



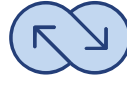
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# WCTC District Board Regular Meeting

Tuesday, March 11, 2025, 5:00 p.m.  
Waukesha County Technical College  
Richard T. Anderson Education Center (RTA), C051/C057

## UPCOMING MEETINGS

Regular Board Meeting	Tuesday, April 8, 2025	5:00 p.m.	RTA, C051/C057
Public Hearing and Regular Board Meeting	Tuesday, May 13, 2025	5:00 p.m.	RTA, C051/C057
Regular Board Meeting	Tuesday, June 10, 2025	5:00 p.m.	RTA, C051/C057

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that ignites people to thrive in a changing world.

10365/23




WAUKESHA  
COUNTY TECHNICAL  
COLLEGE

Hands-on  
Higher Ed

**Waukesha County Area Technical College  
District Board Meeting  
March 11, 2025 - 5:00 PM  
Richard T. Anderson Education Center, C051/C057**

***AGENDA***

- I. Call to Order – Brian Baumgartner**
  - A. Pledge of Allegiance
  
- II. Public/Staff Remarks\***
  
- III. Delegates to be Heard**
  - A. Student Government Association – Pierson Barnes
  
- IV. President’s Report – Dr. Richard G. Barnhouse**
  
- V. Approval of Consent Agenda Items**
  - A. Minutes Dated February 11, 2025
  - B. Accounts Payable Summary for February 2025
  - C. 38.14 Contract Report for February 2025
  - D. FY24 Report on Compliance with Federal and State Awards
  
- VI. Action Items**
  - A. Construction Bid and Approval C Building Restroom Renovations – Rich Haen
  - B. Request to Submit a Concept Review to the Wisconsin Technical College System Board for an Artificial Intelligence Implementation Specialist Advanced Technical Certificate – Alli Jerger, Andrea Wolf, David Schubot
  
- VII. Presentation/Discussion**
  - A. 2025/26 Budget Overview Presentation – Kristine Golz
  
- VIII. Adjournment – Brian Baumgartner**

  
\_\_\_\_\_  
Dr. Richard G. Barnhouse, President

### **\* Board Meeting Rules of Conduct**

District Board meetings are to be conducted in accordance with the published agenda. Public remarks are allowed but must be made during the “public/staff remarks” section of the agenda and are limited to three (3) minutes per person and fifteen (15) minutes in total. This is not a public hearing. Persons who wish to address the district Board may make a statement as long as it pertains to a specific current agenda item. The District Board Chairperson may or may not respond to statements made.

#### **Public/Staff Remarks Procedure:**

1. Public Comments must pertain to a current agenda item.
2. Comment request forms must be completed and submitted to the District Board Executive Assistant prior to the meeting.
3. The Board Chairperson will ask the requesting speaker to come forward to present their comments to the District Board.
4. Speakers must adhere to the three (3) minute limit per individual.
5. Total time allotted for all public remarks shall not exceed fifteen (15) minutes.
6. The Board Chairperson reserves the right to stop unprofessional discussion or discussion targeted toward a specific individual.

Unless requested by the Board Chairperson from the audience regarding a specific agenda topic, public comments or dialogue are not allowed during other portions of the board meeting and/or discussion. Interruptions or disruptive behavior may result in security being notified. Public comments or communications may also be directed to the Board through the President’s office in Room C211.

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#### **Attention Individuals with Disabilities:**

Every reasonable effort will be made for special accommodations for individuals with disabilities for public board meetings. Please contact the District Board Executive Assistant at 262/691-5211 at least 72 hours prior to the meeting if you require special accommodations.

March 1st, 2025 | Student Government Association | Waukesha County Technical College

## Upcoming Events

**03/04, 03/26 & 04/08**

**Meet & Greet Micro Events**

📍 **G-BUILDING, MAIN LOBBY**  
Tuesday, March 4th

📍 **I-BUILDING, I-121**  
Wednesday, March 26th

📍 **L-BUILDING, STUDENT CENTER**  
Tuesday, April 8th

SGA will be hosting two micro events in March and one in April to provide students with the opportunity to meet SGA members, ask questions, and receive insight about campus life and involvement.

