Baker, to direct the administration to address each of the recommendations presented by the Child Care Task Force.
- Discussion Mr. Sargent reported that Mr. Dan Clancy, president, Wisconsin Technical College System, had sent a message to Dr. Cole reiterating the need for the college to resolve the financial issues related to the budget deficit. Mr. Earle stated that Wisconsin State Senator Jeff Plale supported the child care centers. Dr. Cole noted that members of the Legislative Audit Bureau had stipulated that the college reduce the deficit in the enterprise area.
- Motion Mr. Earle offered a friendly amendment to the motion to change the word "address" to "implement the recommendations where possible."
- Action The amendment failed for lack of a second.
- Discussion Ms. Baker called the question.

Milwaukee Area Technical College District Board

Minutes of April 26, 2005

Page 7

Action Motion to direct the administration to address each of the recommendations presented by the Child Care Task Force approved.

Chairperson Maierle called for a recess at 7:57 p.m.

The meeting resumed at 8:05 p.m. with the following board members present: Baker, Bell, Gobel, Hughes, Webber, and Maierle.

ITEM E. APPROVAL OF CONSENT AGENDA ITEMS

FPO-2 Bills – March 2005

FPO-3 Financial Report – March 2005

FPO-4 Human Resources Report

FPO-5 Procurement Report

FPO-6 Office of Corporate Learning 38.14 Outreach Contracting Quarterly Report

Motion It was moved by Mr. Webber, seconded by Dr. Hughes, to approve the Consent Agenda with the following change in the Human Resources report: the reclassification of Attorney. Christy Brown would be deferred to the May 24, 2005, board meeting.

Action Motion approved.

ITEM F. CHAIRPERSON'S REPORT

Discussion Chairperson Maierle announced that the Board Calendar was available on the college's web site. He stated that the board's self-evaluation forms would be available in May.

Ms. Sowell returned to the meeting at 8:12 p.m.

ITEM G. PRESIDENT'S REPORT

Discussion Dr. Cole introduced Ms. Gloria Pitchford-Trice, dean, Pre-College Education, who reported on the articulation agreement with Bennett College for Women, a Historically Black College and University.

Dr. Cole introduced Dr. Pablo G. Cardona, associate vice president, Human Resources, who reported on the Faculty Recruitment Fair, which was attended by 550 individuals. He stated that the candidates' resumes would be added to the

Milwaukee Area Technical College District Board

Minutes of April 26, 2005

Page 8

database of potential employees. Dr. Cardona reported that a core committee had been created to establish a recruitment plan to ensure diversity among employees and to implement succession planning.

ITEM H. STUDENT SENATE REPORT

Discussion Ms. Amanda Gray reported on student activities and events on the campuses.

ITEM I. LEGISLATIVE MATTERS

Discussion Mr. Gobel gave highlights of the Legislative Task Force April 15, 2005, meeting. He announced meetings with legislators: Mequon Campus, May 2; Oak Creek Campus May 9; and West Allis Campus, May 16, 2005.

Mr. Tim Elverman, lobbyist, reviewed matters before the state legislature.

Mr. Gobel reported that a Request for Proposal would be issued for governmental relations services and that the *ad hoc* Legislative Committee had recommended the scope and expectations of the lobbyist.

ITEM J. AD HOC BOARD DEVELOPMENT COMMITTEE

No report.

ITEM M. FINANCE, PERSONNEL, AND OPERATIONS COMMITTEE REPORT

Action Items

FPO-9 College Parallel and Postsecondary/Vocational Adult Tuition for Academic Year 2005-05

Motion It was moved by Mr. Webber, seconded by Mr. Earle, to approve the College Parallel and Postsecondary/Vocational Adult Tuition for Academic Year 2005-05.

Action Motion approved.

Milwaukee Area Technical College District Board

Minutes of April 26, 2005

Page 9

FPO-10 FY2004-05 Budget Update

Discussion Mr. Sargent stated that the report reflected a review of all of the activities of the college during FY2004-05.

FPO-12 Advisory Audit Committee

Discussion Mr. Craig Piotrowski reviewed the list of Advisory Audit Committee members.

Motion It was moved by Mr. Webber, seconded by Ms. Baker, to approve the Advisory Audit Committee Members (non-MATC members).

Action Motion approved

Dr. Hughes returned to the meeting at 8:33 p.m.

FPO-11 FY2005-06 Preliminary Budget

Discussion Mr. Sargent reviewed the FY2005-06 preliminary budget and noted that the President's Budget Council had made amendments to the budget. Mr. Sargent recommended a rate increase for child care fees using the University of Wisconsin-Milwaukee's child care fees as a benchmark. Ms. Baker noted that cutting \$350,000 from the child care centers would result in closure of at least one center or restricting the activity of each center. Mr. Sargent noted that probable savings from recommendations from the task force, along with rate increases, would generate approximately \$215,000 for the next year. He noted space needs for other programs at the campuses. Mr. Sargent stated that the WTCS had advised up to a 25 percent reduction in Perkins funding, which would affect the general revenue fund.

