

**Wisconsin Indianhead Technical College
Board Forward Proceedings
November 18, 2019**

The Board Forward meeting of the Wisconsin Indianhead Technical College Board was held on Monday, November 18, 2018, at 10:00 a.m., at the WITC-Administrative Office, located at 505 Pine Ridge Drive, Shell Lake, WI 54871.

1. **CALL TO ORDER/ROLL CALL**

Chairperson, Josh Robinson, called the meeting to order at 10:07 a.m. with the following Board members present: Andrew Albarado, James Beistle, Carol De Young, Brett Gerber, Janelle Gruetzmacher, Lorraine C. Laberee, and Josh Robinson. Troy Lambert attended the meeting via BlueJeans technology until 10:28 a.m. Chris Fitzgerald arrived at 10:30 a.m.

President Will, Kim Olson, and Kathi Swanson were also present for this meeting.

2. **OPEN MEETING STATEMENT**

Kim Olson, Executive Assistant to the President and Board, read the following open-meeting statement: "The November 18, 2019, 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 15, 2019, in an attempt to make the general public of Wisconsin aware of the time, place, and agenda of the meeting."

3. **MARKET RESEARCH AND BRANDING STRATEGY**

President Will explained the expected timeline and key components of the College's upcoming market research project, which is a key component of the Strategic Plan. A tentative Market Research Project Timeline was provided. In addition, Kathi Swanson from Clarus Corporation spent time with the Board to solicit feedback on the consulting component of the project. Ms. Swanson will do more listening in the next few days and will create questionnaires for administration's feedback. She left the meeting at 11 a.m.

President Will reviewed next steps, noting that once the survey instrument is developed we should have data to help make decisions about the brand moving forward. The Board asked about the ability for WITC to transfer credits to universities and President Will shared how this process works related to our mission and financial aid. Chair Robinson noted that it would make sense to consider a name change during this process. President Will would like to have reasons why to change or not change the college's name.

4. **MEETING EVALUATION/ADJOURNMENT**

The Plus/Delta evaluation form was provided for the Board to complete at the conclusion of the meeting.

PLUS +/DELTA ^

- + Good discussion on topic without being rushed.
- + Board/President conversation regarding strategic directions.
- + "Listening" session with consultant.
- + Great discussions and idea sharing. Kathi asked great questions to generate great ideas.
- ^ None

The Board Chair requested a motion and a second to adjourn the meeting. James Beistle moved, seconded by Janelle Gruetzmacher, to adjourn the meeting at 11:50 a.m.

Respectfully submitted,



Board Secretary

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