Welcome and introduction of Bob Meyer by Craig Fowler.

Handouts: Employee Survey, Core Trends, Establishing Goals, Strategic Goals/AQIP, and 7th Ranking brochure.

Input was given by employees in response to the following questions:

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4. In the future, why would people want to choose to work at WITC?
5. In the future, what might you read or hear that would make you very proud of WITC?

a. Promote and Recruit Businesses
   Work to promote local business and recruit others to the area – let them know we will provide them with the skilled labor they need. Example: Chippewa Valley Technical College (CVTC) is doing this with the Nanotechnology program.

b. WITC Visibility
   The perception of who we are as a technical college is important. It was good when CVTC put Bill Ehlenfeldt (retired president) on public-access television on a regular basis where panel discussions were used to talk about different programs. Visibility is important.

c. Technical Support
   We have to stay on the cutting edge of technology. It was suggested that there needs to be one more technical support person available to help faculty with Blackboard and Gradebook (someone other than a faculty member).

d. Program Offerings
   We have to move from the mindset that “education happens” between 8 a.m. and 3 p.m. We are underutilized in the evenings and the weekends. We could do better with alternate delivery (online programming). If we do offer online programming, we need make the community aware of it. We also need to provide quality online programming.

e. Space Issues
   The current funding allocations need to be prioritized. The Automotive, Machining, and Welding programs at Rice Lake haven’t had any construction done in a long time and there are space issues. It would be helpful if the automotive area could be expanded (the strategic plan that was previously submitted at Rice Lake should be addressed). Most of the programs have waiting lists. Craig Fowler noted that there is a “domino effect” with facility improvements that can help.

f. Space and Storage
   There is a lot of physical space that is needed to support the facility in addition to program storage, and Rice Lake doesn’t have enough space/storage right now.
g. Off-Campus Dean Structure
Some of us have gotten lost in the reorganization. How does a faculty member get on the list to get supported in the lab? Without a dean on the campus, faculty are not feeling that they are supported and that someone is going to bat for them. There are some people who don’t understand the total impact that the new organizational structure has had on the faculty. Faculty miss the dialog and problem solving that used to occur when the dean was on campus.

The entire department feels this way – they haven’t seen their dean all semester. They feel it is the structure that is the problem. They have lost the camaraderie, communication, and “team” that they once had. It was noted that faculty are having more dialog with other campus faculty outside of the core group of faculty members, but more is needed from outside of the departments.

It was suggested to Bob Meyer that if he were to take a poll of the faculty, he might find that they are “unanimous” about not having their dean on the campus.

Bob Meyer said we will work on this. We will put some mechanisms in place that will encourage communication to help with this concern. We will put an ad hoc group together to try to put some structure in the reorganization. He would like the instructors who gave their thoughts on this issue to be part of the group, in addition to deans and others. We have to figure this out to fill the void. This is a priority that needs to be addressed.

The students are also feeling like they are lost and have no one to deal with their issues when the dean is on another campus.

h. Advantages of the New Organizational Structure
There are some advantages to the organizational changes. The common programs in the district are being made to be more similar. There are some system advantages that we have found. We haven’t given it enough time.

i. Assess the New Organizational Structure
How is the new organizational model being assessed? There isn’t any indication that this is being done.

j. Four-day Student Schedule
Maybe we need to look at a four-day schedule (longer days) for students because of the gasoline issue. The labs could then be freed up for partnerships with high schools for training. The student “off day” schedule could be used for department meetings. John Will stated that we would probably need to still keep the building open five days a week. Bob Meyer feels we need to be open-minded about it if we can serve students better.

k. Student Funding Concerns
The concern this week in Student Services is that students don’t have enough money. Our students are feeling much more stressed about finances. Some students have dropped classes because they can’t afford it. Anything we can do with the financial aid funding issue would be helpful. Is there anything we can do to leverage the financial issue with alternative instructional formats? It’s important to ask our students what they need. Bob Meyer noted that the state board is trying to address the financial aid formula.

