



Attachment 3 – a.

**MILWAUKEE AREA TECHNICAL COLLEGE DISTRICT BOARD
MILWAUKEE, WISCONSIN
September 26, 2023**

CALL TO ORDER

The regular monthly meeting of the Milwaukee Area Technical College District Board was held in Open Session on Tuesday, September 26, 2023, and called to order by Chairperson Foley at 4:32 p.m. in the Board Room, Room M210, at the Downtown Milwaukee Campus of Milwaukee Area Technical College.

ITEM 1 a. ROLL CALL

Present: Lauren Baker; Bria Burris; Erica Case; Mark Foley; Citlali Mendieta-Ramos; Waleed Najeeb; Supreme Moore Omokunde (arrived at 4:43 p.m.), Tina Owen-Moore, and Gale Pence.

Excused: None

Discussion Chairperson Foley asked General Counsel to confirm that all Oaths of Office for newly submitted board members have been submitted.

Ms. Denise Greathouse, general counsel, Michael Best, confirmed that all Oaths of Office for newly submitted board members have been submitted.

ITEM 1 b. COMPLIANCE WITH THE OPEN MEETINGS LAW

Discussion Chairperson Foley asked if proper notice of the meeting had been given in compliance with the Wisconsin Open Meetings Law.

Ms. Elizabeth Schultz, board liaison, confirmed proper notice was given.

ITEM 2. COMMENTS FROM THE PUBLIC

Dr. Lisa Conley, STEM faculty member and president of AFT Local 212, shared the highlights of a Local 212 survey taken at the beginning of the semester. Compensation-related matters, administrative accountability, and collaboration of shared governance were cited as the union's the top three concerns.

Milwaukee Area Technical College District Board

September 26, 2023

Page 2

Dwayne Schlund, executive vice president of Local 212, discussed concerns about Zancil auxiliary pay and how it is budgeted, as well as compensation issues for lead faculty.

Dr. Jay Kindschi, chiropractor and STEM faculty member, spoke about his year as a department chair in Biology and the compensation and time management concerns he had during that time.

Tracy Balistreri, faculty member in Barbering/Cosmetology, spoke about staffing and assignment concerns.

ITEM 3. APPROVAL OF MINUTES

3 a. Regular Board Meeting: August 22, 2023

Motion It was moved by Director Najeeb and seconded by Director Pence to approve the minutes of the Regular Board Meeting on August 22, 2023.

Action Motion approved, with Director Owen-Moore abstaining.

ITEM 4. APPROVAL OF CONSENT AGENDA ITEMS

- 4 a. Bills – August 2023**
- 4 b. Financial Report – August 2023**
- 4 c. Human Resources Report**
- 4 d. Procurement Report**
- 4 e. Construction Report**

Motion It was moved by Director Baker and seconded by Director Mendieta-Ramos to approve the Consent Agenda Report.

Discussion Director Baker noted inconsistencies in the new hire metrics on the Human Resources Report. As Vice President Bonds was not in attendance, the questions could not be answered during the meeting.

Motion It was moved by Director Baker and seconded by Director Case to pull the Human Resources report from the Consent Agenda.

Action Motion approved to remove the Human Resources report from the Consent Agenda.

Discussion Given that appointment approvals are a part of the overall Human Resources report, the Board discussed the option of amending the previous motion to only pull the hiring report with the metrics in question.

Milwaukee Area Technical College District Board

September 26, 2023

Page 3

Motion It was moved by Director Mendieta-Ramos and seconded by Director Burris to reconsider the decision not to approve the Human Resources report as a Consent Agenda item.

Action Motion approved to reconsider the decision not to approve the Human Resources report as a Consent Agenda item.

Motion It was moved by Director Baker and seconded by Director Case to approve the Human Resources report as part of the Consent Agenda, with the exception of the metrics on the new hires, which needed clarification.

Action Motion approved to approve the Human Resources report as part of the Consent Agenda, with the exception of the metrics on the new hires.

ITEM 5. BOARD ACTION ITEMS

Action Items

5 a. Resolution (F0283-09-23) Authorizing the Sale of \$1,500,000 General Obligation Promissory Notes, Series 2023-2024D of Milwaukee Area Technical College District, Wisconsin

Motion It was moved by Director Burris, seconded by Director Case, to approve Resolution (F0283-09-23) Authorizing the Sale of \$1,500,000 General Obligation Promissory Notes, Series 2023-2024D of Milwaukee Area Technical College District, Wisconsin.

