



Educational
Communications
Board

BOARD POLICIES

For questions and/or concerns, please contact:

Executive Director
Educational Communications Board
3319 West Beltline Highway
Madison, WI 53713

Phone: (608) 264-9600 webmaster@ecb.org



Policy Preface

This Policy Manual has been developed to provide a convenient resource for individuals interested in the operation of the Wisconsin Educational Communications Board (ECB).

Section I of the Policy Book contains all ECB policy currently in effect. Policy is formally adopted by the ECB at regular meetings and is indefinite in duration. To provide quick reference, the policies are grouped by subject, numbered within each subject area.

Policy incorporated in other published documents such as Wisconsin Statutes, administrative rules and ECB Bylaws is included in the addendums contained in Section II.

Inquiries concerning this manual should be addressed to:

Office of the Executive Director
Wisconsin Educational Communications Board
3319 West Beltline Highway
Madison, Wisconsin 53713-4296

Or contact the Executive Director at (608) 264-9600 or via [email](#).

The Wisconsin Educational Communications Board is in full compliance with state and federal equal opportunity and affirmative action laws and regulations including Title IX of the 1972 Education Amendments and Section 504 of the 1973 Rehabilitation Act. It is the policy of the ECB not to discriminate on the basis of race, color, national origin, sex or handicap in educational programs, admonitions or activities. Coordination of Title IX and Section 504 have been assigned to the Affirmative Action Officer. Inquiries regarding equal opportunity may be directed to:

Affirmative Action Office
Wisconsin Educational Communications Board
3319 West Beltline Highway
Madison, Wisconsin, 53713

Or contact the Affirmative Action Officer at (608) 264-9669 or via [email](#).

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BOARD POLICY

SUBJECT	Policy Adoption Process	Number	101
		Effective Date	7/14/06
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All Educational Communication Board (ECB) policies shall be maintained in official form in both print and on the agency's web site.

Policy additions, modifications or deletions shall be brought to the Board at regularly-scheduled meetings. Such policy additions, modifications or deletions shall be brought forward at the request of the Board or Executive Director for Board consideration and action.

The Board shall review the Board policies for additions, modifications or deletions every five years. The Board may review policies at any time at the request of a Board member.

The official policies and web site shall be readily accessible to Board members, agency staff and the general public.

Adopted 7/14/06



BOARD POLICY

SUBJECT	Board Roles and Relationships	Number	102
		Effective Date	7/14/06
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The Board shall establish overall policies which give direction to the Executive Director and the professional staff for the day-to-day operations of the agency.

Requests for information by Board members should be directed to the Executive Director.

Adopted 7/14/06
Revised Version Adopted 4/12/13



BOARD POLICY

SUBJECT	Board Member Designees	Number	103
		Effective Date	7/14/06
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In accordance with Wisconsin Statute Chapter 15.57(1), the Secretary of Administration, the State Superintendent of Public Instruction, the President of the University of Wisconsin System, and the Director of the Technical College System may appoint designees.

Such designee appointment shall be in writing to the Board Chair.



BOARD POLICY

SUBJECT	Agency Staff Appointment Authority	Number	104
		Effective Date	7/14/06
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The Executive Director shall approve on behalf of the Board personnel actions involving ECB agency staff.



BOARD POLICY

SUBJECT	Public Records and Property Notice	Number	105
		Effective Date	7/14/06
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The Board follows state law and Federal Communications Commission and Corporation for Public Broadcasting criteria on open records. To assist the public in obtaining access to and copies of Board and agency records, there has been adopted the Official Notice, Open Records Policy, dated August, 2004 (attached).



BOARD POLICY

OPEN RECORDS POLICY

General Policy

- Except as otherwise provided by law, any public record of the Board shall, upon request, be made available for inspection at the office of the legal custodian during regular business hours. A notice (see attachment) shall be displayed informing the public how they can obtain records under the public records law.
- The ECB Executive Director shall serve as the official legal custodian of Board public records. For administrative purposes, the Executive Director is authorized to designate deputy custodians.
- No original public record of the Board may be removed from possession of a legal custodian. The legal custodian is responsible for designating where, when and how public records of the Board may be inspected and copied. Any request for a record must reasonably describe the record or information sought. If the legal custodian cannot reasonably determine what records or information are being requested, the request shall be denied.

Release, Inspection and Reproduction of Public Records

- Upon request for an public record, the legal custodian shall, as soon as practical and without delay, either fill the request or notify the requester of the legal custodian's determination to deny the request in whole or in part, and the specific reasons for the denial. Denied written requests shall be responded to by written explanation from the legal custodian. Oral requests that are denied may be responded to orally, unless a demand for a written statement of the reasons for denial is made by the requester within 5 business days of the oral denial. If a request cannot be responded to within 10 days, the requester shall be provided an estimate as to when the request can be fulfilled.
- Persons requesting access to Board records are not required to identify themselves in order to obtain a record, nor are they required to state any reason for the request.
- If the legal custodian determines, with legal sufficiency, that portions of a requested record should not be released, the legal custodian shall edit those records and remove the material not to be released, thereafter releasing the balance of the record. If portions of a requested record are not released, the requester should be so notified.



Educational Communications Board

3319 West Beltline Highway • Madison, WI 53713-4296 • 608.264.9600 • ECB.org

BOARD POLICY

WISCONSIN EDUCATIONAL COMMUNICATIONS BOARD

3319 West Beltline Highway
Madison Wisconsin 53713
(608) 264-9600

PUBLIC RECORDS NOTICE

The Wisconsin Educational Communications Board (ECB) is an independent state agency responsible for the planning, development and operation of public broadcasting (Wisconsin Public Radio & Wisconsin Public Television, in association with the University of Wisconsin-Extension) and educational telecommunications delivery systems. Policy is determined by a 16-member governing board and executed by the ECB Executive Director and staff.

In accordance with Wisconsin Statute 19.35, members of the public may obtain information and access to ECB public records, or obtain copies of these records, by contacting the legal custodian. **The ECB legal custodian is the Executive Director, Educational Communications Board, 3319 West Beltline Highway, Madison, Wisconsin 53713-4296. Telephone 608/264-9672.** ECB offices are open Monday through Friday, holidays excepted, from 7:45 a.m. to 4:30 p.m.

Please make your request for the specific records you seek, orally or in writing, to the legal custodian during the office hours specified. Requests which exceed a total cost of \$5.00 may require prepayment. The legal or any deputy custodian can provide other cost information. All requests will be processed as soon as practicable and without delay.

The following is a list of deputy custodians and their field of service and phone number.

Deputy Director, Educational Communications Board
larry.dokken@ecb.org
608-264-9669

Division Administrator, Engineering and Operations
terry.baun@ecb.org
608-264-9746

Division Administrator, Wisconsin Media Lab
marta.bechtol@ecb.org
608-264-9733



BOARD POLICY

Fees

- Once the legal custodian has authorized inspection of public records or information, and subject to payment of fees or actual-cost charges, the requester has the right to receive a reproduction of such public record or information.
- Persons who request Board computer records shall pay the actual cost of any necessary computer processing and copying, as shall be determined by the legal custodian.
- The requester shall be charged actual, necessary and direct costs of photocopying and photographs, including staff time and materials, and of mailing or shipping of any copy of a public record or information. Photocopying fees shall not exceed .25 per copy.
- Cost of duplication of audio or video tapes shall be the same as that which the ECB charges schools for such materials. The transcripts shall not be substituted for audio or video tapes unless acceptable to the requester.
- Fees and charges shall not exceed actual, necessary and direct costs. Prepayment of fees will not be assessed unless costs exceed \$5.00
- All or part of the fees or costs may be waived by the legal custodian upon his/her determination that such action is in the public interest.

Adopted 8/26/04
Revised Version Adopted 4/12/13



BOARD POLICY

SUBJECT	Evaluation of the Executive Director	Number	106
		Effective Date	7/14/06
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The Executive Director shall have an annual performance review conducted by the Board in compliance with Wisconsin Administrative Code, Section ER 45.



BOARD POLICY

SUBJECT	Strategic Planning	Number	107
		Effective Date	7/14/06
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Oversight of strategic planning is one of the Board's primary responsibilities and the Board shall develop and implement a strategic planning system with a three year review cycle. That system shall be presided over by the Executive Director. The planning documents resulting from such system shall address major policy issues as well as providing supporting information in sufficient detail to explain and justify changes proposed in programs, services and facilities.



BOARD POLICY

SUBJECT	Health & Safety	Number	202
		Effective Date	7/14/06
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The Educational Communications Board is committed to providing a safe and healthy workplace for all its employees, and shall do whatever is feasible and reasonable to protect employees and visitors from illnesses and accidental injuries. To meet this commitment, a guideline of a comprehensive loss control safety program shall be established and the agency shall work toward incorporating the program into daily operations.

Adopted 7/14/06



BOARD POLICY

SUBJECT	Travel Policy for Board Members	Number	203
		Effective Date	04/16/10
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1. Purpose.

The Board of Directors of the Educational Communications Board (ECB) recognizes that Board members may be required to travel or incur other expenses from time to time to conduct ECB business and to further the mission of this nonprofit, state agency. The purpose of this Policy is to ensure that (a) adequate cost controls are in place, (b) travel and other expenditures are appropriate, and (c) to provide a uniform and consistent approach for the timely reimbursement of authorized expenses incurred by Board members. In accordance with Wisconsin's Office of State Employment Relations (OSER), Board members are subject to all travel policies detailed in OSER's Compensation Plan. Subsequently, it is the policy of the Board to reimburse only reasonable and necessary expenses.

When incurring business expenses, Board members should:

- Exercise discretion and good business judgment with respect to those expenses.
- Be cost conscious and spend the ECB's money as carefully and judiciously as the individual would spend of his/her own funds.
- Report expenses, supported by required documentation, as they were actually spent.

2. Expense Report.

Expenses will not be reimbursed unless the individual requesting reimbursement submits a written Travel Expense Report (TER). The TER, which shall be submitted at least monthly or within two weeks of the completion of travel if travel expense reimbursement is requested, must include:

- The individual's name and other identifying information
- If reimbursement for travel is requested, the date, origin, destination and purpose of the trip, including a description of each ECB-related activity during the trip.
- An itemized list of all expenses for which reimbursement is requested

3. Receipts.

Original receipts are required for all expenditures billed directly to the ECB, such as airfare and hotel charges. No expense in excess of \$20.00 will be reimbursed to Board members unless the individual requesting reimbursement submits with the TER written receipts from each vendor (not a credit card receipt or statement) showing the vendor's name, a description of the services provided (if not otherwise obvious), the date, and the total expenses, including tips (if applicable).

4. General Travel Requirements.

A. Advance Approval.

All trips, other than required attendance at Board meetings, involving air travel or a least one overnight stay must be approved in advance by the Executive Director.

B. Necessity of Travel.

In determining the reasonableness and necessity of travel expenses, the Executive Director or designee shall consider the ways in which the ECB will benefit from the travel and weigh those benefits against the anticipated costs of the travel. The same considerations shall be taken into account in deciding whether a particular individual's presence on a trip is necessary.

Pursuant to §. 16.53(12)(b), Wis. Stats., the Executive Director shall determine that the proposed travel is appropriate and necessary to the mission, responsibilities or duties of the ECB.

Pursuant to §. 16.53(1)(c)7., Wis. Stats., before Board members are permitted to attend out-of-state conferences, conventions, seminars, meetings or training courses, the Executive Director should ensure that a clear state interest is being served.

In determining whether the benefits to the ECB outweigh the costs, less expensive alternatives, such as participation by telephone or video conferencing, or the availability of local programs or training opportunities, shall be considered.

C. Personal and Spousal Travel.

Individuals traveling on behalf of the ECB may incorporate personal travel or business with their ECB-related trips; **however**, Board members shall not arrange ECB-related travel at a time that is less advantageous to the ECB or involving greater expense to the ECB in order to accommodate personal travel plans. Any additional expenses incurred as a result of personal travel, including but not limited to increase in airfare due to date(s) of travel, extra hotel nights, additional stopovers, meals or transportation, are the sole responsibility of the individual and will not be reimbursed by the ECB. Expenses associated with travel of an individual's spouse, family or friends, including additional cost associated with occupancy rates and ground transportation will not be reimbursed by the ECB.

5. Air Travel.

A. General.

Air travel reservations should be made as far in advance as possible in order to take advantage of reduced fares. The ECB will reimburse or pay only the cost of the lowest coach class fare actually available for direct, non-stop flights from the airport nearest the individual's home or office to the airport nearest the destination.

B. Saturday Stays.

Board members traveling on behalf of the ECB are not required to stay over Saturday nights in order to reduce the price of the airline ticket. An individual who chooses to stay over a Saturday night shall not be reimbursed for lodging and meal expenses incurred over the weekend unless prior approval is received by the Executive Director and proper documentation indicating necessary attendance, such as a conference brochure or agenda, is produced.

C. Frequent Flyer Miles and Compensation for Denied Boarding.

Board members traveling on behalf of the ECB may NOT accept and retain frequent flyer miles or compensation such as free tickets for denied boarding for their personal use. Benefits from airline promotions, such as free tickets for frequent fliers, merchandise, etc., that accrue as a result of official ECB business belong to the State of Wisconsin.

6. Lodging.

Board members traveling on behalf of the ECB may be reimbursed at the single room rate for reasonable cost of hotel accommodations. Convenience, the cost of staying in the city in which the conference is located, and proximity to other venues on the individual's itinerary shall be considered in determining reasonableness. Board members shall make use of available government and discount rates for hotels. "Deluxe" or "luxury" hotel rates will not be reimbursed.

A. Maximum Lodging Rates.

The maximum permitted amount per day, excluding tax, for lodging for all in-state travel shall be reimbursable in accordance with the most current OSER Compensation Plan rate.

The in-state maximum reimbursement rate per night shall also apply to out-of-state travel, except lodging in higher cost cities as determined by OSER. For lodging maximums in higher cost cities, refer to the most recent issue of the OSER Bulletin titled *Maximum Reimbursement for Lodging in High-Cost Out-of-State Cities*.

B. Exceeding the Maximum Lodging Rates.

Any amount in excess of the schedule in § F.5.02 of the OSER Compensation Plan must be accompanied by a receipt and an explanation of the reasonableness of such expense. Except as provided in § F.5.01(2) of the Compensation Plan, maximums may be exceeded only when it is determined that unavoidable additional expenses would be incurred by trying to adhere to the specified maximums (e.g., high transportation costs incurred when staying at an economical hotel/motel at the edge of the city instead of staying downtown).

7. Out-of-Town Meals.

Board members traveling on behalf of the ECB are reimbursed for the reasonable and actual cost of meals (including tips) subject to the maximum meal allowance and the terms and conditions established by the OSER Compensation Plan.

8. Ground Transportation.

Board members are expected to use the most economical ground transportation appropriate under the circumstances and should generally use the following, in this order of desirability:

Courtesy Cars: Many hotels offer courtesy cars, which will take you to and from the airport at no charge. The hotel will generally have a well-marked courtesy phone at the airport if this service is available. Board members should take advantage of this free service whenever possible.

Airport Shuttle or Bus: Airport shuttles or buses generally travel to and from all major hotels for a small fee. At major airports such services are as quick as a taxi and considerably less expensive. Airport shuttle or bus services are generally located near the airport's baggage claim area. Pursuant to §. 20.916(9)(d)2., Wis. Stats. tips are reimbursable at a maximum rate of 15 percent of the charge.

Taxis: When courtesy cars and airport shuttles are not available, a taxi is often the most economical and convenient form of transportation when the trip is for a limited time and minimal mileage is involved. A taxi must also be the most economical mode of transportation between and individual's home and the airport. Pursuant to §. 20.916(9)(d)2., Wis. Stats. tips are reimbursable at a maximum rate of 15 percent of the charge.

Rental Cars: Car rentals are expensive so other forms of transportation should be considered when practical. Board members will be allowed to rent a car while out of town provided that advance approval has been given by the Executive Director and that the cost is less than alternative methods of transportation.

When a number of Board members are knowingly traveling to the same destination at the same time, it is their responsibility to arrange for pooled transportation where practicable.

9. Personal Cars.

Board members are compensated for use of their personal cars when used for ECB business. When individuals use their personal car for such travel, including travel to and from the airport, mileage will be allowed in accordance with the current OSER Compensation Plan.

In the case of individuals using their personal cars to take a trip that would normally be made by air, e.g., Madison to Minneapolis, mileage will be allowed at the currently approved rate in accordance with the current OSER Compensation Plan; however, the total mileage reimbursement will not exceed the sum of the lowest available round trip coach airfare.

10. Registration Fees.

An original paid receipt, a copy of the check or credit card purchase confirmation, or the attendee's customer copy of the credit card receipt must support claims for reimbursement fees over \$25.00. Additionally, documentation from the event's organizer stating date(s), location, scheduled meetings/workshops, purpose of the event and accommodations options will be required for reimbursement. Expenses of individuals not on official ECB business (spouse, family members, friend, etc.) that are included in the registration fees are not reimbursable.

11. Parking/Tolls.

Parking and toll expenses, including charges for hotel parking, incurred by Board members traveling on ECB business will be reimbursed. Receipts for parking and toll expenses exceeding \$25.00 per day are required for reimbursement. The costs of parking tickets, fines, car washes, valet services, etc., are the responsibility of the individual and will not be reimbursed.

12. Other Expenditures.

During out-of-town travel, reasonable ECB-related telephone, Internet and fax charges due to absence of Board members at their place of business are reimbursable pursuant to § F.7.02 of the OSER Compensation Plan. In addition, reasonable and necessary gratuities that are not covered under meals may be reimbursed pursuant to § F.7.03 of the OSER Compensation Plan.

13. Non-Reimbursable Expenditures.

The ECB maintains a strict policy that expenses in any category that could be perceived as lavish or excessive will not be reimbursed, as such expenses are inappropriate for reimbursement by a nonprofit, government agency. Expenses that are not reimbursable* include, but are not limited to:

- Travel insurance
- First class tickets or upgrades
- When lodging accommodations have been arranged by the ECB and the individual elects to stay elsewhere, reimbursement is made at the amount no higher than the rate negotiated by the ECB. Reimbursement shall not be made for transportation between alternate lodging and the meeting site.
- Luxury limousine travel
- Movies, liquor or mini-bar costs
- Membership dues at any country club, private club, athletic club, golf club, tennis club or similar recreational organization
- Spa or exercise charges
- Valet service
- Car washes
- Toiletry articles
- Expenses for spouses, friends or relatives. If a spouse, friend or relative accompanies Board member on a trip, it is the responsibility of the Board member to determine any added cost for double occupancy, transportation fares and related expenses, and to make appropriate adjustment in the reimbursement request.
- Additional/spin-off events such as retreats, workshops, social events, etc., sponsored by associated vendors/organizations of original event without prior approval of the Executive Director.

