



Educational Communications Board

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EDUCATIONAL COMMUNICATIONS BOARD MEETING

ECB Board Room
3319 West Beltline Highway
Madison, Wisconsin
October 28, 2016
9:30 a.m.

MINUTES

Roll Call and Introductions

Dr. 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 not initially present. Dr. Wegenke left the roll open and reminded board members that no business would be conducted until a quorum was present. The complete attendance list follows:

Board Members Present: David Hutchison
Erin Kastberg (representing Ray Cross)
Kurt Kiefer (representing Superintendent Tony Evers)
Eileen Littig
Representative Amy Loudenbeck
Senator Fred Risser
Karen Schroeder
Rolf Wegenke, Ph.D., Chair
Cate Zeuske (representing Scott Neitzel)

Absent: Dean Dietrich
Eve Hall, Ph.D.
Rich Lepping
Senator Luther Olsen
Bohdan Zachary
Jim Zylstra (representing Morna Foy), Vice-Chair

Vacant: State Assembly Democratic Caucus



AGENDA ITEM 1. Report of the Board Chair

Dr. Wegenke recognized the outstanding work by all members of the Wisconsin Public Broadcasting partnership during an exciting and stressful election year. Dr. Wegenke noted that ECB and UW Extension staff's work has been exemplary and thanked all staff for their ongoing efforts.

AGENDA ITEM 2. Report of the Executive Director

Dr. Wegenke introduced ECB Executive Director Gene Purcell. Mr. Purcell thanked Dr. Wegenke for the compliments regarding the exceptional work of the Wisconsin Public Broadcasting partnership and assured him that he would share those comments with all staff.

Mr. Purcell highlighted the Executive Director's written report which included a report on the ECB's capital and operating budget requests as well as an update regarding the ECB's Act 201 submission.

Mr. Purcell reported the operating budget request was mostly flat, with the exception of a request for \$650,000 GPR funding to help fund ECB's work in licensing and producing K – 12 educational media. Mr. Purcell added this would be a partial restoration of educational media funding lost in the 2015 – 2017 budget.

Mr. Purcell provided an update regarding ECB's Act 201 submission. Act 201 requires state agencies to submit a flat budget request as well as a request which reflects a 5% reduction to the operating budget. Mr. Purcell noted that a newspaper article characterized ECB as being out of compliance with the requirements of Act 201. Mr. Purcell reported this was due to an error on the paperwork ECB submitted and he has since worked with ECB's budget analyst at DOA to correct the error and resubmit ECB's Act 201 submission. Mr. Purcell added that he has updated the ECB Board of Directors and legislative leaders to ensure they know that ECB is now in compliance with the requirements of Act 201.

Mr. Purcell reported that ECB's annual audit would begin in early December. Mr. Purcell reminded board members that ECB is subject to an annual financial audit as required to be eligible for Corporation for Public Broadcasting funding. ECB has again contracted with Reilly, Penner and Benton of Milwaukee to conduct the audit. Mr. Purcell expects the audit to be completed by February 2017. Mr. Purcell reported that he anticipates a clean audit but acknowledged it may be challenging for the auditors due to the State's conversion to a new financial reporting system (STAR) in the middle of a fiscal year and the high number of manual entries which occurred during the conversion process.



Mr. Purcell provided a brief update regarding a DOA benchmarking survey related to the consolidation of state agency services. Mr. Purcell noted that much of the consolidation of state services has already occurred at ECB as many information technologies (IT), human resources and purchasing functions have already been moved to DOA. Mr. Purcell reported that the current DOA survey is investigating a shared services model that could affect ECB's financial offices. Mr. Purcell added that the survey is due to the Joint Finance Committee in March 2017 and he will provide more details when they become available.

Cate Zeuske reminded Mr. Purcell that DOA has designated STAR liaisons to assist smaller agencies with issues or technical difficulties that may have been identified since the implementation of STAR. Ms. Zeuske encouraged Mr. Purcell to seek assistance from the liaison should ECB need help to retrieve data during the audit process.