**03/05 & 03/11**

**Energy Hour**

📍 **WAUKESHA CAMPUS**  
Wednesday, March 5th

📍 **PEWAUKEE CAMPUS**  
Tuesday, March 11th

SGA will be hosting their Energy Hour events on both campuses for WCTC. Members will be roaming around campus handing out energy drinks to provide a daily boost for students.

**04/02**

**Cosmetology Fashion Show**

📍 **S-BUILDING, AJN**  
Wednesday, April 2nd

SGA and Cosmetology will be partnering up to host a Fashion Show in the AJN. This event allows participating students to showcase looks styled by Cosmetology students.



SGA members meeting Governor Tony Evers at the WSG Legislative Seminar.

## RAISING THE VOICES OF TECHNICAL STUDENTS: WSG HIGHLIGHTS

Between February 16th and 18th, SGA attended the annual Wisconsin Student Government (WSG) Legislative Seminar in Madison, WI. This event brought together student governments from all 16 technical colleges across the state to discuss key issues affecting technical college students in Wisconsin.

The four main topics addressed were affordable childcare access, food insecurity and campus food pantries, mental health support, and broadband internet accessibility. During the seminar, SGA had the opportunity to meet with the legislators representing the WCTC district, where they advocated for increased funding to support those critical issues.

## FROM CRAFTING TO CONNECTION: VALENTINE'S CRAFT DAY EVENT

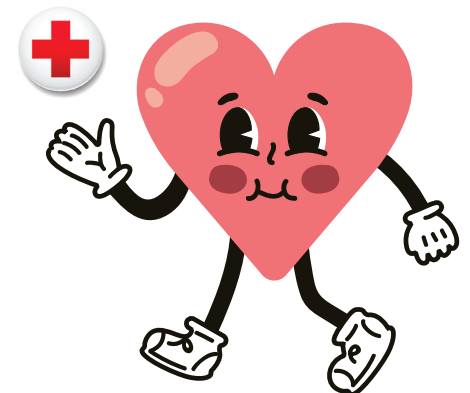
On Thursday, February 13th, SGA hosted a Valentine's Craft Day in the HUB. Students were able to grab snacks and desserts, paint a landscape on canvas, and turn a library book into a heart (books provided by discarded WCTC Library books). Tables were decorated with festive table cloths, handmade Valentine's Day cards, and heart-shaped sticker designs. The event provided a relaxing the creative outlet for students to take a break from their classes and enjoy connecting with others for the Valentine's holiday celebration.



Students painting on canvas at the Valentine's Craft Day event.

## PINT FOR A PINT: CAMPUS BLOOD DRIVE

On Monday, February 24th, in the RTA, SGA partnered with the American Red Cross to host a blood drive for WCTC students, through registration or by walk-in. As a token of appreciation for their generosity, donors were gifted a Culver's custard pint coupon, a Nothing Bundt Cakes cake coupon, and a gift card. The event had a successful turnout with over 20 donors, all who made a meaningful impact by registering to donate blood and save lives.



**Waukesha County Technical College  
District Board Meeting Minutes  
February 11, 2025 - 5:00 PM  
Richard T. Anderson Education Center, C051/C057**

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**Present:**

Brian Baumgartner, Chairperson  
Courtney Bauer, Vice Chairperson  
Ryan Clark, Secretary/Treasurer  
Rob Ewing, Board Member  
Jim Zaiser, Board Member  
Michael Cady, Board Member

**Absent**

Stephanie Reisner, Board Member  
Jamie Stahulak, Board Member

**Also Present:**

Richard Barnhouse

20 guests

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**REGULAR MEETING**

**I. Call to Order – Brian Baumgartner 5:00 pm**

**II. Public/Staff Remarks\***

A. None

**III. Delegates to be Heard**

A. Student Government Association – Pierson Barnes

- SGA participated in the Blessings in a Backpack event at WCTC on January 9 and helped to pack thousands of bags for meals for children in need.
- SGA will attend the Wisconsin Student Government Legislative Seminar in Madison next week. This event offers students a chance to network with other students and meet with elected representatives at the state capitol.
- SGA hosted a Mini Welcome Week to start the spring semester at the Pewaukee and Waukesha campuses.
- SGA hosted Taste of WCTC resource fair for students on February 5.
- SGA will host a Valentines Crafting event this week at the Pewaukee and Waukesha campuses.
- SGA is hosting a Blood Drive at WCTC on February 24.
- SGA will host a table at WCTC Open House on February 27.