**The Wisconsin Attorney General offers this list of non-reimbursable expenses by way of example only, and in no way means to imply that categories of expenses not included on this list should automatically be eligible for reimbursement. This list is meant to be a guide to state agencies. Each agency should develop an expense reimbursement policy that is tailored to that agency's particular strategic objectives and budget.*

For all other matters regarding travel by ECB Board members or for clarification of policies pursuant to Wisconsin Statutes, please refer to the OSER Compensation Plan and/or the Wisconsin Statutes and Administrative Code.



BOARD POLICY

SUBJECT	Instructional Programming	Number	301
		Effective Date	7/14/06
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It shall be the policy of the Board that:

- The ECB shall collaborate with other educational agencies/systems to ensure that teachers are assisted through appropriate professional learning experiences and related print and computer resources for utilizing broadcast delivered or other multi-media based materials.
- Recognizing that education is a life-long pursuit, the ECB shall utilize public telecommunication services in providing K – 12 and adult-learning instruction.
- The ECB shall collaborate with other educational agencies/systems to develop or acquire high quality materials to help advance the educational goals of the state.
- The ECB shall not set academic standards nor prescribe curriculum.
- The ECB shall not require any person, group, agency or institution to use programs or instructional materials distributed through facilities under its control. Such use shall remain the prerogative of the individual or of the institution or agency responsible.
- Use of program services and materials under control of the ECB shall not be denied to any private, non-public educational agency or institution, nor denied to individuals schooling children within homes, providing such use requires no unauthorized additional expenditure of state funds.

Adopted 7/14/06



BOARD POLICY

SUBJECT	Media Library and Archives Of Educational Radio and Television Programs	Number	302
		Effective Date	7/14/06
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It is the policy of the Board to establish, maintain and operate a library and archives of educational/public radio and television programs and related materials copyrighted by ECB, to disseminate information about such programs and make suitable arrangements for the use of such programs and materials by colleges, universities, schools, noncommercial radio and television stations, and other appropriate users as allowed by copyright agreements.



BOARD POLICY

SUBJECT	Digital Rights or Recording Use of Instructional Programs	Number	303
		Effective Date	7/14/06
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The Board holds all rights to programs, program segments or objects produced or created by ECB and shall:

- Inform Wisconsin educational institutions of any changes in the digital or re-recording rights policy of ECB or of those of national program distributors utilized by the ECB.
- Provide extended use rights to Wisconsin's public and private educational institutions, including homeschooling, for programs or segments of programs produced by the Educational Communications Board.

In addition, the ECB procures use rights for programs, program segments, and other media objects which are produced by independent producers or distributors, and ECB shall:

- Provide extended use rights to Wisconsin's public and private educational institutions, including homeschooling, for programs or segments of programs where ECB has acquired use rights from independent producers or distributors.
- Complete details of broadcast and digital use rights will be made available to users on the ECB/Wisconsin Media Lab website or will be made available in other formats upon request.



BOARD POLICY

SUBJECT	Higher Education Credit Course Programming	Number	304
		Effective Date	7/14/06
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It shall be Board policy to work cooperatively with the Wisconsin institutions of higher education to anticipate, plan, and evaluate credit course materials for radio and television. These institutions shall also be given the first right of refusal in offering higher education credit for any programs delivered by ECB.

The Board, as a broadcast licensee, has the responsibility in the final analysis to determine what is in the interest of the audience it serves and thus maintains the right to deliver credit course programs to Wisconsin residents.



BOARD POLICY

SUBJECT	Programming Philosophy	Number	305
		Effective Date	7/14/06
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It shall be the policy of the Board that Wisconsin Public Radio and Television programming provide for the educational, informational and cultural needs and interests of the public and function in a non-commercial, independent manner, adhering to standards of broadcast excellence.

Wisconsin Public Radio and Television shall provide the listener and viewer with aural and visual experiences which enrich and give meaning to the human spirit, which enhance our understanding of the past, deepen and challenge our understanding of the present, and advance our understanding of the future. These aural and visual experiences will report, interpret and foster discussion of public affairs, and encourage and present contemporary contributions to cultural advancement. The goal shall be to enhance intellectual development, expand knowledge, deepen aesthetic enjoyment, increase understanding of the interdependence required for living in a pluralistic society and seek to help listeners and viewers become more responsive, informed human beings. This goal should be the paramount focus when planning programming.

Programming decisions will be based upon professional judgments of expressions of public needs.

- The Board shall act as the final public representative to protect editorial integrity, fairness and balance.
- The Board shall act as final public authority to fulfill its mission as outlined by statute.

Administrative implementation of the Board's policy of fairness and balance shall be accomplished as follows:

- Programming managers of public broadcasting shall maintain records of viewer/listeners comments on programming.
- Records of viewer/listener comments shall be monitored regularly to determine the extent to which the public feels that programming is unbalanced, or unfair, or inappropriate in other ways.
- A pattern of complaints from a significant number of viewers/listeners shall result in further review as to their basis and validity. Performance evaluations of station and programming managers shall include a programming element measured by audience views and the responsiveness of the managers to audience concerns.

SUBJECT Programming Philosophy

Number 305

Effective Date 7/14/06

Page 2 of 2

The document known as the CODE OF EDITORIAL INTEGRITY as released in 2012 by the Editorial Integrity for Public Media Project shall be incorporated into this policy as Addendum A and will serve as the Board's basic principles.

Adopted 7/14/06
Revised Version Adopted 7/12/13



BOARD POLICY

SUBJECT	Wisconsin Public Radio and Television Planning, Programming And Scheduling Guidelines	Number	306
		Effective Date	7/14/06
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It shall be the policy of the Board that authority for operational, programming and scheduling decisions shall be delegated to assigned professional staff.

It shall further be the policy of the Board that professional staff shall use the following criteria and adhere to the following requirements in the selection and scheduling of radio and television programming:

- A. Strategic directions for radio and television programming, financing, staffing and structure shall be prepared and included as part of the ECB's Strategic Plan.
- B. Annual operational plans for radio and television programming, financing, staffing and structure shall be developed as outlined in the annual affiliation agreement (Policy 701) between ECB and the University of Wisconsin-Extension and shall be presented annually to the ECB.
- C. Programming staff will also consider:
 1. Relationship of programs to strategic directions.
 2. Internal precedent at Wisconsin Public Radio and Television,
 3. External precedent: that is, the experience of other public broadcasters who have faced similar decisions,
 4. Ability to manage program within the constraints posed by scheduling, budget, and technical limitations.
 5. As an assist in making programming and scheduling decisions, programming staff will ascertain audience program preferences and community needs at regularly-scheduled times through the following means:
 - a. Periodic surveys and focus groups,
 - b. Analysis of mail, email and telephone calls received,
 - c. Measures of actual listening and viewing patterns.
- D. Programming decisions shall not be made solely for the purpose of gaining support, economic or otherwise, of any person or group.

SUBJECT	Wisconsin Public Radio and Television Planning, Programming And Scheduling Guidelines	Number	306
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- E. The Executive Director shall be informed by the Directors of Public Radio and Public Television of planned programming and scheduling changes and operational problems which arise. Information on planned programming and scheduling changes shall be provided to the Executive Director at the onset of such planning and continue as required. This information shall contain intended results of such proposed changes, including anticipated audience impact and reactions.
- F. The Board shall be briefed by the Executive Director on programming, scheduling, and operational issues which may arise at its regularly-scheduled meetings and at such other times as may be appropriate.

Adopted 7/14/06
Revised Version Adopted 7/12/13



BOARD POLICY

SUBJECT	Programming: Non-Commercialism and Underwriting	Number	307
		Effective Date	7/14/06
		Page	1 of 1

It shall be the policy of the Board that:

- Programs shall be guided by the agency's non-commercial mission and not by the sale of goods or services for financial profit. No program may recommend or imply recommendation of one commercial product or service over another similar product or service if any consideration is involved.
- Programming shall not advertise or promote the sale of non-program related products of services.
- In accordance with Federal Communications Commission (FCC) regulations and Public Broadcasting Service (PBS) and National Public Radio (NPR) standards, programs must identify the funding source by means of an underwriting credit. For program specific support, this credit shall occur both before and after the programs.

Adopted 7/14/06



BOARD POLICY

SUBJECT	Programming: Entertainment/Sports	Number	308
		Effective Date	7/14/06
		Page	1 of 1

It shall be the policy of the Board that:

- Athletic and other unique entertainment programming may be included as part of an overall program schedule.



BOARD POLICY

SUBJECT	Programming: Political	Number	309
		Effective Date	7/14/06
		Page	1 of 1

It shall be the policy of the Board that:

- Programs shall deal with political subjects incisively, fairly, accurately and responsibly. Qualified spokespersons of significant points of view will be accorded opportunity to support their positions, within the bounds of responsibility and to the extent allowed by time and financial limitations.
- The sole purpose of any program dealing with candidates for public office or with issues scheduled for a decision by voters shall be to inform and interest viewers and listeners in the affairs of citizenship.
- Political use of public broadcasting services by candidates for public office shall be governed by FCC regulations.
- The facilities and equipment of the agency shall not be used in the preparation of political advertising for any candidate for public office.

Adopted 7/14/06



BOARD POLICY

SUBJECT	Programming: Special Events and Community Outreach	Number	310
		Effective Date	7/14/06
		Page	1 of 1

It shall be the policy of the Board that:

- Special events programs, including community outreach efforts, designed to inform citizens about their state, its policies, communities, agriculture, businesses, industries, cultural life and people are encouraged to the extent they serve the general welfare and quality of life in Wisconsin.



BOARD POLICY

SUBJECT	Distribution of Licensee Produced Materials	Number	311
		Effective Date	7/14/06
		Page	1 of 1

It shall be the policy of the Board that:

- Materials which are the sole property of the licensee will be made available to those organizations or institutions with which the licensee is affiliated.
- Materials which are the sole property of the licensee shall be made available to public institutions, public and/or private schools, and other appropriate units within the state at a charge not to exceed the cost incurred in the production, duplication and distribution of these materials.
- Subject to copyright restriction, materials which are the sole property of the licensee may be made available for broadcast on commercial radio and television stations, or other platforms, such as the internet; and for purchase by the public as deemed appropriate by management.



BOARD POLICY

SUBJECT	Wisconsin Public Radio Network Services	Number	313
		Effective Date	7/14/06
		Page	1 of 1

It shall be the policy of the Board to collaborate with the University of Wisconsin Board of Regents to provide three statewide radio network services and to provide other additional services which may be developed:

- The NPR News and Classical Music Network. This network will focus on in-depth reporting of news and on classical music.
- The Ideas Network. This network will focus on providing an informational/educational forum for listeners interested in the discussion of issues and ideas.
- A 24 hour classical music network.



BOARD POLICY

SUBJECT	Programming: Non-Discrimination	Number	314
		Effective Date	7/14/06
		Page	1 of 1

It shall be the policy of the Board that:

- No program shall be for the purpose of discriminating or advocating discrimination against any person or persons.
- Programs shall not advocate acceptance or rejection of any religious dogma or belief.



BOARD POLICY

SUBJECT	Audit	Number	401
		Effective Date	7/14/06
		Page	1 of 1

Annually, at a regular or special meeting, the Board will review financial audit(s) of the ECB (Wisconsin Public Radio and Wisconsin Public Television) and of the Wisconsin Public Broadcasting Foundation. The audit(s) and any accompanying management letter will be provided to the Board in advance of the meeting. Representatives of the auditing entity will be present to respond to the questions on the audit(s).



Educational Communications Board

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BOARD POLICY

SUBJECT	Financial Statements	Number	402
		Effective Date	7/14/06
		Page	1 of 1

The Board will be provided financial statements for the ECB and the Wisconsin Public Broadcasting Foundation in advance of each regular Board meeting.

Adopted 7/14/06



BOARD POLICY

SUBJECT	Equal Employment Opportunity/Affirmative Action	Number	501
		Effective Date	7/14/06
		Page	1 of 1

The Board shall adopt the policies of the State and by the Federal Communications Commission (FCC), and the Corporation for Public Broadcasting (CPB) regarding Equal Employment Opportunity and Affirmative Action.



BOARD POLICY

SUBJECT	Reasonable Accommodations	Number	502
		Effective Date	7/14/06
		Page	1 of 1

The Board shall have administrative guidelines and procedures regarding reasonable accommodations consistent with those established by State and by Federal Communications Commission regulations.

Adopted 7/14/06



BOARD POLICY

SUBJECT	Program Funding Standards and Practices	Number	601
		Effective Date	7/14/06
		Page	1 of 1

ECB Public Broadcasting Services shall operate in regard to program funding standards and practices as free and independent broadcasting systems, committed to providing programming produced in accordance with the highest ethical, journalistic, and professional standards. In the operation of these telecommunication services, the Board is directed by such standards, by the regulations of the Federal Communications Commission, by relevant state statutes, and by the "Code of Editorial Integrity for Local Public Media Organizations," included in the ECB Policy Book (See Policy 305: Programming Philosophy).

To help assure the free and independent nature of the public radio and television services, the following additional standards and practices have been adopted to provide staff with policy direction in regard to program underwriting:

- Editorial control of the programs or series of the ECB Public Broadcasting Services by the funders or underwriters of such programs or series shall not be permitted. This policy shall be made known in negotiations with underwriting entities, and no exceptions shall be permitted.
- Every effort shall be made to avoid the appearance of such control or influence by funders or underwriters of programs or series. This practice shall be given special consideration in instances in which a close commercial association may exist, or appear to exist, between the interests, products or services of a corporation or other underwriting entity and the title, subject or potential subject of a program or series. In those cases in which it might reasonably be assumed by the audience that there may exist a commonality of commercial interests, products, or services on the part of the funding agency and the underwritten program or series, staff must be able to provide assurance that no influence or control on the part of the underwriter has, in fact, been exerted and that none shall be allowed. Further, prior to approval of the underwriting agreement in such instances, program and financial justification must be provided to the responsible administrators of Wisconsin Public Radio and Wisconsin Public Television, as designated by the ECB and UW-Extension management. Underwriting arrangements of this sort in regard to controversial issues are not to be encouraged.



BOARD POLICY

SUBJECT	Support/Friends Groups	Number	602
		Effective Date	7/14/06
		Page	1 of 2

The Board recognizes the value of local groups to Wisconsin Public Broadcasting. Therefore, the Board will encourage and assist in the development of such groups in a manner determined to be in the best interest of the Board's responsibility to meet the needs of public service media and to achieve the Board's goals and objectives.

The following criteria must be met by any outside organization which has as its primary purpose fundraising, support or promotional activities undertaken on behalf of the Educational Communications Board or any of its operations:

Formal written approval must be obtained from the Board to use the name of the ECB or any of its operating entities in the title of any outside organization which wishes to function in a support capacity by such means as the raising of funds and promotional endeavors. The organization must be eligible or in tax exempt status under Section 501 of the Internal Revenue Code, or, if not tax exempt, the funds designated as being tax exempt donations during the solicitation must be directed entirely to the Wisconsin Public Broadcasting Foundation, Inc. (a tax exempt organization).

The organization shall be required to submit to the ECB through the Executive Director an annual plan of proposed fundraising, promotional, and other support activities. Significant alterations of the plan must be cleared with the Executive Director or staff designated by the Executive Director.

ECB or other agreed-upon staff shall provide coordination of all fundraising, promotional, or support activities undertaken on behalf of the ECB or any of its operations.

An annual statement assuring tax-exempt status from the Internal Revenue Service and IRS forms verifying that, demonstrating compliance with Chapter 440 of the Wisconsin Statutes, or other statutes created in the future, shall be filed with the Executive Director. Also required shall be timely filing of required financial reports which "provide sufficient detail to permit public evaluation of the organization's operations."

SUBJECT	Support/Friends Groups	Number	602
		Effective Date	7/14/06
		Page	2 of 2

The organization shall provide an annual accounting of all funds (both receipts and disbursements), either by depositing and disbursing funds through the Wisconsin Public Broadcasting Foundation, Inc. or through an annual external audit of the organization's funds, (both receipts and disbursements).

Support organizations shall follow specified procedures for transmittal to the ECB of any fundraising proceeds obtained from ECB authorized activities.

It shall be a general principle that funds contributed by organizations shall be presented to the Wisconsin Public Broadcasting Foundation, Inc. for acceptance. Accepted funds shall be administered consistent with the designated purpose, if any. A portion of funds raised can be used by support organizations to cover their administrative costs, as long as the decision to disburse funds in this manner resides with the ECB.

It shall be understood that the FCC does not allow a broadcasting licensee (in this instance the ECB) to cede control over programming and stations operations to any other entity.

Adopted 7/14/06



BOARD POLICY

SUBJECT	Development Activities Fundraising	Number	603
		Effective Date	7/14/06
		Page	1 of 1

Activities which are deemed by ECB management to be of a development (fundraising) nature, may be entered into by the agency provided such activities:

- Have been properly budgeted.
- Are planned and instituted in response to identifiable financial need.
- Are in keeping with the general and acceptable development practices of public and well-regarded nonprofit organizations.
- Are properly evaluated for productivity and efficiency, and for acceptability by the public radio and television audience.
- Are in accordance with relevant state and federal regulations.



