

# PRESIDENT'S REPORT

December 18, 2008

## GATEWAY AS LEADER

Included is a copy of an article from *TrendWatcher* which is a newsletter from the Institute for Corporate Productivity. It talks about the need for higher skills and that when jobs are harder to find, students return to college. Bryan is quoted in the article regarding some of Gateway's more popular courses.

The 2008 edition of *PLTW In Action* (Project Lead the Way) yearbook focuses on 2008 model schools. Included on page 18 is Kenosha Unified School District. Gateway is mentioned in the portion of the article that discusses the LakeView Technology Academy. A copy of the article is included.

Recently, Bryan was honored to serve as the keynote presenter for the U. S. Department of Labor, Employment & Training Administration webinar on workforce training in transportation. A brief announcement of the webinar is enclosed.

## ENROLLMENT

As of December 15, our FTE for fall is up 2% or an increase of 43.7 FTE. For the year, our FTE count is up 8.6% or 332.1 FTE. Our headcount is 17,509, compared with 17,379 last year at this time.

## OFFICE OF PK-16

*Career Pathways:* As part of a statewide Reserve Grant, Gateway will be allocated \$4500 for local training and the development of career pathway programs of study with our secondary partners. This will be accomplished through collaborative POS work sessions and the PK-16 Summer Institute scheduled for June.

*Youth Options/Contracts for Service:* In an ongoing effort to improve customer service, the youth options/contracts for service procedures are being reviewed and updated to ensure consistent district-wide procedures as they relate to students and parents, the school districts, and the various departments at the college.

*Consortium Activities:* A professional development opportunity titled "Equipping Students With 21st Century Skills Through Partnerships and Vision" was held December 5 at CATI. Fifty-one secondary and postsecondary educators participated. The second Counselor Breakfast is scheduled for December 16 at CATI. Forty-one are registered to attend. In addition, a joint inservice with Gateway faculty and Central High School District of Westosha faculty is being planned for February at Central.

## OFFICE OF THE BURSAR

Beginning in the middle of October for the first two months of disbursing financial aid funds using the Gateway Plus Card via Higher One, a total of \$4,181,886. was sent to students. This amount reflects 2922 individual student disbursements. The students selected the following method to receive their funds:

80% or 2345 students had the funds applied to the Gateway Plus Card;

17% or 488 students had the funds sent to students' personal account;

3% or 89 students did not make a selection, so a check from Higher One was sent to those students, which is required to meet the Department of Education regulations.

There are three ATM's available for use by the students. Higher One electronically notifies Gateway regarding the functioning of their ATM machines which allows us to keep our students informed. The student can use the Gateway Plus Card in multiple ways--as a debit card to make purchases at any merchant accepting Mastercard, to pay bills electronically, access cash through an ATM, check their account online

and more. As part of Gateway Technical College's green initiative, the Gateway Plus Card process has eliminated the supplies, printing and postage for the checks. This savings is offsetting the fee charged by Higher One to electronically process these disbursements. An additional savings in printing costs occurs now that the financial aid informational sheet previously mailed to the students is available online.

#### OFFICE OF FINANCIAL AID AND ADMISSIONS/TESTING

New Call Centers will be located on the Elkhorn and Kenosha campuses and designed so that dedicated staff at the two locations will be available to take incoming calls to Student Services across the district. If a staff member is on the line, the call will be rotated to the next available operator for assistance. The call center model allows us to queue calls so they are answered in the order they are received. It also gives us the ability to answer more calls while freeing up other staff to work with students at the window without interruption.

The Director of Admissions & Testing, the Director of Financial Aid, along with Dan Madsen had initially set up "mini" call centers in Elkhorn and Kenosha. Starting on this small scale has allowed us to refine the process and define best practices before the full-size call centers are up and running on Jan. 5.

#### OFFICE OF STUDENT ACTIVITIES

Gateway Days on each campus will be January 21 and 22. There will be complimentary give-away items, water, and snacks for our students as they begin the new semester. The information tables will be staffed to provide directions to classes and a variety of up-to-date college information.

#### ACADEMIC AND CAMPUS AFFAIRS UPDATE

*Business, IT, and Service:* IT faculty Paul Nelson and Cheryl Ucarar were invited to Elkhorn High School. They spent the day talking to students about Gateway and our IT programs. They met with approximately 200 students and were very encouraged and believe that we will be seeing some of these students on campus either through the Youth Options program or as students in one of our IT programs.