**IV. President’s Report – Dr. Richard G. Barnhouse**

- A. Dr. Barnhouse welcomed everyone to the February WCTC District Board meeting.
- B. Dr. Barnhouse thanked Mr. Barnes for his report. Dr. Barnhouse and Mr. Barnes met recently to discuss issues and updates with SGA.
- C. Dr. Barnhouse attended WCBA State of Waukesha County event several weeks ago. Dr. Barnhouse was able to present about happenings at the college and co-hosted Fireside Chat.
- D. Dr. Barnhouse discussed federal executive orders coming from the new Administration. Dr. Barnhouse reiterated WCTC will follow all laws.
- E. Dr. Barnhouse recently met with CEO of RAIC Labs in Delafield. There are plans to partner with them in the future in the applied AI Lab and curriculum.

- F. On January 16 Ms. Bauer, Mr. Baumgartner, Mr. Palen and Dr. Barnhouse attended the District Boards Association Legislative Seminar in Madison and met with legislators regarding the work of the college.
- G. WCTC has hired Dr. Phyllis King, formerly of UW-Milwaukee, as the Chief Strategist for AI Advancement.
- H. The first of 12 supercomputers have arrived in the AI Lab today, using Nvidia chips.
- I. Dr. Barnhouse recently presented to the MMAC Board.
- J. Dr. Barnhouse was interviewed by BizTimes regarding the future of high education.
- K. Dr. Barnhouse discussed the WTCS President Association new approach to discussion with WTCS Board regarding annual tuition increase.

**V. Approval of Consent Agenda Items**

- A. Minutes dated January 14, 2025
- B. Accounts Payable Summaries January 2025
- C. 38.14 Contract Report January 2025
- D. WCTC Foundation Memorandum of Understanding
- E. Boards End Monitoring: 2024/25 First Quarter Financial

Mr. Zaiser motioned to approve the Consent Agenda Items, receiving a second from Mr. Clark. Approved, carried unanimously.

**VI. Action Items**

- A. Resolution Awarding the Sale of \$2,600,000 General Obligation Promissory Notes, Series 2025A – Jane Kittel
  - Dr. Kittel requested the award of the sale for this fiscal year for building remodeling project and equipment.
  - Remodeling includes Waukesha Campus spaces and Pewaukee Campus C building restrooms.
  - Equipment includes movable capital equipment in academics and operations.
  - Jordan Masnica from Robert W Baird reported that there were 11 bids for the sale this morning with a winning interest rate with 2.88% from TD Securities.

Mr. Ewing motioned to approve the sale for the issuance of \$2,600,00 general obligation promissory notes, receiving a second from Mr. Zaiser. Approved, carried unanimously.

- B. Contribution Recognition – Executive Limitation 3.15 – Jane Kittel and Robyn Ludtke
  - Dr. Kittel and Ms. Ludtke requested the approval of Board Policy Contribution Recognition – Executive Limitation 3.15
  - The revised policy outlines the Board’s limitations or directions to the College President related to facility name rights related to donations.

Ms. Bauer motioned to approve the revised Executive Limitation 3.15 – Contribution Recognition, receiving a second from Mr. Clark. Approved, carried unanimously.

**C. Presentation and Approval of S Building AJN Lobby Renovation**

- Rich Haen discussed plans to renovate 6,200 square feet of underutilized space in the S building, including the lobby, kitchen, conference room, and storage room.

- The heightened demand for utilization of the AJN for internal and external events shows the necessity for support spaces to enhance the functionality of the conference center.
- Ms. Golz reported this will be funded with the reallocation of unused funds.

Mr. Ryan motioned to approve the attached resolution and submission to the Wisconsin Technical System Board for review and approval, receiving a second from Mr. Ewing. **Approved, carried unanimously.**

**VII. Presentation/Discussion**

**A. Esports Update – Ian Sheeley**

- WCTC Esports teams recently won championships and have become D1 State Collegiate Champions.
- The team plans to next compete in the national circuit to compete for national championships.

