



PRESIDENT'S REPORT

June 19, 2014

GATEWAY AS A LEADER

There were 148 golfers registered for the 20th Anniversary Golf Outing held on Thursday, May 22. This was a very successful event for the Foundation and the weather was great! To date the Foundation has raised \$543,600.



ACADEMIC AND CAMPUS AFFAIRS

Business and Information Technology

Graphic Design Program:



The Graphic Design program joined with the ELL program to create amazing artwork that is displayed at Matthis immigration art gallery at UW Parkside. The artwork centered on the students' experiences they had encountered. The Graphic Design students were able to take these stories and create exceptional pieces of art. Faculty and students worked in cooperation to make sure the different mediums of art were displayed and represented properly.



Elkhorn BIZ Squad:



During the Spring semester the Elkhorn BIZ Squad had a record 17 student participants. Instructors Laura Laznicka (Graphic Design), Paul Nelson (IT- Computer Support Specialist), and Sara Skowronski (Business Management) lead this cross-disciplinary group. Each student logged at least 150 hours each (many contributed over double that) working on business projects for twelve businesses, non-profit and governmental entities.

The following are summaries of the projects completed in this course:

- Creation of a Planogram
- Development of an Ad Campaign
- Promotional Plan generation and implementation
- Logo development – included brand identity and event specific logo design
- Multiple Marketing Plans and Marketing Materials including the generation of business cards, brochures
- Human Resources Consulting projects including developing job descriptions, databases of staffing agencies, salary/employee research and employee recruitment material.
- Market research
- Website design

- Event planning and implementation, which included solicitation of donations and sponsor

The compliments received from the organization representatives about the students were tremendous, they commented on the students' professionalism, accessibility, and exceptional customer service. Each organization felt as though the students had a vested interest in their organizations. The work was all done free of charge and saved the businesses well over \$15,000 in total.

The following is a list of students organized by degree:

Business Management: Holly Anderson, Rachel Bahr, Ryan Billot, Eric Steve Cabrera, Doug Haury, Erin Hudon, Adam Jung, Steven Kaywood, Tracy Perkins, Angela Ratkowski, Brady Ritacco, Christopher Shogren, and James Wollman

Graphic Communications: Gregory Kirstein and Amanda Steffen

Supervisory Management: Tanya Galvan

Marketing Communications: Erica Pitner

General Studies

Instructors that are working to expand their students' learning opportunities include Amy Hankins (Communications) and Kyle Kendall (World Languages, Spanish), who spent the first part of their summers completing the Study Abroad course in which they created new, proposed study abroad options. If selected, these would be the first study abroad options available through General Studies.

Lisa Kusko, Communications Department Chair, and Kyle Kendall (Spanish) are in discussions with faculty at UW-Parkside to explore ways to integrate our Spanish programs. In addition to articulation agreements, they hope to work on a grant with Parkside to address placement testing and heritage Spanish speakers. Here at Gateway, we recently adopted the placement test that is used in the UW system to place incoming Spanish students appropriately. Now that we offer Spanish I through IV, we have more options for students than ever. Kendall also continues to work on certificates for general Spanish and Law Enforcement, with the goal of creating more certificates in the future for health care and other areas.

Randy Mueller, communications instructor, is introducing two new assignments to help students analyze different aspects of their worlds. In June, his Oral/Interpersonal Communications sections will be examining the effect of "culture shock" in the district. "Culture shock" is anthropologist Kalervo Oberb's theory of the stages people go through when assimilating into a new region. Students will interview friends and family about their experiences moving to the southeastern corner of WI from domestic or international locations, whether recently or decades ago. This is also an opportunity for students to learn more about their elders and to get people outside the classroom interested in students' studies and in Gateway. Mueller's English Composition and Technical Reporting students will be writing about Gateway student issues by reporting on United Student Government General Assembly meetings. These reports are designed to expose students to USG and to current issues and events in the district.

Health Careers

The Medical Assistant program's Annual Report Form (ARF) was fully accepted by the MAERB and no further reporting/monitoring is required for 2014.