It was also noted that some banks didn’t have the money and students didn’t get their loans. The students need the loans to pay for their books, equipment, kits, and tools. The books are available but the students can’t finance them. Currently students can’t charge their books at WITC. There is also a lack of financial planning by students. Bob Meyer wanted to know if there is a way to document and track this information as a “time series” as we need to educate our state leaders by providing them with documentation. It was noted there is a list that is kept.
l. **Used Books**  
Having used books for students isn’t being offered as an option at this time; however, it would cut book costs in half. Bob Meyer thinks it makes a lot of sense, from the student’s point of view, to have common textbooks. Craig Fowler noted that with Todd Solberg supervising all bookstores, this will help to look at this issue. Bob Meyer noted that we will probably revisit our whole structure on textbooks.

m. **Alumni Association Resources**  
UW-Stout isn’t afraid to ask their alumni for money. We need to tap into our alumni resources. Do we need a slush fund for things like gasoline and books for our students? Every student should get help with mileage; however, some programs are not supported by local agencies and those students are not able to get help with mileage costs.

n. **Student Housing**  
We have an opportunity for the Rice Lake Campus to have student housing. The close proximity of the housing facility to the campus would increase night school offerings. Craig Fowler stated that affordable quality housing is the number one concern of students.

o. **Rice Lake Student Lounge/Commons Area**  
Rice Lake is the largest WITC district but they have the smallest lounge area. We need to be on board about getting Rice Lake a commons area so everything, including food service and kitchen facilities, can come under one roof. It is very time consuming and labor-intensive for food service staff to have to go to six different locations to provide food service. Last year there were 27,371 students who went through the WITC snack bar as compared to 11,500 students who went through food service at UW-Barron County Campus.

p. **Daycare**  
Daycare for students near the campus is needed. In addition to well-child daycare, sick-child daycare also needs to be considered as students have to stay home to take care of their children. Craig Fowler said that daycare is the number two issue for students.

q. **July 1 Budget Timeline**  
Are we tied to the July 1 budget timeline by a state mandate or can the date be moved up? It stresses out staff when we are not ready for students because the equipment couldn’t be ordered or the remodeling couldn’t be completed in time. John Will noted that having computers by the start of classes has been addressed. We are also currently looking at the equipment list process so that equipment is here by the fall (this spring we are going to try to get that implemented).

r. **Renewable Energy Program**  
It was suggested that a Renewable Energy program is needed.

(read more below)
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A. Non-Program Driven Concerns
   The student lounge/kitchen activity area is pretty small and we could do a better job with that. When do non-program driven concerns get addressed?

   Bob Meyer noted that we do have a facility planning process. The state board is proposing to raise the cap from $1 million to $1.5 million. There is also a proposal to increase the base budget to increase another 86 graduates. There is also “1000 letter” writing campaign in progress to support the budget.

B. 5th Campus
   The “5th Campus” is a concern. Although it is good that we are putting an organized effort around online, it feels like we are going to create a silo around the 5th Campus. Why are we separating the 5th Campus and not dealing with instruction as a whole? It “feels” like there is a larger set of human resources behind the online 5th Campus than there is behind regular instruction.

   Bob Meyer agreed and noted that we need to look at how to balance this with pedagogy. Online is an appropriate technology for some instruction; however, the hands-on or face-to-face approach is more effective. Online needs to be integrated. We need to get faculty involved in the planning process as professional development is needed with the new technology. There is a lot of room for input on this. We are looking at other schools that are providing online successfully.

C. Gap in Student Experiences
   There is a bit of a gap/imbalance between budget issues and student experiences. Students are getting their classes canceled because of the merging of classes; however, they and are not being informed. Student-focused decisions as well as budget-focused decisions need to be made.

D. Machine Shop/Trades Area
   An invitation was extended to Bob Meyer to visit the machine shop a second time. We have to compete against the Chippewa Valley. The trades area has not been touched since the 70’s.
E. Identity Crisis
Over the last several years there has been an identity crisis about who we are (technical college, learning college, and transfer/academia/university).

Bob Meyer sees us as a two-year technical college and we should be proud of that. We are an important partner with 4-year colleges and we need to help our students who might end up there (life-long learning). He hopes that the Futuremakers campaign can help change the image of technical colleges.

F. Faster Response to Programming
How can we respond faster to programming needs rather than waiting to go through the state process? Is there an effort to look at other technical colleges to provide some linkages or ways to piggyback?

Bob Meyer agreed that we have partnerships with Marshfield Clinic and CVTC.

G. Globe Business School
Will the Globe Business School in Eau Claire have any ramifications for us?

Bob Meyer noted that it should be a red flag for us to be thinking about pedagogy (what do we want to offer and how do we want to offer it). Our competition is making inroads by providing 24/7 options to our prospective students. We should be implementing these options too where appropriate. We need to balance these options with hands-on, face-to-face approaches that best prepare our students for the world of work.

