

GATEWAY TECHNICAL COLLEGE DISTRICT BOARD
Regular Meeting
February 19, 2015

The Gateway Technical College District Board met on Thursday, February 19, 2015 at the Kenosha Campus, Center for Bioscience and Information Technology, 3520 30th Avenue, Kenosha, WI. The meeting was called to order at 8:00 am by Gary Olsen, Chairperson.

I. Call to Order

A. Open Meeting Compliance

- K. Bartlett confirmed the meeting was duly noticed in accordance with state statutes for open meeting compliance.

II. Roll Call

Ram Bhatia	Present
William Duncan	Present
Ronald J. Frederick	Present
Susan Greenfield	Present
Bethany Ormseth	Present
Scott Pierce	Present
Roger Zacharias	Present
Pamela Zenner-Richards	Present
Gary Olsen	Present

Also in attendance were Zina Haywood, Kelly Bartlett, Mary Harpe, and 33 citizens/reporters.

III. Approval of Agenda

- A. It was moved by P. Zenner-Richards, seconded by W. Duncan and carried to approve the agenda.

IV. Approval of Minutes

- A. It was moved by R. Zacharias, seconded by R. Bhatia and carried to approve the minutes of the January 22, 2015 Regular Meeting.

V. Citizen Comments

- A. No citizen comments were submitted.

VI. Committee of the Whole

A. **Student Activities**

- Zina introduced the following staff and students to talk about Student Activities: Trina Muscarella, Lindsey Mizak, Kari Aiello, Brandy Hickey, Madeline Carrera and Simmi Bharvani.
- Student Life: Leadership Opportunities, Involvement, Campus Activities, Student Clubs & Organizations, Entertainment
- Approximately 75% of our clubs are program related. There are 39 active clubs: 10 BIT Division, 6 Health Division, 4 Service Division, 9 MET Division, 10 Non-Program Related.
- Students Involved in Clubs: 740 Club Members in 2014-15, 458 Club Members in 2011-12, 62% Increase in Club Members. 39 Clubs in 2014-15, 33 Clubs in 2011-12. Approximately an 18% Increase in the Total Number of Clubs.
- 2014-15 Field Trips & Conferences: 17 Field Trips, 25 Conferences, 22 Locations, 26 Different Events, 798 students. Spring semester is always heavy with conferences; anticipate approximately 25 additional event funding requests.

