

**Attachment ESIR - 1**

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

**STAFF/FACULTY PRESENT:** Tony Baez                      Craig Piotrowski  
Theresa Barry                      Mark Trask  
Dan Burrell                      Jim Walsh  
Darnell Cole                      Mike Walsh  
Janice Falkenberg  
Rob Hartung

**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 Wednesday, September 22, 2004, and called to order by Chairperson Bell at 5:00 p.m. in the Board Room, Room M210, at the Milwaukee Campus of Milwaukee Area Technical College.

**ITEM A: ROLL CALL**

**Present:** Lauren Baker, William Hughes, Lenard Wells

**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 – August 17, 2004 – Attachment 1**

**Motion: The minutes were approved without objection with the amended notations below.**

Page 5, under Discussion, first sentence should read: “Ms. Theresa Barry provided an enrollment update as of 9:00 a.m. 8/17/04, **applications** are up 10.77% from last year to this year.”

Also in the last paragraph, the last sentence should read: “The issues of student applications and the students themselves needed to be studied.”

**Action: Motion approved with the amended comments from Director Baker.**

**ITEM D: COMMENTS FROM THE PUBLIC**

None

**ITEM E: ACTION ITEMS**

None

**ITEM F: DISCUSSION ITEMS**

**F-1 Program Quality Review – E-Commerce – Attachment 2**

Discussion: Director Baker asked Dr. Baez to provide a brief overview of the Program Quality Review process, for the benefit of the new board members. Dr. Baez provided the background and logistics that have initiated the review process. He stated that the process is intended to be treated as quality improvement reviews (QRP's); they are not program evaluations. Most reviews are now done internally; in the past there was a reliance on external reviews. External committee reviews will now be used in selected cases. The reviews help instructors/staff reflect on their own practice by working with the data that has been provided for them to help improve the entire program.

Reviews have now increased from 5-6 per year to almost 20 per year. MATC is the only college in the state that performs this many program reviews and brings them to the Board for further review. Dr. Evonne Carter and Ms. Karen Kraus, who are the coordinators and implementers of the review process and MATC's representatives in the state committee working to refine the system of QRP's, were introduced to the board for reference. Dr. Baker also provided a brief explanation of role of the Board members task in program reviews.

Dr. Baez introduced Mr. Michael Walsh, who in turn introduced the team that reviewed the eCommerce Associate Degree. The team included Dr. Karen Zwissler, Mr. Johnathan Mueersman, Mr. Steve Burelson and Mr. Alfred Iferendi. Mr. Walsh provided a brief background on the eCommerce program and how it was started, its location and the occupation itself.

Dr. Zwissler gave some background on the instructors and then turned the presentation over to Mr. Burelson. Mr. Burelson made a presentation that included discussion of the program and the SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats) conducted by the faculty. He also described other program offerings, such as certificates and program concentration areas.

Dr. Baker inquired about the decline in enrollment. Mr. Meerseman

stated that before the program was approved by the state, there were students enrolled in comparable program courses that were allowed to transition over to the new eCommerce program. This caused the program enrollment numbers to look larger at the beginning. Those students completed or move on and now that the program has entered its normal enrollment pattern, the numbers appear to be in decline, but that is not the case.

Dr. Baez also clarified that the reports don't capture those situations. The program was a very unique activity with constant communication with the state that allowed us to accelerate its development and implementation. Currently we are in the midst of a downward part of the up and down cycle of the program.

Mr. Walsh offer additional comments with on the statistics. Jobbing out is also a challenge for program, as it is with most CIS type programs.

**Demographics:**

115 Students Enrolled in FY 2003  
28 (24.4%) were Full-time  
87 (75.7%) were Part-time  
69.3 FTEs were generated in FY 2003  
47.8% Males  
52.2% Females  
20.87% Minorities  
27.1% between the ages of 18-24  
24.7% between the ages of 25-34

Director Baker inquired about any existing plan to work with the IT programs at local area high schools. Mr. Meerseman stated that he has already connected with three area high schools over the summer and currently one has requested his services as a guest speaker and to meet with students to explore possible partnership opportunities.

Dr. Cole inquired about the eTech situation. Dr. Zwissler stated that eTech was putting on its system only the state-wide programs. It's hard to have a state-wide program that is one of a kind. There are no other schools in the state that have this programs, so they have not been receptive to putting them on the system. Dr. Baez mentioned that this is a policy issue that the Presidents Council could help with. The issue has been addressed with state level consultants. The policy needs to be revisited because the rational to keep the eCommerce program out of eTech because we are the only one of its kind is unrealistic.

Discussion: Dr. Baez provided a brief explanation of the program. The QRP was done early in the spring and summer. Mr. Mike Walsh introduced the team: Mr. Mohammad Dakwar, Mr. Ross Miller and Ms. Michele Miller. Mr. Walsh provided an overview of the program and its background information. Mr. Walsh also mentioned growing interest in a new emerging occupation called Health Infomatics.

