Welcome and introduction by Bob Meyer.

Bob mentioned all the forums we are doing across the district for students, staff, community and business. We are collecting data for the Strategic Goals going into the future. President’s Cabinet will look at all the input and put together the updated goals. It will then be shared with the board for review and approval in January 2009.

These strategic goals will go into effect in July 2009. Also collecting information for operational goals and will be working on some of these hot items as we see necessary. Bob mentioned that the state budget is not in good shape. He discussed the WITC Next Generation Budget request. We need to be sensitive & make changes with the economy – example higher cost for gas makes education more expensive. He discussed demographics and core trends.

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

Input was given by employees in response to the following questions:
1. In your view, how can WITC best serve communities/businesses/students?
2. What are some of the barriers to serving WITC communities, businesses, and/or students?
3. In the future, how can we as an institution impact students’ lives?
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. WITC Should Encourage New Business
   Encourage economic development. One idea would be to assist new business ideas by providing used computers/equipment. Renewable Energy Technology programming – WITC should do more. Prospective students are very interested in this area.

b. Program Ideas
   Businesses want on-line program options, but face-to-face classes are important. Suggestion to diversify in the medical program area (audiology, optician, x-ray). Lots of opportunities in this area. Bob Meyer mentioned that Craig Fowler & John Will have been working with Marshfield Clinic on a lease for their old building in Rice Lake.

   Suggested training in fiscal responsibility. Many people don’t understand credit and get over-extended on their finances. Bob Meyer stated that employers have stated this as a big issue now.

   Suggested offering Chinese language classes and other language classes. More employers work globally and employees are requiring this skill. Diversity training is also needed in a global environment.

   Suggested training on how to purchase internationally.

   Sign language may be another option.

Bob Meyer mentioned that we need to make sure to have internships so new employees know what they are getting into.
c. **Student Housing**
   WITC needs to look into student housing. It creates community with the students. Bob Meyer mentioned that the college recently received a grant for housing in Rice Lake. He stated that affordable quality housing is the number one concern of students.

d. **Daycare Options for student families**
   Bob Meyer stated that daycare shows up as #2 in needs for students.

e. **Retiree Offerings**
   We should find out interests of our retirees. Retirees could be a resource as adjunct faculty and we should determine what class needs they have. How can we take that demographic shift and make it a positive? What will the aging population need? Bob Meyer said that we should create more alliances with the health care system. We need to continue to work with facilities as clinical sites because we are maxing out on sites in our district.

f. **On-line Classes**
   On-line learning is not for everyone. What other ways can we offer our classes & programs? Blended on-line with face-to-face and workshops may be an option. Provide flexibility.

g. **High-school Students**
   A big percentage of freshman at 4-year colleges don’t come back for 2nd year or change majors. One way we may be missing some students is by keeping them in their cohorts. Can we be more flexible in scheduling for students to start mid-term or 2nd semester. Bob Meyer stated that we should also look at other flexibility in student options. How will the current generation act in face-to-face situations and correct written communication when they work with texting & Facebook (digital communications) a majority of the time in communications with others? How do we address foregone communication skills due to this digital age?

h. **How to videos**
   With hits on U-tube could we provide “how-to” videos constructed by students on free sites to give as resources to the community? Pod casts are getting popular.

i. **Common Textbooks**
   When thinking of the one college concept, common textbooks within programs came up as a concern. The college could also save money in ordering textbooks and also be there before the class started. We could also have safety stock in this scenario. Could we start a text rental program or use CDs instead of textbooks? Maybe handouts and books on-line.

j. **High School Relations**
   There has been an awesome change in the last 3 years. The Career Specialists position is a great asset to the college in getting out to the high schools and also having opportunities to come on our campuses. This diminishes the fear factor and adds the WOW factor.

k. **Re-organization at WITC**
   The consistency and one contact for the college in certain areas are positives. Class scheduling has had some wrinkles and there has been a lot of progress in the last year. Bob Meyer mentioned that the Academic Deans are going thru lots of changes. He is having a round table discussion with deans regarding these changes. Community has noticed that there is a downtrend in community involvement. The dual roles of college-wide and campus roles for some of the staff makes it very difficult to get in touch with them.
l. **Part-time Instructors**
   There is concern with using part-time instructors in full-time programs. Full-time instructors have more ownership and more consistency in instruction. Bob Meyer mentioned his experiences with Stout and part-time faculty.

m. **Blackboard Transition**
   This was a best-practice model project! It was good to bring consultants in and train internal people. Sometimes it is important to bring in experts and we shouldn’t be afraid to do this.

n. **Outside Accrediting College**
   Bob Meyer mentioned that we should stay away of trying to be everything to everyone. Trying to be a 4-year or community college can cause issues. We need transferability, but we need to keep track of our history and that we are a technical college. Be careful in packaging our two year programs and how valuable it is as a 2 year degree. Don’t devalue that by trying to make all of the two year degrees transferable. However, where transferability works we should make it happen and market its potential.

o. **Student Assistance in Career Choices**
   What do we have for opportunities to help students make program and career choices and then can they switch programs? Should we have more counseling/advising for these undeclared program students? Do they make the 4-year school choice because they are undeclared and think they have to know what they are doing to come to WITC? Idea to do student shadowing and career Saturday classes – class package/career camps. Have our open houses on Saturdays when kids can come. Having assessments for career choices. We need to highlight this option on our Web site. We need to get to students prior to high school.

p. **Community Involvement**
   We are a silent employer in lots of our communities. All employees should take the opportunities to talk to parents in their communities. Identify ourselves as WITC! When we did an open house at the Shell Lake Administrative Office it helped the community understand what we do here at WITC as an employer.

q. **Quality Instructors**
   Kudos to our instructors. They are high quality!

r. **Classes at Reduced Rates**
   Can we offer classes to employees and employee families at a reduced rate?
   It was noted by John Will that this is not legal in the UW or technical college system.

s. **Career Nights at Businesses**
   An example was given where we have conducted a career night at an employer in industry. This is advertised for both students and parents.

t. **Long-term Commitment to Minorities**
   WITC needs to align with Native Americans and other minority populations. There are other technical colleges that are willing to share how we can do this. We need to show this in our college goals. Bob Meyer mentioned that we have a board member that is willing to assist in building relationships with our Native Americans.