Mr. Webber departed the meeting at 9:00 p.m.

Dr. Hughes suggested that administration and representatives of the task force determine methods of raising additional revenue to fund the child care centers.

Motion It was moved by Dr. Hughes, seconded by Ms. Baker, to approve the FY2005-06 Preliminary Budget with the understanding that administration and members of the Child Care Task Force review the grants and funding sources identified by the task force to determine which sources might be

Milwaukee Area Technical College District Board

Minutes of April 26, 2005

Page 10

viable to close the \$350,000 shortfall, and that this information be reported to the FPO Committee and to the full board in May 2005.

- Discussion There was a discussion regarding the date of the Public Hearing on the Budget.
- Motion It was moved by Mr. Gobel, seconded by Mr. Earle, to move the date of the Public Hearing on the Budget forward, contingent upon binding legal support.
- Action Motion to move the date of the Public Hearing on the Budget forward contingent upon binding legal support approved.
- Discussion Chairperson Maierle reported that Attorney Janice Falkenberg had researched the change in date for the Public Hearing on the Budget and had determined the appropriateness of changing the date.
- Action Motion to approve the FY2005-06 Preliminary Budget, with the understanding that administration and members of the Child Care Task Force review the grants and funding sources identified by the task force to determine which sources might be viable to close the \$350,000 shortfall, and that this information be reported to the FPO Committee and to the full board in May 2005, approved.
- Discussion Mr. Earle distributed a memorandum to the board regarding Proposed Advertising Budget Increase. He requested that the memorandum be included in the minutes.
- Mr. Rob Hartung, vice president, College Advancement, stated that advertising had a close relationship to applications. He reported that applications had increased by 79 percent and FTEs had increased by 13 percent since 2001 and that enrollments are projected to be the fourth highest in the history of the college. Mr. Hartung stated that marketing has been data driven in regard to areas of increased FTEs and diversity. He requested a restoration of \$100,000 to the advertising budget.

Discussion Item

M-1 FY 2005-06 Budget Development

- Discussion This item had been discussed in FPO-10 and FPO-11.

Information Item

FPO-16 Out-of-Country Travel Report

The Out-of-Country Travel Report was presented as an Information Item.

ITEM K. PUBLIC TELEVISION COMMITTEE REPORT

Discussion Mr. Gobel gave highlights of the Public Television Committee meeting, which are reflected in the April 19, 2005, minutes.

Action Item

PTV-7 Resolution to Urge Congressional Support of Federal Funding for WMVS/WMVT

Motion It was moved by Mr. Gobel, seconded by Ms. Baker, to approve the Resolution to Urge Congressional Support of Federal Funding for WMVS/WMVT.

Action Motion approved.

ITEM L. EDUCATION, SERVICES, AND INSTITUTIONAL RELATIONS COMMITTEE REPORT

Discussion Ms. Baker gave highlights of the Education, Services, and Institutional Relations Committee meeting, which are reflected in the April 20, 2005, minutes.

Action Items

ESIR-3 Resolution to Approve Technical Management Methodologies Advanced Technical Certificate

Motion It was moved by Ms. Baker, seconded by Ms. Bell, to approve the Resolution to Approve Technical Management Methodologies Advanced Technical Certificate.

Action Motion approved.

**ESIR-4 Resolution to Approve Implementation Phase for
Language Interpretation for Health Services Short-
Term Technical Diploma Program**

Motion It was moved by Ms. Baker, seconded by Dr. Hughes, to approve the Resolution to Approve Implementation Phase for Language Interpretation for Health Services Short-Term Technical Diploma Program.

Action Motion approved.

Policy Review

ESIR-9 Policy A0111, District Board Committees Structure

Discussion Ms. Baker reviewed Policy A0111, District Board Committees Structure.

ITEM O. MISCELLANEOUS ITEMS

1. Communications and Petitions

None.

2. Information Items

None.

ITEM P. OLD BUSINESS/NEW BUSINESS

1. Date of Next Meeting

May 24, 2005, 5:00 p.m.; Regular Board Meeting, Milwaukee Campus, Board Room (M210).

