



## Educational Communications Board

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### EDUCATIONAL COMMUNICATIONS BOARD MEETING

ECB Board Room

3319 West Beltline Highway

Madison, Wisconsin

May 11, 2018

9:30 a.m.

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#### MINUTES

#### Roll Call and Introductions

Chair Rolf Wegenke called the meeting of the Educational Communications Board to order at 9:35 a.m. A roll call of board member attendance was recorded and a quorum was present. The complete attendance list follows:

Board Members Present:

- Representative Dave Considine
- Dean Dietrich
- Jim Zylstra (representing Morna Foy), Vice-Chair
- David Hutchison
- Rich Lepping
- Eileen Littig
- Representative Amy Loudenberg
- Steve Michels (representing Ellen Nowak)
- Senator Luther Olsen
- Terry Tuschen (non-voting, representing Senator Fred Risser)
- Karen Schroeder
- Bryan Steil
- Rolf Wegenke, Ph.D., Chair
- Bohdan Zachary

Absent:

- Erin Kastberg (representing Ray Cross)
- Kurt Kiefer (representing Superintendent Tony Evers)
- Senator Fred Risser

#### Approval of Minutes from the January 12, 2018 ECB Board Meeting

Eileen Littig moved, seconded by Dean Dietrich, to approve the January 12, 2018 meeting minutes. The motion carried by unanimous voice vote.



**AGENDA ITEM 1.** Report of the Board Chair

Board Chair Dr. Wegenke noted that today's meeting will touch on two of the most important functions of the Board – adopting the ECB's strategic plan and evaluating the Executive Director. Dr. Wegenke added that the current ECB Executive Director has shared with the Board that he is a candidate for the Director of Wisconsin Public Media at the University of Wisconsin - Madison. While there has been no decision from the UW yet, Dr. Wegenke suggested the Board start considering recruitment and personnel strategies to identify a new Executive Director should the need arise.

**AGENDA ITEM 2.** Report of the Executive Director

Dr. Wegenke introduced Executive Director Gene Purcell. Mr. Purcell reminded board members that a copy of his written report was included in the board packets distributed prior to the meeting and he welcomes any questions or comments from board members.

In addition to the written report and reports of divisional activities from the last few months, Mr. Purcell highlighted several developments which occurred since the last meeting of the ECB Board of Directors. Mr. Purcell announced that Wisconsin Public Radio and Television were honored at the Wisconsin Broadcasters Association (WBA) annual Awards Banquet. Mr. Purcell mentioned that Wisconsin Public Radio and TV were recognized for Best Feature Story, Best Sports Reporting, Best Use of Sports Video, Best Use of Social Media, and others. Mr. Purcell noted that Wisconsin Public Radio and TV have received many awards over the years but he wanted to highlight the WBA awards as it's nice to be recognized by industry colleagues.

Mr. Purcell reported that the University of Wisconsin (UW) reorganization is ongoing and reminded board members that UW Extension will be transitioning to the reporting structure of UW Madison over the course of the next year. Mr. Purcell introduced Malcolm Brett to provide an update.

Mr. Brett reported that the transition of the Department of Broadcast and Media Innovation (BAMI) to "Wisconsin Public Media" at UW Madison has started to unfold and will officially commence on July 1, 2018 and be completed by July 1, 2019. Mr. Brett indicated there are a number of issues related to human resources, financial management, and technology to be worked out during the next year. Mr. Brett stated that current BAMI employees will remain UW Extension employees until June 30, 2019. Mr. Brett reported that a memorandum of understanding between UW Extension and UW Madison will be in place by July 1, 2018 to formalize the transition plans.

Mr. Brett reported that the UW reorganization will have minimal impact on the ECB. Mr. Brett's position will be reporting to the UW Chancellor's office rather than UW Extension, and



that change will have minimal impact on the day to day operations at Vilas Hall and the partnership with ECB.

Eileen Littig inquired about the impact the UW reorganization could have on the Wisconsin Public Broadcasting Foundation. Mr. Brett and Mr. Purcell responded that the reorganization will have no effect on the Foundation.

Representative Loudbeck asked if the reorganization would affect the UW System's representation on the ECB. Mr. Purcell responded that the UW System is represented by a designee for President Cross and the UW Board of Regents is currently represented by Regent Bryan Steil, and there will be no changes regarding the composition of the ECB.

Mr. Purcell continued his report. Mr. Purcell shared that Malcolm Brett was recognized at the most recent PBS Annual Meeting. Mr. Brett received the Daniel K. Miller PBS Station Leadership Award. The award celebrates excellence in leadership at local stations. Mr. Purcell congratulated Mr. Brett and said this award is a reflection of how well things are going at Wisconsin Public TV and excellent work of Mr. Brett. The Board shared a round of applause for Mr. Brett. Mr. Brett reminded the Board he once served on the Board of Directors for PBS and they obviously made better decisions then.

Mr. Purcell went on to report that he has applied for the job being vacated by Mr. Brett and he has recently learned that he is a finalist for the position. Mr. Purcell reported this was a difficult decision for him but he feels the ECB/UW partnership is healthy and the ECB is well positioned for a change in leadership.