The state-called meeting of business educators was hosted on the Racine Campus, November 12 to 14. Faculty from every technical college district in the state, representing the Administrative Assistant, Office Assistant, Medical Administrative Specialist, Medical Administrative Professional, Medical Transcription, Legal Administrative Professional, Office Support Specialist, Office Aide, and other office related programs participated. The meeting started with a pre-meeting dinner at Salute's Restaurant. The agenda included:

- Welcome from *Bryan Albrecht*, President;
- Update on Gateway Technical College by Zina Haywood, Executive Vice-President/Provost;
- Business panel discussion on "What Skills Employers Need in Administrative Assistants, Are They Hiring, etc.";
- Roundtable discussions on "What exactly are "soft skills" and how can we be sure we're covering them?";
- Panel discussion on "Motivating the "Unmotivated" Student";
- Software demonstrations by Cengage Technology;
- Presentation "How to Market Our Programs; Gateway's Marketing ToolKit & Other Marketing Tips";
- Presentation on "Generational Learning Style Differences and Soft Skills" by Beverly Amer, author of *"Soft Skills at Work: Technology for Career Success"*;
- Software demonstrations on Acrobat 8 and SharePoint, WEB 2.0, Google and Vista;
- Presentation on the Business of Excellence Center coming soon to the Racine campus;
- Refreshments were provided by the Racine Campus Culinary Arts program students;

- Pearson Education provided financial support for a Gateway Technical College canvas document bag for each participant.

Appreciation goes to Grace Kragness; Mike Tokheim, Education Director, Business, Marketing, & Information Technology--WTCS Office; all the presenters (from the community and Gateway); Gateway Administrative Assistant faculty; and Sandy Weber, conference coordinator.

*Health Careers:* Pinning ceremonies for our December Nursing program graduates were held on December 10 in Burlington and December 16 in Kenosha. This is always a very emotional ceremony celebrating the accomplishments of our students with their families.

A meeting was held on November 26 with the Executive Director of the BioPharmaceutical Technology Center Institute in Madison to discuss potential collaborations and to share information about the upcoming annual conference featuring the theme of sustainability.

A nursing faculty professional development workshop was held on December 1 to share information about integrating critical thinking skills across the curriculum. This is part of the Carl Perkins Strengthening Student Success in Nursing grant.

A demonstration of our patient simulator was offered to a group of nurse educators from the Aurora Health System on December 2 at the Burlington Center. We hope to offer opportunities for continuing education for Aurora nurses leveraging our technology and faculty resources.

Several health programs participated in the online chat portion of the College's December 1 Virtual Open House.

Monthly meetings with the dean and all counselors assigned to support the health occupations programs have been conducted for the past several months to facilitate communication and information sharing. Each month we invite a program chair to attend and feature new developments in that career path to better prepare the counselors to answer student inquiries.

Site visits were made to several clinical facilities over the past month, including the Wisconsin Veterans Home in Union Grove and Lakeview Specialty Hospital & Rehab in Waterford in an effort to expand our capacity to place students in a variety of settings for their clinical education.

Three new dental chairs are being installed in December to modernize our dental assistant chairside laboratory in Kenosha.

*Elkhorn Campus:* Chi Omega Phi Law Enforcement Club in conjunction with Cell Phones for Soldiers is kicking off a collection drive for used cell phones. The donated cell phones will be used to buy prepaid calling cards for our troops. The drop-off point is at the Elkhorn campus Cashier's Office.

The Elkhorn SGA provided a way to share their good fortune with others with a Giving Tree. Tags from the tree with information about the needs of someone in the community that were struggling were available. Donations were distributed through Walworth County Social Services and Mary's Room in Delavan.

Bryan Albrecht spent the morning of November 25 visiting with the Academic Development division on campus. He visited the Adult Learning Center, Special Needs, ELL class and the Academic Support Center. After visiting each of the areas, Bryan met with the entire faculty as a group. Bryan appreciated the opportunity to visit with the faculty and to become more familiar with the services they provide. As a follow-up, he will be visiting the ABE program offered at the Walworth County Jail next semester.

The Campus Planning Team met on December 10. All of the departments have added items to their wish lists. Bryan attended this meeting and highlighted the unique qualities of the Elkhorn Campus and offered suggestions on how to build on them.

December 17 is the campus inservice and potluck breakfast. The event offers the annual white elephant sale. Believe me, there are some very nice white elephants donated! The proceeds will benefit the Student Emergency Fund for Elkhorn students. There will be lots of food, live music, and some surprises!