BOARD POLICY

SUBJECT	Enterprise Activities	Number	604
		Effective Date	7/14/06
		Page	1 of 1

Activities which are deemed by ECB management to be of an enterprise nature may be entered into by ECB staff provided:

- The enterprise is in keeping with the mission and character of the ECB and its operations.
- The enterprise to be undertaken is not in violation of any relevant state and federal regulations.
- The enterprise is in association with individuals or corporate entities of proven integrity and reliability and whose record in that regard has been closely examined.
- The Executive Director brings to the Board for its approval a complete description of the project, including a detailing of the obligations and responsibilities of all parties concerned and projections of estimated expenditures and revenue, as well as workload impact on ECB staff, facilities and other affected resources and operations.
- Funds received from participation in revenue-producing activities are to accrue to the programmatic and operational benefit of the ECB.
- Contracts for enterprise activities should utilize these guidelines:
 - Conduct reference checks concerning the technical capabilities of parties with which it contracts prior to entering into any formal contractual arrangement related to technical services;
 - Contractually obligate contractors to provide all technical services using only technically-qualified personnel under their direct and continued supervision, in accordance with sound engineering practices and consistent with industry standards;
 - Provide the Department of Administration with an analysis of the extent to which contractual arrangements may obligate the state to provide continued financial support of the investments following termination of the contract;
 - Establish procedures for monitoring the activities of all contractors throughout the period of the contract, including the use of formal acceptance procedures which will be used to evaluate the work of contractors prior to certifying that all contractual obligations have been fulfilled; and
 - Incorporate and invoke standard penalty clauses for non-performance.

Adopted 7/14/06



BOARD POLICY

SUBJECT	Gifts, Grants and Bequests	Number	605
		Effective Date	10/19/07
		Page	1 of 1

The Board may accept gifts, grants, bequests, and other devices from private, public and governmental sources.

The use of the monies received will reflect the provisions and purposes intended by the donor or grantor, subject to approval by the Executive Director.

Certain gifts should only be accepted after being approved by the Board. These include:

- Tangible personal property that is not readily marketable
- Real-estate/properties
- Closely-held and S Corporation stock
- Partnership interests
- Accounts receivable (gifts of loans, notes, mortgages, etc.)
- Gifts of intellectual property, mineral reserves, precious metals and other types of assets carrying their own challenges
- Gifts whose structure falls outside the ordinary purposed, bylaws and procedures of the Foundation.
- Life insurance policies requiring future premium payments by the Foundation.

Generally, costs associated with the acceptance of a gift such as attorney fees, accounting fees, other professional fees, as well as, other costs to establish a gift such as appraisal, escrow, evaluation, and environmental assessment fees will be borne by the donor.

Subject to Board approval, the Board may elect to delegate acceptance of gifts to the Chairman of the Foundation. The Board Chair will inform the Board of any conditions attached to the gift.

The Board, with the monies received, shall establish programs and projects, and be responsible for administration and fiscal control. Funds will be deposited and accounted for in accordance with existing state practices, and in compliance with Wisconsin Statutes.

Adopted 7/14/06
Revised Version Adopted 10/19/07



BOARD POLICY

SUBJECT	Membership Lists	Number	606
		Effective Date	7/14/06
		Page	1 of 2

It is the policy of the Educational Communications Board that the ECB, or agents on its behalf, shall not engage in the exchange, rental, or sale of donor or member names to, from or with any candidate for public office, committees or organizations supporting or opposing a candidate, political parties, issue advocacy groups, or organizations that solicit or use funds for use in political campaigns. The ECB may seek legal counsel or a court order if approached by agents of the state or federal government for access to donor or member names. However, if ECB or its agents enter into such activities, they must be in compliance with all other provisions of this policy and 47 USC 396 (K) (12).

The ECB, or agents on its behalf, shall maintain complete and accurate records of the use of membership lists by which it may be assured that ECB and its agents are in compliance with all applicable laws and regulations of the state or federal government, and the eligibility requirements for public telecommunications entities as established by the Corporation for Public Broadcasting (CPB).

The ECB shall meet the following compliance requirements of CPB:

- A. Definitions.
 - 1. Candidate: means an individual who seeks nomination for election to Federal, State or Local office.
 - 2. Authorized committee: means the principal campaign committee of a candidate for public office.
 - 3. Political Party: means an association, committee, or organization which nominates a candidate for election to any office whose name appears on the election ballot as the candidate of such association, committee, or organization.
- B. Requirements
 - 1. Annually certify to CPB continued compliance with the laws and regulations Internal Revenue Service, and with all other applicable Federal laws or regulations governing political activity and lobbying in effect at the time of certification.
 - 2. Not sell, rent, lease, loan, trade, give, donate, transfer or exchange membership or donor names to, with or from any candidate for public office, committees, or organizations supporting a candidate, political parties or organizations that solicit funds for use in political campaigns for any purpose whatsoever.

This section is not intended to prohibit the buying, selling, exchanging, leasing or renting donor lists to, from, or with non-profit organizations other than candidates for public office, authorized committees for such a candidate and political parties, or issue advocacy groups, even if the organizations take positions on social or policy issues, apart from candidates, including issues that might be the subject of specific ballot propositions. However if ECB or its agents enter into such activities, they must be in compliance with all other provisions of this policy.

3. Maintain active control of membership and donor lists, and take all appropriate measures to ensure against unauthorized use of such lists including requiring any third party, including but not limited to list brokers, mail-list management organizations, Friends organizations, fundraising organizations, or advertising or public relations agencies to abide by these compliance requirements.
4. Periodically inform members/donors of any potential for sale, rental, lease, loan, trade, gift, donation, transfer, or exchange of their names; and offer a means by which the names may be suppressed upon request; and suppress names as requested; and
5. Maintain complete and accurate records of all uses of membership and donor lists for fundraising purposes, and furnish such records on request.

Under any circumstances, the ECB, or agents on its behalf, shall maintain complete and accurate records of the use of membership lists by which it may be assured that ECB and its agents are in compliance with all applicable laws and regulations of the state or federal government, and the eligibility requirements for public telecommunications entities as established by the Corporation for Public Broadcasting (CPB).

C. Documentation.

1. The ECB shall develop documentation indicating the manner of compliance with requirements.
2. Documentation shall be kept and made available to CPB, upon request, to determine the fact and extent of compliance. The documentation shall also be made available to auditors who may be making periodic audits of a station.

D. The ECB shall be in compliance with all applicable IRS requirements, including those for Tax Exempt Organizations under Section 501(c)(3) – The Internal Revenue Code; tax Exempt Organizations’ Lobbying and Political Activities Accountability Act of 1987 under which 501(c)(3) organizations must:

...”not participate in, or intervene in (including the publishing or distributing of statements), any political campaign on behalf of any candidate for public office.”



BOARD POLICY

SUBJECT	Joint Agreement to Operate Wisconsin Public Radio and Wisconsin Public Television	Number	701
		Effective Date	7/14/06
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It shall be the policy of the Board to enter into a joint agreement with the University of Wisconsin Board of Regents to operate the entities identified as Wisconsin Public Radio and Wisconsin Public Television. Wisconsin Public Radio shall consist of the radio licenses held by the Wisconsin Educational Communications Board and the University of Wisconsin Board of Regents. Wisconsin Public Television shall consist of the television licenses held by the Wisconsin Educational Communications Board and the University of Wisconsin Board of Regents. Wisconsin Public Radio and Wisconsin Public Television collectively shall be identified as Wisconsin Public Broadcasting.

The joint agreement shall be executed in writing by the Executive Director of the Wisconsin Educational Communications Board and the Chancellor of the University of Wisconsin Extension on behalf of the principals and annually reviewed and modified as agreed to. Annual and longer term goals and strategic directions shall be developed. Annual and biennial budgets shall be prepared carrying out the intent of the agreement.

It shall be understood that each licensee retains final responsibility for the stations for which it holds licenses.



BOARD POLICY

SUBJECT	Regional Educational Telecommunications Areas	Number	702
		Effective Date	7/14/06
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It is the policy of the Board to recognize and collaborate with ECB liaison service providers in the conduct of those functions and activities at the local level which assist the ECB in carrying out its statutory responsibility of making instructional radio and television an integral part of the Wisconsin educational system.



BOARD POLICY

SUBJECT	Cable Carriage of ECB Broadcast Services	Number	703
		Effective Date	7/14/06
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The Board may secure the carriage of both broadcast public television programming and non-broadcast programming on Wisconsin cable and satellite systems, or other program delivery services such as those provided by telecommunications companies pursuant to the Federal Communications Commission (FCC) rules and regulations.



BOARD POLICY

SUBJECT	Satellite Terminal Operation Policy	Number	801
		Effective Date	7/14/06
		Page	1 of 1

In accordance with ss.39.11(5), (7), (12), (13), and (17), Wis. Stats., and any subsequent amendments or changes to the statutes, the Board will secure, install, operate and maintain satellite communications terminals for the purposes of telecommunicating educational, instructional and other categories of programming as determined by the Board.

The Board shall have guidelines and procedures covering the operation, maintenance and user fees relating to satellite terminal operations.

Adopted 7/14/06



BOARD POLICY

SUBJECT	Excess Capacity Use	Number	803
		Effective Date	7/14/06
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The Board's telecommunications facilities may be made available to both public and private entities for excess capacity use when the following conditions are met:

- All legal and staff costs associated with negotiating, coordinating and billing for these uses are recovered;
- A reasonable fee above that associated with recovering costs is received by the ECB for use in funding other telecommunication-related activities;
- When applicable, the local user group agrees to accommodate the excess capacity user;
- All excess capacity programming is clearly identified; and
- An Excess Capacity Use Agreement is entered into which adheres to all Board policies related to revenue-producing activities.
- In the context of digital changes, this policy will be reviewed on an ongoing basis by senior staff with appropriate recommendations for policy change made through the Executive Director to the Board.



BOARD POLICY

SUBJECT	Tower Use	Number	804
		Effective Date	7/14/06
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It is the policy of the Board to allow for the attachment or installation of antennae and associated appurtenances to agency owned tower facilities by and in the following priority order: state agencies; state educational institutions; local, county, and federal governments; publicly owned utilities; cooperatives and other non-profit organizations having a mission to serve the citizens of Wisconsin.

The Board may also lease tower and associated space to commercial enterprises when the approval of the request will clearly serve the interests of the Board and the State of Wisconsin and the priority order has been met.

The Executive Director shall receive formal requests for use of ECB tower space and associated facilities, and respond to those requests with guidelines and procedures that must be followed to receive further consideration of their request.



BOARD POLICY

SUBJECT	Office/Facilities Use	Policy Number	805
		Effective Date	7/14/06
		Page	1 of 1

Board staff shall comply with DOA guidelines regarding the use of ECB office building facilities by outside organizations, including other state agencies, for the purposes of meetings, teleconferences and other gatherings.

EDITORIAL INTEGRITY for PUBLIC MEDIA

Principles, Policies, & Practices

UPDATED APRIL 2012

Local Public Media Organizations

Code of Editorial Integrity

Introduction

Trust is the most important asset public broadcasting carries forward into its evolving public media future. Audiences rely on our information and perspectives as they make decisions in their public and personal lives. The public consistently says public television and public radio are their most trusted sources among many media choices.

Our independence is deeply rooted in American values of freedom of speech and of the press, both protected by the First Amendment to the Constitution.

The Public Broadcasting Act of 1967 reinforces that independence, directing the Corporation for Public Broadcasting to protect public broadcasting entities “from interference with, or control of, program content or other activities.”

Public confidence in our organizations is strengthened by the regulations and legal requirements that accompany our FCC licenses to broadcast, our federal recognition as nonprofit educational and charitable organizations, and the federal funds that contribute to our work.

We assure the public’s continued trust by holding ourselves to rigorous voluntary standards of integrity — in how we govern our local public media organizations, produce our work, raise funds for content and operations, and comport ourselves in our communities.

Our organizations operate in a wide range of circumstances – in the communities they serve, the programming and other activities they provide, and the scale of resources with which they work.

The Code of Editorial Integrity for Local Public Media Organizations has been developed through discussions, debates, and consultations involving hundreds of executives and senior staff of public broadcasting organizations, faculty from schools of journalism, and advisers in the areas of philanthropy, community engagement, new media, and best practices for nonprofit organizations. We have benefitted from statements of editorial practices and standards, programming guidelines, and fund raising policies from public television and public radio stations across the country.

While offered as a model for all public service media, the principal focus of the Code of Editorial Integrity is the public television and public radio stations that benefit from federal support through the Corporation for Public Broadcasting. The principles, policies and practices of the Code define and unify an evolving field. Stations and other public media organizations will adapt and apply the Code in ways that both reflect shared values and address their unique circumstances.

We affirm our principles, policies and practices through our support of this Code of Editorial Integrity.

February 2012

The Editorial Integrity Project is a collaboration of public television's Affinity Group Coalition and public radio's Station Resource Group.

The Corporation for Public Broadcasting provided funding and the National Educational Telecommunications Association provided organizational support.



Local Public Media Organizations

Code of Editorial Integrity

Our purposes are to support a strong civil society, increase cultural access and knowledge, extend public education, and strengthen community life through electronic media and related community activities. The public's trust in our organizations, content, services, and relationships is fundamental to achieving these purposes.

We earn the public's trust through the quality and excellence of our work, the inclusion and reflection of the diversity of our communities, and a commitment to defined professional standards and practices.

We take specific steps to ascertain and understand community needs, issues, and interests; to assure respect and civility in our forums and discussions and impartiality and objectivity in our coverage of complex and controversial matters; and to be accessible, accountable, and transparent to those who use our services and the community as a whole.

Our standards apply to all the content we produce and present, regardless of subject matter, including news, science, history, information and cultural content. They apply across all the channels and platforms we use – broadcasting, online, social media, print, and in-person events.

GOVERNANCE AND MANAGEMENT FOR THE COMMON GOOD

We govern our activities in ways that promote the common good and the public interest and that reflect our commitment to integrity and trustworthiness. These obligations supersede personal and institutional agendas.

IDEAS, CULTURE AND FORUMS WITH RESPECT AND CIVILITY

We contribute to the civic, educational, and cultural life of our communities by presenting a range of ideas and cultures and offering a robust forum for discussion and debate.

JOURNALISM THAT REPORTS EVENTS AND ISSUES WITH ACCURACY AND INTEGRITY

We pursue facts about events and issues in our communities and other important matters that affect people's lives with accuracy and integrity.

INCLUSION AND REFLECTION OF OUR COMMUNITIES' DIVERSITY

The integrity of our work is strengthened by incorporating the diversity of demography, culture, and beliefs in our communities and the nation into our work and our content.

TRANSPARENCY IN PROGRAM SELECTION AND CONTENT CREATION

We share with our audiences and the public the mission-based and practical reasons for our program choices. We seek to be transparent in how we gather and report news and create other content.

TRANSPARENCY IN FUNDRAISING

We aim for respectful relationships with our donors and clear understanding among donors and others about our fundraising operations. We acknowledge the sponsors of our programming and disclose the terms on which we obtain such support.

PREVENTING UNDUE INFLUENCE

We assure that our editorial process is free from undue influence. We take care in deciding from whom we seek and accept funds and in setting boundaries with respect to those who contribute.

CONSISTENT EDITORIAL STANDARDS IN PARTNERSHIPS AND COLLABORATIONS

We bring our standards into editorial partnerships and collaborations through which we expand our capacity to serve, add to the perspectives we share with our audiences, and enhance the timeliness and relevance of our work.

EMPLOYEE ACTIVITIES BEYOND THEIR PUBLIC MEDIA WORK

The actions of our employees, even when "off the clock," affect public trust in our integrity, credibility, and impartiality. We expect employees to uphold our integrity in their personal as well as their professional lives.

Code of Editorial Integrity

GOVERNANCE AND MANAGEMENT FOR THE COMMON GOOD

We govern our activities in ways that promote the common good and the public interest and that reflect our commitment to integrity and trustworthiness. These obligations supersede personal and institutional agendas.

We have a public service mission.

We make important organizational decisions in open meetings of our governing bodies, which we announce to the public in a timely fashion. We make key financial statements available to the public. The only exceptions to these provisions are in matters related to personnel, business matters of a proprietary and competitive nature, and legal matters that require confidentiality.

We assess community needs and interests to inform and guide editorial decisions and employ approaches that assure we have been inclusive of the full community and a diversity of voices, experiences, and views.

We require our decision-makers to disclose possible conflicts of interests to their colleagues, and to remove themselves from decisions where such conflicts exist.

Senior members of our professional staff are accessible to the public and information about how to contact them is available on our web site.

We regularly discuss and debate elements of this Code and other editorial and fundraising guidelines, review the success of their application in our work, and affirm and update the Code and guidelines as appropriate.

In fulfilling these commitments to accountability, we are guided by and adhere to multiple legal and regulatory frameworks within which we work. Principal among these are laws, rules, and regulations that govern the licensees of noncommercial, educational broadcast stations, federal and state policies that apply to nonprofit organizations, and requirements applied by the Corporation for Public Broadcasting to organizations that benefit from the federal investment in public media.

Code of Editorial Integrity

IDEAS, CULTURE AND FORUMS WITH RESPECT AND CIVILITY

We contribute to the civic, educational, and cultural life of our communities by presenting a range of ideas and cultures and offering a robust forum for discussion and debate.

In doing this work we provide:

Public access to information, resources and opportunities for life-long education, the cultural offerings of the arts, humanities and sciences, and forums and media through which to experience a diversity of voices, experiences and views.

Citizen access to means for expressing concerns, asking questions, providing answers and sharing viewpoints and ideas in ways that are heard and respectfully considered.

Civil discourse and interaction among people with varying interests and perspectives, leading to greater shared knowledge and understanding of differences, constructive problem-solving and sustained community building.

Portions of these activities are accomplished through forums for perspectives and opinions on matters that are important to our communities, including interview programs, panel discussions, talk shows, debates, on-line discussions and similar opportunities for officials, experts, advocates, and citizens to express their views and hear the views of others.

In all these settings we strive to support a vigorous marketplace of ideas without advocating, endorsing or certifying a particular point of view.

When inviting participants, we seek people who, by reason of their expertise and experience, are able to add perspectives and insights across a broad range of views on issues of concern to our communities. From time to time, audience members may hear points of view with which they disagree.

We work to include individuals who help provide balance among the main positions on important issues, although not always in a single program, online discussion or event.

We ask participants in our forums to create a level of clarity by providing details, examples, and evidence to support their contentions. We give them opportunities to respond to criticism and seeming inconsistencies.

Code of Editorial Integrity

JOURNALISM THAT REPORTS EVENTS AND ISSUES WITH ACCURACY AND INTEGRITY

We pursue facts about events and issues in our communities and other important matters that affect people’s lives with accuracy and integrity.

We aim to:

Foster an informed and engaged public that, in turn, enables a strong and effective democracy.

