



C-1

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
MILWAUKEE, WISCONSIN
DECEMBER 20, 2005**

CALL TO ORDER

The regular monthly meeting of the Milwaukee Area Technical College District Board was held in open session on Tuesday, December 20, 2005, and called to order by Chairperson Bell at 5:01 p.m. in the Board Room, Room M210, at the Milwaukee Campus of Milwaukee Area Technical College.

ITEM A. ROLL CALL

Present: Jeannette Bell, Peter G. Earle, William Hughes (via telephone), Mark S. Maierle, Bobbie R. Webber, and Lenard Wells.

Lauren Baker arrived at 5:03 p.m., Linda Sowell joined the meeting at 5:08 p.m. via telephone, and Pedro Colón arrived at 5:10 p.m.

ITEM B. COMPLIANCE WITH THE OPEN MEETINGS LAW

Discussion Chairperson Bell 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: November 22, 2005
C-2 Special Board Meeting (Board Retreat): November 19, 2005**

Motion It was moved by Mr. Maierle, seconded by Mr. Webber, to approve the November 22, 2005, Regular Board Meeting Minutes and the November 19, 2005, Special Board Meeting (Board Retreat) Minutes.

Action Motion approved.

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ITEM D. COMMENTS FROM THE PUBLIC

Discussion Chairperson Bell reiterated the policy that persons desiring to speak before the board must register on a sign-in form prior to the time of the Comments from the Public agenda item. Mr. Earle opined that it was imprudent to impose the policy regarding comments from the public. Chairperson Bell suggested that Mr. Earle might consider a change to the policy.

Ms. Faithe Colas, publisher and editor of the *Milwaukee Courier* newspaper, commented on the effectiveness of the college's current advertising campaign, Redefining Smart.

Mr. Charlie Dee, executive vice president, Local 212, commented on the reconfiguration of the AAS requirements at the Wisconsin Technical College System (WTCS) level. He stated that Dr. Darnell Cole and administrators had been addressing this matter. Mr. Dee thanked the board for its work on behalf of the students.

Lauren Baker arrived at 5:03 p.m., Linda Sowell joined the meeting at 5:08 p.m. via telephone, and Pedro Colón arrived at 5:10 p.m.

ITEM E. APPROVAL OF CONSENT AGENDA ITEMS

FPO-2 Bills – November 2005
FPO-3 Financial Report – November 2005
FPO-4 Human Resources Report
FPO-5 Procurement Report

Motion It was moved by Mr. Webber, seconded by Mr. Maierle, to approve the Consent Agenda.

Action Motion approved.

Chairperson Bell noted that the order of the agenda items would be changed by moving Item FPO-11 Resolution to Approve FY2004-05 Budget Modification, before Item F., Chairperson's Report.

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ITEM L. FINANCE, PERSONNEL, AND OPERATIONS COMMITTEE REPORT

Action Item

FPO-11 Resolution to Approve FY2004-05 Budget Modification

Discussion Mr. Michael M. Sargent, vice president, Finance, reviewed the FY2004-05 Budget Adjustments.

Motion It was moved by Mr. Webber, seconded by Mr. Maierle, to approve the Resolution to Approve FY2004-05 Budget Modification.

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

Ayes: Baker, Colón, Earle, Hughes, Maierle, Sowell, Webber, Wells, and Bell – 9.

Noes: None.

ITEM F. CHAIRPERSON'S REPORT

Discussion Chairperson Bell requested that a board member represent the board at The Higher Learning Commission Academic Quality Improvement Program (AQIP) Conference in March 2006. Ms. Sowell volunteered to do so.

Chairperson Bell distributed the Summary of Proceedings from the November 19, 2005, board retreat. She announced that the discussion on shared governance would be continued at the January 24, 2006, board meeting, and that the meeting would begin at 4:30 p.m.

Chairperson Bell announced that the spring board retreat would be held on Saturday, April 8, 2006.

