

Minutes

NEW ERA Meeting

September 9, 2008
9:30 – 2:00 p.m.
UW-Sheboygan, Room 1202

Facilitator/Chair: Jim Perry

Note taker: Juli McGuire

Members Present:

CEOs:

Verna Fowler, CMN
Susan May, FVTC
Mike Lanser, LTC
Jeff Rafn, NWTC
Jim Perry, UW-FOX
Rick Wells, UWO
Paula Langteau, UW-MNT
Al Hardersen, UW-SHB

Additional Large Group

Members:

Stephanie Erdman, CMN (FDG)
Chad Waukechon, CMN
Ron Toshner, FVTC
Tom Hilke, LTC
Dan Ensalaco, MPTC
Dan DeMarte, NWTC
Mary Grant, UW-EXT
Carla Rabe, UW-FOX

(continued)

Scott Furlong, UWGB (guest)
Scott Hildebrand, UWGB
John Katers, UWGB (guest)
Bill Laatsch, UWGB
Jan Thornton, UWGB
Martin Tadlock, UWO
Tom Peneski, UW-SHB

Agenda Item/Discussion

NEW ERA CEO MEETING:

1. Jim Perry welcomed the new Interim Provost for UWGB Bill Laatsch who had been an instructor at UWFox in 1966 and long-term faculty member at UW-Green Bay.
2. Rick Wells and other NEW ERA UW partners shared details of their growth agenda, phase II. The goal of NEW ERA is to be the number one region in the state. **Partners agreed to send a brief summary of their approved growth agenda to Rick Wells by September 23** for drafting a case for support for the integrated needs and plans in higher education of New North and to show how UW System's agenda is driven by the needs of the region which benefits the state as a whole. Send information to Rick Wells by providing the same level of detail as the Next Generation document for the Wisconsin Technical Colleges, by September 23.
3. The problem in establishing clinical opportunities for nursing students was discussed and may be something NEW ERA can address cooperatively. The UW System Board of Regents will be talking about how to get teachers and students at the master's level in November. Rick Wells indicated there was a marketing study done on the need for nursing education and will find out when that report will become available. It was suggested that connecting with military personnel, workforce development agencies and the medical community may help in this area. Jeff Rafn indicated that there is growing demand for sonography and radiology technician training and that they are currently doing competitive enrollment because of staffing problem. Competitive salaries was highlighted as imperative to success in recruiting master's level nursing educators. **Rick Wells and Susan May will get together to discuss this further.**
4. Partners discussed enrollment trends and potential for reaching new populations of students. UWGB will be undergoing strategic enrollment planning to reach students and get to know what they need. While growth is expected in the older student population, the traditional age population is considered critical because that pool is shrinking. NEW ERA partners suggested it could be beneficial to come up with thoughtful, strategic ways to collaborate on the K-12 population in terms of college readiness and planning for post-high school education. A recently published study indicated that greater than 50% of Wisconsin has a high school diploma or less and yet there is a significant population of high school seniors who believe they don't need to go to college.

5. The New North Summit will be held at the Radisson Paper Valley Hotel in Appleton on December 8. A featured speaker, Richard Longworth, author of “Caught in the Middle” will also be speaking the following day at UW-Fox Valley. He will also be the featured speaker at the Chancellor’s retreat on September 19. Jeff Rafn indicated that the New North executive committee will be meeting later today to work on the summit agenda which is expected to highlight collaborations between New North institutions.

6. Partners discussed the benefit of sharing emergency readiness and response plan information establish off-site command centers should the need arise. It was decided to have the next NEW ERA meeting at Lakeshore Technical College with an afternoon workshop and tour of the shared command center. Others from NEW ERA partner institutions may be invited to attend. Jeff Rafn would like to know how partners plan to deal with cyber security. He also volunteered to share information about the NWTC rapid response group’s intervention procedures.

