

**APPROVED MINUTES  
KANSAS POSTSECONDARY  
TECHNICAL EDUCATION AUTHORITY  
CONFERENCE CALL**

The December 12, 2013 meeting of the Kansas Postsecondary Technical Education Authority (TEA) was held via conference call at the Kansas Board of Regents (KBOR), 1000 SW Jackson, Suite 520, Topeka, Kansas.

**Members Present:**

Kathy Howell, Chair	Sheila Frahm
Eddie Estes, Vice Chair	Keith Meyers
Bruce Akin	Lana Gordon
Thomas Burke	Steve Kearney
Jay Scott for Diane DeBacker	

**Members Absent:**

David Coleal  
Joe Glassman  
Connie Hubbell

**Others Represented**

Barton County Community College	North Central Kansas Technical College
Butler County Community College	Northwest Kansas Technical College
Dodge City Community College	Salina Area Technical College
Hutchinson Community College	Washburn Institute of Technology
Johnson County Community College	Linda Fund
Neosho County Community College	

The meeting was called to order by Chair Howell at 10:00 AM.

**APPROVAL OF MINUTES**

**Motion:** Vice Chair Estes moved to approve the minutes of October 31, 2013. Following a second by Member Frahm, the motion carried.

**REPORTS****Chair's Report**

Chair Howell recognized Vice President Flanders and thanked him for his representation of the state of Kansas and the TEA at the testimony presentation before the U.S. House of Representatives Committee on Education and the Workforce in Washington DC on November 19, 2013.

**Member Liaison Report**

Member Meyers explained the **KANSASWORKS** LinkedIn group is available to the institutions as a forum to share information and to connect with businesses, employers and job seekers. He encouraged participation to post information regarding demand-occupation programs and position openings. North Central Kansas Technical College is currently posting information regarding their introduction to oilfield program and CDL program on **KANSASWORKS** LinkedIn.

Vice Chair Estes thanked Johnson County Community College for hosting the Process Management Committee (PMC) meeting on November 21, 2013 and expressed appreciation for the participation and input from the institutions in attendance.

**Vice President for Workforce Development Report**

Vice President Flanders explained the college board of trustees meeting dates were forwarded to TEA members as a follow-up to the request at the October 31, 2013 meeting. He suggested TEA members notify the colleges' listed contact person prior to attending a meeting.

Vice President Flanders reported the Kansas Department of Commerce (Commerce) announced on December 10, 2013 that a Workforce Aligned With Industry Demand (Workforce AID) pilot project has been set up in western Kansas through a \$120,000 scholarship and career training project established by CoBank and Midwest Energy, Inc. The career training project will help people from the Midwest Energy service area acquire training for high-demand occupations with priority in HVAC, plumbing, welding, and construction and electrical trades. This Workforce AID pilot project is jointly administered by Commerce and the Kansas Economic Development Institute.

**DISCUSSION AGENDA****Technical Program and Curriculum Committee**

Vice Chair Estes reported the Technical Program and Curriculum Committee met on November 19, 2013 and reviewed the program proposal submitted by North Central Kansas Technical College and the program alignment proposal. The committee members in attendance expressed support for the proposed new program and program alignment; however, a quorum was not present and the proposals are presented for approval consideration by the TEA. Vice Chair Estes recognized Senior Director Johnson to present the new program proposal and Associate Director Antes to present the aligned program proposal.

**New Program****• North Central Kansas Technical College**

Digital Marketing (52.1499) - AAS/68 credit hours; Technical Certificate/37 credit hours

Senior Director Johnson reported the proposed Digital Marketing program prepares students for a career in social and digital media marketing and provides training in marketing, social media applications, web development, privacy and security issues, and field ethics and trends.

The proposed program was developed in response to local business leader concerns to remain current with the digital marketing field advancements and to find employees qualified to assist businesses with new marketing technology and growing specialization.

A survey of current college students and seniors from Beloit High School indicates at least 16 students desire to enroll in the proposed program. Enrollment is anticipated to increase significantly once local and statewide articulation agreements are finalized to connect this program to the marketing pathway. Support letters received from local business and industry and economic/community development entities include commitments to send current employees to the college for training, hire program graduates, develop and provide internship opportunities, assist with curriculum development including shared actual case studies and provide monetary support for equipment.

A search on Careerbuilder.com found over 5,000 job listings for Digital Marketing and over 5,000 listings for Social Media Marketing with salaries from \$30,000 to \$60,000 nationally. The Kansas Department of Labor's Occupational Outlook projects a growth rate of approximately nine percent and average wages ranging from \$20 to \$30 per hour for occupations in Advertising, Marketing, Promotions and Public Relations which are most closely associated with the proposed program.

Marketing programs (under the traditional 51.1401 CIP code) are currently being offered at seven colleges in the system—Allen County Community College, Butler Community College, Garden City Community College, Johnson County Community College, Kansas City Kansas Community College, Neosho County Community College, and Seward County Community College. None of the existing programs are located in the north central region of the state nor are these programs focused on digital marketing strategies.

The college will hire one additional full-time faculty member and utilize existing space to accommodate the computer needs for this program. At least ten full-time students are expected to enroll in the program for the first year. Estimated implementation year costs of \$38,000 for instructor salary and additional software will be supported through student tuition and the college's general operating budget.

One comment was received from Barton County Community College (Barton) in response to the proposed program 14-day comment period. The comment and response from North Central Kansas Technical College were shared with the TEA members.

**Motion:** Member Kearney moved to recommend the approval of the Digital Marketing (52.1499) AAS degree at 68 credit hours and technical certificate at 37 credit hours submitted by North Central Kansas Technical College and forward to KBOR for final approval. Following a second by Chair Howell, the motion passed unanimously.

