

# PRESIDENT'S REPORT

March 20, 2008

## GATEWAY AS LEADER

Zina Haywood has been asked to become a member of the Advisory Board for the Wisconsin Educational Opportunity Programs, operated by the Wisconsin Department of Public Instruction. The programs provide programming and services to 3000 low-income, disadvantaged youth and parents in targeted schools throughout the State of Wisconsin. As a member of the Board in one of the targeted communities, Zina will provide assistance with information on the job market, needs of the local community, and provide suggestions and ideas on how students should prepare for future employment.

Our role as partner with many community agencies and businesses includes supporting their efforts in terms of funding. We recently received a note of appreciation for our support of Safe Haven in Racine, which was instrumental in their receiving a \$1 million grant.

Again this year, Dave McGrath, WGTD news director, has been asked by Howard Brown, president of the Kenosha News, to serve as a judge to determine the awardees of the Kenosha Scholarship Foundation Inc.

Gateway has provided training for the following colleges as part of our Snap-on partnership – Colorado Springs, Colorado; Kirkwood, Iowa; and Francis Tuttle from Oklahoma. Other colleges that have visited and are scheduled for training are Lawson State Community College, Alabama; Cerritos Community College, California; Hill Community College, Texas; and McHenry County Community College, Illinois.

We hosted Tim Lawrence, CEO of SkillsUSA, which is located in Leesburg, Virginia. Auto Technology program instructor Bill Fell is starting a SkillsUSA student leadership organization.

## ENROLLMENT

As of March 19, our headcount for the spring semester is 11,568, which is 23 fewer students or 0.2% decrease compared to this time last year. Our FTE count as of this date is 2087.8, which is 46.4 more or a 2.3% increase over last year at this time. Our headcount for the year is 21,545 and our FTE count is 4,579.1, which is a 2.1% decrease over last year at this time.

## ACADEMIC AND CAMPUS AFFAIRS UPDATE

*Bits about Business, I.T. & Service:* The Business Professionals of America State Leadership events were held in Madison on February 28-March 1. Three students attended and brought home fifteen awards. They have worked hard over the year and their hard work has paid off!

1st Place - Presentation Team - Tammy Hubbard, Anna Konkel and Deb Richter

1st Place - Keyboarding Production - Deb Richter

2nd Place - Small Business Management Team - Tammy Hubbard, Anna Konkel and Deb Richter

2nd Place - Basic Office Systems - Deb Richter

The Racine Chapter of DEX and the Kenosha Chapter of the Wisconsin Marketing and Management Association attended the WMMA 47th Annual Competitive Events Conference held in Madison, March 6-9. Racine DEX member, Crystal Windham was elected WMMA President. She is the first president elected from Racine since 1967. John Gauthier is now the State Advisor.

Kenosha Chapter GMMA won first place in the Wisconsin Marketing and Management Association's Outstanding Chapter Award for the third straight year. The Chapter also was awarded First Place in the Diamond Chapter Award. Approximately 250 students from business programs throughout the Wisconsin Technical College System attended this conference. These students competed in 20 marketing,

management, design, and accounting events attempting to qualify for the International Delta Epsilon Chi Competitive Event Conference, which will be held in Atlanta, Georgia, April 18-22. Business professionals from across the state judged these events. Individual event winners were:

1<sup>st</sup> Place - Advertising Campaign – Aaron Bradshaw and Sharbel Maalouf

1<sup>st</sup> Place – Sports & Entertainment Marketing – Trent Piwowarczk and Joe Bryzek

