

**MINUTES OF THE  
REGULAR MEETING OF THE BOARD OF DIRECTORS  
OF SOUTHWEST WISCONSIN TECHNICAL COLLEGE  
SEPTEMBER 25, 2014**

The Board of Southwest Wisconsin Technical College met in open session of a regular meeting commencing at 7:00 p.m. on September 25, 2014, in Rooms 492-493, College Connection, on the District Campus located at 1800 Bronson Boulevard in the City of Fennimore, Grant County, Wisconsin. The following members were present:

James Kohlenberg, Darlene Mickelson, Russell Moyer, Eileen Nickels, Chris Prange (arrived at 7:15), Rhonda Sutton, and Donald Tuescher

Absent: Melissa Fitzsimons, Diane Messer

Others present for all or a portion of the meeting included Dr. Duane M. Ford, College President; College Staff: Karen Campbell, Sue Reukauf, and Caleb White. Public present included Rob Callahan, Editor of The Fennimore Times and a student.

Chairperson Nickels called the meeting to order. Proof of notice was given as to the time, place, and purpose of the meeting. The following is the official agenda:

**BOARD MEETING NOTICE/AGENDA**

Thursday, September 25, 2014

6:15 p.m. – Light Supper

7:00 p.m. – Regular Board Meeting  
Room 492-493 – College Connection

**OPEN MEETING**

The following statement will be read: “The September 25, 2014, regular meeting of the Southwest Wisconsin Technical College Board is called to order. This meeting is open to the public and in compliance with State Statutes. Notice of the meeting has been sent to the press and posted on campus and in the City of Fennimore in an attempt to make the general public aware of the time, place and agenda of the meeting.”

- A. Roll Call
- B. Reports/Forums/Public Input

**CONSENT AGENDA**

- A. Approval of Agenda
- B. Minutes of the Regular Meeting of August 28, 2014
- C. Financial Reports
  - 1. Purchase Orders Greater than \$2,500
  - 2. Treasurer’s Cash Balance
  - 3. Budget Control
- D. Contract Revenue
- E. Personnel Items
- F. 2015 AACC Annual Membership

## **OTHER ITEMS REQUIRING BOARD ACTION**

- A. Wisconsin Code of Ethics Resolution
- B. Resolution for the First Merit Wire Transfer Agreement

## **BOARD MONITORING OF COLLEGE EFFECTIVENESS**

- A. General Obligation Refunding Bonds
- B. Strategic Projects Quarterly Report
- C. Marketing Report
- D. Staffing Update

## **INFORMATION AND CORRESPONDENCE**

- A. Enrollment Report
- B. Chairperson's Report
- C. College President's Report
- D. Other Information Items

## **ESTABLISH BOARD AGENDA ITEMS FOR NEXT MEETING**

- A. Agenda
- B. Time and Place

## **ADJOURNMENT**

{Facilities at Southwest Tech are handicap accessible. For all accommodations call 608-822-2400 or 608-822-2401 to reach the Director of Facilities, or e-mail [accom@swtc.edu](mailto:accom@swtc.edu)}

After a review of the Consent Agenda, including the September 25, 2014, agenda; August 28, 2014, Board minutes; financial reports; four contracts totaling \$7,624.49 in August 2014; the hiring of Janet Giese, Auto Tutorial Lab Assistant; Clark Benson, Healthcare Tutor/Mentor (LTE); Marcia Taddy, Healthcare Tutor/Mentor (LTE); Jeff Stauffacher, Healthcare Tutor/Mentor (LTE); and Jennifer Taylor, Student Services Specialist; the retirement of Kathy Witzig, Counselor; and renewal of the 2015 American Association of Community Colleges membership for \$3,490. Mr. Kohlenberg moved to approve the Consent Agenda. Mr. Tuescher seconded the motion; upon voice vote, the motion carried.

Under Other Items Requiring Board Action, the Board reviewed and approved the Wisconsin Code of Ethics Resolution and the Resolution for the First Merit Wire Transfer Agreement. Mr. Moyer moved to approve the Wisconsin Code of Ethics Resolution, which names Dr. Duane Ford, President; Dr. J. Philip Thomas, Vice President for Student & Academic Affairs; and Mr. Caleb White, Vice President for Administrative Services, as the employees of the college to which the Code of Ethics applies. Ms. Mickelson seconded the motion; motion unanimously was approved.