Dr. Wegenke complimented Mr. Purcell and thanked him for keeping the ECB Board of Directors abreast of the process.

There were no further questions or comments regarding the Executive Director report.

### **AGENDA ITEM 3. Acceptance of Annual Financial Audit Results**

Gene Purcell introduced John Rader and Justin Hoagland of Baker Tilly Virchow Krause. Mr. Rader reviewed the audit report which was provided to board members in advance of today's meeting. A complete copy of the report will be included with the official minutes of today's meeting. Mr. Rader reported that Baker Tilly Virchow Kraus has issued an unmodified opinion and offered no recommendations. Following Mr. Rader's review, there were a few follow up comments from board members and a brief discussion.

Gene Purcell noted this was the first time ECB's annual audit resulted in no recommendations from the auditors and he thanked ECB staff who facilitated the audit.



Dean Dietrich moved to accept the audit, seconded by Rich Lepping. The motion passed by unanimous voice vote.

**AGENDA ITEM 4.** Approval of ECB Strategic Plan FY2019 – 2021

Dr. Wegenke reported that a draft version of the FY19-21 ECB Strategic Plan had been presented to the board at the January meeting and feedback and suggestions from the board have been incorporated into the final plan to be approved at today's meeting. At Dr. Wegenke's request, Gene Purcell summarized the plan's main objectives. Mr. Purcell reported that the Strategic Plan to be adopted today reinforces the previous strategic directions for the agency:

- I. Strengthen the impact, reach and performance of the ECB to better serve all of the citizens of Wisconsin while recognizing and striving to serve an increasingly diverse population;
- II. Assure the responsible use of resources to carry out the work of the ECB; and
- III. Grow and engage public media audiences using the most effective forms of content delivery.

The Board also recommended that the agency take steps to:

- Remain relevant in world of advancing technology;
- Leverage partnerships for better outcomes; and to
- Be mindful of the current reorganization of the University of Wisconsin – Extension.

Mr. Purcell indicated this plan will serve as a guide for the daily work of the Executive Director and employees at the agency. Mr. Purcell added that the action portions of this plan are reflected in the "Goals and Objectives" section of the Executive Director's position description.

Dr. Wegenke reminded the Board that all of the suggestions from the January meeting have been incorporated into the plan to be adopted today. He asked the Board if there were any additional questions or comments.

Eileen Littig thanked Dr. Wegenke and Gene Purcell for soliciting feedback from the board members and expressed how much she appreciates including "striving to serve an increasingly diverse population" in the ECB Strategic Plan.

Senator Luther Olsen asked how the agency will measure how successful it is in achieving the goals identified in the ECB Strategic Plan. Gene Purcell introduced Marta Bechtol, ECB Deputy Director who discussed the metrics and measurable data the agency will use to evaluate its performance.



Dean Dietrich moved to adopt the FY19-21 ECB Strategic Plan. The motion was seconded by Eileen Littig. The motion was passed by unanimous voice vote.

**AGENDA ITEM 5. Financial Reports**

Quarterly financial reports were distributed with the board packet in advance of today's meeting. Dr. Wegenke asked Gene Purcell to summarize the reports.

Gene Purcell mentioned that the first page of the report includes updates on member contributions and underwriting for Radio and TV. Mr. Purcell reported that membership goals for Radio and TV membership and underwriting have been raised in anticipation of increased costs. Mr. Purcell reported that both Radio and TV are on schedule to meet these goals. Mr. Purcell noted an increase in sustaining membership which is approaching 50% of all membership contributions for Radio, and nearly 20% for TV.

Eileen Littig inquired about the status of door to door canvassing. Mr. Purcell responded that after a test in the Madison area, door to door canvassing has been successful in other parts of the state, including Green Bay, and will continue to be utilized as a fundraising method.

Dean Dietrich commented on the WPRA budget development and reinforced Mr. Purcell's comments regarding increased goals for membership.

There were no additional questions or comments from board members.

**AGENDA ITEM 6. Evaluation of ECB Director**

Dr. Wegenke announced that it will be necessary to move into closed session for the annual performance evaluation of the ECB Executive Director.

Dean Dietrich moved, seconded by Jim Zylstra to move into closed session. The motion passed unanimously by roll call vote.

Pursuant to s. 19.85(1)(c), Wis. Stats., the Board convened in a closed session for the annual performance evaluation of the WECB Executive Director. Following the closed session, the Board reconvened in open session.



**AGENDA ITEM 7.** Questions/Comments from Board Members

Rich Lepping asked if attendance at the July meeting via telephone would be acceptable. Gene Purcell responded that attendance by phone is perfectly acceptable and counts towards the meeting quorum.

Senator Luther Olsen asked whether a separate meeting would be needed to consider the recruitment and hiring of a new ECB Executive Director. Dr. Wegenke noted that the meeting could be moved or a separate meeting scheduled at the Board's discretion, as long as the Board complies with State of Wisconsin and Corporation for Public Broadcasting open meeting requirements.

There were no additional questions or comments from board members.

**AGENDA ITEM 8.** Adjournment

Senator Luther Olsen moved to adjourn, seconded by Jim Zylstra. The motion passed by unanimous voice vote. Dr. Wegenke announced the meeting adjourned at 10:50 a.m.