1<sup>st</sup> Place – Travel & Tourism Marketing – Tiara Ormond

1<sup>st</sup> Place – Design – Sherry Hauner

1<sup>st</sup> Place – International Marketing – Laura Funk & Keli Mielke

1<sup>st</sup> Place – Retail Management – Mark Stephens

1<sup>st</sup> Place - Student-of-the-Year – Aaron Bradshaw

2<sup>nd</sup> Place - Business-to-Business Marketing – Matt Rugg & Josh Turner

2<sup>nd</sup> Place - Sales Manager Meeting – Troy Namath

2<sup>nd</sup> Place - Marketing Management – Steve Gifford

2<sup>nd</sup> Place – Financial Services – Jody Simpkins

2<sup>nd</sup> Place – Internet Marketing – Eli Gonzalez

3<sup>rd</sup> Place - Entrepreneurship – Kelly Powell

3<sup>rd</sup> Place – Sales Representative – Kyle Bence

3<sup>rd</sup> Place – Hospitality – Meghan Mains

3<sup>rd</sup> Place - Business-to-Business Marketing – Christian McWhinney & Emanuel Sotero

3<sup>rd</sup> Place – Financial Services – Michelle Slagoski

3<sup>rd</sup> Place – Marketing Management – Maloree Edwards

Other qualifiers for the International Conference in Atlanta are: David Leto, Eduardo Garcia, Paul Velardo, Gloria Stanaway, Scott Host, David Kwasinski, Emily Schindler, Lupe Facundo, David Marshall, Dan Holm, Courtney Lanhem, Danielle Gennacaro, Mark Pfeiffer, Amy Thorlton, Elyse Flannery, Cara Capelli, Preston Andrekus, Sara Niederer, Rebekah Henry, Karen Overocker, and Amber Estes. Eleven students from Racine also qualified.

The Racine Accounting Club is hosting three lunch & listen sessions with Victor Frasher from Educators Credit Union as the speaker (lunch will be provided). The events are 12 p.m. to 1 p.m. and will be in the Lake Building, room 217. All Gateway students are welcome. The topics and dates are as follows:

- March 10 - Building a Better Budget;
- March 31 - Personal Finance;
- April 14 - Solving the Mystery of Credit Reports.

Some neat things that are happening in I.T. include the new gaming advanced technical certificate which is generating a great deal of student excitement and was approved by the ELC recently. The I.T. program is researching a gaming degree and an I.T. Data Convergence degree. Data Convergence covers telecommunications, networking and GIS areas and makes for a more marketable general I.T. student. Kenosha I.T. is working on a couple of after school offerings for Youth Options during the summer and has provided the literature to high school counselors. The Association of I.T. Professionals (AITP) clubs are gearing up for their annual National Collegiate Conference and competition in Memphis later in the month.

Kenosha is also working on a new course for the Horizon center called I.T. for transportation. This course will help auto technicians understand how to update components (computerized) in the new automobiles.

On February 28 at Lakeview, Ron Witt, Saad Yousuf, and Kathy Stenzel gave a presentation to high school parents, teachers, counselors, and students on career opportunities in I.T. and how Gateway can help reach those goals. Linda Spaulding assisted with the research and planning for the presentation. On April 9 and 10, Sandy Weber will take her Advanced Office Technologies class on a field trip to Chicago. They will

attend a two-day conference on Meeting Planning at Navy Pier. The Graphic Communications Department is working on developing an online program.

Peter Pham is coordinating the Student Design Show this year. It will be held in the library on the Racine campus from April 28 through May 2. The awards reception will be held on May 1 from 5:30 p.m. to 8 p.m. All Graphics Communications students are encouraged to submit work to the show. Work should be received by the Graphic Communications instructors by April 25. Representatives from the industry will serve as judges for the show.

Culinary Arts students attended the Wisconsin Restaurant Show on March 12 in Milwaukee. Jamie Castillo, a first year student, received a silver medal in the plate competition.

*Health Careers:* The Health Careers division is currently working on three grants:

- WTCS Nursing Retention Grant with possible funding of \$1,900; this grant may incorporate Test Taking Strategies for nursing and other study group activities;
- Carl Perkins Student Strengthening Grant that could provide \$140,000 to the nursing program to improve student retention rates;
- WEDD grant with Aurora Hospital in Kenosha; the purpose of the grant is to improve knowledge and skills of CNA and RNs employed in the critical care unit.