Mr. Dakwar stated that two years ago the medical assistant program was one of the top 25 programs at the state level and we continue to maintain our enrollment numbers. Information on two certificates offered under this program was also provided. He stated that this program has also been on a roller-coaster patten for enrollments. Currently we are at a stagnation level. The division is attempting to do more on-line, however, these classes are more traditionally offered in the classroom.

Past marketing of this program was limited; however, current working relationships with the marketing area and expansion of advertising will help greatly.

One of the program's major challenges is the current job out rate of its students. Students complete certificate level courses and jobs are waiting for them, so they don't continue to complete the associate degree. It was noted that the state level graduation rate is also quite low.

**Demographics:**

104 Students Enrolled in FY 2003  
24 (23%) were Full-time  
80 (77%) were Part-time  
55.7 FTEs were generated in FY 2003  
4.8% Males  
95.2% Females  
33.7% Minorities  
17.8% between the ages of 18-24  
24.2% between the ages of 25-34

Ms. Michelle Miller provided an in-depth review of the issues identified in the QRP, program laddering, jobbing-out issues and the strengths and weaknesses of the program.

Mr. Ross Miller provided a brief explanation behind the reasoning to move the program to west campus and called for more tracking of students in the certificate programs. Entry level positions for these certificates are anywhere from \$12 - \$15.

Faculty discussed the QRP and future trends, and explained their action plan for the future.

Director Baker inquired about the lower enrollment issue from this year to last year. Dr. Baez reminded the committee that the data that was provided was a comparison from 2002 to 2003 and is not the actual current numbers. Ms. Colleen Wagner stated that the data provided shows the dramatic decrease because the conditional students were no longer counted. Dr. Baez continued to provide a more in-depth explanation of the data and how it is derived and reported to the state.

### **F-3 Grant Funded Positions Needs Assessment Updates**

Discussion: Dr. Baez introduced the subject of grant funded positions. Ms. Theresa Barry explained that a committee will be formed that includes the union to make sure that there is a thorough review of positions and how best to serve students. A staffing chart of positions funded under the Perkins grants describing which positions may need to be moved to Fund 1 or General Fund dollars was shared with the committee. Ms. Barry stated that four positions have already been moved to General Fund dollars this year and an additional two may be moved as vacancies in the General Fund occur. That would leave some 27 positions on the grant.

Director Baker requested information on the educational impact of the plans.

## **ITEM G: INFORMATION ITEMS**

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

Discussion: Dr. Baez provided an AAS degree update. This degree is the degree that is being reconfigured. The intent of the reconfiguration is to provide flexibility for adding more general studies courses and new opportunities to use courses across occupational areas. The ISA group has been working on the process of implementation of the change for the district and is assessing how that will take affect throughout the state.

Dr. Baez introduced Dr. Dan Burrell and asked that he briefly report on a meeting held in Nicolet to address changes in the Associate of Arts degree. Only three colleges in the district offer this degree: Nicolet, Madison Tech and Milwaukee Area Technical College. When the State board began its initiatives in curriculum alignment and transfer they included an item that requires us to align our associate of arts degree with the associate of arts degree in the two-year UW colleges in the state. We took the position as a district that we didn't have to do this because our degree was a more rigorous degree than theirs. But we eventually had to take part in a process to at least improve our alignment of course categories with them.

A meeting was agreed upon in order to obtain two things: (1) Greater transferability between the three districts, and (2) Develop a strategy that allows us to rethink our degree in such a way that we cover all the categories that the two year systems have, but at the same time we use it as an opportunity to enrich our Associate of Arts degree.

Dr. Burrell explained that the meeting with the two other districts was very positive. Sub-committees were developed for further investigation on the current issues of course alignment. A follow up meeting has been scheduled for October 20, 2004 in Madison.

#### **G-2 Monthly Advisory Committee Report – Attachment 4**

Discussion: No comments at this time.

#### **ITEM H: MISCELLANEOUS ITEMS**

##### **H-1 COMMUNICATIONS AND PETITIONS**

None

##### **H-2 INFORMATION ITEMS**

Dr. Cole proposed that we may need to accelerate bringing programs to the ESIR Committee that present real challenges in enrollment, graduation rates, job placement, and the use of resources so that decisions can be made about reallocating some of these resources to areas of need or growth.

Director Baker noted that currently the ESIR Committee does perform those duties on a particular schedule. Dr. Cole requested that the schedule be adjusted to bring forward the problem programs that may need discontinuance or suspension.

#### **ITEM I: OLD BUSINESS/NEW BUSINESS**

Date of Next Meeting: Wednesday, October 20, 2004, 5:00 p.m.  
Milwaukee Campus, Board Room (M210)

##### **ADJOURNMENT**

The committee adjourned at 6:35 p.m.

Respectfully submitted,

Sandra C. Webster  
Administrative Specialist to the Provost