- 2014-15 Student Travel Locations: 14 Wisconsin Locations: Appleton, Cleveland, Denmark, Fond du Lac, Green Bay, Lake Geneva, Madison, Milwaukee, Pewaukee, Racine, Waukesha, Wausau, Whitewater, Wisconsin Dells. 4 Illinois Locations: Chicago, Glencoe, Schaumburg, St. Charles. 4 Out of State Locations: Lake Buena Vista, Florida, Indianapolis, Indiana, San Antonio, Texas, New York.
- 2014-15 Students Have Attended: Adult Student Leadership Conference, American Institute of Floral Designers National Symposium, American Institute of Graphic Arts - Future Bold Event, Architectural Digest Home Show, Black Point Estate, Business Professionals of America State Spring Leadership Conference, Chicago Auto Show, Chicago Botanic Gardens, Chicago Dental Society - A Midwinter Celebration, Chicago Segway Tour, Collegiate DECA South Regionals, Career Technical Student Organizations Fall Leadership Conference, Dress for Success, Fall COMMON Conference, Floral Plant Growers Conference, GE Medical Manufacturing Facility Tour, Get Smarter Talent Development, iLandscape Convention, International Radiography Conference, Merchandise Mart, Milwaukee School of Engineering Campus & Radio Station Tour, Student Veterans of America Conference, WACTE Conference, Wisconsin EMS Association's Working Together Conference, Wisconsin League of Nursing Annual Fall Conference, Wisconsin Student Government Legislative Seminar, Wisconsin Student Nurses Association Convention.
- Student Life Activities: Gateway Days, Advisor Orientation, Club Officer Training, Ticket Sales, Star Ambassador, Wisconsin Student Government.
- New Initiatives: Student Life Blackboard Shell, Personal Betterment Journey (PBJ Series), Hispanic Heritage, Fitness Classes, International Education Week, Advisor Luncheons, Spirit Week, Diversity 365, Casino Night.
- Collegiate DECA: Preparing students for careers by integrating skills learned in the classroom into real world experiences.
- About Gateway Technical College DECA: Our students major in a variety of academic programs with a strong focus on business related fields. Collegiate DECA conferences and other activities give students unique access to internships, scholarships, competition, and professional networking.
- Collegiate DECA challenges students to be: Professionally Responsible, Academically Prepared, Community Oriented, Experienced Leaders.
- This year's Civic Consciousness project: We are in pursuit to earn the DECA Diamond Award!
- Wounded Warrior Project: Paper Bricks, Bracelets, Pins \$5.00 Each. Help us support the cause! All monies raised goes to Wounded Warrior Project.
- Our Service Tribute Wall: Bricks will be displayed on Kenosha DECA wall through Summer 2015 and then be moved to Veteran's lounge on Kenosha Campus.
- DECA upcoming competition: Thursday, March 5th – Sunday, March 8th, Madison, Concourse Hotel. Thank you Board Members for your continuing support of DECA!
- Student Involvement – Service Learning and Civic Engagement: Opportunities for Involvement, Class Involvement: Summer 2014: 5 courses; Fall 2014: 26 Courses; Spring 2015: 30 scheduled; Elective: Service to Learn Locally/Globally. Club Involvement: Offered as club activities, opportunities emailed to club advisors, students can seek for and collaborate on their own projects.
- Growth of Service Learning by Semester/Year:
 - 2010-2011: 522
 - 2011-2012: 3838
 - 2012-2013: 5119
 - 2013-2014: 7398
 - 2014-2015: 3391 (before Spring totals)
- Cost Savings to Community: compiled using the Independent Sector's calculation on the value of a volunteer hour in WI in 2013 (\$21.78). Total to date (including est. from 2014-2015): \$441,409.82.
 - 2010-2011: \$11,369.16
 - 2011-2012: \$83,591.64
 - 2012-2013: \$111,491.82
 - 2013-2014: \$161,117.55

- 2014-2015: (summer and fall only) \$73,839.65
- What Sets Us Apart:
 - Database – piloting a new database, access via website or mobile app, student driven.
 - Faculty Training – Have formally trained over 80 faculty in the Service Learning Course Design Workshop. Have 70 openings for Database training this spring.
 - Student Involvement – Clubs Activity, Students actively seeking opportunities, International Service Learning opportunities
- Future Plans: Service Learning Locally – Elective offered this summer and fall. Three Service Learning large event per year: Martin Luther King Jr. Day, Earth Day, and Make a Difference Day. Club Opportunities. International Service Learning – Expanding Belize to 10 programs, Costa Rica/Nicaragua in 2016 – Healthcare, Dental. Peru – open to all students.

VII. Chairperson's Report

A. Board Goals Monitoring

- Effective Meetings – Summary of Responses:
 - Another good meeting. Meeting went very well again. Good meeting. President's Report announcing new partnerships and Foundation scholarships was excellent. Similarly, NISOD award winner's presentations were great. Flip-classroom by Sonya and Fire department talk by John were enlightening. Ends Statement monitoring reports were well presented. Board participation was great. Overall good agenda and good meeting. The presentations by the two instructors were very impressive and informative. It's very encouraging to find out about such talented instructor's work. The update on the faculty evaluation process was reassuring. Everything went well.
- Business and Community Involvement
 - Gary Olsen informed Gateway about a community interest program, "8 Days, Human Trafficking in Our Communities", presenting at SC Johnson Golden Rondelle Theater on Saturday, February 28, 2015.
- District Boards Association Involvement
 - Bill Duncan attended the 2015 Community College National Legislative Summit.
- College Involvement
 - Scott Pierce and Beth Ormseth have provided guidance on the proposed Technical College Charter High School legislation.

