

EDUCATIONAL APPROVAL BOARD MEETING

Thursday, March 13, 2008
10:30 a.m.

Eighth Floor Board Room
30 West Mifflin Street
Madison, WI

Members Present: Christy L. Brown (via teleconference), Michael Cooney, Terry Craney, Joe Heim, Rick Raemisch, and Monica Williams (via teleconference)

Members Absent: Jo Oyama-Miller

Others Present: David Dies, Joan Fitzgerald, Linda Heidtman, Blanca James, and Patrick Sweeney, EAB; Conor Smyth, Wisconsin Technical College System; Brian Elliott, Whyte Hirschboeck Dudek SC; Bob Ernst and Laurie Grimyser, Kaplan College; and Michael Witte, ITT Technical Institute

The chair of the Educational Approval Board (EAB), Michael Cooney, called the meeting to order at 10:34 a.m. A motion (Craney, Heim) to approve the board minutes of December 13, 2007 was adopted unanimously.

BOARD CHAIR'S REPORT

Mr. Cooney reported that he recently was a presenter at the International Research Education Conference in Phoenix, Arizona, and received very positive feedback from audience members about the dissemination of student outcomes data on the EAB's website, as well as EAB's broader modernization efforts.

Mr. Cooney introduced Conor Smyth, Policy Advisor for the Offices of Policy and Government Relations at the Wisconsin Technical College System, who would help facilitate the board's strategic planning discussion. He also reminded the board members that they will be reviewing the performance of the executive secretary at the June meeting, and he intends to use the same process as in previous years. The evaluation instrument previously developed by the board will be provided to all members. Input from the board members will be reviewed by the executive committee prior to the June meeting, which will report to the full board.

PUBLIC COMMENT

There were no public comments.

OFFICER ELECTIONS

Mr. Cooney noted that state law requires the board to elect officers at its first meeting of the year. Officers consist of a chairperson, a vice-chairperson, and a secretary. Mr. Cooney entertained nominations for secretary. Ms. Williams nominated Joseph Heim. Mr. Heim accepted the nomination and was elected unanimously. Nominations for the vice-chairperson were sought. Mr. Cooney nominated Monica Williams. Ms. Williams accepted the nomination and was elected unanimously. Mr. Cooney relinquished the chair to Monica Williams. Ms. Williams entertained nominations for chairperson. Mr. Heim nominated Michael Cooney. Mr. Cooney accepted the nomination and was elected unanimously.

EXECUTIVE SECRETARY'S REPORT

Awareness and Visibility

Mr. Dies informed board members that the 2008 Directory of Approved Schools was in production and would be distributed to a wide variety of individuals, as well as board members, later in the month. He noted that changes in the directory include the addition of student satisfaction information and cost information for each program. Mr. Dies indicated that high school guidance counselors and other individuals in counseling-related services would receive an invitation to complete a survey about the directory. The EAB plans to use what it learns from the survey to improve the directory's usefulness and appearance.

Mr. Dies discussed a recent article in the Capital Times about the EAB's modernization bill, which he thought was balanced and generally favorable. He noted that the story was very different from the reporter's interest when she first approached the EAB, which involved concerns over the financial aid practices of an EAB-approved school. The reporter's interest was used as an opportunity to enhance awareness of the EAB and the sector.

Positive Working Relationships and Alliances

Mr. Dies reported that the EAB has established a strong working relationship with key national higher education accreditors over the past few years. The workshop presenter at the annual EAB conference in November was Chris Lambert from the Accrediting Commission of Career Schools and Colleges of Technology (ACCSCT), who led a session on institutional planning. The session was so successful that ACCSCT requested permission to link to the workshop webcast and wanted to promote it by issuing a media alert and citing the EAB.

Consumer Protection

Mr. Dies referenced the various legislative initiatives contained in the board material and noted that the Business Education Tax Credit information provided contained a typographical error. He indicated that the bill passed the Assembly; but instead of "...not awaiting" it should read "... now awaiting" action in the Senate.

Operational / Administrative Policies and Procedures

Mr. Dies reported that the EAB is in a good shape with its budget based on total revenues received to date; it appears that FY 08 revenues will be sufficient to cover expenditures, as well as the required 10% withholding.

SCHOOL APPROVAL ISSUES

Mr. Dies passed out information that Summit Schools, Inc. wanted shared with board members. He made reference to the summary provided in the board materials and indicated that the school (approved since the 1980s) feels it should be exempt from EAB oversight and has contacted its state Representative. The EAB staff believes the school should not be exempt from oversight and will be meeting with the school's legislator and the school owner to discuss the concerns raised.

A motion (Heim, Craney) to approve items A through I of the School Activity Report for the period of December 3, 2007 through March 6, 2008 was approved unanimously.

EAB MODERNIZATION UPDATE

Mr. Dies made reference to the modernization update information provided in the board materials. Responding to a question from Mr. Craney about what aspects of the modernization plan can be implemented should the modernization bill fail to pass, Mr. Dies noted that everything under the modernization plan can be implemented. This is because current law and administrative rule already provide the EAB with the authorities needed; the modernization bill will better align these authorities.

2008 – 2013 STRATEGIC PLAN

Mr. Cooney initiated the strategic planning discussion by proposing board members consider each of the goals to see if there is consensus. Following remarks by Conor Smyth about the process, it was noted by Mr. Dies that the proposed strategic plan includes a vision statement; something that was not included in the current strategic plan. The vision statement is intended to give the EAB a marker towards which it would move over time. It was also suggested by Mr. Smyth that the final plan not include specific metrics, which may need to be changed over time. After a fair amount of discussion, the board identified a number of issues and reached the following conclusions.

- *Values* – Wording related to demonstrating a commitment to the private postsecondary sector will be 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 were made.

- *Goal Two* – There was agreement to have staff reword the third objective so that it would begin with the word “identify” to create parallelism and clarify the school role is subordinate.
- *Goal Three* – It was agreed that the fourth objective would be revised to include “and other key partners” after “the Department of Justice.”
- *Goal Four* – Mr. Craney requested clarification of the second objective pertaining to legislative initiatives. Mr. Raemisch expressed objection of both the second and third objectives. Those concerns were echoed by Mr. Heim. Following considerable discussion of this goal and the specific objectives, Mr. Cooney noted there was consensus on the first, fourth, fifth and six objectives. He asked staff to revise the second and third objectives based on the discussion, which the board can consider at its June meeting.
- *Goal Five* – No changes were made.
- *Goal Six* – No changes were made.

Mr. Cooney requested that revised language for the items above be provided to board members prior to the June meeting for their reflection and response. Mr. Dies indicated that he do so and would also inform Ms. Oyama-Miller of the board’s discussion.

ADJOURNMENT

A motion (Craney, Heim) to adjourn was unanimously approved at 12:21 p.m.