Support individuals in making good decisions for themselves and their families and in their pursuit of a high quality of life.

We take responsibility for the validity of the content we present. We operate within a system of defined professional principles, ethics and practices in gathering data and perspectives. We are transparent about editorial decision-making processes.

Key principles that guide our reporting and editing

We make every effort to assure that we are accurate. We use consistent standards and approaches in verifying the facts we present and the sources of information we use.

Whenever feasible we attribute the sources of our information. We resist anonymity, especially with respect to opinion, speculation, or personal attacks, and permit it only if we are without other means to gather compelling, verifiable information.

We place the facts we report in context. In our coverage of politics and controversial topics, we emphasize not only accuracy and full attribution, but also an impartial, non-partisan approach and attention to competing views.

We welcome comments and corrections. If we receive additional facts that add to the precision of what we present, we are committed to timely modifications or corrections.

We present a full range of views on controversial subjects – sometimes in a single story and sometimes over the course of a series of programs or set of commentaries presented in a timely fashion.

Code of Editorial Integrity

We seek out individuals and organizations mentioned in our coverage and reports when others have made unfavorable or critical allegations about them so that they have an opportunity to respond to such assertions and our audiences are more fully informed about the controversy.

We avoid stereotyping, with particular attention to race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance, and social status.

In our reporting we make a distinction between the accountability of public officials, business and non-profit leaders and others who serve the public or seek power and influence, and the greater rights and expectations of privacy for private individuals, which we endeavor to respect and protect.

We are straightforward with our audiences. When we present the work of others we say so. When we edit interviews and other material we strive to preserve the original meaning. When we process audio, video, or images electronically, we do so only to enhance clarity and not to distort meaning or mislead audiences as to how or when the content was obtained.

We tell the people and the organizations we cover who we are and what we are doing unless public or personal safety is at serious risk and this open approach will not produce vital information. We will generally avoid an undercover approach, but will disclose when we have done so.

When we make mistakes we admit and correct them, either in the same venue in which they were made, such as an on-air broadcast, in the enduring version of a report or program, such as the online version of a story or on-demand version of a program, or both.

Code of Editorial Integrity

INCLUSION AND REFLECTION OF OUR COMMUNITIES' DIVERSITY

The integrity of our work is strengthened by incorporating the diversity of demography, culture, and beliefs in our communities and the nation into our work and our content.

We look to the full diversity of our community as we ascertain needs and interests to which we might respond.

We assure that people with different backgrounds, perspectives, and experiences are heard and seen as both sources and subjects of our programming and are invited to participate in our activities.

We seek to create content and activities that reach and serve a diversity of people, recognizing that different programming attracts people with different values, beliefs, lifestyles, and demography.

We treat the subjects of our programming with respect. We include points of view that may not be widely shared and individuals and groups that are infrequently heard or seen outside their own communities.

Code of Editorial Integrity

TRANSPARENCY IN PROGRAM SELECTION AND CONTENT CREATION

We share with our audiences and the public the mission-based and practical reasons for our program choices. We seek to be transparent in how we gather and report news and create other content.

Selecting material for broadcast and online

We choose programs and content for broadcast and online presentation that are consistent with our overall mission and purposes. We are also guided by our public service priorities, which focus our work on particular needs and issues and on service to particular communities and audiences. Our mission statement and service priorities are published on our website.

Our content decisions are also shaped by practical considerations, such as the need for an overall coherence to our service and identity, the interests of audiences, the availability of material through other media, the costs of different kinds of programming we create, the costs of programs we acquire, and our overall resources.

We aim for public understanding of these public service and practical reasons for our decisions, especially when we make substantial changes in the direction or focus of our programming or services.

Selecting stories and issues for news and public affairs programs

Topics we cover for broadcast and online delivery are selected at regular editorial meetings of our professional staff. We welcome suggestions about what to cover and encourage comments, criticisms, and corrections of our work. We publish the names, position, and contact information for senior members of our staff on our website.

Several criteria influence topic selection, beginning with the importance to our community and the fit with our organization's public service priorities. Other factors include relevance to our audience, timeliness, potential impact, our capacity to bring something new or unique to the topic, and our ability to take on the topic or issue in a way that meets our defined editorial standards.

Showing how we gather and report information

We work to verify and authenticate the information we present in ways that are visible and understandable to the public.

Code of Editorial Integrity

We use and cite public records, publications and databases whenever possible.

We identify the individuals or organizations that are sources of our information unless such disclosure jeopardizes the livelihood or safety of the source or it is otherwise impossible to obtain information that we believe to be newsworthy and reliable.

We identify the locations where we gather facts and from which we report.

We offer opportunities for audiences to learn more about the matters we cover through providing sources of additional information and views, such as fuller versions of interviews from which we have quoted, original documents used in our research and reporting, or places to find the views of those we consulted or considered in preparing our report.

We engage with our audiences on all these matters, including in settings in which editorial decision-makers discuss our broad principles, policies, and practices as well as specific editorial decisions with the public.

Code of Editorial Integrity

TRANSPARENCY IN FUNDRAISING

We aim for respectful relationships with our donors and a clear understanding among donors and others about our fundraising operations. We acknowledge the sponsors of our programming and disclose the terms on which we obtain such support.

Our public service depends on donations of all sizes from many different sources. We maintain the trust and confidence of these donors and our communities by making clear the purposes and uses for which we seek their support, making every effort to understand a donor's intent and, after accepting a gift, working to carry out the donor's wishes.

We inform donors about how donor records will be used. We protect personal and confidential information that we obtain during fundraising activities or through our ongoing relationships with these donors.

We are sometimes asked to exchange or rent our donor lists to other organizations. If we intend to do so, we inform donors and give them an easy means to "opt out." We do not exchange or rent donor lists to political candidates or political action committees.

We communicate directly and explicitly with donors about our editorial standards that bring rigor and integrity to our work, the legal requirements that surround our donor relationships, and the boundaries between funders and our editorial process. Within that framework, we keep donors informed about operations, welcome their suggestions and feedback, and value their role as advocates in the community.

We always disclose, on air or online as appropriate, the funders of specific programs, areas of coverage, or other activities. We acknowledge any person or organization that gives us money or other valuable consideration to broadcast specific content, as follows:

We acknowledge donors that sponsor the broadcast of a program with broadcast announcements associated with the program. We also acknowledge with broadcast announcements (providing permission is given) donors that have provided substantial general support.

Code of Editorial Integrity

We acknowledge donors that support the production of specific programs in on-air announcements. We keep a list of these donors in a publicly available file.

We acknowledge donors that sponsor political programming or discussions of controversial issues of public importance (other than such discussions during regular news and public affairs programs) in on-air announcements. We keep a list of these donors and additional FCC-required information about the sponsors in a public file.

We do not accept anonymous gifts for the production of specific programs.

If a person or organization that has provided substantial funds to the station becomes the subject of a news story or other program, we disclose the relationship in the program or in an announcement adjacent to it, whether or not the donation was in support of the story or program.

We publish on our web site a list of funders that have provided substantial support for creation of specific programming or areas of coverage along with a brief statement of the programs or content areas the donor supports. We also publish a list of donors that have contributed substantial funds for our general support, where we have received permission to do so.

We report the overall costs of fundraising, including personnel, consultants, special events, and related support costs. This reporting is part of our overall disclosure of revenue and expenses in our public file as part of our Annual Financial Report to the Corporation for Public Broadcasting.

Code of Editorial Integrity

PREVENTING UNDUE INFLUENCE

We assure that our editorial process is free from undue influence. We take care in deciding from whom we seek and accept funds and in setting boundaries with respect to those who contribute.

A large and diverse group of funders supports our work, including many individuals, businesses, governmental entities, and foundations. Most of the funding and underwriting we receive supports overall operations rather than specific programs or series. A diversity of sources, the number of contributors, and the unrestricted character of funds all reinforce the independence and integrity of our editorial process.

We give careful attention to contributions and grants that support specific programs, projects, and activities. We seek to avoid both the reality and the appearance of inappropriate influence.

We reserve the right to refuse any donation for any reason, including, but not limited to, perceived conflicts of interest, potential audience misconception regarding a funder's role or influence, and perceived impact on our reputation, integrity, or fundraising ability.

We review the propriety of prospective funders on a case-by-case basis, using the framework outlined below.

Funding and Underwriting for News Programming

Ongoing News and Information Programming

We exercise close scrutiny when deciding who can fund, sponsor, or otherwise underwrite ongoing news and information programming. We are especially cautious with respect to potential funders whose principal purpose or agenda is to bring about a specific political outcome or to influence public policy on controversial matters that are the current subjects of our ongoing coverage.

We do not accept funding of ongoing news and information programming from political parties and candidates for public office.

News Specials, Documentaries and other Individual Information Programs

Even with effective safeguards that separate funders from editorial decisions, we have an obligation not to undermine our credibility by accepting support for specific programs from organizations whose participation would raise serious concern about our editorial

Code of Editorial Integrity

independence. This includes for-profit and non-profit organizations and governmental institutions. We therefore weigh the potential for appearance of conflict, while carefully avoiding any actual conflict. In making these assessments, we occasionally consider whether support from multiple organizations, with multiple perspectives and interests, is appropriate when funding from any one such organization, alone, would not be.

We don't accept funding that would obligate us to provide coverage of a topic that we would not have covered with general funds or that requires more extensive coverage than the topic's value or importance warrants.

Funding and Underwriting for Music, Arts, and Cultural Programs

We do not accept funds for arts and cultural programs that focus on reviews and recommendations from organizations with a direct interest in the works or performances.

We occasionally consider funding from a music or cultural performing group or venue to support the presentation of performances by such groups or at such venues, depending on the answers to such questions as:

Is the performance likely to meet our standards of quality for such material?

Does the group or venue have broad community support and interest or is there another community-focused rationale for presenting the performance?

Is there an appropriate reason to accept production funding from one community arts organization while declining such funding from another?

Funders and Underwriters as Partners in Content Creation

When we accept funding from an organization that will also play a role in the creation of content, we do not substitute others' editorial judgment for our own. We assure that our presentation of content produced through partnerships with funders meets our defined editorial standards. We disclose when a funder has joined us in the creation of content we present.

Code of Editorial Integrity

CONSISTENT EDITORIAL STANDARDS

IN PARTNERSHIPS AND COLLABORATIONS

We bring our standards into editorial partnerships and collaborations through which we expand our capacity to serve, add to the perspectives we share with our audiences, and enhance the timeliness and relevance of our work.

We engage in ongoing efforts to build connections that deepen our knowledge of the communities we serve and our awareness of potential partners for projects.

We look for alignment in the motivation and goals of potential partners and collaborators and those of our own organization. We focus on principles, values, and practices and understand that differences in style or tone among our partners may contribute to our ability to serve the full community.

We maintain our defined editorial standards when partnering with other entities. We identify and articulate our principles, policies, and practices to all stakeholders in our partnerships and other collaborations. We require our partners to adhere to the same standards for any shared content, including transparency in the editorial process and the disclosure of content funders.

Our standards follow our content to other technologies and contexts. For example, hosting or facilitating a community discussion, town hall or forum requires editorial judgments using the same standards we apply in our broadcast or online activities.

We disclose our editorial partners and provide to the public a brief description of their and our roles and responsibilities. The form and frequency of these acknowledgements and disclosures will vary with the character of the relationship and the editorial content or activity that it produces.

Code of Editorial Integrity

EMPLOYEE ACTIVITIES BEYOND THEIR PUBLIC MEDIA WORK

The actions of our employees, even when “off the clock,” affect public trust in our integrity, credibility, and impartiality. We expect employees to uphold our integrity in their personal as well as their professional lives.

We respect the active personal lives of public media employees and their many interests, activities, and relationships. We are mindful, though, that employees’ activities beyond their public media work can affect our reputation and public trust. We therefore ask employees to integrate the principles and values of public media editorial integrity into their personal lives.

All public media employees should:

Aspire to high standards of integrity and ethics in their personal lives, including dealings with friends and associates, public behavior, and use of social media.

Be alert and sensitive to conflicts of interest between personal interests (including family members) and their professional public media responsibility.

Make a distinction between communications that are part of professional public media responsibilities and all other communications.

Exercise careful judgment about, limit, and in some cases forego, engaging in partisan activities or advocacy regarding controversial issues of public importance.

For employees with direct responsibilities for news and public affairs content, including senior staff with which ultimate editorial decisions reside:

Do not participate in partisan political activities and activities supporting, opposing, or espousing views on controversial issues of public importance. This includes running for elected office, contributing to candidates for office, participating in rallies, marches, and demonstrations, signing petitions, and displaying lawn signs and bumper stickers.

Do not participate in groups, including online groups, with agendas or activities that may give rise to real or perceived bias on matters of public interest or controversy.

Do not accept gifts, favors, and fees (including free travel or special treatment) from those with an agenda on matters of public importance or with whom it is important to preserve detachment and impartiality.

Guidelines for Local Policies

Code of Editorial Integrity

ACKNOWLEDGMENTS

The Code of Editorial Integrity is part of a larger initiative to advance principles, policies and practices of editorial integrity throughout public media.

In developing the Code we have drawn upon:

Association of Fundraising Professionals “Donor Bill of Rights”

BBC, “Editorial Guidelines”

The Center for Journalism Ethics, School of Journalism and Mass Communication, University of Wisconsin – Madison

Communications Act of 1934, as amended

Development Exchange, Inc. (DEI) “Gift Acceptance Policy”

Maryland Nonprofits, “Standards for Excellence Code”

National Public Radio “NPR Code of Ethics”

Public Broadcasting Service, “PBS Editorial Standards and Policies”

Society of Professional Journalists “Code of Ethics”

Discussion papers, sample editorial guidelines, and additional project documents are available at <http://pmintegrity.org>

We are grateful for support of the Editorial Integrity Project by
The Corporation for Public Broadcasting



ECB Board Policies - Addendum B Wisconsin Statute 15.57

Electronic reproduction of updated 2011–12 Wis. Stats. database, published July 19, 2013:

SUBCHAPTER III INDEPENDENT AGENCIES

15.57 Educational communications board; creation.

There is created an educational communications board consisting of:

- (1)** The secretary of administration, the state superintendent of public instruction, the president of the University of Wisconsin System and the director of the technical college system board, or their designees.
- (2)** Two public members appointed for 4-year terms.
- (3)** One representative of public schools and one representative of private schools or of tribal schools, as defined in s. [115.001 \(15m\)](#), appointed for 4-year terms.
- (4)** One majority and one minority party senator and one majority and one minority party representative to the assembly, appointed as are the members of standing committees in their respective houses.
- (5)** One member appointed by the board of regents of the University of Wisconsin System for a 4-year term.
- (6g)** The president of the Wisconsin Public Radio Association.
- (6m)** One member with a demonstrated interest in public television who resides within the coverage area of an education television channel subject to s. [39.11 \(3\)](#).
- (7)** One member appointed by the technical college system board for a 4-year term.

History: 1971 c. 100 s. 4; Stats. 1971 s. 15.57; 1977 c. 325; 1983 a. 27; 1985 a. 29; 1991 a. 39; 1993 a. 399; 1995 a. 27; 1997 a. 27; 2009 a. 302.

CHAPTER 39

HIGHER EDUCATIONAL AGENCIES AND EDUCATION COMPACTS

					areas.
				39.36	Repayment of stipends for teachers of the handicapped.
				39.37	Student loan funding.
				39.374	Wisconsin health education loan program funding.
				39.38	Indian student assistance.
				39.39	Nursing student stipend loans.
				39.393	Nursing student loan program.
				39.395	Teacher education loan program.
				39.398	Teachers and orientation and mobility instructors of visually impaired pupils loan program.
				39.40	Minority teacher loan program.
				39.41	Academic excellence higher education scholarships.
				39.42	Interstate agreements.
				39.435	Wisconsin higher education grants and talent incentive grants.
				39.437	Wisconsin covenant scholars grants.
				39.44	Minority undergraduate grants.
				39.45	Independent student grants.
				39.46	Contract for dental education.
				39.47	Minnesota–Wisconsin student reciprocity agreement.
				39.48	Armed forces.
				39.50	Remission of fees for veterans and dependents.
					SUBCHAPTER IV
					EDUCATION COMPACTS
				39.75	Compact for education.
				39.76	Compact commission delegation.
				39.80	Midwestern higher education compact.

SUBCHAPTER I

EDUCATIONAL COMMUNICATIONS BOARD

39.11 Educational communications board; duties. The educational communications board shall:

(1) Receive and disburse state, federal and private funds and engage or contract for such personnel and facilities as it deems necessary to carry out the purpose of this section.

(2) Plan, construct and develop a state system of radio broadcasting for the presentation of educational, informational and public service programs and formulate policies regulating the operation of such a state system.

(3) Protect the public interest in educational television by making application to the federal communications commission for educational television channels reserved for Wisconsin, and take such action as is necessary to preserve such channels to Wisconsin for educational use.

(4) Initiate, develop and maintain a comprehensive state plan for the orderly operation of a statewide television system for the presentation of noncommercial instructional programs that will serve the best interests of the people of the state now and in the future.

(5) Work with the educational agencies and institutions of the state as reviewer, adviser and coordinator of their joint efforts to meet the educational needs of the state through radio, television and other appropriate technologies.

(6) Furnish leadership in securing adequate funding for statewide joint use of radio and television for educational and cultural purposes, including funding for media programming for broadcast over the state networks. The educational communications board may submit joint budget requests with state agencies and other nonstate organizations or corporations for the purposes enumerated in this subsection.

(7) Lease, purchase or construct radio and television facilities for joint use, such as network interconnection or relay equipment, mobile units, or other equipment available for statewide use.

(8) Apply for, construct and operate radio and television transmission equipment in order to provide broadcast service to all areas of this state.

(9) Establish and maintain a continuing evaluation of the effectiveness of the joint efforts of all participating educational institutions in terms of jointly–established goals in the area of educational radio and television.

(10) Act as a central clearing house and source of information concerning educational radio and television activities in this state, including the furnishing of such information to legislators, offices of government, educational institutions and the general public.

(11) If appropriate funds are made available, file applications after appropriate engineering studies and feasibility surveys for the construction and operation of noncommercial educational radio and television transmitters in the vicinities of Wausau, Colfax, La Crosse and Appleton and translators in the Platteville and Ashland area.