NEW ERA LARGE GROUP MEETING:

1. Dr. John Katers, Associate Professor, Natural and Applied Sciences, Engineering, University of Wisconsin-Green Bay, provided a presentation on Sustainability and Renewable Energy by the NEW ERA Faculty Dialogue Group’s New Innovations Subcommittee 2007-08. Presentation goals are to summarize the importance of sustainability and renewable energy issues, describe ongoing activities by NEW ERA Institutions, consider future collaborative opportunities. He emphasized that economic development and environmental protection are not mutually exclusive. There is a heavy and quickly growing demand for higher education in sustainable and renewable energy. The programs that exist between NEW ERA partners did not exist 3 years ago. To emphasize how quickly knowledge needs are changing, Dr. Katers provided a quote from Intel Chairman which indicates that 90% of revenues in December are from products that did not even exist in January. Dr. Katers says “Students are asking questions. They definitely ‘get it.’” Students need multiple entry points, credit transfer, theoretical and hands on courses, internships. Employers need trained workers from all facets in the sustainability and renewable energy field. Environmental leadership is beginning to merge at all levels of the economy and in higher education. The presentation will be posted on the NEW ERA website under the Faculty Dialogue Group heading. NEW ERA partners would like to put a working group together for a week, uninterrupted by their daily responsibilities to come up with a NEW ERA Institute for Sustainability. Tell the group that the goal is to be number one in the region and in the country supporting sustainability practices and that they are to create a vision and framework to pull this together. No limits. This will make existing programs stronger as well. After a week or two of working on this, the group could let it rest for a weekend and then reconvene to polish off their ideas. Ask them to tell partners what faculty need from NEW ERA and the campuses so that administrators aren’t barriers with the understanding that the core mission of education isn’t just about what occurs in the classroom – it includes how we engage business and meet the workforce needs of students. Jim Perry, Jeff Rafn and Verna Fowler will have a teleconference to initiate the plan to get the charge out and to get others involved. **Jeff Rafn will initiate the call.**

2. Brian Morgan, President of Morgan Aircraft presented on the development of the EMJ, extremely moveable jet with dual jet power, VTOL (vertical take off and landing) and forward flight (as well as rearward and sideways flight) capabilities. He described the superior design of the EMJ which seats 6 to 7 passengers, travels approximately 400 mph, can travel 1611 miles before needing to refuel, and will have the capability to fly round trip to MN from Chicago to MN in 2 hours, Chicago to New

York in 4 hours, LA to San Francisco in 2 hours, with no stop at an airport required. It only needs a 50 foot circle landing pad. Mr. Morgan is hoping to gain a hold on the billion dollar corporate travel market. They plan to start out with a 600 foot manufacturing facility built on the north quadrant of the Sheboygan airport starting out with 32 engineers with the first planned expansion to require the addition of 2000 jobs.

3. Champion Reports:

A1 "Make regionally relevant baccalaureate degrees in engineering available throughout northeast Wisconsin." Jeff Rafn

- **Rick Wells presented Jeff Rafn's report on initiative. The committee met by phone. Electronic minutes of the meeting will be provided. A survey was sent out asking partners to provide additional information about what they are doing and where they are going with regarding to engineering programs which should be completed by the end of the month. The committee would like to eventually invite Platteville, Milwaukee, Stout and administration and discuss what NEW ERA partners think our region needs. Jim Perry will provide a copy of the system wide study done in the state. The study however does not break specifically the needs of northeast Wisconsin. The next step will be to discuss how we establish if there is a need in engineering and how we get to filling this need together....something about targeting a day long event and driving need. Martin Tadlock will provide an HR study GAP analysis to Jim Perry. See attached "New North Job Openings."**

A2 "Catalog entrepreneurship activities in NEW ERA region and identify caps to direct future initiatives."

- **Mary Grant will ask Gail Kugler what she is doing in this area.**

A3 "Identify best practices for developing entrepreneurial skills in students."

- **Dan DeMarte had reported on this earlier. More could be developed from this research if requested.**

A4 "Inventory faculty and staff expertise that is applicable to growing northeast Wisconsin businesses and communities." Linda Freed

- **Linda Freed, Jim Perry and one other person had a teleconference on this. Martin Tadlock will follow up with Linda Freed. Stephanie Erdmann will also ask the Faculty Dialogue Group about this at the next meeting in October and will get back to Martin on this. She mentioned that the College of Menominee Nation is putting together a speaker's bureau. Several partners indicated they also have a speaker's bureau, so it is clear some ground work has already been done relative to this initiative.**

B1 "Continue to support the Faculty Dialogue Group." Stephanie Erdmann

- **The new champion on this is Stephanie Erdmann, vice chair of the FDG, and in the future she will make the report, but Jan Thornton provided this month's report indicating that this is the first time every membership slot on the FDG has been filled. With the addition of representation from UW-Extension there are now 29 members. This is the largest the FDG has ever been. The first meeting will be October 3 at which time they will set meeting dates, agendas and goals.**

B2 "Expand professional development with the current 'adult access' initiative to include other topics of shared interest/needs. Mary Grant.