Discussion Mr. Justin Fischer, Managing Director, Robert W. Baird & Co., reviewed the Final Pricing Summary for the \$1,500,000 General Obligation Promissory Notes, Series 2023-2024D.

Action Motion approved, the roll call vote being as follows:

Ayes: Burris, Case, Mendieta-Ramos, Moore Omokunde, Najeeb, Owen-Moore, Pence, Baker, Foley - 9

Noes: None.

5 b. Resolution (F0284-09-23) Authorizing the Issuance of \$1,500,000 General Obligation Promissory Notes, Series 2023-2024E of Milwaukee Area Technical College District, Wisconsin

Milwaukee Area Technical College District Board

September 26, 2023

Page 4

Motion It was moved by Director Case, seconded by Director Mendieta-Ramos, to approve Resolution (F0284-09-23) Authorizing the Issuance of \$1,500,000 General Obligation Promissory Notes, Series 2023-2024E of Milwaukee Area Technical College District, Wisconsin.

Action Motion approved, the roll call vote being as follows:

Ayes: Case, Mendieta-Ramos, Moore Omokunde, Najeeb, Owen-Moore, Pence, Baker, Burris, and Foley - 9

Noes: None.

5 c. Approval of Presidential Evaluation Instrument (Board Policy A0204)

Motion It was moved by Director Burris, seconded by Director Baker, to approve the Presidential Evaluation Instrument.

Action Motion approved.

ITEM 6 Reports - Monthly

6 a. Chairperson's Report

Discussion Chairperson Foley:

- Welcomed Dr. Tina Owen-Moore on behalf of the MATC community as she assumes the superintendent seat, succeeding Dr. Lisa Olson on the MATC District Board. Dr. Owen-Moore currently holds the position of superintendent within the Cudahy school system.
- Reminded board members about the annual WCTC Legal Issues Conference being held on October 25th – 28th. The conference is being held at Waukesha County Technical College in Pewaukee. Board members are encouraged to attend, as there are some very good topics for board members under the Governance section.
- Reminded board members that following the legal issues conference, the Wisconsin Technical College District Boards Association will hold its Fall meeting at the Ingleside Hotel in Pewaukee.

6 b. President's Report

Discussion Dr. Martin:

- Reported that MATC, the Milwaukee Brewers, and the League of United Latin American Citizens jointly awarded scholarships to a record-breaking 57 MATC students during Mexican Fiesta on August 26. The scholarship was renamed this year in honor of the late Dr. Arturo Martinez, a dedicated community advocate and MATC associate dean who passed away in 2022.
- Reported that she had the privilege of attending a Milwaukee Brewers game with our scholarship recipients and witnessed three of them throwing out the ceremonial first pitch, which was a truly memorable event. Dr. Martin thanked Annette Velez for her help in coordinating these events.
- Reported that in honor of Hispanic Heritage Month, the Create Gallery on the first floor of the Main Building is hosting a special exhibit featuring artist and MATC alum David J. Perez III.
- Reported on August 28, the first M³ Employer Appreciation breakfast was held in the M605 event space, where more than 200 regional businesses and industries were honored.
- Stated the evaluation of the Guided Pathways initiative suggests the potential for enhanced cross-collaboration if the Enrollment and Retention pillars are consolidated under unified leadership. Starting October 2, Dr. Eva Martinez Powless will serve as the interim vice president of Enrollment and Retention.

6 c. Diversity, Equity and Inclusion Report

Discussion

Dr. Eva Martinez-Powless, vice president, Diversity Equity and Inclusion, introduced Mr. Daniel McColgan, director of Labor Relations, to present on the annual Affirmative Action Report.

- Mr. McColgan presented the board with the annual update on the college’s affirmative action plan.
 - Mr. McColgan presented comparisons of minority and female representation in employment positions between June 30, 2019 and June 30, 2023, and comparisons of minority and female representation in current full-time employee and student populations.

6 d. Enrollment Report

Discussion

Dr. Sarah Adams, dean, Enrollment, shared the following:

- Reported 3,855 FTEs for the fall semester as of September 26, 2023, which is 95 FTEs from the fall goal.