Associate Dean Diane Skewes and Nursing Chair Anne Wilkinson toured the Kenosha Kindred facility on May 20 with the hopes of establishing a new clinical site for our students. Diane also attended the academic liaison breakfast hosted by Children's Hospital of Wisconsin on May 13.

KENOSHA CAMPUS

The Faculty Professional Development Days on May 5-9 focused on educating faculty more fully about our CARE Team (behavioral intervention team). Our keynote speaker was Brian Van Brunt, Director of Counseling at Western Kentucky University and co-author of *A Faculty Guide to Addressing Disruptive and Dangerous Behavior*. Sessions were held throughout the week on topics such as CARE Team processes, Active Shooter Training, and Workplace Violence/Workplace Safety.

COMMUNITY AND GOVERNMENT RELATIONS

Over 450 students from the local school districts visited the Center for Sustainable Living. The students participated in tours, workshops, scavenger hunts and environmental activities.

We are working with the Boys and Girls Club and Snap-on on the summer camp program. This year we will be doing two summer camps at the Boys and Girls Club – Powering the Planet and Solar Energy. Both of these camps will run two weeks. The first week will be for younger kids and the second for older kids. Last year the camps filled up quickly so we are looking forward for another successful year.

Rep. Mason and Rep. Weatherston were both appointed to the Joint Legislative study committee on funding and governance of the technical college system. We will be meeting with them on June 19th so discuss the impact on the colleges and to answer any questions they might have.

Two individuals from the division attended WILDI in Madison the week of June 9th. Jayne Herring participated in the foundation program and Stephanie Sklba participated in the advanced program. This is a one year commitment with additional meetings and work to be done throughout the year.

The majority of the marketing staff members are contributing in some way to the development and implementation of the *I Choose Gateway* campaign including ads, testimonials, web presence, brochure design, flagpole banners, various mastheads for Gateway-related web sites and much more.

The print shop is grateful for its updated equipment installed just prior to the May graduation production period. It has worked extremely well in supporting staff through the graduation and Foundation golf outing as well as many other special events.

The digital marketing campaign is in the formation stage with launch expected for later in June. The Google ad word campaign will promote program areas identified as having capacity for growth in enrollment.

The marketing staff has also been heavily supporting other departments' enrollment management efforts such as recruiter implementation and college connection.

Four Inspiration Grants of \$3,000 each were awarded for:

- Diesel Promo Truck (for Diesel students to customize a currently owned Gateway Diesel truck and use for recruitment)
- Creating an Inclusive Learning Environment (Training for faculty and staff in comprehensive diversity training and books)
- Provost Honors Program (funding for the Provost to grant research dollars for honors students research projects if needed in the project)
- Maximizing Your Strengths (Strengths Quest Books and Codes for 9 student workshops)

ENROLLMENT

Summer enrollments are currently at a decrease of -4.2%. Fall registration is well underway. Fall enrollments are currently up 0.4%. Current year enrollment for FY15, beginning with summer are down -0.5%.

FINANCE AND ADMINISTRATION

FY 2014-2015 CASUALTY, PROPERTY, AND WORKERS' COMPENSATION INSURANCE RENEWAL SUMMARY

The policy ratings for Property, Casualty, Educators Legal Liability (ELL), Equipment Breakdown and Campus Violent Acts will all remain unchanged for the July 1, 2014 renewal.

- The ELL coverage remains volatile with frequency and severity of claims trending upwards. Rates are up 10% - 15% in the insurance market due to increases in experience. This line of coverage will be closely monitored throughout the July 1, 2014 - June 30, 2015 policy year.
- The reinsurance market is also currently producing flat rates for the upcoming renewal.

Workers' compensation rates are set by the Wisconsin Compensation Rating Bureau and the college's insurance carrier, Districts Mutual Insurance, abides by the bureau's rates. FY 2014-2015 total premium is basically flat in comparison with the previous year as long as the college's payroll remains flat in comparison to FY 2013-2014.

Renewal information submitted by the technical colleges and collected by Districts Mutual Insurance indicates the following with regard to the Wisconsin Technical College System as a whole:

- Payroll is down by 1%
- Insured property values are up by 4%

- Auto / vehicle count is up 5%

INSTITUTIONAL EFFECTIVENESS

Office of Quality Systems

White Belt Training continues with a total of 371 employees completing the training. All employees should complete the training by June 30. The first Kaizen Event was conducted at the end of April focusing on VA Benefits. Another Kaizen Event is scheduled in August to review process for Youth Options.