B. Dashboard Monitoring

- Report is similar to last month. Zina reported there has been lots of activity to increase enrollment. Gateway is working on summer enrollment also. Zina also stated that Gateway has recently refocused the scope of new student specialist in high schools and on campus.

VIII. President's Report

A. Announcements –

- Journey Members in Attendance: Jess Petre, Mandy Allred, Jose Rodriguez, Jose Torres, Pam Schuster, and Astrid Santiago.
- Zina Haywood reported in place of Bryan Albrecht. Zina asked Jayne Herring to speak on Digital Marketing. Jayne reported that Gateway started a digital campaign. Gateway put google ad words, click ads, and display ads on web pages linking prospects to Gateway. The remarketing campaign is where we see the numbers increase. The ads follow you on the internet for a time period. Gateway is seeing numbers increase on the remarketing campaign. The click through matters most and is in the

900-1000 range. Prospective students are linked to a form to apply online. This information goes directly to our recruiter software. Kristin Gunia and other staff members set up a contact plan based on information received and recruiter results which will continue on for an 18 month period.

- Zina shared the state viewbook with the Trustees. This viewbook highlights the system as a whole and touches on student engagement.
 - Zina Haywood and Stephanie Sklba have been working on an enrollment task force. They are working on the next top 10 projects which include; a bilingual open house, transition workshops, national signing day, and they are determine which programs to target on a broad range level.
 - Zina announced that she was elected to be the President of Wisconsin Women in Higher Education Leadership Association serving a two year term.
 - Zina presented Ram Bhatia with his White Belt Certificate. Ram is the first of the Trustees to complete the White Belt certification for Gateway's Lean Six Sigma.
 - Gateway's next project in Elkhorn is the Manufacturing Center. Gateway received a \$50,000 donation from Precision Plus. The budget for this project is \$1M for the construction portion, this does not include equipment.
- B. Update on Elkhorn Manufacturing
- Bill Whyte reported on the South Building Manufacturing Expansion in Elkhorn. This is the latest project and will be an addition to the South Building. Manufacturing Programs include: Automated Manufacturing Systems Technology (AMST), Computer Numerical Control (CNC), Electrical Engineering, Mechatronics, Tool & Die, and Welding. Some of the lab space and equipment will be shared between programs. Gateway has an agreement with some of the local manufactures that will be donating money towards this expansion. Gateway has also applied for a grant for these programs and should learn more in March.
- C. National Signing Day
- The National Signing Day event took place at iMET during the February 2015 Board meeting. Those in attendance at the Board meeting were able to watch a couple minutes of the signing event live starting at 10:00 am. The National CTE Letter of Intent Signing Day seeks to elevate and celebrate skills training by recognizing next year's skills students on par with signing day for collegiate athletes.
 - Gateway is part of this national effort to promote CTE and recruit students in to our college. Go Red Hawks!

IX. Operational Agenda

A. Action Agenda

1. FY 2014-15 Budget Revision #3

The Administration is recommending a transfer of reserve balance totaling \$580,000 from the Special Revenue – Operational Fund to the Capital Fund.

Following discussion it was moved by R. Zacharias, seconded by P. Zenner-Richards and carried by roll call vote to approve FY 2014-15 Budget Revision #3.

Aye: 9

Nay: 0

Abstaining: 0

B. Consent Agenda

It was moved by R. Zacharias, seconded W. Duncan and carried that the following items in the consent agenda be approved:

1. Finance

- a) **Financial Statement and Expenditures over \$2,500:** Approved the financial statement and expenditures as of January 31, 2015.

- b) **Cash and Investment Schedules:** Approved the monthly cash reconciliation, investment schedule and investment report.
- 2. **Personnel Report:** Approved the personnel report of two (2) new hires; three (3) promotions; one (1) retirement; two (2) resignations; one (1) termination; no employment approvals-casual, non-instructional; and no employment approvals-adjunct faculty.
- 3. **Grants Awards:** Approved the Grants Awards – February 2015
- 4. **Contracts for Instructional Delivery:** Approved the contracts for instructional delivery report for January 2015
- 5. **Advisory Committee Activity Report:** Approved the advisory committee 2014-2015 meeting schedule and new members as of February 1, 2015
- 6. **Approval of BIDS:** Approved the following BIDs:
 - a) Bid #1463 – Chiller Project, Racine Campus
 - b) Bid #1464 – Lake Building Student Life Center Air Handler Replacement, Racine Campus
 - c) Bid #1465 – Racine Building Roof, Masonry and Flashing
 - d) Bid #1469 – Veterinary Science Building Renovation, Elkhorn Campus