(12) Establish and operate, as soon as practicable, an interconnection between the broadcast facilities and higher education campuses to facilitate statewide use of closed circuit and broadcast radio and television for educational purposes. Additional facilities may be authorized by the educational communications board if deemed necessary and if funds are available for such purposes.

(13) Throughout this development, seek to cooperate with similar bodies in other states and participate in regional and national network planning so as to insure maximum educational benefits for the people of this state.

(14) Coordinate the radio activities of the various educational and informational agencies, civic groups, and citizens having contributions to make to the public interest and welfare.

(15) Manage, operate and maintain broadcasting station WLBL.

(16) When appropriate and related to the programs of the state educational radio and television network, procure or publish instructional material. A reasonable handling charge may be established to cover the costs of providing such material.

(16g) Expend at least \$140,200 in each fiscal year for the development and periodic update of instructional television programs that are specific to this state for use in schools. Funds may be expended for the programs from the appropriation under s. 20.225 (1) (f), (g), or (m).

(16m) Give priority in the development of instructional television programs to programs specific to this state.

(17) Assist any state agency, upon its request, in the development and review of plans for the utilization of educational radio and television to include, but not be limited to, equipment, personnel, facilities and programming.

(17m) Maintain annual records of its expenditures for programming purposes by type of programming and by source of revenue. By December 1, 1981, and annually thereafter, the educational communications board shall submit to the governor and the chief clerk of each house of the legislature, for distribution to the legislature under s. 13.172 (2), a report on all of the board's sources of revenue by source and amount.

(18) Use the funds appropriated under s. 20.225 (1) (d) to contract with Milwaukee area technical college for television facilities access or programs of statewide interest produced by the technical college, or both.

(21) Operate an emergency weather warning system.

History: 1971 c. 211; 1973 c. 90, 333; 1975 c. 39; 1981 c. 20; 1985 a. 29; 1987 a. 186, 399; 1991 a. 39, 269; 1993 a. 16, 213, 437; 1997 a. 27; 1999 a. 83; 2003 a. 33.

The board's relationship with support organizations is discussed. 70 Atty. Gen. 163.

39.115 Educational communications board; powers.

The educational communications board may:

(1) Copyright in its own name or acquire copyrights by assignment and charge for their use.

(2) Review capital equipment purchases related to public broadcasting made by any state agency.

(3) Enter into a contract with any state agency, county, cooperative educational service agency, technical college district, municipality or school district for the educational communications board to furnish engineering and other services related to the construction or operation of telecommunications facilities.

History: 1985 a. 29 ss. 711g, 711r; 1995 a. 27.

39.12 Nonstock corporation. **(1)** The educational communications board may organize and maintain a nonstock non-profit corporation under ch. 181 for the exclusive purpose of raising funds for the educational communications board to support the activities of the educational communications board. Any funds raised by the corporation shall be expended to carry out the purposes for which received.

(2) The educational communications board shall enter into a contract with the corporation under sub. (1). The contract shall provide that the educational communications board may make use of the services of the corporation and that the educational communications board may provide administrative services to the corporation. The type and scope of any administrative services provided by the educational communications board to the corporation and the educational communications board employees assigned to perform the services shall be determined by the educational communications board. The corporation may neither employ staff nor engage in political activities.

(2m) The corporation under sub. (1) shall donate any real property to the state within 5 years after acquiring the property unless holding the property for more than 5 years is consistent with sound business and financial practices and is approved by the joint committee on finance.

(3) The educational communications board, the department of administration, the legislative fiscal bureau, the legislative audit bureau and the appropriate committee of each house of the legislature, as determined by the presiding officer, may examine all records of the corporation.

(4) The board of directors of any corporation established under this section shall consist of 5 members, including the executive director of the educational communications board and 4 members of the educational communications board, elected by the educational communications board, of which one shall be a legislator. No 2 members of the board of directors may be from the same category of educational communications board members under s. 15.57 (1) to (7).

(5) Any corporation established under this section shall be organized so that contributions to it will be deductible from adjusted gross income under section 170 of the internal revenue code and so that the corporation will be exempt from taxation under section 501 of the internal revenue code and ss. 71.26 (1) (a) and 71.45 (1) (a).

History: 1983 a. 27; 1987 a. 27; 1987 a. 312 s. 17; 1991 a. 39, 269; 2007 a. 20.

39.13 Board staff. **(1)** The educational communications board shall appoint an executive director outside the classified service. The executive director shall coordinate the activities and execute the program and orders of the board, maintain liaison with the various federal and state agencies interested in the system of state radio and television broadcasting and exercise such further powers, functions and duties as the board prescribes.

(2) The executive director may employ a deputy director, the number of division administrators specified in s. 230.08 (2) (e) and 11 professional staff members outside the classified service. Subject to authorization under s. 16.505, the executive director may employ additional professional staff members for development and grant projects outside the classified service or for other purposes within the classified service.

(3) The educational communications board may provide a plan for bonus compensation for employees appointed in the unclassified service whose principal responsibility is fund raising, whereby the employees may qualify for an annual bonus for meritorious performance. No bonus awarded by the board to any individual employee for any fiscal year may exceed a total of 25% of the annual salary of the employee at the beginning of the fiscal year. In awarding bonus compensation for a given period, the board shall award no more than 3% of the amount of private funding raised during the preceding fiscal year which is in excess of the amount of private funding raised during the 2nd preceding fiscal year. The board shall provide for a portion of the bonus compensation awarded under this subsection to be distributed to employees over a 3-year period conditioned upon continuation of employment to the time of distribution.

History: 1971 c. 125, 211; 1983 a. 27; 1987 a. 27; 1989 a. 31, 336; 1991 a. 316; 1997 a. 27.

39.14 Affiliation agreement. **(1)** The educational communications board may enter into an affiliation agreement with broadcast radio and television licensees for the purpose of furthering its responsibilities under s. 39.11 (2), (4), (7), (13) and (14). An affiliation agreement shall include the minimum amount of programming of the Wisconsin educational radio or television network to be carried by the affiliated radio and television station.

(2) Any amendment to an agreement under sub. (1) in the amount of programming to be carried by the affiliated licensee which is offered by the Wisconsin educational radio or television network may be made by mutual agreement between the affiliated licensee and the educational communications board.

(3) Any nonprofit affiliated licensee of the Wisconsin educational radio or television network shall be required to submit to the educational communications board an annual report of their operating and capital budgets, plans for future development and expansion, schedules of weekly broadcast programming, and all other information deemed reasonable and appropriate by the contracting parties.

(4) The educational communications board shall negotiate an affiliation agreement under s. 36.25 (5) with the University of Wisconsin System.

History: 1973 c. 333; 1975 c. 41 s. 52.

SUBCHAPTER II

MEDICAL EDUCATION

39.15 Aid for medical education. (1) As a condition to the release of funds under s. 20.250:

(a) Two of the members of the board of trustees of the Medical College of Wisconsin, Inc., shall be nominated by the governor, and, with the advice and consent of the senate, appointed for staggered 6-year terms expiring on June 30.

(b) The Medical College of Wisconsin, Inc., shall give first preference in admissions to residents of this state.

(c) The Medical College of Wisconsin, Inc., shall make every effort to ensure that at least 5% of the total enrollment of the college consists of minority students.

(2) At the state auditor's discretion or as the joint legislative audit committee directs, the legislative audit bureau shall post-audit expenditures under s. 20.250 so as to assure the propriety of expenditures and compliance with legislative intent. State affirmative action policies, rules, and practices shall be applied to the Medical College of Wisconsin, Inc., consistent with their application to state agencies.

History: 1971 c. 125; 1973 c. 90 s. 184; 1973 c. 333 s. 78a; 1983 a. 27; 1989 a. 31; 2001 a. 103; 2011 a. 32; 2013 a. 8.

39.155 Medical College of Wisconsin; state aid policies. (1) All funds appropriated to the Medical College of Wisconsin, Inc., under s. 20.250 (1) (a) shall be based on a per capita formula for an amount for each Wisconsin resident enrolled at the college who is paying full tuition. A student's qualification as a resident of this state shall be determined by the higher educational aids board in accordance with s. 36.27, so far as applicable.

(2) On or before January 15 and September 15 of each year, the Medical College of Wisconsin, Inc., shall submit to the higher educational aids board for its approval a list of the Wisconsin residents enrolled at the college who are paying full tuition. The state shall make semiannual payments to the Medical College of Wisconsin, Inc., from the appropriation under s. 20.250 (1) (a), upon approval of the list. No more than 8 such payments may be made to the Medical College of Wisconsin, Inc., from the appropriation under s. 20.250 (1) (a), for any individual student.

History: 1973 c. 333; 1975 c. 39; 1975 c. 41 s. 52; 1975 c. 198, 224; 1977 c. 29; 1979 c. 34; 1981 c. 20; 1983 a. 27; 1985 a. 29; 1989 a. 56; 1991 a. 269; 1995 a. 27; 1997 a. 27; 2001 a. 103; 2003 a. 33.

39.16 Medical education review committee. (1) There is created a medical education review committee consisting of 9 members as follows. Seven members shall be appointed by the governor for staggered 5-year terms, and shall be selected from citizens with broad knowledge of medical education who are currently not associated with either of the medical schools of this state. The remaining members of the committee shall be the president of the University of Wisconsin System or a designee, and the president of the Medical College of Wisconsin, Inc. or a designee.

(2) The medical education review committee shall:

(a) Stimulate the development of cooperative programs by the Medical College of Wisconsin, Inc. and the University of Wisconsin–Madison Medical School, and advise the governor and legislature on the viability of such cooperative arrangements.

(b) Develop basic information on the potential resources for medical education in this state. Each school shall provide such information and data as the committee requires.

(c) After studying the resources available and needs for hospital affiliations throughout the state, prepare a statewide plan for such affiliations in consultation with the 2 medical schools and various hospitals, and review and approve or disapprove all proposed affiliations on the basis of the plan. Costs incurred directly and indirectly in support of nonapproved affiliations implemented after approval of a statewide affiliation plan cannot be included

under any state program receiving state funding in whole or in part.

(d) Encourage the development of continuing education programs for practicing physicians in this state, including communication links with outlying regions of the state that would allow practitioners to have access to their medical schools.

(e) Encourage and review the development of training programs in relation to the state's health work force needs.

(f) Encourage the development of joint or cooperative programs for training of allied health personnel and the development of accelerated bachelor of science and doctor of medicine training programs.

(g) Encourage the development of systems for cross registration of students for specialized courses.

(h) Stimulate the development of joint research and patient care programs that would most effectively apply the resources of both schools and avoid duplication of expensive equipment and personnel, and help attract resources for such developments and projects.

(i) Draw upon existing executive, legislative and agency personnel for the provision of staff services to the committee. Any necessary and reasonable expenses incurred by the committee shall be paid from the appropriation under s. 20.435 (1) (a).

(im) Provide upon request of the governor, the joint committee on finance, or on its own initiative analyses and recommendations on policy issues in the broad field of medical education in the state.

History: 1973 c. 333; 1975 c. 39, 199; 1977 c. 29; 1979 c. 34 s. 2102 (20) (a); 1979 c. 221; 1993 a. 27; 2001 a. 103.

SUBCHAPTER III

HIGHER EDUCATIONAL AIDS BOARD

39.26 Definition. In this subchapter, "board" means the higher educational aids board.

History: 1995 a. 27; 1997 a. 27.

39.28 Powers and duties. (1) The board shall administer the programs under this subchapter and may promulgate such rules as are necessary to carry out its functions. The board may accept and use any funds which it receives from participating institutions, lenders or agencies. The board may enter into such contracts as are necessary to carry out its functions under this subchapter.

(2) The board shall establish plans to be administered by the board for participation by this state under any federal acts relating to higher education and submit them to the U.S. secretary of education for the secretary's approval. The board may utilize such criteria for determination of priorities, participation or purpose as are delineated in the federal acts.

(3) (a) In its biennial report under s. 15.04 (1) (d), the board also shall include recommendations for improvement of the state's student financial aid programs.

(b) On January 1 and July 1, the board shall report to the joint committee on finance and the joint legislative audit committee on the board's loan collection activities and efforts to develop collection policies to improve program performance through changes in data processing and program review.

(4) The board may assign, sell, convey or repurchase student loans made under s. 39.32 subject to prior approval by the joint committee on finance.

(6) The board may not provide any state financial assistance under this subchapter to any person during the period that the person is required to register with the selective service system under

50 USC, Appendix, sections 451 to 473 if the person has not so registered.

History: 1971 c. 125, 211; 1973 c. 90; 1975 c. 198, 224; 1977 c. 29; 1977 c. 196 s. 131; 1977 c. 418; 1981 c. 20; 1983 a. 27; 1985 a. 332 s. 251 (3); 1989 a. 31, 56; 1991 a. 316; 1995 a. 27; 1997 a. 27; 2001 a. 16.

Cross-reference: See also HEA, Wis. adm. code.

39.285 Board review of proposed formulae. (1) By May 1, 1998, and annually thereafter, the board shall approve, modify or disapprove any proposed formula for the awarding of grants for the upcoming academic year submitted under sub. (2) or (3) or s. 36.11 (6) (c) or 38.04 (7m).

(2) By April 10, 1998, and annually thereafter, the Wisconsin Association of Independent Colleges and Universities shall develop and submit to the board for its review under sub. (1) a proposed formula for the awarding of grants under s. 39.30 for the upcoming academic year to students enrolled at private institutions of higher education.

(3) By April 10, 1998, and annually thereafter, each tribally controlled college in this state is requested to develop and submit to the board for its review under sub. (1) a proposed formula for the awarding of grants under s. 39.435, except for grants awarded under s. 39.435 (2) or (5), for the upcoming academic year to students enrolled at that tribally controlled college.

History: 1995 a. 27; 1997 a. 27; 1999 a. 9.

39.29 Executive secretary. An executive secretary shall be appointed by the governor to serve at his or her pleasure.

History: 1997 a. 27.

39.30 Grants. (1) **DEFINITIONS.** In this section:

(d) An “accredited” institution is an institution accredited by a nationally recognized accrediting agency or by the board of nursing pursuant to s. 441.01 (4), or, if not so accredited, is a non-profit institution of higher education whose credits are accepted on transfer by not less than 3 institutions which are so accredited, on the same basis as if transferred from an institution so accredited.

(e) “Resident student” shall be determined under s. 36.27, so far as applicable.

(2) **ELIGIBILITY.** A resident student enrolled at least half-time and registered as a freshman, sophomore, junior or senior in an accredited, nonprofit, post-high school, educational institution in this state shall be eligible for grants under this section for each semester of attendance, but:

(a) No student shall be eligible for grants in more than the equivalent of 10 semesters of undergraduate education.

(b) A student shall be and shall remain eligible for grants provided the student meets acceptable academic standards prescribed by the student’s institution.

(d) No grant shall be awarded to members of religious orders who are pursuing a course of study leading to a degree in theology, divinity or religious education.

(e) The board may not make a grant to a student whose name appears on the statewide support lien docket under s. 49.854 (2) (b), unless the student provides to the board a payment agreement that has been approved by the county child support agency under s. 59.53 (5) and that is consistent with rules promulgated under s. 49.858 (2) (a).

(f) No grants may be awarded under this section unless the formula submitted under s. 39.285 (2) is approved or modified by the board under s. 39.285 (1).

(3) **BASIS OF GRANTS.** The grant to be paid to a resident student enrolled at least half-time and registered as a freshman, sophomore, junior or senior after August 1, 1979, shall be determined as follows:

(a) From the total tuition charged the student by the institution, subtract the amount of the resident academic fee charged at the Madison campus of the University of Wisconsin System.

(b) Divide the amount determined in par. (a) by the student’s total cost of attending the postsecondary institution.

(c) Multiply the percentage calculated in par. (b) times the student’s expected family contribution which has been determined using the same analysis as that used to determine the expected family contribution of students applying for Wisconsin higher education grants under s. 39.435.

(d) Subtract the amount determined in par. (c) from the amount determined in par. (a) to arrive at the amount of the grant.

(e) The board shall establish criteria for the treatment of financially independent students which are consistent with procedures in pars. (a) to (d).

(3m) **GRANT AWARDS.** (a) The board shall establish the maximum amount of a grant awarded under this subsection. The board may not establish a maximum amount that exceeds the maximum amount in the previous academic year unless the board determines, to the best of its ability, that in doing so the board will award grants under this paragraph in the current academic year to at least as many students as the board awarded grants to under this paragraph in the previous academic year. Grants under this section may not be less than \$250 during any one academic year.

(b) The board may not make initial awards of grants under this section for an academic year in an amount that exceeds 122% of the amount appropriated under s. 20.235 (1) (b) for the fiscal year in which the grant may be paid.

(4) **FORMS.** The board shall prescribe, furnish and make available, at locations in the state convenient to the public, application forms for grants under this section. Upon request, the board shall advise and assist applicants in making out such forms.

History: 1971 c. 125; 1973 c. 90; 1973 c. 335 s. 13; 1975 c. 224; 1979 c. 34; 1981 c. 20; 1985 a. 29; 1987 a. 27; 1991 a. 316; 1993 a. 437; 1995 a. 27, 404; 1997 a. 27, 222; 1999 a. 9; 2001 a. 16.

Cross-reference: See also ch. HEA 4, Wis. adm. code.

Students who attend VTAE (technical college) institutions are eligible for tuition grants under this section. 66 Atty. Gen. 182.

39.31 Determination of student costs. In determining a student’s total cost of attending a postsecondary institution for the purpose of calculating the amount of a grant under s. 39.30, 39.38, 39.435 or 39.44, the board shall include the following:

(1) The cost of tuition, fees, books and educational supplies.

(2) Miscellaneous expenses, as determined by the board.

(3) The cost of child care, as determined by the board.

History: 1987 a. 27; 1995 a. 27; 1997 a. 27.

39.32 Student loans. (1) In this section:

(a) “Institution of higher education” means an educational institution meeting the requirements of P.L. 89–329 for institutions covered therein and of P.L. 89–287 for business, trade, technical or vocational schools and full-time post-high school technical colleges in this state.

(b) “Resident student” shall be determined under s. 36.27, so far as applicable.

(2) The board shall:

(a) Make and authorize loans to be made to resident students who have satisfactory academic records, who need financial assistance and who are desirous of attending institutions of higher education, when such loans are to assist them in meeting expenses of post-high school education in accordance with this section.