STUDENT SUCCESS

Step-Up/NTO Program

The Step UP Program will be teaming up with Student Life to offer the second annual Summer Fun Fest for students. The Step UP Club will be doing a summer community service project to help keep the City of Racine Clean and Safe. Finally, the Step UP and NTO program for 2014-15 will have over 50 students graduating and employed.

TRiO Program

With great pride the TRiO program students have come together start a new club called *EXCEED*. The club is open to all students who support students with disabilities. The club meets monthly in Elkhorn and has a mission to "Enhance the Educational Experience for Students with Disabilities" at Gateway.

Kathy Saunders, Doreen Bratt and Ken Riley offered three "Maximizing Your Strengths" workshops. The workshops were open to all Gateway students and were filled to capacity (65 students in total). Every student received a copy of the Strengths Quest book and a printout of their top five strengths.

Admissions

On June 3rd, our new Customer Relationship Management system went live! This system will allow us to better connect with our prospective students, provide an online application and allow for a more efficient manner to process applications.

Admissions has a lot of wonderful changes happening in the next several months. Starting June 2nd we will implement the new state application fee guidelines. Students whom are deactivated from a program, will be required to pay the \$30.00 application fee if reapplying to Gateway. All current students are encouraged to complete a Program Add form to avoid the additional application fee expense.

Testing

The Kenosha Testing Center is well under construction! We have seen the new plans and have altered a few seating arrangements to assist in a better experience for our testers. In the meantime, all testing has been moved to the Bioscience building. We are excited for the new center that is scheduled to open in August.

New Student Specialist

The New Student Specialist team has been very busy the last few weeks. They have grown their outreach events to attending job fairs and veteran events. The team is excited to roll out the new Admissions Portal (part of the CRM implementation) which will assist in managing prospective student contacts to provide best experience possible.

Registrar's Office

Travis Jansen, Assistant Registrar, used Transforms (electronic form system) to make the following forms accessible online: grade change request, Consent for Release of Information, change of curriculum year request (for degree audit purposes), graduation petition (for commencement ceremony purposes) and Provost's Honors application.

Of particular note is the online Grade Change Request form, which has been very well received by faculty. In addition to having a new form, the new streamlined process has reduced routing, approval and processing time from 10-14 days to 24 hours!

In keeping with Gateway's Military Friendly designation, 86 military courses receive Gateway Technical College credit. Gateway recognizes the value of military training and work experience, providing Credit for Prior Learning opportunities which accelerates a student's path to degree completion.

Assistant Registrar, Jolanda Dinkins has coordinated the increase in Credit for Prior Learning opportunities in a multitude of programs. This process allows students to demonstrate the mastery of course competencies and learning objectives in order to receive proficiency credit in particular programs of study. This effort also accelerates a student's path to degree completion. An update and overhaul of the Credit For Prior Learning section of the Registrar's Office website is underway.

A Gateway Technical College transfer database with over 1,600 course equivalencies for college and university coursework completed outside the state of Wisconsin. This database allows Academic Advisors and New Student Specialist valuable transfer information to share with prospective and returning Gateway students

HUMAN RESOURCES & FACILITIES

The HR and Facilities President's Report:

- The three year Facility Plan for submission to the WTCS Board was completed for approval by our Board in June and submission to the state by August 1.
- Projects in both Kenosha and Elkhorn are on schedule and within budget at this point in time. We are pleased with the work so far.
- We negotiated union contracts with the GESP and GTEA for FY15 at 1.46%, the CPI as established in January of 2014. We are waiting for member ratification.
- AFSCME did not apply for re-certification so those employees' salaries will be administered with the rest of the non-represented group which will be increases based on merit.

- Titus, the consulting firm brought in to review the payroll processes and systems has completed their work and presented their findings. It has been a very worthwhile study with many opportunities for process improvement.
- We received a 3.5% renewal of our health insurance premiums for next year. This includes two plan design changes: 1) deductibles from \$250/500 to \$500/1000 and 2) office visit copays from \$10/20 to \$20/40 and urgent care from \$10 to \$20.
- Debbie Miller was part of the CARE team presentations at the May Faculty Professional Development week.
- Jacqueline has implemented the NEOGov online requisition system which will further reduce paper and time.