ITEM P. PHYSICAL PLANT AND PROPERTY

ITEM Q. LITIGATION UPDATE

ITEM R. EVALUATION OF THE PRESIDENT

Closed Session

Motion It was moved by Ms. Bell, seconded by Dr. Hughes, to convene into Closed Session pursuant to Section 19.85(1)(e) of the Wisconsin Statutes to discuss Item P., Physical Plant and

Milwaukee Area Technical College District Board

Minutes of April 26, 2005

Page 13

Property, to deliberate or negotiate the purchasing of public property, the investing of public funds or other specified public business where competitive or bargaining reasons require a Closed Session; and pursuant to Section 19.85(1)(g) of the Wisconsin Statutes to discuss Item Q., Litigation Update, to confer with legal counsel with respect to litigation in which the MATC District is involved; and pursuant to Section 19.85(1)(c) of the Wisconsin Statutes to discuss Item R., Evaluation of the President, to consider the performance evaluation data of the president over which the MATC District board has jurisdiction or exercises responsibility. The board may reconvene into Open Session to take action on matters discussed in Closed Session under Items P., Q., or R.

Action Motion approved, the roll call vote being as follows:

Ayes: Earle, Gobel, Hughes, Sowell, Baker, Bell, and Maierle –
7.

Noes: None.

Adjournment

The meeting adjourned at 9:55 p.m. No action was taken.

Respectfully submitted,

Bobbie R. Webber
Secretary

**Milwaukee Area Technical College District Board
Minutes of April 26, 2005
Page 14**

April 26, 2005

To: MATC District Board
From: Peter Earle

Re: Proposed Advertising Budget Increase

Over the last five years MATC has dramatically increased its public relations and advertising budget. The total public relations budget increased from \$2,456,387 in 2001 to a 2006 projected budget of \$3,939,545. This is a 60.4 % increase. The advertising budget alone increased from \$425,267 to a 2006 \$860,000, a 102.2% increase. The rationale behind these increased expenditures is that increased advertising would lead to an increase in FTE's for MATC. FTE's, of course, are important since they help determine state aid.

Increases in FTE's have not come close to matching the increases in marketing expenditures. In 2001 FTE's increased by 1.8%. This was followed by 5% in '02, 5.1% in '03, 1.6% in '04 and a projected 1.5% this year.

There is no apparent correlation behind the college's increased expenditures in marketing and FTE's. In fact, it should be noted that the total public relations budget for 2002 (the one year with 5% FTE growth) was approximately one million dollars less than what we approved for the current FY 04-05 year (in which FTE growth appears to be less than 1%). The failure of linking advertising to FTE growth has been acknowledged by Vice President of College Advancement, Rob Hartung, who has argued that the relationship is between marketing expenditures and applications. This may very well be true. But there doesn't appear to be a relationship between an increase in applications and FTE's. In 2003-2004 applications increased by 20.90%, but FTE's by only 1.6%. Currently the enrollment funnel reports that in 2004-2005, applications have increased by 19.2%, FTE's by 0.2%.

We do not receive state aid for increased applications. In fact, increasing the applications without increasing FTE's increases the college's administrative costs because the student services staff must continue to process thousands

Milwaukee Area Technical College District Board

Minutes of April 26, 2005

Page 15

of applications from individuals who apparently have no reasonable expectation of becoming MATC students. Increased marketing expenditures, then, generate additional expenditures in the student service division with no substantial benefit in either student enrollment or state aid.

The factor that appears to be most correlated to FTE's is not advertising or applications, but unemployment. When unemployment drops as it did in 1995-96 or 1998-2000, so do FTE's. When unemployment rose from 2001-2004, so did FTE's.

This data calls into the question our current emphasis on public relations. The proposed increase in the advertising budget represents a policy direction that has been evident in the Administration's funding priorities for some time. However, as indicated by the data, the emphasis on the ever increasing public relations budget is not closely linked to teaching and learning and has demonstrably failed to generate increased FTE's.

Last week in FPO, over my dissent, we appropriated another \$100,000 for marketing. The administration has also expressed a desire over the last several months to fill a senior specialist writer position, although this position is currently on hold. Several of our consultants are also working on community and public relations. This expenditure has not been supported by the President's Budget Council. At the same time, the college has reduced the hours of the program assistant (to 49%) and the academic support specialist and educational assistant (from 12 months to 10) in the HEP program, failed to replace the Latino student service specialists in the multi-cultural office, while Latino minority retention grants have dropped by 300%, eliminated a Native American specialist in the same office and cut the hours of most of our bilingual student service specialists last year. The latter were restored through board action in the fall.

Given that there is no demonstrable relationship between public relations expenditures and FTE's and that increased applications result in an increase in administrative cost, we need to evaluate our approach to increasing public relations expenditures. The goal of increasing our enrollment thru increased marketing is a worthy one, but we need to recognize what works and what does not work. The Administration has failed to show any evidence that the increased expenditures related to marketing over the course of several years

Milwaukee Area Technical College District Board

Minutes of April 26, 2005

Page 16

has had any measureable impact on increased enrollment. In fact, the evidence is to the contrary.