The Dental Assistant program recently went through their accreditation process. The reviewers unofficially recommended re-accreditation with a couple of suggestions for improvement.

The Associate Degree Nursing students volunteered their time and talent in Kenosha at the Twice Touched event. Twice Touched is a national program that occurs all over the country. The program helps local organizations develop a volunteer health fair for the underserved. Doctors, dentists, cosmetologists, and others donate their time to see and care for the underserved. Doris Groom, ADN faculty, has volunteered her time as well as that of her students at this event for the past four years. Other faculty, including Maryanne Kuiper, Sophia Petraitis, and Susan Willing and their students also volunteered. The students gather history, take vital signs, check blood sugars, assess the client, provide patient education, assist the doctors and other professionals. It is a very worthwhile community event.

Radiology state aligned curriculum is progressing. It was decided to reduce the total clinical credits by two. This will meet educational needs and will decrease cost of the program.

Jose Avila and Laura Cook will be touring the clinic that is run by UW-Milwaukee. The Nurse Clinic committee members will meet on the Racine Campus to tour the new Medical Lab as a potential prototype. Recommended services and physical needs will be determined by the committee.

*Manufacturing and Engineering:* Civil Engineering Technology—Land Surveyor faculty were invited to appear before the Wisconsin Land Surveyor Section regarding the review of Gateway's Land Surveyor Program on March 6 in Madison for purposes of acknowledgment and registration of our program by the Wisconsin Department of Regulation and Licensing. Program faculty were notified on March 7 that Gateway is now recognized by the State Board as an official school that teaches Land Surveying.

After amateur radio operators talk with other amateur radio operators around the world, they exchange QSL cards. These are personalized post cards that confirm the contact. The newly formed Gateway Technical College Amateur Radio Club's QSL card was designed by Sandra, in our Graphics department. Ham radio operators typically visit a web site called "QRZ" at [www.qrz.com](http://www.qrz.com) to look up the address of the person they just talked with. The Gateway Amateur Radio Club is now listed on this web site. We also just received our new call sign from the FCC. We requested that our original call sign be changed from KC9MUH to N9GTC, another use for our college's initials. If you would like to see the listing, go to [www.qrz.com](http://www.qrz.com); enter N9GTC in the call sign look up box; and click on the Call Sign button.

Post-secondary "Pinewood Derby Day" is coming to CATI on April 9. Mark your calendars, and plan to join us between 5 p.m. and 10 p.m. Our Engineering Technology faculty are assisting Dremel Power

Tools of Racine as Dremel sponsors and provides all of the necessary supplies and materials for up to 24 entries consisting of teams of two, or individuals, for this event. The actual construction of the "cars" will be during the first two hours of the evening, and then the actual racing competition will follow. Dremel will award prizes to the top four finishers. Everyone is invited to watch the races . . . even if they didn't build a car.

*Transportation Activities:* The footprint for the diesel addition was finalized on February 13. This will house a two year associate degree program that is slated to begin Fall 2009. Starting in the Fall 2008, the department will begin offering a 12 credit advanced technical certificate in Diesel training. The instructional team of the auto program write a bi-weekly column in the *Kenosha News* concerning auto care and tips.

*Elkhorn Campus:* Last fall, the Graphic Design Professional Practices class teamed up with Gary Kirby, Instructor of Communication Skills, to produce a cover for Dr. Kirby's recently published book; *Bridge Out: Full Speed Ahead*. The project was presented to the class by Dr. Kirby and under the direction of instructor Michelle De Vorse, cover design options were drafted and professionally presented. Ultimately, approximately ten cover designs were submitted. Briana Heth, created the winning design and has received a printed credit for her contribution to the book. This project represents just one of many projects that Gateway Graphic Design students have done for real clients, our school and our communities.