*Racine Campus:* The Racine Campus had its most successful Racine Area United Way (RAUW) fund drive, raising a total of \$14,114, the highest amount ever raised by the campus. One of the factors that put us over the top was the outstanding and enthusiastic participation of students on the campus. Student participation was in two forms--sponsorship from clubs and from classes. The clubs included Student Government Association, Kosmetique Club, from the Barber/Cosmetology program, and DEX- Racine Marketing program. SGA gave a challenge to all the clubs on campus plus any classes who chose to participate in the drive. The challenge was a matching donation to the group raising the highest amount. The highest donation came from the Psychology classes of instructor, Stella Young. Her classes raised a total of \$948. This was then matched by SGA. Eleven students and their advisors plus SGA officers attended the RAUW recognition dinner on December 11 at Roma Lodge. Students were given special recognition at this event. We are really proud to have raised this amount in a year when donations have been a real challenge. It speaks to the community involvement of our student population and of our staff.

The Staff Development Committee offered workshops on Digital Photography on December 6 and on Digital Scrapbooking on December 11. One workshop is scheduled during winter break and several workshops are planned during the spring semester.

The Campus Planning Team has been working diligently on a campus plan for new programs, program expansion and facilities remodeling. The draft plan will be completed early in January for submission at the end of January. We have added new members to the committee for this project.

The monthly faculty/staff meeting was held at CATI on November 19 to an enthusiastic audience. All who attended enjoyed being at CATI and hearing about all the projects that our Engineering faculty has underway. It was so well received that each semester our Friday morning meeting will be held at the CATI auditorium.

On December 15, all adjunct staff in ABE and ELL classes met to review semester activities and enter grades in Web Advisor. These meetings have been held since spring 2008 on the first night of the semester and the last night. It gives full time and part time staff an opportunity to share ideas and problem solve.

Adult High School staff has participated in two planning meetings to discuss innovations for offering spring, summer and fall 2009 classes. We are planning some internet classes for fall 2009 and some additional evening sections for students completing their diplomas. We have recruited some new adjunct to help us deliver some of the additional offerings.

*Institutional Effectiveness:* We are at the half-way mark in our three-year program to train all Gateway employees to give excellent customer service. Over 200 employees have completed *Service: A Degree Above*, which is a little more than one-third of our non-adjunct personnel. Supervisors are working with their departments to get all their employees scheduled to participate in this activity by July 2010.

The Gateway Conversation accreditation self-study project passed another milestone on December 15, when version 2.0 of our report was reviewed by the steering committee and the Executive Leadership Council. Their feedback will be used by the self-study editors, Rick Barribeau and Kathy Henning, to create version 3.0. Our next draft will be available for our entire college community to review between mid-February and mid-April. Our site visit is just ten months away!

*Kenosha Campus:* The campus Strategic Planning Committee completed their preliminary review of the facility proposals from the staff and faculty. The top ten proposals were presented to the committee on December 17. They then worked on prioritizing the proposals at the conclusion of those presentations.

The campus completed their 2008-09 United Way campaign. We are proud to announce that the campus improved their contributions by approximately 45% over the 2007-08 totals.

The Law Enforcement Academy held their graduation ceremony for twenty candidates on December 18. Bryan was the keynote speaker for this event.

The campus hosted the Holiday Gifting Show sponsored by the Gateway Association for Career & Technical Education this past weekend and the event was a great success. Approximately \$1800 was raised which will go to the Foundation for the Student Emergency Fund.

At the Horizon Center, we are continuing to develop the diesel program. During the past few weeks we have completed a U. S. Department of Labor grant application that will allow us continue the development and purchase of equipment.

Also at the Horizon Center, an open house/community training event is being planned for January 13 and 14. Manufacturer training sessions will be offered and there will a donor appreciation event on the evening of the January 14.

## COMMUNITY AND GOVERNMENT RELATIONS

We continue to request letters in support of the Next Generation Workforce initiative. This budget initiative assists the technical colleges to meet the workforce needs of the local business community and to help ensure economic growth to Southeastern Wisconsin. It will bring approximately \$700,000 to Gateway. We recently sent information to the retirees and the Alumni Association members.

We continue to move forward with the green initiatives and are compiling the employee data regarding travel to/from work and carpooling. This is one small part of the Climate Commitment and our carbon footprint.

The ACTE conference was held in Charlotte, North Carolina earlier this month at which our partnership with Snap-on was highlighted. This was national exposure for Gateway Technical College.

