

No.	Input Format (V-verbal, W-written, E-electronic)	Forum Loc (A, H, L, N, R, SL, S; O - online)	2010 Date	Forum Type (Stakeholders: B, E, S, C)	Category (see Key)	<h2>2010 Business and Industry (B & I) Leader Comments/Input</h2> <p>Q1: What future goals of your business might impact WITC? Q2: What education, training, or employee recruitment issues will your business face in accomplishing the goals you listed for the first question? Q3: In your view, how can WITC best serve your business?</p> <p><i>Category Key: 1) Student focused, 2) Partners and External Stakeholders, 3) Staff Support and Development, 4) Leadership/Communication, 5) Planning and Implementation of Continuous Improvement, 6) Other/Unknown</i></p> <p>* signifies that the input received applies to more than one category</p>
1	V	S	11/4	B	1	The Flex Lab hours in the summer were so short it put one student behind in her program. She ended up having to drop two of her classes and didn't graduate on time. She noted that the tutor was her life saver. The Student Success Center has been very helpful. [Microsoft Excel was identified as the problem.]
2	V	S	11/4	B	1	Relative to online Psychology, one student noted that a lot of students have come to her about needing some interaction to take place.
3	V	S	11/4	B	6	One person was really pleased to see the development of the two-year Human Services Associate Degree program. A superb presentation was received on the program later. He thanked President Meyer for having something materialize for his business (Catholic Charities) and for others in the community. The curriculum that was developed is better than some Bachelor's degrees.
4	V	S	11/4	B	1	Students have an opportunity to get their feet wet, get some experience, and sample some different areas of social works and other professions. One person suggested having student affiliations with the programs, as this gives the organization new ideas. *1,2
5	V	S	11/4	B	2	Students have an opportunity to get their feet wet, get some experience, and sample some different areas of social works and other professions. One person suggested having student affiliations with the programs, as this gives the organization new ideas. *1,2
6	V	S	11/4	B	1	Sales Associates need to learn something about hospitality, customer service, and how to promote a product. [This person was looking for a salesmanship program coupled with hospitality.]
7	V	S	11/4	B	6	Celia Tarnowski has done some superb training (ex. How to Utilize Effective Photography).

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8	V	S	11/4	B	2	The Superior Housing Authority hired one of our students and told us that he was well trained and will be very successful. One of the things that keeps coming up through the advisory committee meetings is having enough space and maintaining technology (students may be utilizing equipment that is not in the right generation) and he suggested that WITC might look into going to some of the businesses to see some of the new technology that is out in the field, the core classes are quite important because they have to be able to deal with people (core abilities). The students don't know why they have to do that; however, if you push the students about why they have to do this, it is good for them when they get out on the job. [Internships]
9	V	S	11/4	B	4	It would be a wonderful opportunity to discuss the value of a two-year technical education nationally to increase the number of students that attend WITC and are aware of the opportunities at WITC.
10	V	S	11/4	B	1	One person was surprised by the lack of basic computer skills coming from students. Especially in health care.
11	V	S	11/4	B	2	It would be helpful to tap into manager and director forums or listening groups of managers in Superior and Duluth regarding what programs and skills needs are needed. [We could partner]
12	V	S	11/4	B	2	Providing students working outside of the home with the opportunity to have E-learning in specialty areas.
13	V	S	11/4	B	1	Ethics of Business is another area that goes with hiring (there needs to be a level of ethics). [Core ability] *1, 2
14	V	S	11/4	B	2	Ethics of Business is another area that goes with hiring (there needs to be a level of ethics). [Core ability] *1, 2
15	V	S	11/4	B	2	Public Health conducts a needs assessment every three years on obesity, tobacco, and drugs. How can we partner to better address those needs of the community?
16	V	S	11/4	B	1	One career counselor works with a lot of people, some with physical disabilities and some straight out of high school. The concerns are that it would be helpful if more credits would transfer to the college level (ex. (Lake Sup College vs. the Wisconsin system). *1, 2