Print Production Methods and Advanced Problems in Graphic Design students will have the pleasure of being able to tour and meet with industry professionals at the following companies this semester: Central Printing, Delavan; Xpedx, Pewaukee; Yunkers, Lake Geneva; QuadGraphics, Sussex; LMI Packaging Solutions, Pleasant Prairie.

The computer club, G-CPU, will host a rummage sale and recycling event on campus on Saturday, March 29. The recycler will take used computer parts.

The annual Baked Potato luncheon was held on March 12 before the faculty/staff meeting. The Sunshine Club provided the baked potatoes, with staff providing various toppings. The four Elkhorn Student Ambassadors attended the faculty/staff meeting and shared their thoughts of the Ambassador program.

*Kenosha Campus:* The Employee of the Month is Sam Mendez. Sam was nominated because of his excellent customer service and his personal approach to his duties. Sam is always positive and completes the assignments with the satisfaction of the customer in mind.

Finishing touches for the Criminal Justice Simulation lab should be completed by mid-March.

On February 25, the architect firm presented their final recommendations for the campus landscaping project.

On March 6, the Kenosha campus hosted a summit meeting between the stakeholders involved with Adult Basic Education and English as a Second Language. The goal of the summit was to establish a communications channel so that the agencies can better work together and reduce duplication of services.

*Racine Campus:* Seven Racine students were nominated for the Star Ambassador Awards this spring. The event was held on February 25 at CATI. Students nominated were: Anna Bauer, Susan Georgen, Athena Hernandez, Amy McCarthy, Deandra McWhorter, Louis Wegner and Michelle Zank. The finalist for the Racine campus was Deandra McWhorter who then was chosen as district ambassador. All the candidates did a wonderful job and we are very proud that Deandra was chosen as the winner.

The Campus Planning Team has had a busy month continuing their work on safety issues on campus. After meeting with Dennis Sherwood in January, the team took his suggestion of meeting with the Racine Police Department and met with Deputy Police Chief Dave Smetana, who guided our next steps in planning safety measures for the campus. Dave will be the featured speaker at our March 27 faculty/staff meeting in the Great Lakes Room. The committee then met on Friday, March 14 to finalize handouts for faculty meeting.

Reggie Parks, Health Careers program counselor for the Racine Campus, will schedule office hours in the Health wing to keep in contact with current students in the Health Careers programs in Racine. He will be on location two days per week through early April.

The Student Government Association officers met with Ann Henderson and John Thielen to brainstorm ways that their student organization can work with the campus on current safety initiatives. Their input will be invaluable in disseminating information to students and planning initiatives.

*Institutional Effectiveness:* The Gateway Conversation, our reaccreditation project, has scheduled three community conversations with organizations and leaders from our three counties. The conversations will all be held from 7:30 to 9:30 a.m.--Wednesday, April 2, at CATI; Wednesday, April 9, at Elkhorn Campus; and Thursday, April 10, at the Horizon Center. We will be using a structured conversation process to determine what is best about our connection to community and what our constituents want for the future. Board members are encouraged to attend.

## WORKFORCE AND ECONOMIC DEVELOPMENT

Horizon Center usage from opening date September 20, 2007 through December 31, 2007 indicates more than 500 people attended meetings or events at the facility. Our Snap-on partnership continues to evolve and now includes opportunities for involvement in their franchisee training and Snap-on employee training. In addition to a training calendar for Snap-on certification training, an Open House calendar has been created for other colleges to visit the Horizon Center and learn about the educational partnership opportunities.

The WEDD division presented to a small group of business leaders at a luncheon at the Burlington Center. Peter Scherrer, of the Gateway Foundation Board, hosted a luncheon for other area business leaders to hear about the resources available through the college's WEDD division.