- **UW-Extension/UW Colleges have submitted a DIN (Decision Item Narrative) request to UW System for inclusion in the biennial budget. It appears that this**

request will be forwarded as part of the UW System budget. The funds are requested to continue to expand the Adult Student Initiative with a goal of developing more degrees and degree completions for working adults. Under consideration are a bachelor's degree in global competencies, a master's degree in nursing and others which would be of both critical need and critical demand. In addition to supporting the development of the new degrees, the additional funding will allow us to enhance services for working adults ranging from prior learning assessment, expanded hours and advising along with a major web presence that would act as a portal for adult students to the entire range of UW offerings. Mary will ask for someone to join her with this initiative.

B3 "Continue to communicate with area legislators as a group. Develop regional legislators as a 'caucus' on behalf of our region. Build more support from the governor and legislature. Engage federal legislators and their staff." CEOs

- **Partners plan to share progress on the sustainability institute with legislators.**

B4 "Engage UW System and Wisconsin Technical College System administrators and staff to enhance communication and build support." CEOs

- **Jim Perry will arrange a meeting (in Madison?) with CEOs, Dan Clancy, WTC President and Kevin Reilly, UWS President, and their associates. Possibly invite to a NEW ERA meeting.**

B5 "Engage College of Menominee Nation and UW-Extension in dialogue on how to leverage their relationship with NEW ERA. Develop a proposal/initiative as an outcome for application by the end of the year." Verna Fowler

- **Verna Fowler has invited David Wilson and Jim Perry to visit on October 16.**

C1 "Perform targeted analysis to find out how effective we are at Goal C programs in progress. Document metrics and student feedback for selected initiatives, including a) Alternative Teacher Certificate, b) 1+3 general education certificate, and c) BAS degree." Sue Hammersmith

- **Martin Tadlock will ask Michael Beeth or perhaps Caroline VandeZande to help with this initiative.**

C2 "Form a new committee to share best practices in accelerated programming, starting with accelerated business programming." Stephanie Erdmann

- **The committee will be asked to continue to put together meetings for the next year. They have already looked at what committee organizations are doing. They have created questions to find out what others are doing. They will connect with Ms. Allen French regarding the WTC ALP team. The committee plans to send a representative to the CAP (Communities for Accelerated Programs in Higher Education) conference to be held February 11-12 in Nevada. Stephanie will email other pertinent dates and conference announcement by PDF to Juli McGuire.**

C3 "Continue to research/implement credit for prior learning (CPL)." Jan Thornton

- **Jan Thornton submitted a brief summary regarding whether NEW ERA institutions grant CPL through a portfolio process and whether they accept CPL in transfer. She also highlighted some comments but stated that coming up with a common understanding should not be terribly difficult because they are not that far apart but that it is not going to happen without some examination. Jan Thornton will take this back to the committee to develop further.**

4. Other items/issues:

- **Jim Perry, Jan Thornton and Martin Tadlock met. UW-Fox would like UWGB to offer the BBA at UW-Fox. UW Oshkosh is offering coursework on a number of UW College campuses.**

- **Martin Tadlock and Jim Perry are also looking at providing a bachelor's in liberal studies degree in leadership development in Waupaca.**
- **Rick Wells indicated that he will continue to honor scholarships for students transferring to Oshkosh and things there needs to be more of these between NEW ERA.**
- **Jim Perry announced that the UWFox 75th anniversary celebration was a success and that an original alumna attended the dinner with her 65-year-old son who also attend UWFox. FVTC will be 100 in a few more years. Jim Perry will send a write up he received about the history of the UW Colleges and Fox Valley Technical College referencing information from the Legislative Fiscal Bureau. See the attached "History of two-year colleges."**
- **Susan May shared a copy of "The State of working Wisconsin" from COWS (Center on Wisconsin Strategy)." This is a report that comes out every other year. Here is web link to report: <http://www.cows.org/pdf/rp-soww-08.pdf>**

7. The next meeting was set for Thursday, November 20, 9:30-11 CEO; 11-2 p.m. large group, at the Lakeshore Technical College campus to include a tour of the shared command center and discussion about member emergency preparedness and rapid response.

8. Meeting adjourned at 2:18 p.m.

Special thanks to UW-Sheboygan CEO/Dean Al Hardersen and Judy Hartman for hosting this meeting.