

**Wisconsin Indianhead Technical College
Board Forward Proceedings
November 16, 2015**

The Board Forward meeting of the Wisconsin Indianhead Technical College Board was held on Monday, November 16, 2015, at 11:17 a.m., at the WITC-Administrative Office, located at 505 Pine Ridge Drive, Shell Lake, WI 54871.

1. CALL TO ORDER/ROLL CALL

Chairperson, Chris Fitzgerald, called the meeting to order at 11:17 a.m. with the following Board members present: James Beistle, Chris Fitzgerald, Brett Gerber, Lorraine C. Laberee, Agnes Ring, Josh Robinson, and Eileen Yeakley. Troy Lambert and Dave Minor provided notice that they would not be in attendance at this meeting. President Will and Kim Olson, Executive Assistant to the Board and President, were also present at this meeting.

2. OPEN MEETING STATEMENT

Kim Olson, Executive Assistant to the President and Board, read the following open-meeting statement: "The November 16, 2015, Board Forward meeting of the Wisconsin Indianhead Technical College Board, and all other meetings of this Board, are open to the public and in compliance with state statutes. Notice of the meeting was sent to the press on November 12, 2015, in an attempt to make the general public of Wisconsin aware of the time, place, and agenda of the meeting."

3. MARKETING

Time was reserved for President Will to provide background information on previous research related to a College name change study that was done in 2001 and information related to current marketing efforts. Materials were provided for the Board. Board discussion and input occurred.

Note: At 11:41 a.m., the Board continued their discussion during a working lunch.

President Will asked if there were any Board members opposed to exploring a College name change, and there were no objections. President Will would like to check with the Wisconsin Technical College System Office about the process and bring that information back to the Board. The next step would then be to go through an investigation process. We need to figure out who we are, what makes us different, why we would change our name, and what benefit we would have by doing so. It was suggested that an unbiased marketing firm be hired to help with this process. In addition, support was given by some of the Board members for a mascot.

4. ENROLLMENT

President Will updated the Board on current enrollments and strategies that have been employed to reduce barriers for our students. Enrollment reports were reviewed with the Board. President Will noted that work needs to be done around the inquiry-to-registration process. One Board member suggested hiring a consultant to help us figure this out. Time was reserved for Board members to ask questions and provide input.

5. CAMPUS OPERATIONS

President Will reviewed selected summary information regarding campus operations and enrollments. A County Profiles document (with campus community information) was provided for the Board. Time was reserved for Board members to ask questions and provide input.

6. **COMMUNITY ENGAGEMENT**

President Will discussed strategies related to community engagement efforts. The Vice Presidents' leadership structure going into next year was shared. Our cross-functional leadership teams at each campus are being strengthened. President Will framed-up some questions for the leadership teams to talk about the issues locally so that the President's Cabinet can address them functionally. He has also been reemphasizing the visibility of the Campus Administrator role within the Vice President positions.

A Board Involvement list was shared and provided a crosswalk to the Board Member's Role policy. President Will intends to make the Board more aware of Board Involvement activities and the Board's option to attend. The Board Involvement list is more of an opportunity list; however, events like graduation, Foundation events, and County Board meetings may be higher-level events that the Board may want to attend to show their support.

7. **MEETING EVALUATION/ADJOURNMENT**

The Plus/Delta evaluation form was provided for the Board's use at the conclusion of the meeting. Board members provided the following feedback for this meeting:

PLUS +	DELTA ^
+ Really enjoyed the discussion + Great discussion + Thought-provoking information and conversations + There is work to be done	^ None

The Board Chair requested a motion and a second to adjourn the meeting. James Beistle moved, seconded by Brett Gerber, to adjourn the meeting at 1:31 p.m.

Respectfully submitted,



Board Secretary

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