Dave Hutchison inquired about the Act 201 submission and asked what specific error occurred that required ECB to resubmit Act 201 paperwork. Mr. Purcell responded that DOA provided "forms" for agencies to complete which were actually Excel spreadsheets that collected numerous budget line numbers. Mr. Purcell indicated that ECB's form included GPR funding that should not have been listed, thus no 5% reduction was evident. Mr. Purcell reiterated that DOA budget analysts were helpful in correcting the submission and ECB has complied with the requirements of Act 201.

Karen Schroeder inquired about significant increases in the capital budget request. Mr. Purcell responded that nearly \$15 million was related to the potential "repacking" process following the FCC Spectrum Auction. While it remains to be seen how the repacking process will affect ECB stations, Mr. Purcell reported that he included that figure in the request under advisement from DOA in order to prepare for every possible scenario.

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

Following the Executive Director's report, Dr. Wegenke noted that Senator Risser had arrived and a quorum was now present. Dr. Wegenke asked the board to consider approval of the minutes from the July 15, 2016 meeting.

Approval of Minutes from the July 15, 2016 ECB Board Meeting

Eileen Littig moved, seconded by Kurt Kiefer to approve the July 15, 2016 meeting minutes. The motion carried by unanimous voice vote.

AGENDA ITEM 3. Education Update - Kristin Leglar, Wisconsin Media Lab & Alyssa Tsagong, Wisconsin Public Television

Gene Purcell introduced Marta Bechtol, ECB Deputy Director. Ms. Bechtol reviewed Wisconsin Public Broadcasting's 80-year history related to educational media for Wisconsin schoolchildren



and continued commitment to provide such services. Ms. Bechtol summarized the impact of the FY2015 – 17 budget cuts which led to substantial reductions in the procurement of educational media and services for K-12 educators. Ms. Bechtol went on to discuss the merger of ECB and Wisconsin Public Television educational services into one work unit at Vilas Hall. Ms. Bechtol then introduced Kristin Leglar, Wisconsin Media Lab (WiML) and Alyssa Tsaogong, Wisconsin Public Television (WPT); to provide an update regarding educational services following the merger.

Ms. Leglar and Ms. Tsaogong reviewed accomplishments from the merged educational services unit. Ms. Leglar described how the new unit adapted to the diminished funding while continuing to develop and maintain educational media related to Wisconsin history, Wisconsin geography and Wisconsin tribal history. Ms. Leglar reported that the WiML website was redesigned and updated with the assistance of the Department of Public Instruction. Ms. Leglar also reported that *Into the Map*, an interactive geography instructional tool, was launched in October 2015 and continues to be maintained by WiML. WiML resources have also been integrated into WiseLearn, an educator portal maintained by the Department of Public Instruction that provides classroom resources and professional learning material to Wisconsin educators.

Ms. Tsaogong provided an overview of the new work unit and the collaborative efforts to continue providing K – 12 services for Wisconsin educators. Ms. Tsaogong reported that an educational specialist with a strong background in digital education and high school curriculum design was hired to begin in November. Ms. Tsaogong reported the new unit is positioned to expand WiML's *Wisconsin Biographies* and WPT's *Wisconsin Hometown Stories*. Ms. Tsaogong announced that *Wisconsin Hometown Stories - Door County* is scheduled to be released this winter. Ms. Tsaogong shared that Neenah/Menasha will be featured in the next "Hometown Story" project. Ms. Tsaogong also shared that WPT and WiML educational services are also involved with the development of a documentary related to the 100-year anniversary of the Wisconsin State Capitol. Ms. Tsaogong concluded by distributing WiML's *Vel Phillips Dream Big Dreams* flash drive containing K-12 specific resources that was distributed to over 2000 Wisconsin educators.