**VIII. Adjournment – Brian Baumgartner**

- A. Dr. Cady motioned to adjourn the meeting, receiving a second from Mr. Ewing. Meeting adjourned at 6:00 pm.**

Respectfully Submitted by  
Jennifer Hagen  
Sr. Executive Assistant to the Board

Signed: \_\_\_\_\_  
Ryan Clark, Board Secretary/Treasurer

## Check Register Report

Accounts Payable account code "WA". Dated 2/28/25 Database instance PROD-Native

Number	Date	Payee	Amount
C0800424	2/4/2025	Lab Midwest Corp	\$ 213,312.00
C0801159	2/27/2025	Northwestern University	\$ 113,400.00
!0039738	2/20/2025	Capital Data Inc	\$ 92,145.86
C0800471	2/6/2025	WE Energies	\$ 70,259.03
C0800419	2/4/2025	Ewald Automotive Group Inc	\$ 50,846.50
C0800564	2/13/2025	Ellucian Company LLC	\$ 35,002.00
!0039706	2/18/2025	Absolute Construction Enterprises Inc	\$ 34,756.80
!0039601	2/4/2025	AVI	\$ 34,420.15
C0800605	2/18/2025	Constellation NewEnergy Gas Division LLC	\$ 32,831.28
C0800610	2/18/2025	MediaCross Inc	\$ 30,609.23
C0800475	2/6/2025	Zimmerman Design Group	\$ 26,368.34
C0800469	2/6/2025	Village of Pewaukee	\$ 25,281.68
!0039629	2/6/2025	Dell Marketing L P	\$ 25,096.98
!0039722	2/18/2025	Symetra Life Insurance Company	\$ 24,739.05
!0039713	2/18/2025	Gallagher Student Health & Special Risk	\$ 22,270.50
!0039745	2/20/2025	Postmaster	\$ 20,000.00
!0039665	2/11/2025	Kilgore International Inc	\$ 17,573.00
!0039635	2/6/2025	McGraw Hill Education Inc	\$ 17,186.05
!0039604	2/4/2025	Clear Channel	\$ 16,000.00
C0800571	2/13/2025	Zimmerman Design Group	\$ 15,365.00
!0039669	2/11/2025	Quarles & Brady LLP	\$ 14,580.00
!0039784	2/27/2025	Dell Marketing L P	\$ 13,500.44
!0039630	2/6/2025	Eastman Kodak Company	\$ 13,310.78
!0039631	2/6/2025	Evisions LLC	\$ 12,670.00
C0801084	2/25/2025	Chudecke and Associates LLC	\$ 12,504.00
C0800461	2/6/2025	SET Engineering LLC	\$ 11,768.24
C0801153	2/27/2025	Dedicated Computing	\$ 11,507.33
C0800423	2/4/2025	Jones and Bartlett Publishers Inc	\$ 10,427.11
C0800617	2/18/2025	United Mailing Services	\$ 10,137.07
C0800611	2/18/2025	Milwaukee Business Journal	\$ 9,460.00
C0800607	2/18/2025	Independence Painting LLC	\$ 9,383.27
!0039719	2/18/2025	Madison National Life Insurance Co	\$ 9,276.61
!0039766	2/25/2025	Majic Productions Inc	\$ 8,940.00
!0039689	2/13/2025	Critical Impact Group LLC	\$ 8,400.00
!0039781	2/27/2025	Capital Data Inc	\$ 7,956.03
C0801162	2/27/2025	ServiceMaster Clean/Restore SPE LLC	\$ 7,039.13
C0800516	2/11/2025	PPOD Consulting Group LLC	\$ 6,975.00
C0800645	2/20/2025	Compass Minerals America Inc	\$ 6,929.71
!0039739	2/20/2025	Comevo	\$ 6,555.00
C0801165	2/27/2025	TestEquity LLC	\$ 6,316.48
!0039718	2/18/2025	Kele Inc	\$ 6,282.35
!0039708	2/18/2025	Aladdin Food Management Services LLC	\$ 6,107.33
C0801169	2/27/2025	WE Energies	\$ 6,018.89
!0039606	2/4/2025	Field Training Solutions	\$ 6,000.00
C0800468	2/6/2025	Village of Pewaukee	\$ 5,926.00
C0800606	2/18/2025	Froedtert Health Inc	\$ 5,785.00
C0801089	2/25/2025	Natl Assoc of Colleges & Employers	\$ 5,750.00