(b) Establish standards and methods for determining the amount of loans, rates of interest, financial need and other administrative procedures consistent with P.L. 89–329 and P.L. 89–287.

(3) The board may make and authorize loans to be made to students if:

(a) The student is enrolled or accepted for enrollment in an institution of higher education.

(b) The student’s eligibility for a loan is certified to the board by the institution of higher education in which the student is enrolled or has been accepted for enrollment.

- (c) The student has a satisfactory academic record.
- (d) The student is a resident student.
- (e) The student needs financial assistance.
- (g) The student is not in default on any previous loan or the board has determined that the student has made satisfactory arrangements to repay the defaulted loan.

(4) Loans may be made to minors and minority shall not be a defense to the collection of the debt.

(5) The board may collect any loans made or authorized to be made by the board pursuant to this section or made prior to July 1, 1966, under s. 49.42, 1963 stats.

(6) The board shall satisfy the loan of any student who obtained a loan under this section or under s. 39.023, 1965 stats., between July 1, 1966, and December 15, 1968, if the student dies after July 1, 1966, and before completing repayment of the loan, and shall write off the balance of principal and interest owing on the loan on the date that the board received confirmation of the student's death. Obligation to repay such a loan shall terminate on the date of the student's death and any payments made on the loan to the board after the date of the student's death shall be refunded to the payor or the payor's heirs or personal representative upon receipt by the board of an application for refund.

(7) The board may write off defaulted student loans made pursuant to this section or made prior to July 1, 1966, under s. 49.42, 1963 stats., from moneys other than advances from the investment board originally appropriated for student loans, and from moneys other than moneys resulting from assignment, sale or conveyance of student loans.

(8) The board may use up to \$150,000 annually of student revenue bond proceeds for the purpose of consolidating loans for needy students who have a state direct loan and one or more federally guaranteed student loans from one or more private lenders.

(10) (a) The board may enter into contractual agreements with lenders in this state and lenders in other states which grant loans to residents of this state, and with institutions and agencies wherein the board may provide and furnish to such lenders, institutions and agencies administrative services related to the operation of any programs involving the granting of loans to students including but not limited to any and all services and functions related to the granting, administering and collecting of any loans made to students.

(b) The board shall have all powers that are reasonably appropriate to the provision of such services and the performance of such contracts and may include charges or fees to be paid by the lenders, institutions and agencies to the board for the provision of such administrative services or any services or activities related to the collection of any student loans for which the board may become responsible by operation of law or by contractual agreements under this paragraph, but such charges or fees, before being instituted by the board, shall be approved by the secretary of administration.

(11) (a) In lieu of the procedure under ch. 812, the board, on behalf of the corporation under s. 39.33, or the corporation, on its own behalf, may certify the department of administration to deduct money from a state employee's earnings. The board shall specify an amount, not to exceed 25% of the employee's disposable earnings, as defined in s. 812.30 (6), to be deducted on a continuing basis until the amount certified by the board or corporation has been paid. The department of administration shall remit moneys deducted to the board or the corporation.

(b) The procedure in this section may be used only if the amount owed to the board or corporation is reduced to a judgment. At least 30 days prior to certification, the board or corporation shall notify the debtor under s. 879.05 (2) or (3) of the intent to certify the debt to the department of administration and of the debtor's right to a contested case hearing before the board under s. 227.42. If the debtor requests a hearing within 20 days after receiving notice, the board shall notify the department of adminis-

tration which shall not make deductions under par. (a) until a decision is reached under s. 227.47 or the case is otherwise concluded.

(c) The department of administration shall prescribe the manner and form for certification of debts by the board or corporation under this subsection.

History: 1971 c. 85; 1971 c. 211 s. 126; 1973 c. 90; 1973 c. 335 s. 13; 1975 c. 189, 224; 1977 c. 29; 1979 c. 34 ss. 813m to 813r, 2102 (22) (a); 1979 c. 176, 221; 1981 c. 20, 314; 1983 a. 27; 1985 a. 182 s. 57; 1989 a. 31; 1991 a. 316; 1993 a. 80, 399; 1995 a. 27; 1997 a. 27; 2001 a. 102.

The legislature may direct the public land commissioners to invest monies from the sale of public lands in student loans under s. 39.32, but it may not direct a specific investment. 65 Atty. Gen. 28.

39.325 Wisconsin health education loan program.

(1) There is established, to be administered by the board, a Wisconsin health education loan program under P.L. 94–484, on July 29, 1979, in order to provide financial aid to medical and dentistry students enrolled in the University of Wisconsin Medical School, the Medical College of Wisconsin or Marquette University School of Dentistry.

(2) The board shall lend to students who qualify under sub. (1) any moneys appropriated or authorized through the issuance of revenue obligations. The board shall require a student borrowing moneys under this section to pay interest while in medical or dental school and during his or her residency training at the rate of at least 3% per year on the sum of the principal amount of the student's obligation and the accumulated interest, unless federal law provides otherwise as a condition of guaranteeing the loan. Principal and interest payable on maturing revenue obligations shall, when necessary, be paid from funded reserves, authorized under subch. II of ch. 18, or from moneys made available under chapter 20, laws of 1981, section 2022 (1).

(3) The board shall promulgate rules and establish standards and methods of determining the amounts of loans, rates of interest and other administrative procedures consistent with P.L. 94–484, on July 29, 1979. The rates of interest shall be set as low as possible, but shall remain sufficient to cover all costs of the program under this section.

History: 1979 c. 34; 1981 c. 20; 1983 a. 27; 1995 a. 27; 1997 a. 27.

39.33 Guaranteed student loan program. (1)

The board may organize and maintain a nonstock corporation under ch. 181 to provide for a guaranteed student loan program in this state under P.L. 89–287 and P.L. 89–329 as may from time to time be amended. The board may make use of and pay for the use of the facilities and services of such corporation.

(2) The board may provide administrative services for the nonstock corporation with which the board has entered into a contractual agreement for purposes of providing for a guaranteed student loan program in this state. Services provided under this section shall be in accordance with the decision of the board as to the type and scope of services requested and the civil service range of any employee assigned to them.

(3) The board or the legislature or any person delegated by the legislature may inspect and examine or cause an inspection and examination of all records relating to all programs that are, or are to be, administered under contractual agreement between the board and the corporation.

History: 1995 a. 27; 1997 a. 27.

39.34 Medical student loan program. Notwithstanding s. 39.34, 1991 stats., the board shall terminate on August 12, 1993, any obligation to repay a loan awarded under this section.

History: 1975 c. 118, 224; 1993 a. 16; 1995 a. 27; 1997 a. 27.

39.35 Repayment of scholarships for teachers in educationally disadvantaged areas.

Notwithstanding s. 39.35, 1969 stats., and s. 39.35, 1991 stats., the board shall terminate on August 12, 1993, any obligation to repay a student aid award made under this section.

History: 1975 c. 189, 422; 1985 a. 29; 1993 a. 16; 1995 a. 27; 1997 a. 27.

39.36 Repayment of stipends for teachers of the handicapped. Notwithstanding s. 39.36, 1969 stats., s. 39.37 (3) (b), 1969 stats., and s. 39.36, 1991 stats., the board shall terminate on August 12, 1993, any obligation to repay a stipend awarded under this section.

History: 1975 c. 189, 422; 1985 a. 29; 1993 a. 16; 1995 a. 27; 1997 a. 27.

39.37 Student loan funding. (1) Student loans made or authorized to be made under s. 39.32 may be funded from the proceeds of revenue obligations issued subject to and in accordance with subch. II of ch. 18.

(2) There is created a separate nonlapsible trust fund designated the student loan repayment fund consisting of all revenues received in repayment of student loans funded under this section, and any other revenues dedicated to it by the board. The board may pledge revenues received or to be received by the fund to secure revenue obligations issued under this section, and shall have all other powers necessary and convenient to distribute the proceeds of the revenue obligations and loan repayments in accordance with subch. II of ch. 18.

(3) All student loans funded with revenue obligations issued under this section shall be fully guaranteed as to repayment of principal and interest from among a nonstock corporation organized under s. 39.33 (1), the United States, its agencies or instrumentalities. The board may enter into agreements necessary to affect this guaranty.

(4) Revenue obligations issued under this section shall not exceed \$295,000,000 in principal amount, excluding obligations issued to refund outstanding revenue–obligation notes.

(5) Except as may otherwise be expressly provided in resolutions authorizing the issuance of revenue obligations, each issue of revenue obligations shall be on a parity with every other revenue obligation issued under this section, payable in accordance with subch. II of ch. 18, subject only to any agreements with the holders of particular revenue obligations pledging any particular receipts or revenues.

History: 1977 c. 29; 1979 c. 34, 221; 1981 c. 20; 1983 a. 27; 1985 a. 29; 1987 a. 69; 1995 a. 27; 1997 a. 27.

39.374 Wisconsin health education loan program funding. (1) Loans made or authorized to be made under s. 39.325 may be funded from the proceeds of revenue obligations issued subject to and in accordance with subch. II of ch. 18.

(2) All revenues received in repayment of loans funded under this section or loans financed from moneys made available under chapter 20, laws of 1981, section 2022 (1), shall be deposited in the general fund.

(3) All loans funded with revenue obligations issued under this section shall be fully guaranteed as to repayment of principal and interest by the United States, its agencies or instrumentalities. The board may enter into agreements necessary to effect this guaranty.

(4) Revenue obligations issued under this section shall not exceed \$92,000,000 in principal amount, excluding obligations issued to refund outstanding revenue–obligation bonds and notes.

(5) Except as may otherwise be expressly provided in resolutions authorizing the issuance of revenue obligations, each issue of revenue obligations shall be on a parity with every other revenue obligation issued under this section, payable in accordance with subch. II of ch. 18, subject only to any agreements with the holders of particular revenue obligations pledging any particular receipts or revenues.

History: 1979 c. 34; 1981 c. 20, 317; 1983 a. 27, 383; 1991 a. 269; 1995 a. 27; 1997 a. 27; 2005 a. 25.

39.38 Indian student assistance. (1) There is established, to be administered by the board, a grant program to assist those Indian students who are residents of this state to receive a higher education.

(2) Grants under this section shall be based on financial need, as determined by the board. The maximum grant shall not exceed

\$2,200 per year, of which not more than \$1,100 may be from the appropriation under s. 20.235 (1) (k). State aid from this appropriation may be matched by a contribution from a federally recognized American Indian tribe or band that is deposited in the general fund and credited to the appropriation account under s. 20.235 (1) (gm). Grants shall be awarded to students for full–time or part–time attendance at any accredited institution of higher education in this state. The board may not make a grant under this section to a student whose name appears on the statewide support lien docket under s. 49.854 (2) (b), unless the student provides to the board a payment agreement that has been approved by the county child support agency under s. 59.53 (5) and that is consistent with rules promulgated under s. 49.858 (2) (a). Grants shall be renewable for up to 5 years if a recipient remains in good academic standing at the institution that he or she is attending.

History: 1971 c. 125; 1979 c. 34; 1981 c. 20; 1987 a. 27; 1991 a. 39; 1995 a. 27, 404; 1997 a. 27; 1999 a. 9.

Cross–reference: See also ch. HEA 6, Wis. adm. code.

39.39 Nursing student stipend loans. (1) (a) There is established, to be administered by the board, a stipend loan program for resident students, including registered nurses, who are:

1. Enrolled in the 2nd year in a program leading to an associate degree in nursing in a technical college.
2. Enrolled as juniors in a program leading to a bachelor's degree in nursing in this state.
3. Enrolled as 3rd year students in a program leading to a diploma in nursing in this state.
4. Enrolled as seniors in a program leading to a bachelor's degree in nursing in this state.
5. Enrolled in a program leading to a master's degree in nursing in this state and who intend to teach nursing at an institution of higher education located in this state.

(2) The board shall:

- (a) Make stipend loans from the appropriations under s. 20.235 (1) (cg) and (gg).
- (b) Promulgate rules to administer this section, including rules establishing loan amounts and the criteria and procedures for loan forgiveness and for selecting loan recipients. Loan recipients shall be selected on the basis of financial need, as determined by the board, using the needs analysis methodology used under s. 39.435.

(3) Beginning in the 1991–92 fiscal year, \$15,000 annually shall be awarded under sub. (1) (a) 5. for stipend loans.

(4) The board may not make any original stipend loans under this section.

History: 1987 a. 399; 1989 a. 56; 1991 a. 39; 1993 a. 399; 1995 a. 27; 1997 a. 27.

Cross–reference: See also ch. HEA 8, Wis. adm. code.

39.393 Nursing student loan program. (1) The board shall establish a loan program to defray the cost of tuition, fees, and expenses for persons enrolled in any of the following:

- (a) A program in this state that confers an associate degree in nursing.
- (b) A program in this state that confers a bachelor's degree in nursing.
- (c) A program in this state that confers a 2nd degree that will make the person eligible to sit for examination under s. 441.04 or 441.10.
- (d) A program in this state that confers a diploma in nursing.
- (e) A program in this state that confers a master's degree in nursing.
- (f) A program in this state that confers a doctoral degree in nursing.

(2) Beginning in the 2002–03 fiscal year, the board shall make loans under this section from the appropriation under s. 20.235 (1) (cm). The maximum amount of loan for a person during any fiscal year is \$3,000. The maximum that a person may receive under this section is \$15,000. The board shall ensure that the terms of the

loan do not require a loan recipient to repay the loan while the recipient is enrolled in a program under sub. (1).

(3) After the recipient of a loan under sub. (1) has completed the program described in sub. (1), the board shall forgive 25% of the loan's principal and interest after the first full year and 25% of the loan's principal and interest after the 2nd full year that the recipient has been employed full time in this state as a nurse or nurse educator. The board may forgive loans on a prorated basis for persons who are employed less than full time.

(4) The board shall promulgate rules to implement and administer this section.

History: 2001 a. 16; 2005 a. 368.

39.395 Teacher education loan program. (1) The board shall establish a loan program to defray the cost of tuition for persons enrolled in a teacher education program offered by the Milwaukee Teacher Education Center, a nonstock, nonprofit corporation organized under ch. 181. Loans shall be made from the appropriation under s. 20.235 (1) (cu).

(2) (a) After the recipient of the loan under sub. (1) has completed the teacher education program, the board shall forgive 50% of the loan and 50% of the interest on the loan for each school year that the recipient of the loan is employed as a full-time teacher in the school district operating under ch. 119. The board shall deposit in the general fund as general purpose revenue—earned all repayments of the loans made under sub. (1) and the interest on the loans.

(b) The board shall promulgate rules to administer this section.

History: 1997 a. 27.

Cross-reference: See also ch. HEA 13, Wis. adm. code.

39.398 Teachers and orientation and mobility instructors of visually impaired pupils loan program. (1) (a) The board shall establish a loan program to defray the cost of tuition, fees and expenses for residents of this state enrolled in a program that prepares persons to be licensed as teachers of visually impaired pupils or as orientation and mobility instructors, as defined by the board by rule, at an accredited institution of higher education in this state or in a physically adjacent state, as defined in s. 175.46 (1) (d). To the extent possible, the board shall give preference, to persons who are likely to return to this state to work with visually impaired persons.

(b) The board shall make loans under this section from the appropriation under s. 20.235 (1) (cx). The maximum amount of a loan for a person during any fiscal year is \$10,000. The maximum amount that a person may receive under this section is \$40,000. The terms of the loan shall provide that a loan recipient is not required to repay the loan while the loan recipient is enrolled in the preparatory program described in par. (a).

(2) (a) After the recipient of a loan under sub. (1) has completed the preparatory program described in sub. (1), the board shall forgive 25% of the loan's principal and interest for the first fiscal year, 25% of the loan's principal and interest for the 2nd fiscal year and 50% of the loan's principal and interest for the 3rd fiscal year that the recipient is licensed and employed full-time in this state as a teacher of visually impaired pupils or as an orientation and mobility instructor by a school district, the Wisconsin Center for the Blind and Visually Impaired or a cooperative educational service agency. The board may forgive loans on a prorated basis for persons employed less than full-time.

(b) The board shall promulgate rules to administer this section.

History: 1999 a. 144.

Cross-reference: See also ch. HEA 14, Wis. adm. code.

39.40 Minority teacher loan program. (1) In this section “minority student” means a student who is any of the following:

- (a) A Black American.
- (b) An American Indian.
- (c) A Hispanic, as defined in s. 16.287 (1) (d).

(d) A person admitted to the United States after December 31, 1975, who is either a former citizen of Laos, Vietnam or Cambodia or whose ancestor was or is a citizen of Laos, Vietnam or Cambodia.

(2) The board shall establish a loan program for minority students who meet all of the following requirements:

(a) Are registered as juniors or seniors, or hold a bachelor's degree and are registered as special students, in the University of Wisconsin System or in an accredited, private institution of higher education located in this state.

(b) Are enrolled in programs of study leading to licensure as a teacher and are not currently licensed as teachers.

(c) Meet academic criteria specified by the board.

(d) Agree to teach in a school district located in this state in which minority students constitute at least 29% of the membership or in a school district participating in the interdistrict pupil transfer program under s. 121.85. In this paragraph, “membership” has the meaning given in s. 121.004 (5).

(2m) Loans under sub. (2) shall be awarded to students registered at an eligible institution of higher education on the basis of the institution's participation in the loan program under this section or s. 36.25 (16), 1993 stats., and the number of its students eligible for such loans. Loans awarded to recipients shall be disbursed directly to the eligible institutions of higher education.

(3) Loans under sub. (2) shall be made from the appropriation under s. 20.235 (1) (cr). The board shall forgive 25% of the loan and 25% of the interest on the loan for each school year the recipient teaches in a school district described under sub. (2) (d).

(4) The board shall deposit in the general fund as general purpose revenue—earned all repayments of loans made under sub. (2) and the interest on the loans.

(5) The board shall administer the repayment and forgiveness of loans made under s. 36.25 (16), 1993 stats. The board shall treat such loans as if they had been made under sub. (2).

History: 1989 a. 31; 1995 a. 27; 1997 a. 27; 2011 a. 32.

Cross-reference: See also ch. HEA 11, Wis. adm. code.

39.41 Academic excellence higher education scholarships. (1) In this section:

(ae) “Executive secretary” means the executive secretary of the board.