Following Ms. Leglar and Ms. Tsaogong's presentation, there were several questions from Board members.

Eileen Littig inquired about the \$650,000 operating budget request and how that would be used by ECB to support educational media. Gene Purcell responded that most of that would be used to add staff to develop educational media related to Wisconsin.

Cate Zeuske complimented the ECB's ability to collaborate with other agencies and identify improved efficiencies to maximize the state resources and help Wisconsin students.



Karen Schroeder asked for further clarification on the operating budget request. Marta Bechtol provided a detailed breakdown of how \$650,000 could be used to fund up to 5 positions to provide outreach, communication and production with remaining funds to secure licensing of educational media.

Eileen Littig inquired about the possibility of on-air fundraising to benefit educational services. Mr. Purcell responded that a lot depends on the next budget but pointed out that Ms. Littig's idea seems more feasible since the merger of work units and considering WPT's vast experience in development and fundraising.

Representative Amy Loudbeck inquired about the merged work units and asked if this was a good model for future collaborations between UW Extension partners. Malcolm Brett responded that the WPT/WiML collaboration has been successful thus far and he sees potential for greater collaboration in the future.

Cate Zeuske discussed the Capitol 100-year anniversary project and cited that as another good example of collaboration between agencies to maximize state resources.

Eileen Littig asked Kristen Leglar if polling Wisconsin educators has identified a need for and specific programming or educational content. Ms. Leglar responded that Agriculture is the most requested subject.

Dave Hutchison complimented the Vel Phillips project and asked the WiML to consider using artwork or contrasting colors which are easier to distinguish for persons who are color blind.

Kurt Kiefer shared that DPI is working to develop activities for students related to the Capitol anniversary that will be available through BadgerLink.

There were no further questions or comments.

AGENDA ITEM 4. Repack Update (FCC Spectrum Auction) – Gene Purcell

Gene Purcell provided a brief update regarding the FCC Spectrum Auction and the potential for ECB stations to be subjected to the "repacking" process following the auction. Mr. Purcell reviewed the capital budget request and explained why the agency is requesting funding to address the potential of ECB stations being repacked. These costs are supposed to be reimbursed by the FCC as part of the repacking process. Mr. Purcell reported that the Spectrum Auction is underway and the mandatory repack will commence shortly thereafter. Mr. Purcell added that it is still unknown which stations will be subject to repacking so the ECB has to prepare contingencies for all stations to be repacked. Mr. Purcell reported that the first and second round of the reverse auction have been completed and there remains a significant disparity between broadcasters and wireless providers. Mr. Purcell reported that a third round is underway and a fourth round will commence in early 2017.



AGENDA ITEM 5. Financial Report

Gene Purcell reviewed the Financial Report included in the board packet.

Eileen Littig complimented Mr. Purcell and the ECB staff for developing a new format for the quarterly financial report and was pleased to see a budget line for professional development.

Gene Purcell thanked Marta Bechtol and Aimee Wright for their work in developing the new report.

AGENDA ITEM 6. Meeting Dates for 2017

Dr. Wegenke reminded Board members of the 2017 meeting dates which had been proposed at the July meeting:

Friday, January 20, 2017

Friday, April 21, 2017

Friday, July 14, 2017

Friday, October 13, 2017

Dr. Wegenke noted there were no conflicts reported to him or Gene Purcell since the July meeting so these dates are now finalized.

AGENDA ITEM 7. Questions/Comments from Board Members

Cate Zeuske asked if there would be a need for the Board to meet following the introduction of the 2017 – 2019 State budget. Gene Purcell responded that he would let the Board of Directors decide that but pledged to keep the Board informed throughout the process.

AGENDA ITEM 8. Adjournment

Dave Hutchison moved to adjourn, seconded by Representative Amy Loudenberg. The motion passed by unanimous voice vote. Dr. Wegenke announced the meeting adjourned at 11:10 a.m.