Mr. White explained the Resolution for the First Merit Wire Transfer Agreement. When Citizen's Bank was sold to First Merit Bank, the wire transfer agreement became void. Thus, a new wire transfer agreement is needed to be in compliance. Mr. Moyer moved to authorize Mr. Caleb White, Vice President for Administrative Services, to transfer

funds via wire transfer with First Merit Bank. Mr. Tuescher seconded the motion. Upon voice vote, the motion unanimously carried.

The General Obligation Refinancing Bonds were presented by Caleb White. Mr. White reviewed the reasoning for and process used for refinancing. Per board direction given via a parameters resolution passed in July 2014, the College entered into an advanced refinancing of General Obligation School Improvement Bonds originally issued October 15, 2008. The refunded issue amount of \$5,215,000 will be dated October 1, 2014, and will realize the College \$207,274 in present value savings after all transaction costs or 4.32% savings as a percentage of refunded debt.

Dr. Ford reviewed the third quarter update to the 2014 Strategic Projects. He informed the Board that the College is moving forward in all seven directions, with two projects being deferred. At the February 2015 Board Retreat, the Board will be asked to consider the current 2012-2015 Strategic Directions or develop new direction statements. Input will be sought from the College community on the strategic plan, which will be shared with the Board in February 2015.

Sue Reukauf, Marketing & Public Relations Manager, provided a report on the Marketing Department. Areas highlighted in the report included the redesign of the guidebook into two pieces – a preview guide and a get started guide; the Marketing project submission process being implemented; National Council on Marketing and Public Relations awards for the “I Chose” t-shirts and the “2 out of 3 triplets” billboard; increase in social media advertising including using students as “Social Media Ambassadors;” the evolving College website; Marketing goals; and upcoming events. Ms. Reukauf shared new marketing strategies utilized recently including billboards, radio, newspaper, sponsorships, etc.; more current strategies such as Pandora ads, social media site, and online marketing; and a fall t-shirt promotion offered to all 30 K-12 schools districts in the College district.

Dr. Ford reviewed the College Staffing for 2014-15 noting all positions have been filled except for the Accounts Payable and Online Specialist positions. These positions are in various stages of the hiring process.

The Board reviewed the 2014-15 Comparison FTE Report. The report reflected a three to four percent decrease in FTEs from the previous year. Mr. White explained that the FTEs were down significantly this summer because classes were not run that did not have full enrollment. The hope is that the spring semester will see a large increase in students. The Board also reviewed the Wisconsin Technical College System FTE Comparison report. This report indicated that Southwest Tech was the only college of the 16 Wisconsin Technical Colleges to show an increase in FTEs during FY2014.

Under the Chairperson’s Report, Mr. Moyer was designated as the primary voting delegate and Mr. Tuescher was named the alternate delegate for the ACCT Leadership Congress in October 2014. The Board of Directors congratulated the Direct Entry-Midwife program on receiving accreditation through the Midwifery Education and Accreditation Council.

Dr. Ford highlighted the following in his report to the Board.

- The Karen R. Knox Learning Center Dedication event was very successful. A ribbon cutting will be planned when the Learning Center becomes operational.
- Shared the engagement letter from the audit firm, Wegner CPAs, with the Board.
- Informed the Board that the WTCS State Board approved the biennial budget request for new money that is being requested from the Governor's Office. The Wisconsin Technical College System is requesting \$24 million in new money in the areas of Performance Funding, Innovation Agenda, Dual Enrollment Expansion, and Ensuring Veteran Success.
- Received preliminary notification of the net new construction figures for the 2014 tax levy. Southwest Tech shows a 1.206% increase in net new construction.
- The Government Accountability Board has authorized that the use of technical college student IDs will be allowed under the new Wisconsin voter ID law. Southwest Tech's ID system is having changes made to it so that our IDs qualify for our students.

With no further action to come before the Board, Mr. Tuescher moved to adjourn the Board meeting. Ms. Mickelson seconded the motion. The motion carried and the meeting adjourned at 7:59 p.m.

---

Darlene Mickelson, Secretary