6 e. Milwaukee PBS General Manager’s Report

Milwaukee Area Technical College District Board

September 26, 2023

Page 6

Discussion

Ms. Debbie Hamlett, Vice President and General Manager of Milwaukee PBS, shared the following highlights:

- Currently, the station is standing at \$1.36M (20%) of the way towards the goal for the year of \$6.74M, which is \$360,000 ahead of this time last year.
- The station recently participated in *Doors Open MKE* and welcomed 1,103 individuals and families for a tour of their studios and production trucks.
- Announced the station will be recording the sold-out concert of the Milwaukee Symphony and Violent Femmes on October 3rd. The station is in discussion with PBS who is interested in broadcasting this program nationally.
- Public Media awards were presented at the recent National Educational Telecommunications Association (NETA) Conference. The station had seven nominations and three winners: Rhythm Café MKE in the performing arts category, My Wisconsin Backyard in the digital first category, and 10ThirtySix in the education category.

6 f. Legislative Matters Report

Discussion

Ms. Ramie Zelenkova, lobbyist, Hubbard Wilson & Zelenkova, and Ms. Laura Bray, vice president, College Advancement and External Communications, executive director, MATC Foundation, shared the legislative matters report. The following information was of special interest to our students:

- Senate Bill 380/Assembly Bill 381 was introduced in response to the FAFSA Simplification Act passed by the federal government, which makes significant changes to the federal financial aid process for college students that generally take effect on July 1, 2024. The new federal law necessitates changes to state statute. It also provides an opportunity to modernize Wisconsin’s financial aid process to streamline it and make it more accessible for all students, especially those attending part-time so they can work as they earn their degree. The legislation was drafted in consultation with the WTCS and others. The bill passed the Senate unanimously earlier this month.

ITEM 7. BOARD MONITORING

7 a. Community Education Update

Information

Dr. Sadique Isahaku, dean, Community Education, presented the Community Education Update.

- Reported enrollment of 6,455 as of September 11, 2023, compared to 5,404 at the same time last year, an increase of 19.4 %.
- Four grant-funded LTE full-time faculty have been hired for ESL/ELL positions. ELL Student Support Specialist interviews are currently ongoing.
- Work teams established to discuss the Community Education Improvement Plan continued to meet. Topics include: strategies on transitioning to post-secondary education, updating ESL/ELL web pages on MATC portal, standardizing student access to services and resources across all campuses, expanding testing resources to allow testing in classrooms rather than limiting only to the Testing Center, and exploring solutions to easing the application and registration process.
- Director Baker asked how we would quantify any growth that would necessitate the extension of the the grant-funded LTE positions or replacement with full-time positions. Dr. Isahaku indicated that he expects sustained growth to continue due to the nation's increased levels of immigration.
- Director Mendieta-Ramos asked about the difficulties in finding ESL Instructors and if MATC has reached out to community organizations to ask about partnering with their ESL instructors. Director Mendieta-Ramos cited Voces de la Frontera and UMOS as possible organizations to connect with.
- Director Najeeb indicated that he administers immigration physical exams and citizenship exams and often interacts with individuals who could benefit from an ESL course. Dr. Isahaku will share information with Director Najeeb.

7 b. Annual Marketing Plan Presentation

Information

Mr. Tony Tagliavia, chief marketing officer, College Advancement and External Communications, presented the Annual Marketing Plan.

- Applications for new program students are up 8% for the four-year average between 2019-23 vs. 2015-19, with 2022-23 seeing the most applications in the 8-year period. Mr. Tagliavia believes this is the result of process improvements in Admission, expansion of scholarships, and more effective marketing and communications.
- New Recruitment efforts for 2022-2023 included new pop-ups, new landing pages, an automated roadmap now supporting existing one-day response to leads, and all leads integrated into Customer Relationship Management (CRM) tool.
- New recruitment efforts for 2023-2024 include working with a new ad agency (the current agency for both the WTCS Consortium and for Madison College), implementing more

multicultural-specific campaigns, updating integrated enrollment and brand campaigns, reviewing the website, and offering new landing pages and more automated communications to let applicants know where they are in the process.