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Chairperson Bell announced dates for the board's Listening and Learning Sessions:

- Wednesday, February 15, 2006, 10:30 a.m. – 12:30 p.m., Oak Creek Campus
- Wednesday, March 15, 2006, 5:00 p.m. – 6:30 p.m., West Allis Campus
- Wednesday, April 5, 2006, 3:30 p.m. – 5:00 p.m. Mequon Campus

Chairperson Bell advanced the recommendation of holding a Board Budget Workshop. It was suggested that the workshop be held prior to a regular board meeting.

Action Item

F-1 MATC District Board Self-Evaluation Instrument

Motion It was moved by Mr. Maierle, seconded by Mr. Webber, to approve the MATC District Board Self-Evaluation Instrument.

Action Motion approved.

ITEM G. PRESIDENT'S REPORT

Discussion Dr. Cole reported that:

- Approximately 850 students were scheduled to graduate on December 22, 2005, and that Mayor Tom Barrett would be the keynote speaker
- The Lamp of Knowledge event had been held to recognize students' academic achievements
- With the help of Dr. Earl E. Wheatfall, associate vice president, Academic Affairs, the college community had contributed \$2,275 to the United Negro College Fund
- Chairperson Bell had delivered comments at the Partners in Excellence dinner
- The college would be closed between December 24, 2005, and January 2, 2006.

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President Cole presented the Redefine Smart campaign television ads. Mr. Robert S. Hartung, vice president, College Advancement, noted that the WTCS Statewide Marketing Committee had expressed interest in the ads and suggested transferring the license to other colleges.

President Cole presented the college's electronic holiday greeting card and thanked Mr. Bill Belongia, student, for creating the card.

ITEM H. STUDENT SENATE REPORT

Discussion Ms. Nicole Wendt, president, Student Senate, thanked Dr. Cole, Ms. Theresa Barry, vice president, Student Services, and Mr. James R. Walsh, interim provost, for participating in the Student Life Committee and Area Student Senate Board meeting. She reported on issues from the committee and board meeting.

ITEM I. LEGISLATIVE MATTERS REPORT

Action Item

I-1 Resolution in Support of AB 146 Changing the Amount for Contracts Let to Lowest Bidder

Discussion Mr. Hartung reported that there was a proposal to change the amount of contracts let to the lowest bidder from \$15,000 to \$25,000 in the bidding process. Following discussion, Chairperson Bell requested that the resolution be forwarded to the January 24, 2006, board meeting with additional background information.

ITEM J. PUBLIC TELEVISION COMMITTEE REPORT

There was no report since there had not been a meeting.

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

Discussion Ms. Baker reported that the committee had not met because of weather conditions.

Ms. Sowell joined the meeting in person at 6:40 p.m.

Discussion Item

K-1 Housing Survey Update

Discussion Dr. David Turner, interim director, Strategic Planning and Research, Dr. Thomas Pilarzyk, director, College Advancement Research, and Ms. Linda Anderson, consultant, Anderson Strickler, reviewed the Student Housing Research Study.

Dr. Hughes departed the meeting at 5:55 p.m.

ITEM L. FINANCE, PERSONNEL, AND OPERATIONS COMMITTEE REPORT

Action Items

FPO-6 Resolution Authorizing the Sale of \$1,000,000 General Obligation Promissory Notes, Series 2005-06C of Milwaukee Area Technical College District, Wisconsin

Discussion Mr. John Mehan, managing director, Robert W. Baird & Co., distributed and discussed the Final Pricing Summary for the \$1,000,000 General Obligation Promissory Notes, Series 2005-06C.

Motion It was moved by Mr. Webber, seconded by Ms. Sowell, to approve the Resolution Authorizing the Sale of \$1,000,000 General Obligation Promissory Notes, Series 2005-06C of Milwaukee Area Technical College District, Wisconsin.

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

Ayes: Colón, Earle, Maierle, Sowell, Webber, Wells, Baker, and Bell – 8

Noes: None.

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FPO-7 Resolution Authorizing the Issuance of \$1,000,000 General Obligation Promissory Notes, Series 2005-06D of Milwaukee Area Technical College District, Wisconsin

Motion It was moved by Mr. Webber, seconded by Ms. Sowell, to approve the Resolution Authorizing the Issuance of \$1,000,000 General Obligation Promissory Notes, Series 2005-06D of Milwaukee Area Technical College District, Wisconsin.