X. Policy Governance Monitoring Reports

A. Ends Statement Monitoring

- 1. End Statement #4 – **Gateway models** integrity, social responsibility, and continuous improvement in its internal and external processes and relationships. Student Success, Transfer Agreements, K-12 (J. Thibodeau)
 - Interpretation: Transfer agreements represent both processes and relationships with our educational partners. Quality of agreements demonstrates integrity and social responsibility. Growth of transfer demonstrates continuous improvement.
 - Current State of Transfer Agreements:
 - High Schools - Transcribed Credit: 21 high schools, 45 courses, 183 sections, 1700 students in fall 2015. Advanced Standing: 17 schools, 144 courses. Senior Applications: 337 complete from 46 schools, highest number per county: Union Grove 32, Wilmot 30, Badger 16.
 - Post-Secondary – More than 40 institutions of higher education. Largest partnerships: Cardinal Stritch 18, UW Parkside 16, MSOE 12, UW Stout 11. Strongest transfer programs: Nursing 13, Criminal Justice 9, Early Childhood 8, Marketing 7.
 - Quality of Agreements: Faculty level collaboration to create. Transcribed credit; Gateway curriculum used in high schools, Teachers meet certification requirement, Gateway instructor liaison assigned. Periodic review; three-year cycle on most agreements, transcribed credit reviewed annually.
 - Growth and Improvement - High School: 20 new TC courses for 2015-16; RUSD academies, IT Academy grant – 5 schools. Process Improvements: HS teachers sit-in a Gateway class and meet with faculty, Marketing materials to promote their college-level courses, Faculty-led curriculum update workshops for high school teachers, postcards at the end of the semester saying, "Congratulations, you have earned Gateway credit.", career pathway/career academy model. Post-Secondary: Five new IT agreements with UW Parkside; Computer Support Specialist, Network Specialist, Network Security Analyst, Software Developer, Web Developer. New Ottawa University agreement with discounted tuition rate. Negotiating new agreement with Carthage College.

Following discussion, it was moved by P. Zenner-Richards, seconded by R. Bhatia and carried that this report is evidence that the college is making progress on Ends Statement #4.

B. Executive Limitations

- 1. 3.4 Budget/Forecasting (J. Nygard)

- No changes to the Parameters and Calendar presented at the November 20, 2014 Board meeting and reported at the January Board meeting. Original submissions for FY2015-16 were received on January 30 and revisions and prioritizations of these submissions are ongoing. A high level summary will be presented at the March Board meeting.
- Continue to follow and assess news regarding the FY2015-17 Executive State budget. Budget proposal calls for a freeze on high demand tuition for Technical Colleges. Budget proposal also adds a tenth performance measure and increases the percentage from 30% to 100%. Tax Levy buy down remains intact. Blueprint for Prosperity grants are eliminated.

Following discussion, it was moved by R. Zacharias, seconded by P. Zenner-Richards and carried to approve 3.4 – Budget/Forecasting.

XI. Board Member Community Reports

- Ram Bhatia attended culinary's Night of Fine Dining at Breakwater Dining Room with his wife and was impressed as always. Ram said this was one of the best meals that anyone could prepare. The presentation skills and interaction skills were also very nicely done.
- Bill Duncan, Gary Olsen, and Bill Whyte met with Mike Reader at Precision Plus regarding Manufacturing in Walworth County.

XII. Next Meeting Date and Adjourn

- Regular Meeting – Thursday, March 19, 2015, 8:00 am, Racine Campus
- At approximately 10:17 a.m. it was moved by R. Zacharias, seconded by R. Frederick and carried that the meeting was adjourned.

Submitted by,



Ronald J. Frederick
Secretary