

**Attachment ESIR - 1**

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

<b>STAFF/ADMINISTRATION PRESENT:</b>	Theresa Barry	Gloria Pitchford-Trice
	Dan Burrell	Mike Sargent
	Evonne Carter	Dave Turner
	Janice Falkenberg	Jim Walsh
	Rob Hartung	Mike Walsh
	Dessie Levy	Karen Zwissler

**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, October 17, 2006, and called to order by Chairperson Baker 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 and Lenard Wells  
**Excused:** Anne Wilson

**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 – September 19, 2006 – 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 E001-10-06 Resolution to Approve Designation of Milwaukee Area Technical College State Public Officials – Attachment 2**

Discussion: Mr. James Walsh, Interim Provost, presented a legally required resolution designating Milwaukee Area Technical College State Public Officials for approval.

Motion: It was moved by Director Wells, seconded by Director Baker to Approve the resolution for the Designation of Milwaukee Area Technical College State Public Officials.

Action: Motion approved.

**E-2 E002-10-06 Resolution to Approve Pre-Professional Business Associate of Arts Degree – Attachment 3**

Discussion: Mr. Walsh provided background information on the Pre-Professional Degree proposal noting that WTCS State Office staff have insisted we use the program approval process even though the College believes it is already authorized to offer this degree. Mr. Walsh stated that all of the steps in the program approval process have been completed to the satisfaction of the WTCS and, with District Board approval; the proposal will be submitted to the WTCS Board and the Board of Regents for their approval.

Dr. Karen Zwissler, Interim Dean of Business & Information Technology, and Ms. Barbara Cannell, Director of Curriculum and Instructional Support, provided information to clarify the difference between the proposed degree, the Associate in Arts and Associate in Applied Science degrees.

Motion: It was moved by Director Wells, seconded by Director Baker to approve the resolution for the Pre-Professional Business Associate of Arts Degree.

Action: Motion approved.

**ITEM F: DISCUSSION ITEMS**

**F-1 AQIP Leaders Update – Attachment 4**

Discussion: Mr. Walsh stated that the purpose of this discussion was to provide information with respect to the four (4) official AQIP projects at MATC. However, it should be noted that there are many other efforts underway at this time to improve quality at the college. .

Dr. Evonne Carter, Associate Provost presented a brief explanation of the four projects and their relationship to the accreditation process, and introduced one of the co-chairs of each project Ms. Kathy Tomczyk, faculty member of the Health Occupations Division, Ms. Karen Kraus, faculty member of the Business & Information Technology division, Ms. Christine Manion, faculty member of the Liberal Arts & Science division and Mr. Pat Godin, faculty member of the Health Occupations division.

Ms. Kathy Tomczyk explained the current status of Project #1 which is developing a pilot designed to increase academic achievement and student success among academically disadvantaged learners who matriculate into college programs. Ms. Karen Kraus provided information with respect to Project #2 which is revising the QRP indicators in the program evaluation process. Ms. Christine Manion reported on Project #3 which is developing and implementing student-centered training for Student Services. Mr. Pat Godin outlined Project #4. This project is focused on creating a quality-based culture at MATC. The initial effort is to provide training for college leaders on the principles, processes and tools of quality improvement.

Director Wells stated that he had reviewed the Ready Reference booklet that Project #2 has produced and that it was very user friendly.

Further program information was highlighted in Attachment 3.

## **F-2 Program Quality Review – Fashion Retail Marketing - Attachment 5**

Discussion: Mr. Walsh introduced Dr. Zwissler, Interim Dean, Business & Technology Division, Mr. Rich Busalacchi, Ms. Deb Jansky, and Ms. Ann Lucht who are all faculty members of the Business & Information Technology division.

Mr. Walsh stated that there had been some data problems with the scorecard for this program. Essentially, MATC adds a code for programs with more than one track (A, B, etc.) to the WTCS approved six digit program codes. As a result, to correctly report headcount to the state, it was necessary to provide each student both a state and an MATC approved number. Since this did not happen consistently, all MATC tracks were given state approved status beginning in 2004. The headcounts are accurate since that time.

Dr. Zwissler presented a brief history of the program and information related to the different tracks in the program.

Mr. Rich Busalacchi provided current information with respect to the scorecard data. The program faculty, Ms. Jansky and Ms. Lucht, presented various areas of the fashion/retail marketing program including recruitment efforts and information on alternative delivery.

Further information can be found on Attachment 4.

**F-3 Program Quality Review – Administrative Assistant – Attachment 6**

Discussion: Mr. Walsh introduced Dr. Zwissler, two faculty members in the program, Ms. Cheryl Sayers and Mr. Ed Eisberner, and Dr. Mohammad Dakwar who is the Associate Dean for the program.

Mr. Walsh noted that the program is a large FTE program but experienced enrollment declines from FY01 to FY04. Enrollment increased in FY05. A concern addressed in the action plan is the section completion rate. He stated that it has improved for alternative delivery but is still in need of improvement.

Dr. Dakwar reviewed program data noting that over 97% of the program students are women and 50% are minority, and he identified employment prospects including the salary range. Alternative delivery continues to grow and section completion rate were also discussed.

Mr. Eisberner stated that there are 12 full time instructors in the program who are located primarily at the West Allis and Milwaukee campuses.

Ms. Sayers outlined the skills students are taught and the importance of the Advisory Committee recommendations in determining the curriculum.

Director Wells noted that the graduation rate has consistently remained low since 2001 and that a plan needs to be implemented to address this issue.

Director Baker also noted that, with females comprising 97% of the program students, we need to do everything we can to prepare our students for the highest wage portion of the career areas within this program.

Further information can be found on Attachment 5

## INFORMATION ITEMS

### ITEM G:

#### **G-1 Educational Broadband Service (WiMAX) – Attachment 8**

Discussion: Mr. Walsh introduced Mr. Michael Walsh, Associate Vice President, Information Technology and Mr. Larry Domine, faculty member of Business & Information Technology who are the co-chairs of the Forward Technology Committee. presented background information on Educational Broadband Service (WiMAX) and future issues.

Mr. Michael Walsh stated the WiMAX information is being presented to the ESIR committee because of the educational usage of the Broadband Service is central to maintaining the MATC license.

Mr. Jim Walsh provided a brief update on the current initiatives to maximize the benefits for the college of this changing technology. A variety of potential partners have emerged to develop the use of the WiMAX bandwidth within the constraints of the governmental requirements.

Further information can be found on Attachment 7

### ITEM H: MISCELLANEOUS ITEMS

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

None

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

### ITEM I: OLD BUSINESS/NEW BUSINESS

Date of Next Meeting: Tuesday, November 21, 2006  
Milwaukee Campus, Board Room (M210)

#### **ADJOURNMENT**

The Committee adjourned 6:45 p.m.

Respectfully submitted,

Sandra C. Webster  
Administrative Specialist to the Provost