#### Program Alignment

- **Electrical Technology (46.0302)**  
AAS/68 credit hours; Technical Certificate/44 credit hours

Associate Director Antes presented the proposed program alignment map for Electrical Technology (46.0302) dated December 12, 2013.

During the electrical technology alignment process the state business and industry committee emphasized the need to gauge the skill level of potential employees and in February 2013 recommended the Journey Worker Licensure Exam as the industry credential for the aligned program. The committee also recommended general work-related competencies incorporated in the aligned program curriculum as listed in the "Notes" section of the alignment map.

The state curriculum committee, comprised of two industry representatives and faculty from ten community and technical colleges, met on May 3, 2013 and further defined the map by clarifying value-added exit points, common courses and agreed upon competencies. Two exit points, a Certificate B (30-44 credits) and AAS degree (68 credits), were designated. The proposed alignment map was issued for presidential comment in October 2013 and no comments were received.

**Motion:** Member Kearney moved to recommend the approval of the electrical technology program alignment map (46.0302) and forward to KBOR for final approval. Following a second by Member Akin, the motion passed unanimously.

#### **Budget and Finance Committee Report**

Member Frahm recognized Vice President Duffy to present the state funding reports.

The 2013 Tuition for Technical Education (SB 155) Reconciliation Report and the 2014 Tuition for Technical Education (SB 155) First Submission/First Distribution Report were reviewed by the Budget and Finance Committee members on November 19, 2013 and the PMC members on November 21, 2013. The reports presented reflect suggested clarifications as recommended by these committees.

#### 2013 Tuition for Technical Education (SB 155) Reconciliation Report

Vice President Duffy reminded TEA members FY 2013 was the start-up year for Senate Bill 155 (SB 155) which provides state funding to the colleges for the calculated cost of delivering postsecondary technical education courses to secondary students. With the limited amount of time from passage of the bill to the actual implementation, short-term provisions for data collection and disbursement of appropriated funds were put in place. The first collection of secondary student enrollment information by course from the colleges included enrollments from July 1, 2012 to the fall census date. The second data collection submitted by the colleges included estimated secondary student enrollment information by course after the fall census day through the spring census day.

The first year of the secondary technical education program had an unduplicated head count of 6,101 students. A distribution of \$12, 018,419 was made in June 2013 based on estimated secondary student enrollment information. The amount for each college was determined by multiplying secondary student credit hours by the course rate for each course according to the KBOR cost model. In September 2013 individual student records were submitted to KBOR and costs for the actual secondary student postsecondary credit hour enrollments for the entire 2012-2013 academic year were calculated for each institution. The 2013 Tuition for Technical Education (SB 155) Reconciliation Report reconciles the amount distributed to each institution in June 2013 with the funding each institution is eligible to receive based on actual secondary student credit hour enrollments in tiered technical courses in the AY 2013 data reporting. The KBOR calculated total cost based on actual enrollments is \$12,108,040 for a funding difference and reconciliation amount of \$89,621.

#### 2014 Tuition for Technical Education (SB 155) First Submission/First Distribution

Two FY 2014 (academic year 2013-2014) data submission dates have been established for institutions to report actual secondary student credit hour enrollments in postsecondary tiered technical courses through the submission of individual student records. The first submission, which includes secondary credit hours earned for the summer 2013 and fall 2013 semester as of October 31, 2013, has an unduplicated headcount of 5,280 students for a calculated total cost of \$8,290,120 based on actual enrollments. With the reconciliation adjustment for the FY 2013 distribution (\$89,621), the proposed first distribution for the current year tuition for technical education appropriation is \$8,379,741 to be made in January 2014.

Additional data submissions to update FY 2014 secondary student enrollment and credit hour information can be made by the institutions until March 31, 2014 from which subsequent secondary technical education tuition disbursements would be made. Funding for each institution will be reconciled after the FY 2014 data submission has been locked and certified.

Vice President Duffy reminded TEA members that the current approved appropriation for tuition for secondary technical education is \$8,750,000. KBOR has submitted a supplemental request to the Governor and the Legislature. Vice President Duffy reported Governor Brownback will deliver the 2014 State of the State address on Wednesday, January 15, 2014.

**Motion:** Member Frahm moved to approve the distribution of \$8,379,741 in January 2014 as noted on the 2014 Tuition for Technical Education (SB 155) First Submission/First Distribution Report dated December 9, 2013 and forward to KBOR for final approval and distribution of funds. Following a second by Member Burke, a roll call vote was taken. The motion passed unanimously.

### **OTHER MATTERS**

#### **KBOR Appointments to the Postsecondary Technical Education Authority**

Vice President Flanders reported two TEA member terms expire on December 31, 2013: Sheila Frahm who has served on the TEA since its inception and represented the community colleges and Steve Kearney who has served one term as the technical college representative. The community colleges recommended the appointment of Dr. Jackie Vietti as their representative and the technical colleges recommended the reappointment of Steve Kearney as their representative. KBOR approved the appointment of Dr. Vietti and the reappointment of Steve Kearney on November 21, 2013. The appointments begin January 1, 2014 and expire December 31, 2016.

Chair Howell and Vice President Flanders along with other TEA members thanked Member Frahm for her years of service, commitment and contributions to the work and achievements of the TEA.

### **ADJOURNMENT**

Chair Howell called for adjournment. The next TEA meeting will be held at the Capitol Plaza Hotel in Topeka on Wednesday, January 22, 2014, beginning at 9:00 AM.

Respectfully submitted by:  
Deej Cowling, Executive Assistant