WORKFORCE AND ECONOMIC DEVELOPMENT DIVISION

Through an Occupational Competency Grant, Randy Reusser worked on the new Potawatomi Hotel in Milwaukee for five days in May. During his time at the site, they constructed telecommunications rooms and installed surveillance cameras and also did various tasks in the Casino to prepare for connecting the new Hotel to their existing networks.

WEDD outreach to healthcare organizations for customized training included participation in the Health Sciences Open House Event with Career Services and HPOP and a presentation for the Kenosha County Long-Term Care Alliance members at their monthly meeting.

Dan Neuman, will provide Robotics Safety Training this Fall based on the new Robotic Safety Standards. These workshops will introduce the fundamentals of OSHA regulation for robotics and assist organizations in meeting the standards.

West Allis High School students toured the Horizon Center and participated in the Snap-on Meter Certification. Students left with a new understanding of Gateway, the automotive profession, and a Snap-on certification/certificate. More than 50 7th graders from KTEC toured the Horizon Center and learned about the Auto, Diesel, and Aviation industries with a focus on how the core academic subjects of science, math, and communications are integrated into these technical areas.

UW Parkside SBDC Director, Jim McPhaul now keeps office hours for appointments at the iMET Business Resource Center. Jim and other GrowthWheel® Advisors are on-site for drop in sessions every Thursday from 9 am – 4 pm.

Gateway hosted GEMS (Girls in Engineering and Manufacturing) in collaboration with the Racine Workforce Development Center. The event included 100 participants that participated in several activities related to engineering, manufacturing, and the Fab Lab.

Gateway recently joined NACCE, National Association for Community College Entrepreneurship. NACCE's vision is to create economic vitality through Entrepreneurship. An internal team committed to promoting entrepreneurship was

established and met to strategize on increasing entrepreneurship awareness and opportunities campus and community wide. The team includes Bryan Albrecht, Manoj Babu, Mary Jo Jiter, Greg Herker, Susan Greenfield, Ed Grochowski, Pat Hoppe, Sherry Martin, Diane Skewes, and Kate Walker.

Lauri Howard, Jennifer Pagan and Stacey Erickson attended the joint Bureau of Apprenticeship Standards and WTCS meeting held at Fox Valley Technical College on June 4th. Gateway was recognized for significant and rapid growth in number of apprentices and programs offered. Apprentice enrollment grew from 82 in Sept 2013 to 170 in May 2014.

WEDD submitted nine Workforce Advancement grants (WAT) for the 2014-15 fiscal year totaling just over \$196,000. Awards will be announced at the end of June.

HPOP, WEDD, Health Services and Developmental Education will offer a specialized training for Certified Nursing Assistant focused on English Language Learners and Adult Basic Education (CNA ELL/ABE). The program will be held Oct 13– Nov 13 in Racine. An information session is planned for July 15th.

Seven students completed the pilot logistics training program in May. The classes were held at the SC Johnson iMET Center in the evenings and weekends. The next logistics training is planned for early fall.

Recruitment is underway for the Telecommunications Boot Camp, a 12-week program starting on August 18th.

The second CNC High School Boot Camp for Racine County students will start on July 14th. Discussions to extend this opportunity to Kenosha and Walworth County for the July 2015 CNC High School camp are underway.

Torque and Multimeter certification training for Oujda Morocco took place the week of May 12th. Twenty participants represented Automotive, HVAC, Aviation, Electronics, and CNC Machining industries.

Gateway's partnership with l'Ecole Supérieure de Technologie Université Mohammed Premier - Oujda (EST) which is funded by USAID will hold an open house at EST on June 25th. The event will highlight the accomplishments of the project over the last three years at EST and how the project has enhanced Gateway student opportunities with the development of an international Biz Squad, and projected student exchange in spring 2015. A student from the International Biz Squad will participate and testify to USAID and members of the US Embassy in Morocco the value of the cross-cultural programming.