

# EDUCATIONAL APPROVAL BOARD MEETING

Thursday, June 12, 2008  
10:30 a.m.

Eighth Floor Board Room  
30 West Mifflin Street  
Madison, WI

**Members Present:** Christy L. Brown, Michael Cooney, Terry Craney, Joe Heim, Jo Oyama-Miller, and Monica Williams

**Members Absent:** Rick F. Raemisch

**Others Present:** David Dies, Joan Fitzgerald, Blanca James, Linda Heidtman, Patrick Sweeney, EAB; Deb Anderson, Springfield College; George Fogel, Rasmussen College; David George, DeVry University; Don Madelung, Herzing College; Fritz Oppenlander, Upper Iowa University; Pete Pavone, Bryant & Stratton College; and Brian Elliott, Whyte Hirschboeck Dudek SC

The chair of the Educational Approval Board (EAB), Michael Cooney, called the meeting to order at 10:34 a.m. Mr. Cooney asked that board members pay particular attention to the summary of the strategic plan discussion in the minutes. He noted that the board would be taking action on the strategic plan later in the meeting. A motion (Craney, Williams) to approve the board minutes of March 13, 2008 was adopted unanimously.

## **BOARD CHAIR'S REPORT**

Mr. Cooney informed the board that the September meeting had been moved to September 18 and would take place at Madison Media Institute in Madison. He invited members of the audience to introduce themselves before entering into the public comment portion of the meeting.

## **PUBLIC COMMENT**

Pete Pavone, campus director of Bryant and Stratton College, and Don Madelung, president of Herzing College, spoke on behalf of the Wisconsin Council for Independent Education (WCIE). Mr. Pavone expressed a desire to meet and interact closer with the board. He explained the function of WCIE, which includes proprietary colleges and other degree granting colleges approved by the EAB, is to promote growth, development, and successful outcomes of member institutions and to have a positive impact on the state and local communities. He indicated that it was upsetting not to see tuition assistance for students who attend EAB-approved schools included in the strategic plan. He also wanted to know the board's plans to help, understand, and support the colleges and universities.

Mr. Madelung also emphasized a desire to connect, coordinate, and collaborate with the board. He pointed out that many students served by EAB-approved schools do not leave the state and he would like to see them stay without high debt. He wished the board luck as they moved forward with the strategic plan and encouraged the board to engage in a dialogue with the schools – offering WCIE’s assistance in any way the board might need.

## **EXECUTIVE SECRETARY'S REPORT**

Mr. Dies commented on the following items contained in the executive secretary’s report.

### *AWARENESS AND UNDERSTANDING OF THE EAB AND APPROVED SCHOOLS*

Approved Schools Directory – It was reported that the EAB is currently in the process of surveying high school counselors on the usefulness and appearance of the approved schools’ directory. An initially low response prompted a reminder to be sent, which generated more responses. Information will be collected and analyzed to make changes to next year’s directory.

External Relations – Mr. Dies summarized recent contacts the EAB had with the media and referenced a newspaper article provided in the board materials.

Street Signage – It was noted that the EAB was finally successful in having street signage approved and installed on one of the large glass windows on the ground floor of the building, making the EAB’s presence more noticeable.

### *POSITIVE WORKING RELATIONSHIPS AND ALLIANCES*

Accreditor Relationships – The EAB was approached by the Director of Policy and Accreditation Systems at the Accrediting Council for Independent Colleges and Schools (ACICS) seeking permission to use information it presented at the EAB’s 2007 approved schools conference. ACICS intends to share the information, which was webcast, with their schools.

NASASPS – The EAB continues to be involved in a strategic effort to broaden the role it plays in the higher education arena. The executive secretary was recently elected president of the National Association of State Administrators and Supervisors of Private Schools (NASASPS). In addition, Mr. Dies gave a presentation about school visits at the NASASPS conference this past April.

### *CONSUMER PROTECTION AND EDUCATIONAL CHOICES*

Student-Lending Issues – Mr. Dies indicated that the EAB continues to follow the nation’s student-lending crisis, and provided the board with an article that recently appeared in the Chronicle of Higher Education summarizing the current issues.

*OPERATIONAL / ADMINISTRATIVE POLICIES AND PROCEDURES*

Budget – An overview of the EAB’s monthly revenues and expenditures through the end of May was provided by Mr. Dies. Based on total revenues received, he feels there will be sufficient revenues to cover expenditures, meet the required 10% withholding, and partially restore monies to the student protection fund as planned.