H. Reorganization
In the new organizational structure, the Campus Administrator is out of the loop and the deans are not in the building.

I. New Faculty are without a Dean on the Campus
New faculty don’t have a dean on campus.

Bob Meyer is still formulating his opinion about this. The one college model is here to stay. The model has great potential to ensure that we are using best practices across the college. He is hearing there are gaps in the model (a feeling of loss). We will handle this through strategic planning as one of the priorities to work on. It will be important to have a cross-section of representatives involved with this.

J. Health-Related Issues
1) There is a legislative inequity in drug abuse and education – the AODA funding was cut for the technical colleges but not the UW’s.
2) There have been requests from students with a lack of health insurance about having a nurse practitioner or physician’s assistant available.
3) Student housing and daycare are needed.
4) There is a need for preventative health tools for students and staff for their stress issues (ex. wellness, exercise equipment, quiet space, etc.).
5) The Rice Lake campus health service space is too small.
6) There is a need for a handicapped accessible restroom.

K. Grant Opportunities
What efforts are there to get grants (ex. TRIO) to help students in reading, writing, and math? John Will noted that discretionary-type grants are being sought in addition to seeking funding through federal legislation. We received more in grant money this year than we have in the past and we will be proactively going after more discretionary grants.
L. **Grant Parameters**
Nothing is really being done with the input given during our performance evaluations relative to grants. The parameters that front-line staff have to work with don't work. Front-line staff want to help with this so that the parameters actually work for them. John Will noted that staff who get the grant money are supposed to be helping with how we utilize the money. We are trying to make it better. Bob Meyer noted that we will keep working with how are we structuring this activity.

M. **Plans for Wisconsin Covenant Scholars**
Governor Jim Doyle signed a partnership agreement which guarantees higher education for students. Students who choose to participate in the Wisconsin Covenant will sign a pledge in 8th grade affirming that they will earn a high school diploma, participate in their community, take a high school curriculum that prepares them for higher education, maintain a B average in high school, and apply in a timely manner for state and federal financial aid. [Wisconsin Office of the Governor – Media Room]

A counselor asked if the Wisconsin Covenant is something we as an individual institution can go after (perhaps as part of the Futuremakers campaign?). Is it recognized by WTCS or should WITC be proactive? John Will noted we don’t have any way to increase capacity. Craig Fowler said this is an unfunded mandate.

N. **Why People would like to Work at WITC?**
It has been an outstanding experience to start at WITC. The campus staff have been very welcoming. Focus of the technical colleges – the student experiences at WITC are getting them prepared for the workforce (do not lose that mission). Bob Meyer doesn’t see that mission changing.

O. **General Studies needs to continue at a Higher Level**
Earlier discussion about our identity crisis may be relative to general studies in the associate degree program and transferability. There is some transition time right now.

The increase in general studies rigor has helped Associate Degree Nursing. The state board passing standard has been going up because of how health care is changing.

P. **Computer Skills**
Gaps in our students' computer skills need to be addressed (add to the testing that is done), just like gaps in math and communications are being addressed. We lose more students because of this.

Q. **Success Strategies for Students**
It would be helpful if there was any sort of foundation in the general studies area that could be built to help students move into regular programming. Some have been out of high school for 20 years.

R. **Facilities Committee – Equity Across the District**
A facilities committee is needed to provide equity across the district relative to labs and space issues. Some of the labs are nicer and have more space than others. There is also a lack of storage.

S. **Energy Efficiency**
We are not efficient with energy due to classes being moved.

T. **Signage/Marketing**
We have a lot of service areas on the east and south side of our campus (ex. automotive, cosmetology) but we have no signage form the outside. Door “S9” doesn’t mean anything. We need signs for each program area.
U. **What is our “Niche”?**
   There are several technical colleges that have created a “niche” (branding) that ties them to the technical college itself (bio-fuels, nursing, etc.). We need to figure out what our niche is.

V. **Reorganization - Communication**
   Communication over the last three years has been the worst – staff are only surviving. One person noted that he is looking for some stability in the environment and some good direction that isn’t necessarily forcing change. Change for the better is where we need to go. Bob was asked what his vision is as far as the structure of the college and growing the college for both staff and students – what are we missing the boat on?