Number	Date	Payee	Amount
!0039759	2/25/2025	CC&N Communications Cabling & Networking	\$ 5,644.93
!0039758	2/25/2025	Capital Data Inc	\$ 5,524.58
C0800472	2/6/2025	WE Energies	\$ 5,475.34
!0039690	2/13/2025	Design Build Fire Protection of Wisconsin Inc	\$ 5,150.00
51	Payments TOTAL:		\$ 1,178,764.07

**ACCOUNTS PAYABLE SUMMARY**  
**February 2025**

**To the Secretary/Treasurer of the Waukesha County Area  
Technical College District Board:**

**The Chief Financial Officer - Finance submits for approval the attached  
claims for payment, which include payroll deductions, of \$1,178,764.07.**

**The Waukesha County Area Technical College  
District Board and President have examined these claims  
and approve their payment this 11<sup>th</sup> day of March, 2025**

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**Chair**

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**Secretary/Treasurer**

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**President**

**WAUKESHA COUNTY TECHNICAL COLLEGE  
CORPORATE TRAINING CENTER  
CONTRACT APPROVAL REPORT  
FEBRUARY, 2025**

Year	#	Customer	Start Date	Type	Service Description	Number of Participants	Total Revenue	Est. Direct Cost	Informational		
									Variance (1)	Est. Full Cost	Variance (2)
<b>In-State Contracts</b>											
2025	8235	Badger Color Concentrates	12/4/2024	I	Yellow Belt	20	8,335	3,051	5,284	3,730	4,605
2025	8297	Waukesha County Dept of Admin	1/15/2025	I	White Belt	26	3,984	1,617	2,367	1,868	2,116
2025	8226	Probst Group	11/11/2024	I	Leadership	18	7,561	2,775	4,786	3,351	4,210
2025	8305	WRTP Big Step Program	2/1/2025	I	CDL Permit Training	9	1,372	465	907	592	780
2025	8257	Generac Power Systems Inc	1/1/2025	I	Lean Academy	15	18,207	7,049	11,158	8,394	9,813
2025	8310	Multiple Recipient	2/6/2025	I	Medication Assistant Consortium	10	18,000	9,516	8,484	12,330	5,670
2025	8313	TAPCO	1/28/2025	T	Box & Bucket Truck Training	N/A	1,475	550	925	700	775
<b>ALL CONTRACTS</b>						<b>98</b>	<b>58,934</b>	<b>25,023</b>	<b>33,911</b>	<b>30,965</b>	<b>27,969</b>

**N/A\* denotes technical assistance contract. These are non-instructional activities provided to a company, no enrollment #s are available.**

**COLUMN DEFINITIONS:**

Type of Service: I=Instruction T= Technical Assistance F=Fiscal and Management Service

Total Revenue: Contract Amount (Agreed upon selling price based on Board's pricing structure) + any related revenue from grants.

Estimated Direct Cost: Salary and Benefits plus all Direct Expenses

Estimated Full Cost calculation: [Salary & Benefits + (Salary & Benefits x the appropriate State Indirect Cost Factor)]

Variance: (1) The difference between Total Revenue and Estimated Direct Cost

Variance: (2) The difference between Total Revenue and Estimated Full Cost

Comments: While the college is not required to recover full cost for 38.14 contracts, the WTCS mandates that the Board be made aware of contracts where estimated full cost is not recovered.

Rationale is provided for those contracts. WCTC Adm. Policy FIN-550 reflects that transcribed credit 38.14 contracts *will not* provide for full cost recovery.