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

Ayes: Earle, Maierle, Sowell, Webber, Wells, Baker, Colón, and Bell – 8

Noes: None.

FPO-8 Resolution Authorizing the Issuance of \$5,000,000 General Obligation Promissory Notes of Milwaukee Area Technical College District, Wisconsin

Motion It was moved by Mr. Webber, seconded by Ms. Sowell, to approve the Resolution Authorizing the Issuance of \$5,000,000 General Obligation Promissory Notes of Milwaukee Area Technical College District, Wisconsin.

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

Ayes: Maierle, Sowell, Webber, Wells, Baker, Colón, Earle, and Bell – 8

Noes: None.

FPO-9 Resolution to Approve Acceptance of the Single Audit Report and the Report on Internal Control

Discussion Mr. Steve Henke, Virchow Krause & Company, distributed and discussed the Single Audit Report Highlights dated June 30, 2005.

Motion It was moved by Mr. Webber, seconded by Mr. Wells, to approve the Resolution to Approve Acceptance of the Single Audit Report and the Report on Internal Control.

Action Motion approved.

**FPO-10 Resolution to Revise Fiscal Year 2005-06
Renovation/Remodeling (Capital Projects)**

Discussion Mr. Al Evinrude, Administrative Services, reviewed the Renovation/Remodeling capital projects.

Motion It was moved by Mr. Webber, seconded by Ms. Sowell, to approve the Resolution to Revise Fiscal Year 2005-06 Renovation/Remodeling (Capital Projects).

Action Motion approved.

Discussion Items

FPO-13 Budget Variance Analysis

Discussion Mr. Sargent reviewed the budget variance analysis.

Mr. Earle opined that there was no correlation between advertising and full-time equivalent (FTE) generation. He noted a correlation between advertising and application rates, but no correlation between application rates and FTE generation. He expressed concern regarding advertising costs and the generation of FTEs. Mr. Hartung stated that advertising costs helped to generate inquiries, applications, and registrations. Mr. Hartung also noted that the advertising campaign stressed programs and opportunities to address the unemployment problem in the district; addressed the needs of individuals in the district; and reached out to students who are affected by the University of Wisconsin-Milwaukee's research initiative which reduces the number of students served by the university. Mr. Hartung reported that both inquiries and applications had increased.

Ms. Baker expressed concern regarding the higher number of FTEs but lower head count. She suggested that the advertising campaign include students of color and highlight technical programs. She commended staff for developing a course for high school students to prepare for the Accuplacer test.

Mr. Wells opined that decreasing advertising expenditures would result in fewer minority applications to the college.

Chairperson Bell departed the meeting at 6:27 p.m. and Vice Chairperson Webber chaired the remainder of the meeting.

Vice Chairperson Webber suggested that the matter be an ongoing discussion item at ESIR Committee meetings.

Mr. Colón questioned whether advertising expenses should be continued at current levels or if the monies should be spent on other items.

Ms. Sowell suggested that in order to attract the students that the college sought, methods of advertising would have to change.

FPO-14 FY2006-07 Budget Development

Mr. Sargent presented the calendar for the budgetary process.

FPO-16 Analysis of College Advancement

A discussion of this item was included in FPO-13, Budget Variance Analysis.

FPO-17 Analysis of Contracted Services

Mr. Sargent reviewed the contracted services report.

ITEM M. MISCELLANEOUS ITEMS

1. Communications and Petitions

None.

2. Information Items

None.

ITEM N. OLD BUSINESS/NEW BUSINESS

1. Future Agenda Items

- Advertising and Conversion Rates of Applications to Registrations.

2. Date of Next Meeting

January 24, 2006, 4:30 p.m., Regular Board Meeting,
Board Room (M210).

Adjournment

The meeting adjourned at 6:47 p.m.

Respectfully submitted,

Linda S. Sowell
Secretary