On January 6 and 7, Snap-on is hosting a wind conference and we will be having a reception at the Horizon center the evening of the 6<sup>th</sup>. This conference will bring in approximately fifty educators from across the nation to discuss all aspects of wind energy.

With the new branding from the WTCS office--"We are Futuremakers"--there is a state student video competition entitled "FutureFest-Ideas of the Future". This is an opportunity for students to share their ideas about the future and what it means to be a future maker. This is being marketed to our student population with hopes that there will be at least one submission from Gateway Technical College.

The Alumni Association has increased its membership this fall semester from 70 to 110 and is moving forward with activities for the upcoming spring semester.

## WORKFORCE AND ECONOMIC DEVELOPMENT DIVISION

Gateway has received a **Workforce Advancement Training** grant worth over \$11,000 for Saint Gobain in Burlington for Supervisory Training for frontline supervisors.

Gateway is now an authorized **e-Training Affiliate of Command Spanish's** latest training programs. This will provide customers access to 24/7 access to Command Spanish's complete online library of course content at a reasonable price. This will be a new source of revenue for the college at no expense. Command Spanish is available for occupational areas such as healthcare, restaurants, childcare and more. For more information contact WEDD at 262-564-2498.

**CNC Boot Camp IX** celebrated their completion at the Racine Campus on December 5. CNC Boot Camp X began on December 8 on the Racine Campus.

WEDD instructor, Rick Lofy, coordinated a **LEAN/SIX SIGMA user group** for area manufacturers. More than a dozen companies are participating in this group. Interested employers should contact Rick at [lofyr@gtc.edu](mailto:lofyr@gtc.edu) for more information.

WEDD's **Apprenticeship** office welcomes Sandy Brietzman. Sandy is the new Field Representative for the Bureau of Apprenticeship Standards. Locating her office in WEDD will give her immediate access to students, both current and prospective, to assist in recruitment. Also, Sandy will be working with Gateway

District employers in addressing their labor needs and the possibility of adding apprentices to their workforce. This meshes nicely with WEDD efforts at servicing our district's workforce development needs.

Workforce Advancement Training grants are available to upgrade the skills and productivity of employees of established, for-profit businesses and industries operating in Wisconsin, with the broader objective of supporting regional workforce and economic development efforts. WEDD is seeking businesses interested in applying for Workforce Advanced Training grant funds from the state for next fiscal year. There is \$3,000,000 available for general businesses and \$1,000,000 for small businesses. These highly competitive grants are due March 2009. For more information on applying for grants that cover 75% of training costs, please see <http://www.gtc.edu/page.asp?q=214>

Gateway offers training and certification in **Manufacturing Skills Standards (MSSC)**. A series of workshops partially funded through a grant from the Wisconsin Technical College System, will be offered at Gateway's Bioscience Center beginning January 20 and ongoing. For more information please visit: <http://www.gtc.edu/page.asp?q=481>

Gateway offers **Professional Development Workshops** on a variety of topics including Lean, computer applications, Green Business, and Small Business Seminars. To view the workshop schedule please see: <http://www.gtc.edu/page.asp?q=227>

Interested in growing your supervisors and managers into leaders? Gateway offers the **Advanced Leadership Certificate** program which includes a leadership assessment, classroom instruction, online training and one-on-one coaching. For more information please visit: <http://www.gtc.edu/page.asp?q=194>

Are you looking for a tool to screen employment candidates or assess your current employee's skills prior to implementing a training program? Gateway offers EEOC compliant assessments from national vendors in the areas of basic, occupational and technology skills in addition to promotability measures. More information on Gateway's **Assessment Center** can be found at: <http://www.gtc.edu/page.asp?q=190>

Gateway's **Business Incubation and Growth Program** was featured in the December issues of Corporate Report Magazine. The full article can be found at: <http://www.crwmag.com/CRW3/ReportPDFs/2008/08DecRR.pdf>

**Therese Fellner**, Director of Business Development was elected President of the Wisconsin Business Incubator Association.

Gateway Technical College, along with CATI business incubator, **itect, inc.** were selected to present at the Wisconsin Technical College System Tech Expo 2009.

Please visit Gateway's website for **Workforce and Economic Development** at [www.gtc.edu/wedd](http://www.gtc.edu/wedd) to see the rich array of resources offered.

The LakeView Technology Academy executive committee is working with Kenosha Unified toward the installation of a wind turbine at the LakeView site. Bryan Albrecht and Debbie Davidson are Gateway's representatives on the executive committee.