## MEMORANDUM

**TO:** WCTC District Board of Trustees  
**FROM:** Kristine Golz, Chief Financial Officer  
**DATE:** March 11, 2025  
**RE:** Approve 2023/24 Report on Federal and State Awards

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Attached you will find the Report on Federal and State Awards

The college contracted with CliftonLarsonAllen, LLP to complete its 2023/24 audits. On December 10, 2024 CliftonLarsonAllen presented the Comprehensive Annual Financial Report and overall audit results, however the issuance of the Report over the Federal and State Awards (commonly known as the Single Audit Report) was not yet available for issuance.

The Single Audit is now complete and the College has received a clean report over compliance with Federal and State Awards, with no findings noted.

The renovation will involve the removal of a wall to expand the area, as well as the installation of new lighting, ceilings, paint, flooring, and railings.

**Action Requested:** We are seeking approval of the final Report on Compliance on Federal and State awards.

## **RESOLUTION**

WHEREAS the WCTC Board has reviewed with representatives of the independent public accounting firm, Clifton Larson Allen (CLA), the 2024 Report on Federal and State Awards for the year ended June 30, 2024, and

WHEREAS WCTC's administration has reviewed the aforementioned reports for completeness and accuracy.

THEREFORE, BE IT RESOLVED that the WCTC Board accepts these reports and the responsibility for the information contained therein.



MEMORANDUM

**TO:** WCTC District Board of Trustees  
**FROM:** Richard Haen, Director - District Facilities  
**DATE:** March 11, 2025  
**RE:** Bid Information – C Building Restroom Renovations

This project aims to renovate two pairs of restrooms, with one pair located adjacent to the RTA and the other on the first floor serving the Hub area. These restrooms, part of the original construction, are currently experiencing plumbing issues that frequently render them out of service. The renovation will address these issues and update the restrooms to a modern appearance. Renovating the appearance of restrooms is vital for attracting and retaining students. Well-maintained and modern restrooms create a positive impression, reflecting the institution's commitment to a high-quality environment. This enhances the overall student experience, promoting comfort and satisfaction, and demonstrates the institution's dedication to a welcoming campus atmosphere.

Key information regarding this project:

- This project was originally part of the FY24 Capital Master Plan and bid in conjunction with the I Building - Gene Hass CNC Lab project.
- Funding for this project in FY25 is from other capital projects that did not come to fruition.
- Construction is anticipated to start by March 27, 2025, with substantial completion by July 31, 2025

WCTC received six bids for the project:

- Absolute Construction \$528,500
- Creative Constructors \$564,400
- Gardner Builders \$466,441
- Level Up Construction \$453,620
- Ray Stadler Construction \$550,290
- Selzer-Ornst Construction \$555,003

Project cost breakdown:

- Level Up Construction \$453,620
- Contingency (10%) \$ 45,362
- Professional Services (12%) \$ 54,434
- Total: \$553,416

**Action Requested:** We request the WCTC District Board of Trustees to award the C Building Restroom Renovations project to Level Up Construction with a total project construction cost of \$553,416.



## MEMORANDUM

**TO:** WCTC District Board of Trustees  
**FROM:** Allison Jerger, MBA, MAEd  
**DATE:** March 11, 2025  
**RE:** Request to Submit a Concept Review to the Wisconsin Technical College System Board for an **Artificial Intelligence Implementation Specialist Advanced Technical Certificate** program

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Attached is an executive summary requesting Waukesha County Technical College (WCTC) District Board's approval to submit a Concept Review for a proposed Artificial Intelligence (AI) Implementation Specialist Advanced Technical Certificate (ATC) program to the Wisconsin Technical College System (WTCS) Board. A timeline which provides additional details about the steps in the program development process is included with this request. WCTC currently offers an AI Data Specialist Associate of Applied Science program (10-156-4) that was developed in response to local employers' need for workers who have the knowledge and skills required to perform entry-level work related to AI.

This request is in response to employers' need for advanced level AI workers. WCTC gathered information from area employers from various industry sectors to ensure we understood the need for advanced-level AI workers and would be able to meet it. The AI Data Specialist AAS program prepares graduates for tactical, hands-on roles focused on data preparation, model support, and operational integration. Graduates of the Artificial Intelligence Implementation Specialist ATC program will be positioned for specialized, high-value roles that bridge AI technologies and business strategy. Their expertise will be particularly valuable in industries adopting AI-driven solutions for digital transformation, data analytics, and operational efficiency.