February 27 marked the second Gateway Day @ LTA (LakeView Technical Academy). There were approximately 300 9-12<sup>th</sup> grade students who spent three hours learning about the Gateway programs linked directly to the programs of study at LakeView – Project Lead the Way pre-engineering, information technology, and automated manufacturing systems technician. Additional information was provided on Gateway's application process, youth options, and articulation. Students were surveyed about their likelihood of attending Gateway after high school graduation. Approximately 40% of the freshmen, sophomore and junior respondents stated they were likely to attend Gateway after high school graduation.

McHenry County College visited Gateway on March 11 to learn more about our Assessment Center. We are proud to share our successes with using ACT WorkKeys, NOCTI and other assessment tools with our neighbors to the south.

The next CNC Boot Camp, number 8, begins April 14 on the Racine Campus. The Racine County Workforce Development Center and the Kenosha County Job Center have been taking applications for the 20 available slots. Over 200 applications have been received thus far. The Welding Boot Camp is mid-way through its program and will complete May 29.

Our partnership with the Business Procurement Assistance Center has resulted in a dramatic increase in the amount of Federal contracts awarded to Gateway area businesses. Our first year of offering in 1999-2000, saw over \$8,000,000 in contract value. This past year, the value of contracts awarded reached \$30,200,000. This translates into more business and jobs for companies in the Gateway district.

The Apprenticeship Department of WEDD has been in negotiations with the Great Lakes Naval Facilities Engineering Command on discussions of offering apprenticeship training to their workers, the majority of whom are Wisconsin residents. Under discussion are the trades areas of Industrial Electronic, Plumbing, Masonry, Carpenter, Painter and HVAC Mechanic. Additional areas may also be added later. This could result in an influx of more than 50 apprentices each semester into existing classes we already run. The expected start of this would be fall of 2008.

The Gateway Apprenticeship website: [www.gtc.edu/apprenticeship](http://www.gtc.edu/apprenticeship) was highlighted as a Best Practices model website at a recent Wisconsin Technical College System (WTCS) Board meeting. This website was designed by a Graphic Design program student who works in the Apprenticeship office.

WEDD staff is in the final stages of working with companies in the Gateway District for submission of Workforce Advancement Training Grants for the next fiscal year. We are limited to no more than four larger companies, over 100 employees, and six small businesses. Those limits may be subject to change after the next WTCS Board meeting.

*Business Development Activities:* Grant submissions include:

Wisconsin Department of Commerce – Business Incubator build out at CATI.

Wisconsin Department of Agriculture – Gateway Culinary Arts partnership with Alliance Enterprises.

General Mills – Business Incubator academic linkages with Gateway and UW Parkside.

Humana – Business Incubator – Alliance and Gateway Culinary Arts partnership.

Staples Foundation – Hispanic Business & Professionals Association, Business Incubator, and Burlington High School academic linkages.

*Upcoming Survey Research Projects:*

Village of Wind Point – Household Survey for Strategic Planning Input.

Kenosha County Division of Health – Household Survey – Two-year follow-up study.

## COMMUNITY & GOVERNMENT RELATIONS

Gateway hosted a legislative seminar at the Horizon Center on February 22. There were seven legislators in attendance – Representatives Vos, Krueser, Kerkman, Steinbrink, Mason, and Senators Wirch and Lehman. We also had representation from the offices of Congressman Paul Ryan and Senator Feingold. Many people attended the event and there was great discussion with our elected officials.

On March 3, Representative Mason was on campus discussing new legislation that he is proposing. This legislation will assist the communities with funding for areas with high unemployment rates by providing a path to prosperity through technical colleges for unemployed and/or under-educated adults.

Working with the Higher Learning Commission steering committee, Gateway will be hosting community events in early April in each county. These events are looking for community leaders to assist the college in determining community needs, the role that the college can play and future direction for Gateway.

On March 6, WCEDA held a business briefs breakfast in which Jim Haney, president of Wisconsin Manufacturers and Commerce, discussed the status of manufacturing in the State of Wisconsin.

KABA hosted a legislative event on March 14. This event was a Kenosha mayoral debate for community leaders.