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17	V	S	11/4	B	2	One career counselor works with a lot of people, some with physical disabilities and some straight out of high school. The concerns are that it would be helpful if more credits would transfer to the college level (ex. (Lake Sup College vs. the Wisconsin system). *1, 2
18	V	S	11/4	B	1	Some students are being strung along when they shouldn't be in school (programs are being flooded). Ex. Massage Therapist - they don't understand they have to have their own business. There is a big need for health care: occupational and physical therapists (OTA credits will transfer if you go to an occupational therapy bachelor's degree). People can't afford to go to school for 4 years. *1, 4, 5
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20	V	S	11/4	B	5	Some students are being strung along when they shouldn't be in school (programs are being flooded). Ex. Massage Therapist - they don't understand they have to have their own business. There is a big need for health care: occupational and physical therapists (OTA credits will transfer if you go to an occupational therapy bachelor's degree). People can't afford to go to school for 4 years. *1, 4, 5
21	V	S	11/4	B	1	Internships are needed in the Food Service Dietary Management program -- one person noted that they are struggling to find someone with credentials for their internship site.
22	V	S	11/4	B	1	CEP handles job training dollars for 10 counties -- they have a program for on-the-job training. One person noted that there will be a lot of call for hospital management and nurses in the future.
23	V	S	11/4	B	1	Health care - the expectations for the nursing home have changed and the nursing graduate needs to step up and be more of a leader. However, it was noted that our nursing graduates don't have a lot of leadership skills. WITC needs to offer a refresher course on customer service. [Retraining]

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24	V	S	11/4	B	1	Retraining of CNAs would be good as the customer service skills coming out of these classes are really poor. Students think it's a "job". There is a big need for customer service in the health care field.
25	V	S	11/4	B	1	There is a big call right now for credit specialists. People who go beyond looking at your credit score - they look at the person. It was suggested that we might contact different business and ask "what is new in your business?"
26	V	S	11/4	B	1	There should be a salesmanship, mentoring program, or job shadowing program.
27	V	S	11/4	B	2	Have a conference, a chance to meet with representatives of the state to talk about what issues are going on. Have a forum to talk about issues with representatives. *2, 5
28	V	S	11/4	B	5	Have a conference, a chance to meet with representatives of the state to talk about what issues are going on. Have a forum to talk about issues with representatives. *2, 5
29	V	S	11/4	B	6	One person commended the Barber/Cosmetology instructors. Her concern was with the discontinuation of the Esthetics and Nail Care programs and is hoping that this will be addressed in the future.
30	V	S	11/4	B	1	One person's employer pays for training; however, lately there is a change in the air where some departments are clamping down on letting students go back to school. Could WITC come to Essentia or St. Lukes where they could have a teacher present at the work place? There are other ways to bring education to the student. *1, 2
31	V	S	11/4	B	2	One person's employer pays for training; however, lately there is a change in the air where some departments are clamping down on letting students go back to school. Could WITC come to Essentia or St. Lukes where they could have a teacher present at the work place? There are other ways to bring education to the student. *1, 2
32	V	S	11/4	B	6	At risk students - there needs to be outreach to people within the community. Because of the current economics people need to come back to WITC. WITC has taken the steps to make them feel welcome. WITC was thanked for taking the initiative to help people gain those skills needed and to make them feel welcome.

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33	V	S	11/4	B	1	Northern Wisconsin/Minnesota deal with hospitality where customer service skills are needed. It was suggested to offer a three-day certification on customer service.
34	V	S	11/4	B	1	UW-Superior and UM-Duluth are requiring their students to complete 30 hours of volunteer community service so that they are getting the experience. [Service learning]
35	W	S	11/4	B	1	(Q1) As babyboomers are at the age of 50-68 and up, the salon and spa requirements have changed. Skin care is the second fastest growing industry in the United States. We need trained individuals in this area. The world of esthetics is booming and will continue to grow.
36	W	S	11/4	B	1	(Q2) We do not have any trained estheticians in the Duluth/Superior area. At the very least, can WITC can offer additional training to Barber/Cosmetology graduates in continuing education for esthetics and nail tech.
37	W	S	11/4	B	1	(Q3) WITC can best serve my business by not losing the concept of "technical" college. We need trained estheticians and nail techs or at the very least additional training for Barber/Cosmetology graduates. *1, 5
38	W	S	11/4	B	5	(Q3) WITC can best serve my business by not losing the concept of "technical" college. We need trained estheticians and nail techs or at the very least additional training for Barber/Cosmetology graduates. *1, 5