WCTC has secured formal support from two local employers to provide position openings for program graduates in the coming years. We are working with additional companies who may be able to provide position openings to program graduates.

If this request is approved, the District Board would be authorizing WCTC to proceed with placing the Concept Review on the WTCS Board Agenda at their May 2025 meeting. The District Board will see a Program Approval request at their May 2025 meeting, followed by a Program Approval request to the WTCS Board at their July 2025 board meeting.

**Request to Approve Submittal of a Concept Review for a  
Artificial Intelligence Implementation Specialist Advanced Technical Certificate  
March 2025**

**Prepared by Alli Jerger – Associate Dean, Business Information Technology  
and the WCTC Program Development Team**

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**Waukesha County Technical College (WCTC) wishes to proceed with offering an Artificial Intelligence Implementation Specialist Advanced Technical Certificate Program and requests the WCTC District Board’s approval to Submit a Concept Review to the Wisconsin Technical College System (WTCS)**

**Background and History**

WCTC currently offers an Artificial Intelligence (AI) Data Specialist Associate of Applied Science (AAS) program (10-156-4) that was developed in response to local employers’ need for workers who have the knowledge and skills required to perform entry-level work related to AI. Recently, WCTC launched the Applied AI Lab on the Pewaukee Campus for the exploration, discovery, development and application of AI technologies for entrepreneurs, as well as other business and industry professionals looking for education and guidance from experts to support AI-related projects. To support the implementation of emerging AI technologies, WCTC proposes developing an Artificial Intelligence Implementation Specialist Advanced Technical Certificate (ATC) program that will prepare graduates for advanced-level work in this emerging and rapidly growing field.

There are several advanced-level features that distinguish the capabilities of graduates from the proposed ATC program versus graduates from the AAS program. Among other responsibilities, ATC graduates are expected to:

- evaluate and implement generative AI solutions across business units
- stay ahead of technological trends, contribute to innovation roadmaps, and guide organizations through digital transformation
- take on substantial responsibilities related to AI ethics, governance, and compliance, working to ensure responsible AI development and deployment across an organization.

**Program Focus**

The proposed ATC program is designed to prepare graduates to perform the following representative advanced-level job responsibilities in seven areas:

**1. Management Information Systems**

- Analyze business processes to identify opportunities for AI integration
- Assess the impact of AI on organizational structures and workflows
- Ensure different business applications can communicate effectively with each other

**2. Prescriptive Analytics & Optimization**

- Apply prescriptive analytics and optimization techniques to solve business problems
- Work with subject matter experts to incorporate domain knowledge into optimization models
- Explain complex optimization concepts and results to non-technical business leaders



### **3. Ethical and Societal Issues of AI**

- Develop and implement ethical guidelines for AI projects
- Ensure ethical compliance in AI system design and deployment
- Identify and mitigate unfair patterns in training data and model outputs

### **4. Applied AI Strategies**

- Evaluate and select appropriate AI technologies and platforms
- Implement AI solutions for complex business problems
- Collaborate with executives to align AI initiatives with business goals

### **5. Digital Transformation**

- Develop and implement AI strategies for digital transformation initiatives
- Guide teams in implementing advanced AI strategies
- Design change management strategies for AI implementation

### **6. Big Data Engineering**

- Build data pipelines
- Integrate big data and structured data
- Use industry-standard tools to handle big data

### **7. Generative AI Applications**

- Adapt generative AI models to specific use cases
- Use Application Programming Interfaces (APIs) to connect AI models with business applications
- Integrate Generative AI models into existing applications

## **Occupational Data Gathering**

In November 2024 and January 2025, WCTC conducted occupational information gathering sessions with employers from southeastern Wisconsin. In total, 15 employer representatives from multiple businesses in Milwaukee and Waukesha counties participated. Efforts were made to include companies from as many sectors as possible, and to invite representatives who were implementing AI at their businesses. The businesses included health care, IT services, machine assembly, transportation, and manufacturing. The purpose of the sessions was to gain an understanding of the knowledge, skills, and abilities participants expect of an advanced-level, AI program graduate.

At the November meeting, employers expressed a need for graduates who possessed knowledge, skills, and abilities in the areas of project management, business processes, financial accounting, ethics, and problem-solving.