(ag) “Faculty of the high school” means the principal administrative unit of the faculty personnel of a high school designated under sub. (1m) (j).

(av) “School board” has the meaning given in s. 115.001 (7).

(b) “School district” has the meaning given in s. 115.01 (3).

(bm) “Senior” means a pupil enrolled in the 12th grade in a public or private high school, a tribal school, the school operated by the Wisconsin Educational Services Program for the Deaf and Hard of Hearing, or the school operated by the Wisconsin Center for the Blind and Visually Impaired.

(br) “Tribal school” has the meaning given in s. 115.001 (15m).

(c) “Vocational diploma” means a diploma granted to a person who has completed a 2-year, full-time program in an area designated and approved by the technical college system board for which the course requirements are established by that board.

(1m) (a) Subject to par. (d), by February 25 of each school year, the school board of each school district operating one or more high schools and the governing body of each private high school and of each tribal high school shall:

1. For each high school with an enrollment of at least 80 pupils but less than 500 pupils, designate the senior with the highest grade point average in all subjects as a scholar.

2. For each high school with an enrollment of at least 500 pupils but less than 1,000 pupils, designate the 2 seniors with the 2 highest grade point averages in all subjects as scholars.

3. For each high school with an enrollment of at least 1,000 pupils but less than 1,500 pupils, designate the 3 seniors with the 3 highest grade point averages in all subjects as scholars.

4. For each high school with an enrollment of at least 1,500 pupils but less than 2,000 pupils, designate the 4 seniors with the 4 highest grade point averages in all subjects as scholars.

5. For each high school with an enrollment of 2,000 or more pupils, designate the 5 seniors with the 5 highest grade point averages in all subjects as scholars.

6. For each high school with an enrollment of 2,500 or more pupils, designate the 6 seniors with the 6 highest grade point averages in all subjects as scholars.

(b) Subject to par. (e), by February 25 of each school year, the school board of each school district operating one or more high schools and the governing body of each private high school and of each tribal high school may, for each high school with an enrollment of less than 80 pupils, nominate the senior with the highest grade point average in all subjects who may be designated as a scholar by the executive secretary under par. (c) 3.

(c) The executive secretary shall:

1. Subject to par. (f), for the school operated by the Wisconsin Center for the Blind and Visually Impaired, designate the senior with the highest grade point average in all subjects as a scholar.

2. Subject to par. (fm), for the school operated by the Wisconsin Educational Services Program for the Deaf and Hard of Hearing, designate the senior with the highest grade point average in all subjects as a scholar.

3. Designate not more than 10 seniors nominated under par. (b) as scholars.

4. For each public, private, or tribal high school with an enrollment of at least 80 pupils, notify the school board of the school district operating the public high school or the governing body of the private or tribal high school of the number of scholars to be designated under par. (a).

5. For each public, private, or tribal high school with an enrollment of less than 80 pupils, notify the school board of the school district operating the public high school or the governing body of the private or tribal high school that the school board or governing body may nominate a senior under par. (b) who may be designated as a scholar by the executive secretary.

(cm) The executive secretary may grant waivers under par. (m).

(d) By February 25 of each school year, if 2 or more seniors from the same high school of at least 80 pupils have the same grade point average and, except for the limitation on the number of designated scholars, are otherwise eligible for designation under par. (a), the faculty of the high school shall select the applicable number of seniors for designation under par. (a) as scholars and shall certify, in order of priority, any remaining seniors with the same grade point average as alternates for the scholars or, if there is no remaining senior with the same grade point average, any remaining seniors with the next highest grade point average, but not less than 3.800 or the equivalent, as alternates for the scholars. If a senior from that high school designated as a scholar under par. (a) does not qualify for a higher education scholarship under sub. (2) (a) or (3) (a), an alternate for the scholar with the same grade point average as any senior from that high school designated as a scholar under par. (a) shall be eligible for a higher education scholarship as a scholar under sub. (2) (a) or (3) (a) until the scholarship may be awarded by the board. If an alternate with the same grade point average as a scholar under par. (a) does not qualify for a higher education scholarship under sub. (2) (a) or (3) (a), an alternate with the next highest grade point average, but not less than 3.800 or the equivalent, shall be eligible for a higher education scholarship as a scholar under sub. (2) (a) or (3) (a) until the scholarship may be awarded by the board.

(e) If 2 or more seniors from the same high school of less than 80 pupils have the same grade point average and, except for the limitation of one nominated senior, are otherwise eligible for

nomination under par. (b), the faculty of the high school shall select the senior who may be nominated by the school board of the school district operating the public high school or the governing body of the private or tribal high school for designation under par. (b) as a scholar by the executive secretary. If that senior is designated as a scholar by the executive secretary, but does not qualify for a higher education scholarship under sub. (2) (a) or (3) (a), the faculty of the high school shall select, in order of priority, one or more of the remaining seniors with the same grade point average for certification as a scholar or, if there is no remaining senior with the same grade point average, one or more of the remaining seniors with the next highest grade point average, but not less than 3.800 or the equivalent, for certification as a scholar, and the school board of the school district operating the high school or the governing body of the private or tribal high school shall certify to the board one or more of these seniors as eligible for a higher education scholarship as a scholar under sub. (2) (a) or (3) (a) until the scholarship may be awarded by the board.

(f) If 2 or more seniors from the school operated by the Wisconsin Center for the Blind and Visually Impaired have the same grade point average and, except for the limitation of one designated senior, are otherwise eligible for designation under par. (c) 1., the executive secretary shall make the designation under par. (c) 1. of the senior who may be eligible for a higher education scholarship as a scholar. If that senior does not qualify for a higher education scholarship under sub. (2) (a) or (3) (a), the executive secretary shall designate, in order of priority, one or more of the remaining seniors with the same grade point average, or, if there is no remaining senior with the same grade point average, one or more of the remaining seniors with the next highest grade point average, but not less than 3.800 or the equivalent, as eligible for a higher education scholarship as a scholar under sub. (2) (a) or (3) (a) until the scholarship may be awarded by the board.

(fm) If 2 or more seniors from the school operated by the Wisconsin Educational Services Program for the Deaf and Hard of Hearing have the same grade point average and, except for the limitation of one designated senior, are otherwise eligible for designation under par. (c) 2., the executive secretary shall make the designation under par. (c) 2. of the senior who may be eligible for a higher education scholarship as a scholar. If that senior does not qualify for a higher education scholarship under sub. (2) (a) or (3) (a), the executive secretary shall designate, in order of priority, one or more of the remaining seniors with the same grade point average, or, if there is no remaining senior with the same grade point average, one or more of the remaining seniors with the next highest grade point average, but not less than 3.800 or the equivalent, as eligible for a higher education scholarship as a scholar under sub. (2) (a) or (3) (a) until the scholarship may be awarded by the board.

(g) Notwithstanding par. (a), if a high school of at least 80 pupils closes or merges in the 1991–92 school year or in any school year thereafter, the school board of the school district operating the high school or the governing body of the private or tribal high school shall, subject to par. (d), for each of the 2 school years following the closure or merger, designate the same number of scholars from among the pupils enrolled in the high school at the time of closure or merger as the number of scholars designated for that high school in the school year the high school closed or merged. Any seniors designated under this paragraph shall be eligible for an original scholarship under this section.

(h) Notwithstanding par. (a), if a public high school of at least 80 pupils closed following the 1989–90 school year and a pupil from the closed high school was designated a scholar under this section for either of the 2 school years following the closure by the school board of a school district operating a high school that enrolled pupils from the closed high school, such school board shall designate the senior with the next highest grade point average for that school year as a scholar. Any scholar designated under this paragraph shall be eligible for a higher education scholarship under sub. (2) (b) or (3) (b) as determined under par. (a), notwith-

standing that the scholar did not receive a higher education scholarship for the academic year immediately following the school year in which the pupil from the closed high school was designated a scholar under this section.

(i) Notwithstanding par. (d), if the school board of a school district operating a high school or the governing body of a private high school has complied with s. 39.41 (1m) (d), 1991 stats., for the 1993–94 school year and a senior from that high school designated as a scholar under s. 39.41 (1m) (a), 1991 stats., and s. 39.41 (1m) (d), 1991 stats., does not qualify for a higher education scholarship under sub. (2) (a) or (3) (a), the faculty of the high school shall select one or more of the remaining seniors with the same grade point average for certification as a scholar. The school board of the school district operating the high school or the governing body of the private high school shall certify to the board one or more of these seniors as eligible for a higher education scholarship as a scholar under sub. (2) (a) or (3) (a) until the scholarship may be awarded by the board.

(j) In the event that 2 or more seniors from the same high school of at least 80 pupils have the same grade point average and are otherwise eligible for designation under par. (a), the school board of the school district operating the high school or the governing body of the private or tribal high school shall make the designation of the faculty of the high school for purposes of par. (d) or (i).

(m) Notwithstanding pars. (a), (b) and (d), if a high school ranks its seniors on the basis of grades in academic subjects, the school board of the school district operating the high school or the governing body of the private high school or, for purposes of par. (d), the faculty of the high school may request a waiver from the executive secretary in order to fulfill its requirements under par. (a), (b) or (d) on the basis of grade point averages in academic subjects.

(2) (a) If a designated scholar under sub. (1m) is admitted to and enrolls, on a full-time basis, by September 30 of the academic year immediately following the school year in which the senior was designated a scholar, in an institution within the University of Wisconsin System or in a technical college district school that is participating in the program under this section, the scholar shall receive a higher education scholarship that exempts the scholar from all tuition and fees, including segregated fees, at the institution or district school for one year, except that the maximum scholarship for a scholar who receives an original scholarship for the 1996–97 academic year or for any academic year thereafter may not exceed \$2,250 per academic year.

(b) For each year that a scholar who receives a scholarship under par. (a) is enrolled full time, maintains at least a 3.000 grade point average, or the equivalent as determined by the institution or district school, and makes satisfactory progress toward an associate degree, a bachelor's degree, or a vocational diploma, the student shall be exempt from all tuition and fees, including segregated fees, in the subsequent year or, if the scholar does not enroll in a participating institution of higher education in the subsequent year, in the 2nd year following the year in which the scholar received the scholarship, except that the maximum scholarship for a scholar who receives an original scholarship for the 1996–97 academic year or for any academic year thereafter may not exceed \$2,250 per academic year. No scholar is eligible for an exemption for more than 4 years in the University of Wisconsin System or more than 3 years at a district school.

(c) Subject to sub. (4), for each year the student is exempt from tuition and fees under par. (a) or (b), the board shall pay the institution or district school, on behalf of the student, an amount equal to 50% of the student's tuition and fees, except that the maximum payment for a student who receives an original scholarship for the 1996–97 academic year or for any academic year thereafter may not exceed \$1,125 per academic year.

(3) (a) If a designated scholar under sub. (1m) is admitted to and enrolls, on a full-time basis, by September 30 of the academic year immediately following the school year in which the senior was designated a scholar, in a private institution of higher educa-

tion that is located in this state and participating in the program under this section, the board shall pay the institution, on behalf of the pupil, an amount equal to 50% of the tuition and fees charged a resident undergraduate at the University of Wisconsin–Madison in the same academic year, except that the maximum payment for a pupil who receives an original scholarship for the 1996–97 academic year or for any academic year thereafter may not exceed \$1,125 per academic year.

(b) For each year that a scholar who receives a scholarship under par. (a) is enrolled full time, maintains at least a 3.000 grade point average, or the equivalent as determined by the private institution, and makes satisfactory progress toward a bachelor's degree, the student is eligible for a higher education scholarship as determined under par. (a) in the subsequent year or, if the scholar does not enroll in a participating institution of higher education in the subsequent year, in the 2nd year following the year in which the scholar received the scholarship. No scholar is eligible for a higher education scholarship for more than 4 years at a private institution of higher education.

(4) (a) The board shall make the payments under subs. (2) (c) and (3) only if the institution, district school or private institution matches the amount of the payment from institutional funds, gifts or grants. Beginning in the 1992–93 school year, the matching requirement under this paragraph for the institutions within the University of Wisconsin System shall be satisfied by payments of an amount equal to the total payments from the institutions made under this paragraph in the 1991–92 school year and, if such payments are insufficient to satisfy the matching requirement, by the waiver of academic fees established under s. 36.27.

(b) The board shall make the payments under subs. (2) (c) and (3) through the appropriation under s. 20.235 (1) (fy).

(5) (a) 1. Each institution within the University of Wisconsin System, technical college district school and private institution of higher education that wishes to participate in the scholarship program under this section in academic year 1999–2000 and thereafter shall notify the board by October 1, 1998, that the institution wishes to participate.

2. If an institution of higher education that has notified the board under subd. 1. subsequently wishes to no longer participate in the scholarship program under this section, the institution of higher education shall notify the board of this fact in writing by October 1 prior to the academic year in which the institution will no longer participate.

(b) Each designated scholar who is eligible for an original higher education scholarship under sub. (2) (a) or (3) (a) shall notify the board as soon as practicable of the institution of higher education he or she will be attending in the next academic year. Each designated scholar who is eligible for a subsequent higher education scholarship under sub. (2) (a) or (3) (a) shall notify the board as soon as practicable whether he or she will be enrolling in a participating institution of higher education in the academic year immediately following the academic year in which he or she received an original or subsequent scholarship under sub. (2) (a) or (3) (a), or in the 2nd academic year, following that academic year and of the institution of higher education in which he or she will be enrolling.

(c) Annually, the board shall notify each scholar who will be attending a participating institution of higher education in the next academic year of the amount of his or her higher education scholarship.

(6) A scholarship under this section shall not be used to replace any other grant for which a student is eligible.

(7) By August 1, 1997, and annually thereafter, the board shall submit a report to the joint committee on finance evaluating the success of the program under this section. The report shall specify the number and amount of the scholarships awarded in the current fiscal year and the institutions of higher education chosen by the scholarship recipients.

(8) The executive secretary shall promulgate rules establishing criteria for the designation of scholars under sub. (1m) (c) 3.

History: 1989 a. 31; 1991 a. 39, 269, 315; 1993 a. 16, 399, 457; 1995 a. 27; 1997 a. 27, 109, 237; 1999 a. 9; 2001 a. 57; 2005 a. 267; 2009 a. 302, 306; 2011 a. 260.

Cross-reference: See also chs. HEA 9, Wis. adm. code.

39.42 Interstate agreements. The board, with the approval of the joint committee on finance, or the governing boards of any publicly supported institution of post-high school education, with the approval of the board and the joint committee on finance, may enter into agreements or understandings which include remission of nonresident tuition for designated categories of students at state institutions of higher education with appropriate state agencies and institutions of higher education in other states to facilitate use of public higher education institutions of this state and other states. Such agreements and understandings shall have as their purpose the mutual improvement of educational advantages for residents of this state and such other states or institutions of other states with which agreements are made.

History: 1971 c. 100, 125; 1975 c. 39; 1977 c. 29; 1981 c. 20; 1995 a. 27; 1997 a. 27.

39.435 Wisconsin higher education grants and talent incentive grants. (1) There is established, to be administered by the board, a higher education grant program for postsecondary resident students enrolled at least half-time and registered as freshmen, sophomores, juniors or seniors in accredited institutions of higher education or in tribally controlled colleges in this state. Except as authorized under sub. (5), such grants shall be made only to students enrolled in nonprofit public institutions or tribally controlled colleges in this state.

(2) The board shall award talent incentive grants to uniquely needy students enrolled at least half-time as first-time freshmen at public and private nonprofit institutions located in this state and to sophomores, juniors and seniors who received such grants as freshmen. No grant under this subsection may exceed \$1,800 for any academic year. The board may not award a grant to the same student for more than 10 consecutive semesters or their equivalent. The board shall promulgate rules establishing eligibility criteria for grants under this subsection.

(3) Grants under sub. (1) shall not be less than \$250 during any one academic year, unless the joint committee on finance approves an adjustment in the amount of the minimum grant. Grants under sub. (1) shall not exceed \$3,000 during any one academic year, except that beginning in academic year 2009–10, grants under sub. (1) shall not exceed \$3,150 during any one academic year. The board shall, by rule, establish a reporting system to periodically provide student economic data and shall promulgate other rules the board deems necessary to assure uniform administration of the program.

(4) (a) The board shall award grants under this section based on a formula that accounts for expected parental and student contributions and is consistent with generally accepted definitions and nationally approved needs analysis methodology.

(d) The awarding of grants under this section is subject to any formula approved or modified by the board under s. 39.285 (1).

(5) The board shall ensure that grants under this section are made available to students attending private or public institutions in this state who are deaf or hard of hearing or visually handicapped and who demonstrate need. Grants may also be made available to such handicapped students attending private or public institutions in other states under criteria established by the board. In determining the financial need of these students special consideration shall be given to their unique and unusual costs.

(6) The board may not make a grant under this section to a person whose name appears on the statewide support lien docket under s. 49.854 (2) (b), unless the person provides to the board a payment agreement that has been approved by the county child support agency under s. 59.53 (5) and that is consistent with rules promulgated under s. 49.858 (2) (a).

(7) (a) In this subsection:

1. For purposes of calculating the amount to be appropriated under s. 20.235 (1) (fe) for fiscal year 2013–14, “base amount” means the amount shown in the schedule under s. 20.005 for that appropriation for fiscal year 2012–13.

2. For purposes of calculating the amount to be appropriated under s. 20.235 (1) (fe) for each fiscal year after fiscal year 2013–14, “base amount” means the appropriation amount calculated under par. (b) for the previous fiscal year.

(b) Biennially, beginning on February 1, 2013, the board shall calculate the amounts to be appropriated under s. 20.235 (1) (fe) for the next biennium as follows:

1. The board shall determine the percentage by which the undergraduate academic fees that will be charged for the next academic year at each institution within the University of Wisconsin System, as estimated by the board, will increase or decrease from the undergraduate academic fees charged for the current academic year.

1m. The board shall determine the percentage by which the undergraduate academic fees that will be charged for the academic year after the next academic year at each institution within the University of Wisconsin System, as estimated by the board, will increase or decrease from the estimated undergraduate academic fees that will be charged for the next academic year.

2. The appropriation for the first fiscal year of the next biennium shall be the result obtained by increasing, to the nearest \$100, the base amount by the average of the percentage increases determined under subd. 1., except that, if the undergraduate academic fees for the next academic year are estimated to decrease or not change from the undergraduate academic fees charged for the current academic year at each institution specified in subd. 1., the appropriation shall be the base amount.