- Goals for the upcoming year are aligned to the president's goals as well as smart goals identified by the Strategic Enrollment Management (SEM) Council:
 - Improve onboarding, conversion 33% to 38%
 - Increase faculty, non-faculty representation
 - Increasing percentage of Hispanic/Latino/Latina students
 - Meet FTE enrollment of 8,500
- Director Pence suggested looking into more pop-ups at trade shows, especially for manufacturing
- Director Baker suggested more giving attention to green technology.
- Chairperson Foley listed American Family Field, the Milwaukee Bucks Deer District, and local high school sports tournaments as further opportunities for pop-ups.

7 c. Annual Workforce Solutions Report

Information

Ms. Lisa Reid, director, Business Development presented the Annual Workforce Solutions Report.

- Chair Foley asked how much of Ms. Reid's work comes in as requests from specific employers and how much is generated by MATC. Ms. Reid responded that of the 42 customers served this year, 20 were net new and 22 were repeat.
- Workforce Solutions has a strategy of how to continue to scale, which included making sure they had faculty who were available and able to go out into the community.
- Hired a full-time faculty member who started two weeks ago. A large portion of the faculty member's work will include facilitating training; the shift now will be business development focused prospecting.
- Chairperson Foley asked if Ms. Reid had a sense of how many of the students are brought in through degree programs or personal enrollments as opposed to their particular employer. Ms. Reid responded that the program does not track this. Typically, at the end of every training, the Workforce Solutions Specialist attends the last day, asks everyone to respond to a short survey about the training, and markets MATC's programs by giving out contact information.
- Chairperson Foley requested that Workforce Solutions prepare a report on the number of students who go on to enroll into credit bearing courses/programs at MATC.

7 d. 2022-2023 Fiscal Year-End Operating Results Review – Milwaukee Public Television (MPTV) and Non-PTV Auxiliary Funds

Information Mr. Jeff Hollow, vice president, Finance presented the 2022-2023 Fiscal Year-End Operating Results Review for Milwaukee Public Television (MPTV).

ITEM 8. NEW BUSINESS

Director Baker and Director Case wanted more information about the lead faculty budget concerns we heard about at the beginning of the meeting, as well as an update on our current Zancil policies. Chair Foley requested for this to be on the agenda for the next Board Meeting.

Director Burris asked about issues that have been discussed at public comment forums for the past several years and how we are following up with them.

Director Mendieta-Ramos asked about the issue of a delay after students receiving their acceptance letters.

Director Case and Director Burris would like to address if there is a gap in the notification process that could lead to a faculty or staff member losing their full-time status.

ITEM 9. Future Agenda Items/Events

- a. **October 24, 2023**, MATC District Board Meeting, 4:30 p.m., Downtown Milwaukee Campus, Boardroom (M210)

ITEM 10. Closed Session

Annual Litigation Update

It was moved by Director Baker, seconded by Director Owen-Moore to convene into Closed Session pursuant to Section 19.85 (1)(g) of the Wisconsin Statutes to discuss Item 10 a. Litigation Update. The Board may reconvene in Open Session to take action on matters discussed in Closed Session under Item 10 a.

Milwaukee Area Technical College District Board

September 26, 2023

Page 10

Action Motion approved, the roll call vote being as follows:

Ayes: Mendieta-Ramos, Moore Omokunde, Najeeb, Owen-Moore, Pence, Baker, Burris, Case, and Foley - 9

Noes: None.

ITEM 11. Adjournment

The meeting adjourned at 8:27 p.m.

Respectfully submitted,

Peter Kowochich

On behalf of Board Secretary Citlali Mendieta-Ramos

* This meeting may be conducted in part by telephone. Telephone speakers will be available to allow the public to hear those parts of the proceedings that are open to the public.

** Action may be taken on any agenda item, whether designated as an action item or not. Agenda items may be moved into Closed Session for discussion when it becomes apparent that a Closed Session is appropriate under Section 19.85 of the Wisconsin Statutes. The board may return to Open Session to take action on any item discussed in Closed Session.

*** It is anticipated that this item may be discussed in Closed Session pursuant to Sections 19.85(1)(c) and (e) of the Wisconsin Statutes.

Reasonable accommodations are available through the ADA Office for individuals who need assistance. Please call 414-297-6719 to schedule services at least 48 hours before the meeting.