Participants at the January meeting reviewed a draft curriculum for an advanced AI training program that was based on information gathered at the November session. The employers were asked what they liked about the curriculum, what they thought was missing, and what kinds of job duties they would expect an advanced-level graduate to perform. Employers praised the curriculum for being well-rounded but recommended that specific content be added. The draft curriculum was modified to reflect their feedback. The job duties varied depending on the businesses' needs for implementing their specific AI applications.

### **Employment and Wage Potential**

Following the January 2025 Occupational Data Gathering session, WCTC contacted local employers to estimate the number of position openings that they would have available for graduates of the ATC program. Two employers have already responded. They estimated that over the next five years the combined number of annual openings would increase to 23. They indicated that the annual wages for graduates would begin at \$80,000 to \$95,000.

### **Conclusions**

WCTC's occupational data gathering confirmed strong employer demand for professionals who can implement AI solutions, drive innovation, and ensure ethical AI deployment. Employers emphasized the need for specialists who can analyze business processes for AI integration, develop and implement AI strategies, and address ethical and societal implications of AI technologies. The Artificial Intelligence Implementation Specialist Advanced Technical Certificate (ATC) is uniquely designed to meet these needs by equipping graduates with advanced technical and strategic skills beyond the entry-level AI Data Specialist AAS program. By adding this program, WCTC will continue to build the AI workforce to meet the evolving needs of our business and industry partners.


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This will be on the **agenda as an action item** for the **Tuesday, March 11, 2025** meeting. Alli Jerger, Andrea Wolf, David Schubot, and other WCTC staff will be present to respond to questions.

**ACTION: We are requesting the WCTC Board's approval to Submit a Concept Review to the Wisconsin Technical College System Board, and to proceed with the final Stage of Program Approval for this program.**

**Artificial Intelligence Implementation Specialist Advanced Technical Certificate**  
**WCTC New Program Development Timeline**

The Wisconsin Technical College System Board has a two-step process for new program startup.

	<b>ACTIVITY</b>	<b>DATE</b>
	<b>Step One: Develop Concept Review</b>	
	Sister College Discussions	Not Applicable
	Labor Market Analysis	January to March 2025
	Employer Involvement/Advisory Committee	November 2024 – January 2025
	Needs Assessment and Results	January to March 2025
	<b>Materials to WCTC Board Secretary</b>	February 28, 2025
	<b>WCTC Board Concept Review Approval</b>	March 11, 2025
	<b>Materials to WTCS</b>	April 4, 2025
	<b>WTCS Board Concept Review Approval</b>	May 20, 2025
	<b>Step Two: Develop Program Approval</b>	
	Budget	March to May 2025
	Employer Needs Assessment Follow-up*	Not Applicable
	Educational and Career Pathway Analysis	March to May 2025
	Curriculum Development including General Education	November 2024 – March 2025
	<b>Materials to WCTC Board Secretary</b>	May 2, 2025
	<b>WCTC Board Program Approval</b>	May 13, 2025
	<b>Materials to WTCS</b>	May 23, 2025
	<b>WTCS Board Program Approval</b>	July 8-9, 2025
	<b>HLC Approval</b>	July 2025

\*Recommended best practice; not required.

**RESOLUTION SUPPORTING AN  
Artificial Intelligence Implementation Specialist  
Advanced Technical Certificate  
CONCEPT REVIEW TO THE WISCONSIN TECHNICAL  
COLLEGE SYSTEM BOARD**

WHEREAS, the Waukesha County Technical College Board of Trustees is required by the Wisconsin Technical College System Board, Policy 310, and in accordance with Wisconsin Statute, Chapter 38, to approve new program offerings,

NOW, THEREFORE, BE IT RESOLVED, by the Waukesha County Technical College Board of Trustees that the following program Concept Review be approved:

Artificial Intelligence Implementation Specialist  
Advanced Technical Certificate

THEREFORE, BE IT RESOLVED the Waukesha County Technical College Board of Trustees requests that the Wisconsin Technical College System Board approve the Concept Review for the above-described educational program.

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**Board Chair**

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**(Typed or printed name)**

March 11, 2025

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**Date**