

**Wisconsin Indianhead Technical College  
Board Forward Proceedings  
December 21, 2020**

The Board Forward meeting of the Wisconsin Indianhead Technical College Board was held on Monday, December 21, 2020, at 10:21 a.m., at the WITC-Administrative Office, located at 505 Pine Ridge Drive, Shell Lake, WI 54871. The use of technology to access the meeting was available to Board members as needed.

**1. CALL TO ORDER/ROLL CALL/DETERMINATION OF QUORUM**

Chairperson Josh Robinson called the meeting to order at 10:21 a.m. with the following Board members present at the WITC Administrative Office in Shell Lake: James Beistle, Carol De Young, Janelle Gruetzmacher, Lori Laberee, and Josh Robinson. Andy Albarado, Chris Fitzgerald, Brett Gerber, and Troy Lambert attended the meeting via BlueJeans technology.

The following WITC employees were in attendance during the meeting at the WITC Administrative Office in Shell Lake: Kim Olson and John Will. Susan Yohnk Lockwood and Jena Vogtman joined the meeting via BlueJeans technology.

**2. OPEN MEETING STATEMENT**

Kim Olson, Executive Assistant to the President and Board, read the following open-meeting statement: "The December 21, 2020, Board Forward meeting of the Wisconsin Indianhead Technical College Board, and all other meetings of this Board, are open to the public and in compliance with state statutes. Notice of the meeting was sent to the press on December 18, 2020, in an attempt to make the general public of Wisconsin aware of the time, place, and agenda of the meeting."

**3. CONSIDERATION AND APPROVAL OF REBRANDING PROCESS**

President Will reviewed the progress made on the rebranding process. This included a list of potential college names with vetting information. He noted that mascots would not be determined until the name is selected.

Jena Vogtman presented the top 10 names via a PowerPoint. Board members completed a survey to rank the top 3 names. Time was reserved for Board members to discuss the survey results. It was noted that the college received 187 names from all stakeholders. The Board was asked to support 3 - 5 names to move forward to the student focus groups stage of the selection process. It was noted that minor variations in each name could be considered later in the process. For example, North Woods could become Northwood.

Lori Laberee moved, seconded by Troy Lambert, to approve the Board's top 5 college names as follows: Aspen, Evergreen, North Woods, Northern Waters, and Riverwood. Upon a roll call vote of all members, motion carried (9-0).

President Will thanked Jena Vogtman and her staff for their work on the presentation materials.

**4. MEETING EVALUATION/ADJOURNMENT**

The Plus/Delta evaluation form was provided for the Board to complete at the conclusion of the meeting.

**PLUS +/DELTA ^**

- + Great selection of possible names and amazing discussion
- + Jena and Susan did a great job presenting
- + Excited to continue the journey and see the final outcome
- + Good discussion

- + Good discussion from all Board members
- + Administration's "team" work on discussion and presentation
- ^ None

The Board Chair requested a motion and a second to adjourn the meeting. James Beistle moved, seconded by Janelle Gruetzmacher, to adjourn the meeting at 12:12 p.m.

Respectfully submitted,



Board Secretary

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