

U.W. PLATTEVILLE-RICHLAND COMMITTEE

October 11, 2021

The U.W. Platteville-Richland Committee met in person and via WebEx on Monday, October 11, 2021 at 1:15 p.m. in the Pippin Conference Center, located in Melvill Hall on the U.W. Platteville-Richland Campus, 1200 US Hwy 14, Richland Center, WI.

Committee members present included: Linda Gentes, Bob Frank, Lee Van Landuyt, and Tim Gottschall.

Chair Gentes called the meeting to order at 1:15 p.m.

Deputy Clerk Wheelock verified that the meeting had been properly noticed. Copies of the agenda were emailed to all U.W. Platteville-Richland Committee members, a copy of the agenda was posted on the Courthouse Bulletin Board, a copy of the agenda was emailed to The Richland Observer and WRCO.

Agenda - Motion by Van Landuyt, second by Frank for approval of the agenda. All ayes, motion carried.

September 13th Minutes Approval - Motion by Frank, second by Gentes for approval of the minutes. All ayes, motion carried.

Branch Campus Market Share Report & Unique Selling Points Assessment - Victoria Livingston, Executive Director of Enrollment & Student Success – Livingston gives overview of recent campus history. States college continuation rates are declining in Wisconsin, with Richland County having the most significant enrollment loss. Unique selling points of campus education are affordability and proximity to home. Will be focusing on new associate degrees, enhanced relationships with local community, including K-12 schools, and creating a clearer market definition. Kayley Klein, Branch Campus Recruiter, will do outreach in Dane County for potential students. Also work with alumni and international alumni for testimonials to attract students.

Assistant Provost Report and Update – Michael Compton

- a. Panorama Visit/Student Housing – Compton is working with owner and manager to have 53 units open next fall for students.
- b. Enrollment Numbers - Day 10 enrollment was 71 students total.
- c. International Students – Keri Hill, Director of Multicultural Student Affairs, will be at November meeting. Campus Foundation established a \$3,000 scholarship for International Students. Eagle School International students are touring campus on October 14. International Programs Office is presenting to Eagle School students November 18.
- d. Campus Promotion - Update by John Christensen – Has been on WRCO consistently, along with paid advertisements. Physical mailings, funded by Campus Foundation, will go out soon. Campus gear will be available for purchase soon. Working on bringing more cultural content to campus and utilize the Coppertop Theater more.
- e. Recruiter – Kayley Klein, Branch Campus Recruiter, will work two days a week for Richland Campus and two days a week for Baraboo Campus.
- f. Volunteer Greeters – Compton states full time volunteers are not feasible right now but will evaluate need in the future.
- g. New Student Applications – Compton states he receives monthly reports and provides that information to respective committees.
- h. Reinstating Financial Aid education at High Schools – Gentes believes providing Financial Aid support to students and teachers at the High School level would be a good recruitment tool. Christensen is in agreeance.

- i. Continuing Education Coordinator & Future – Rebecca Powell is coordinator for Richland and Baraboo campuses. Keri Wedge is the Executive Director of CEI and the Corporate Training Center and oversees Powell.
- j. Athletic Program – Campus will have a men’s basketball team this fall, coached by Tanner Havins. Volleyball numbers are low. If not enough for a team, may be able to join with Baraboo for a team. Jason Schulte oversees Club Sports Program.
- k. Advisor and Academic Coach Search – Three good candidates.
- l. Custodian Search – Two positions open, with two failed searches for full time position due to lack of candidates. Seeking two to three students for part-time work. One student to start part-time this week.
- m. Review of Roundtable Discussion – Community Roundtable was held September 22 with Melanie Platt-Gibson and local community members. Topics/ideas discussed were: desire for activities on campus, work with underserved population, work with local tourism, outdoor sports, programming for the future, organic agriculture, daycare shortage, entrepreneurial programs and international students.

Food Service Update – Arneson reports that revenue is good this month. New fall special is Souperama with 41 quarts of chili being sold last week and 58 quarts of Chicken and Dumpling or Chicken and Rice being ordered for next week. Some catering events cancelled for next month due to Covid but all plan to reschedule. Catering Sock Hop at Rockbridge Meal Site on November 5.

Campus Maintenance and Repair Projects – Michael Compton for Mickey Knoble

Outstanding Items:

- a. Wallace Student Center – Finished campus portion of work on HVAC system controls. Precision Controls is being scheduled to finish. Should be completed this month.
- b. Gymnasium – Restroom project is complete.
- c. Science – Called Honeywell to assist in moving Building Management System from old UW Colleges network to the Platteville network.
- d. Grounds – Called Ash Creek to look at South Parking Lot lights as there is a short causing breaker to blow.
- e. Coppertop – Vents on roof leaking. Compton/Langreck working on funding from leftover Symons roof project funds.

Maintenance Accomplishments:

- f. HVAC – Repaired outlet on reach in cooler in kitchen. Trim refrigerant on reach in cooler to maintain temperatures. Finishing piping work in Wallace. Replaced two motors on exhaust fans in restrooms. Cleaned ice machine in gym for sports dept.
- g. Buildings – Replaced burnt out bulbs.
- h. Grounds – Blowing, raking, and hauling leaves. Mowing and edging lawns. Mowing and removing fallen trees from hiking trails.
- i. Custodial – Help with custodial cleaning duties and set up and tear downs due to personnel shortages.
- j. Misc – Coordinating roofing work with contractors.

Monthly Invoice Approval – Invoices totaling \$1,258.22 were presented for review. Motion by Van Landuyt, second by Gottschall for approval to pay invoices from the Outlay budget. All ayes, motion carried.

Campus Loop Report – Langreck reports he is working with Attorney Windell on it.

Discussion on the suggestion by Richland Economic Development Board to have a Phase 1 development behind campus, the consequences, potential ideas to support the campus, etc. – Nothing new to report. Next RED meeting may be Nov 8 @ 9:00 at Phoenix Center.

Agenda Items For Next Meeting – Arneson requested the food service contract be on the next agenda.

Next meeting will be held on Monday, November 8th at 1:15 PM on campus in the Pippin Conference Room, located in Melvill Hall.

Adjourn - Motion by Van Landuyt, second by Gottschall to adjourn. All ayes, motion carried. The meeting adjourned at 2:50 p.m.

Tammy Wheelock
Richland County Deputy Clerk