**SCHOOL APPROVAL ISSUES**

Mr. Cooney introduced the school approval issues paper and indicated that a motion for the approval of items “A” through “T” of the School Activity Report would be appropriate following any discussion.

Mr. Dies discussed an issue involving Summit Schools and referenced two letters written by school officials stating their objections to certain aspects of the EAB’s oversight activities and modernization efforts. Although several conversations have taken place with the owner and administrator to address misinterpretations of the modernization bill, the school continues to disagree with the EAB’s proposed legislative changes.

The EAB learned from an article in the Wisconsin State Journal that five students who graduated from Herzing College’s nursing program had sued the school. Although the students never contacted the EAB, it has opened an investigation based on information contained in the article. A summary of actions taken were provided in the materials provided to board members.

A motion (Oyama-Miller, Heim) to approve items A through I of the School Activity Report for the period of March 7, 2008 through May 28, 2008 was approved unanimously.

**2009-11 BIENNIAL BUDGET**

Mr. Dies provided a summary of what is required to develop and submit a budget request to the Department of Administration (DOA). He noted the background information provided in the board materials and directed board members to the one proposal that had not been previously requested, the hiring of a program and planning analyst. This position would allow the EAB to concentrate on institutional effectiveness with schools.

Mr. Dies pointed out the requests for a 0.5 FTE attorney position and a 0.5 FTE administrative support position were being made again in this budget because the EAB’s need for these staff has not changed. In addition, the EAB staff has once again recommended the repealing of the provision requiring a 10% of the total revenues received annually by the EAB from fees be credited to the general fund.

After extensive discussion about the four proposals, it was suggested that only the three half-time positions as recommended by the EAB staff be included in the budget request.

A motion (Oyama-Miller, Williams) to approve the three 0.5 FTE positions was made and approved unanimously, with Ms. Brown abstaining.

## **EAB MODERNIZATION UPDATE**

Mr. Dies referenced information provided in the board materials about the EAB's modernization bill. He noted that a lot of progress had been made in moving the bill forward even though it did not pass; and the EAB is positioned well to move forward in the next legislative session. No strategic decisions will be made as to how the EAB will move the bill until after this fall's elections and legislative leadership has been determined.

Mr. Dies reported the EAB's database redesign project has been completed. He provided the board with a technical summary and a printout of a PowerPoint presentation, which gave detailed information of its functionality. The board expressed interest in seeing the presentation at a future board meeting.

## **2008-13 STRATEGIC PLAN**

Mr. Cooney directed board members to focus on the summary of changes made to the strategic plan based on the board's discussion at its March 2008 meeting. The changes were summarized:

- *Values* – Wording related to demonstrating a commitment to the private postsecondary sector has been changed from "...supporting students and schools in the legislative process, with other state agencies, and with other sectors of education" to "supporting the success of students and schools."
- *Goal One* – No changes
- *Goal Two* – To create parallelism and a subordinate school role, the third objective has been reworded.
- *Goal Three* – The language "and other key partners" has been added after "...the Department of Justice."
- *Goal Four* – The second objective has been eliminated and the third objective has been reworded. (The third objective is now the second objective.)
- *Goal Five* – No changes were made.
- *Goal Six* – No changes were made.

After some discussion, it was noted that the intention of the board at this point is to not include financial aid within this plan, but that the board will need to discuss financial aid at a future date.

A motion (Craney, Heim) to approve the 2008-2011 Strategic Plan as revised was made and approved unanimously, with Ms. Brown abstaining.

## **MOTION TO CONVENE A CLOSED SESSION**

A motion (Oyama-Miller, Williams) to hold a closed session under s.19.85(1)(c), *Wis. Stats.*, to consider the performance and compensation of the executive secretary in accordance with s.38.50(5), *Wis. Stats.* was approved 6-0 at 12:00 noon.

## **RECONVENE IN OPEN SESSION**

The board reconvened in open session at 12:45 p.m. to entertain two motions:

1. A motion (Williams, Oyama-Miller) to approve the Performance Planning and Development (PPD) report with overall rating of exceptional for the EAB executive secretary, David Dies, was adopted unanimously.
2. A motion (Heim, Brown) to approve a discretionary compensation award (DCA) adjustment of ½ step was approved on a roll call vote with four ayes and two nos (Craney, Oyama-Miller).

It was noted for the record that the board is recommending that next year the chair seek feedback from the EAB staff and others regarding the performance of the executive, and that the chair seek information regarding professional staff development and that both be incorporated in the PPD as part of the chair's contribution.

## **ADJOURNMENT**

A motion (Heim, Craney) to adjourn was unanimously approved at 12:50 p.m.