2m. The appropriation for the 2nd fiscal year of the next biennium shall be the result obtained by increasing, to the nearest \$100, the base amount by the average of the percentage increases determined under subd. 1m., except that, if the undergraduate academic fees for the academic year after the next academic year are estimated to decrease or not change from the estimated undergraduate academic fees charged for the next academic year at each institution specified in subd. 1m., the appropriation shall be the base amount.

(8) The board shall award grants under this section to University of Wisconsin System students from the appropriation under s. 20.235 (1) (fe).

History: 1973 c. 90; 1973 c. 335 s. 13; 1975 c. 39, 189, 224; 1977 c. 26 s. 75; 1979 c. 34; 1983 a. 27 ss. 926d to 926t, 2202 (22); 1985 a. 332 s. 251 (1); 1987 a. 27; 1989 a. 31; 1993 a. 399; 1995 a. 27, 404; 1997 a. 27; 1999 a. 9, 185; 2001 a. 109; 2003 a. 33; 2005 a. 25, 367; 2007 a. 20; 2009 a. 28, 182; 2011 a. 32.

Cross-reference: See also ch. HEA 5, Wis. adm. code.

39.437 Wisconsin covenant scholars grants.

(1) **ESTABLISHMENT OF GRANT PROGRAM.** There is established, to be administered by the board, a Wisconsin Covenant Scholars Program to provide grants to students who meet the eligibility criteria specified in sub. (2).

(2) **ELIGIBILITY.** (a) Except as provided in par. (b), a student is eligible for a grant under this section if the student meets all of the following criteria:

1. The student is a resident of this state and is enrolled at least half time and registered as a freshman, sophomore, junior, or senior in a public or private, nonprofit, accredited institution of higher education or in a tribally controlled college in this state.

2. The student has been designated as a Wisconsin covenant scholar by the board.

(b) 1. The board may not make a grant under this section to a person whose name appears on the statewide support lien docket under s. 49.854 (2) (b), unless the person provides to the board a payment agreement that has been approved by the county child

support agency under s. 59.53 (5) and that is consistent with rules promulgated under s. 49.858 (2) (a).

2. No student shall be eligible for a grant under this section in more than the equivalent of 10 semesters of undergraduate education.

3. No student who fails to meet acceptable academic standards prescribed by the student's institution of higher education or tribally controlled college shall be or shall remain eligible for a grant under this section.

(3) AMOUNT OF GRANT. The amount of a grant shall be determined by the board, and shall be paid from the appropriation account under s. 20.235 (1) (fm).

(4) ADMINISTRATION OF GRANT PROGRAM. (a) By February 1 of each year, the Board of Regents of the University of Wisconsin System shall provide to the board information relating to the resident undergraduate academic fees charged to attend each of the institutions within that system for the current academic year, the technical college system board shall provide to the board information relating to the fees under s. 38.24 (1m) (a) to (c) charged to attend each of the technical colleges within that system for the current academic year, each tribally controlled college in this state shall provide to the board information relating to the tuition and fees charged to attend the tribal college for the current academic year, and the Wisconsin Association of Independent Colleges and Universities or a successor organization shall provide to the board information relating to tuition and fees charged to attend each of the private, nonprofit, accredited institutions of higher education in this state for the current academic year.

(b) By April 1 of each year, the board shall determine the average of the resident undergraduate academic fees charged for the current academic year among the institutions within the University of Wisconsin System, the average of the fees under s. 38.24 (1m) (a) to (c) charged for the current academic year among the technical colleges in this state, the average of the tuition and fees charged for the current academic year among the tribally controlled colleges in this state, and the average of the tuition and fees charged for the current academic year among the private, nonprofit, accredited institutions of higher education in this state.

(c) To the extent permitted under 20 USC 1232g and 34 CFR part 99, the department of public instruction shall provide pupil information to the board as necessary for that office to fulfill its role in the administration of the grant program under this section.

(5) RULES. The board shall promulgate rules to implement this section, including all of the following:

(a) Rules establishing a reporting system to periodically provide student economic data.

(b) Rules establishing eligibility criteria for designation as a Wisconsin covenant scholar under sub. (2) (a) 2.

(c) Any other rules the board considers necessary to assure the uniform administration of this section.

(6) SUNSET. No student may enroll in the Wisconsin Covenant Scholars Program after September 30, 2011. After that date, the board may designate a student as a Wisconsin covenant scholar under sub. (2) (a) 2. only if the student enrolled in the Wisconsin Covenant Scholars Program by that date.

History: 2007 a. 20; 2009 a. 28; 2011 a. 32.

Cross-reference: See also ch. HEA 15, Wis. adm. code.

39.44 Minority undergraduate grants. (1) (a) In this section "minority undergraduate" means an undergraduate student who:

1. Is a Black American.
2. Is an American Indian.
3. Is a Hispanic, as defined in s. 16.287 (1) (d).

4. Is a person who is admitted to the United States after December 31, 1975, and who either is a former citizen of Laos, Vietnam or Cambodia or whose ancestor was or is a citizen of Laos, Vietnam or Cambodia.

(b) There is established, to be administered by the board, the minority undergraduate retention grant program for minority undergraduates enrolled in private, nonprofit higher educational institutions in this state or in technical colleges in this state.

(2) Funds for the grants under this section shall be distributed from the appropriation under s. 20.235 (1) (fg), with 50% distributed to the eligible private institutions and 50% distributed to the eligible technical colleges. The board shall audit the enrollment statistics annually.

(3) An institution or school receiving funds under sub. (2) shall:

(a) Award grants to eligible students on the basis of financial need.

(b) Demonstrate to the satisfaction of the board that such funds do not replace institutional grants to the recipients.

(c) Annually report to the board the number of awards made, the amount of each award, the minority status of each recipient, other financial aid awards made to each recipient and the total amount of financial aid made available to the eligible students.

(4) The board shall notify an institution or school receiving funds under sub. (2) if a student's name appears on the statewide support lien docket under s. 49.854 (2) (b). An institution or school may not award a grant under this section to a student if it receives a notification under this subsection concerning that student, unless the student provides to the institution or school a payment agreement that has been approved by the county child support agency under s. 59.53 (5) and that is consistent with rules promulgated under s. 49.858 (2) (a).

(5) By November 1, 2001, and annually thereafter, the board shall report to the department of administration on the effectiveness of the program under this section.

History: 1985 a. 29; 1987 a. 27; 1993 a. 399; 1995 a. 27, 404; 1997 a. 27; 1999 a. 9; 2001 a. 16; 2011 a. 32.

Cross-reference: See also ch. HEA 12, Wis. adm. code.

39.45 Independent student grants. (1) In this section:

(a) "Institution of higher education" means a public or private nonprofit educational institution meeting the requirements of s. 39.30 or 39.435 for the purpose of awarding grants under those sections.

(b) "Resident student" has the meaning specified in s. 39.30 (1) (e).

(2) There is established, to be determined by the board, a grant program for resident students who are current recipients of aid to families with dependent children under s. 49.19.

(3) Grants under this section shall be awarded on the basis of financial need, as determined by the board, to resident students enrolled for at least 6 academic credits in the 2nd or 3rd year in programs leading to an associate degree or the 3rd, 4th or 5th year in programs leading to a bachelor's degree. Except as provided in sub. (5), no grant may exceed \$4,000 per academic year. Students may apply for grants, upon a form prepared and furnished by the board, on or after February 1 of any year for the fall semester or session of the upcoming academic year. No student is eligible to receive a grant under this section for more than 3 academic years.

(4) The board shall give preference, as much as practicable, in awarding grants under this section to students enrolled in courses likely to increase the immediate employment opportunities of such students. The board shall publish a list of such courses and shall include courses that have an occupational or vocational objective in areas with existing labor needs.

(5) The board may award supplemental grants of between \$500 and \$1,000 per child per semester or session to students for the cost of child care for preschool children of the students. The student shall demonstrate, as determined by the board, financial need for the supplemental grant. In awarding grants under this subsection, the board may not exceed 20% of the appropriation for a given fiscal year for the grant program.

(6) From the appropriation under s. 20.235 (1) (fc), the board shall use available funds to make grant awards under this section, but no award may be made before March 1 for the fall semester or session of the upcoming academic year.

(7) The board shall promulgate rules to administer this section, including criteria and procedures for repayment of grants awarded under this section, including interest, by certain grant recipients who no longer reside in this state or do not successfully complete requirements for a degree. The board shall deposit in the general fund as general purpose revenue—earned all repayments of grants awarded under this section and the interest on the grants.

(8) No student is eligible for an original grant under this section after the 1996–97 academic year.

History: 1989 a. 336; 1995 a. 27; 1997 a. 27.

Cross-reference: See also ch. HEA 10, Wis. adm. code.

39.46 Contract for dental education. (1) On or before July 1 of each year, the board shall initiate, investigate, and formulate for procurement a contract for dental education services in accordance with this section. Thereafter, the board shall conduct a biennial analysis of the program and include a report on its findings and recommendations in its reports under s. 15.04 (1) (d). At the state auditor's discretion or as the joint legislative audit committee directs, the legislative audit bureau shall postaudit expenditures under this section. Section 16.75 (1) to (5) are waived with respect to such contract.

(2) The contract under this section shall be between this state and a private nonprofit institution of higher education in this state which operates a dental school that is accredited, as defined in s. 447.01 (1), and shall relate, in all provisions, exclusively to the providing of dental education in the dental school of such institution. The contract shall require:

(a) That no courses of instruction in subject matters of a religious nature be included in any instructional program or curriculum administered in or by the dental school, and that no such courses be required for admission to or graduation from the dental school.

(b) That applicants for admission to the dental school who are residents of this state be accorded preference over other applicants having substantially equal academic qualifications and credentials.

(c) That for purposes of this section the nondiscrimination provisions of s. 16.765, expanded to prohibit discrimination on the basis of sex, be limited to apply only to the operation of the dental school and that no such prohibited discrimination be practiced with respect to admissions to the dental school.

(d) That the dental school administer and operate its courses and programs in dentistry in conformity with academic and professional standards, rules and requirements and seek progressively to enrich and improve its courses of dental education, research and public service by full and efficient use of budgetary and other resources available to it. In monitoring compliance with this paragraph the board may rely on 3rd-party evaluations conducted by appropriate and recognized accrediting bodies.

(e) That all sums to be received by the dental school under the contract be used exclusively in providing undergraduate education in dentistry.

(f) That the dental school may not assess tuition for a Wisconsin resident enrolled at the school in an amount that exceeds the difference between the tuition assessed a nonresident student enrolled at the school and the amount specified to be disbursed under s. 20.235 (1) (d) for each Wisconsin resident enrolled at the school.

(g) That the dental school make every effort to ensure that at least 5% of the total enrollment of the school consists of minority students.

(3) (a) In the contract under this section, the state shall agree, subject to availability of appropriations for such purpose, that it will pay to the dental school of the contracting institution, on

account of its furnishing of such dental education, research and public service courses and programs, an amount for each resident of this state who is regularly enrolled as a full-time undergraduate student in dentistry in the school.

(b) The state shall remit payments directly to the dental school of the contracting institution in monthly installments upon submission of installment bills or statements. The state shall audit these bills or statements semiannually.

(4) A student's qualification under this section as a resident of this state shall be determined in accordance with s. 36.27, so far as applicable. No amount may be computed based upon the enrollment of any student who is not a full-time dental student. The number of full-time resident students shall be determined 2 weeks following the late registration period each semester.

History: 1973 c. 90; 1973 c. 335 s. 13; 1975 c. 39; 1977 c. 196 s. 131; 1985 a. 29; 1989 a. 31, 349; 1995 a. 27; 1997 a. 27; 2013 a. 8.

39.47 Minnesota–Wisconsin student reciprocity agreement. (1) There is established, to be administered by the board, a Minnesota–Wisconsin student reciprocity agreement, the purpose of which shall be to ensure that neither state shall profit at the expense of the other and that the determination of any amounts owed by either state under the agreement shall be based on an equitable formula which reflects the educational costs incurred by the 2 states, reflects any differentials in usage by residents of either state of the public institutions of higher education located in the other state, and reflects any differentials in the resident tuition charged at comparable public institutions of higher education of the 2 states. The board, representing this state, shall enter into an agreement meeting the requirements of this section with the designated body representing the state of Minnesota.

(2) The agreement under this section shall provide for the waiver of nonresident tuition for a resident of either state who is enrolled in a public vocational school located in the other state. The agreement shall also establish a reciprocal fee structure for residents of either state who are enrolled in public institutions of higher education, other than vocational schools, located in the other state. The reciprocal fee may not exceed the higher of the resident tuition that would be charged the student at the public institution of higher education in which the student is enrolled or the resident tuition that would be charged the student at comparable public institutions of higher education located in his or her state of residence, as specified in the annual administrative memorandum under sub. (2g). The agreement shall take effect on July 1, 2007. The agreement is subject to the approval of the joint committee on finance under s. 39.42.

(2g) Prior to each academic year, the board and the designated body representing the state of Minnesota shall prepare an administrative memorandum that establishes policies and procedures for implementation of the agreement for the upcoming academic year, including a description of how the reciprocal fee structure shall be determined for purposes of sub. (2), and the board shall submit the administrative memorandum to the joint committee on finance. If the cochairpersons of the committee do not notify the board that the committee has scheduled a meeting for the purpose of reviewing the administrative memorandum within 14 working days after the date of the submittal, the administrative memorandum may be implemented as proposed by the board. If, within 14 working days after the date of the submittal, the cochairpersons of the committee notify the board that the committee has scheduled a meeting for the purpose of reviewing the administrative memorandum, the administrative memorandum may be implemented only upon approval of the committee.

(2m) No resident of this state whose name appears on the statewide support lien docket under s. 49.854 (2) (b) may receive a waiver of nonresident tuition under this section, unless the resident provides to the board a payment agreement that has been approved by the county child support agency under s. 59.53 (5) and that is consistent with rules promulgated under s. 49.858 (2) (a).

(3) At the end of each semester or academic term, each state shall determine the number of students for whom nonresident tuition has been waived under the agreement. Each state shall certify to the other state, in addition to the number of students so determined, the aggregate amount of its reimbursement obligation. The state with the larger reimbursement obligation shall pay as provided in the agreement an amount determined by subtracting the reimbursement obligation of the state with the smaller reimbursement obligation from the reimbursement obligation of the state with the larger reimbursement obligation. The agreement shall provide a reasonable date for payment of any such sums due and owing, after which date interest may be charged on the amount owed. The methodology for determination of the appropriate interest rate shall be included in the agreement. Any payments received by this state under this subsection shall be deposited in the general fund.

History: 1973 c. 90; 1977 c. 29; 1979 c. 221; 1983 a. 27; 1987 a. 27; 1989 a. 184; 1995 a. 27, 404; 1997 a. 27, 200; 1999 a. 9; 2007 a. 20.

39.48 Armed forces. If a student who is a member of a national guard or a member of a reserve unit of the U.S. armed forces withdraws from a private nonprofit college or university located in this state after September 11, 2001, because he or she is called into state active duty or into active service with the U.S. armed forces for at least 30 days, the college or university shall, at the student's request, do all of the following:

(1) Reenroll the student beginning in the semester in which he or she is discharged, demobilized, or deactivated from active duty or the next succeeding semester, whichever the student prefers, and give the student the same priority in registering for courses that the student would have had if he or she had registered for courses at the beginning of the registration period.

NOTE: Sub. (1) is affected by 2005 Wis. Acts 324 and 470. The 2 treatments are mutually inconsistent. Sub. (1) is shown as affected by the last enacted act, 2005 Wis. Act 470. As affected by 2005 Wis. Act 324, it reads:

(1) Reenroll the student beginning in the semester following his or her discharge from active duty or the next succeeding semester, whichever the student prefers.

(2) Grant the student an incomplete in all of the courses from which the student had to withdraw and permit the student to complete the courses, within 6 months after leaving state service or active service, without paying additional tuition or fees.

History: 2001 a. 22; 2003 a. 69; 2005 a. 324, 470.

39.50 Remission of fees for veterans and dependents.

(1) **UNIVERSITY OF WISCONSIN SYSTEM.** At the end of each semester, the Board of Regents of the University of Wisconsin System shall certify to the board the number of students enrolled in the University of Wisconsin System to whom any fees or nonresident tuition has been remitted under s. 36.27 (3n) or (3p), the number of credits for which those fees or that nonresident tuition has been remitted, and the amount of fees and nonresident tuition remitted. Subject to sub. (3m), if the board approves the information certified under this subsection, the board, from the appropriation account under s. 20.235 (1) (fz), shall reimburse the board of regents for the full amount of fees and nonresident tuition remitted. The board of regents shall credit any amounts received under this subsection to the appropriation under s. 20.285 (1) (k) and shall expend those amounts received for degree credit instruction.

(2) **TECHNICAL COLLEGES.** At the end of each semester, each technical college district board shall certify to the board the number of students enrolled in the technical college governed by the district board to whom any fees have been remitted under s. 38.24 (7) or (8), the number of credits for which those fees have been remitted, and the amount of those fees remitted. Subject to sub. (3m), if the board approves the information certified under this subsection, the board, from the appropriation account under s. 20.235 (1) (fz), shall reimburse the district board for the full amount of fees remitted.

(3m) **REMISSION OF FEES; PRORATED REIMBURSEMENT.** In June of each fiscal year, the board shall determine the total amount of

fees and nonresident tuition remitted by the board of regents that are eligible for reimbursement under sub. (1) and fees remitted by the district boards that are eligible for reimbursement under sub. (2). If the moneys appropriated under s. 20.235 (1) (fz) are not sufficient to reimburse the board of regents for the full amount of those fees and that nonresident tuition and each district board for the full amount of those fees, the board shall prorate the reimbursement paid under subs. (1) and (2) in the proportion that the moneys available bears to the total amount eligible for reimbursement under subs. (1) and (2).

(4) **REIMBURSEMENT OF VETERANS AND DEPENDENTS; PRORATED REIMBURSEMENT.** In each fiscal year, the higher educational aids board shall determine the total amount of reimbursement due to students under ss. 36.27 (3n) (bm) 1. and (3p) (bm) 1. and 38.24 (7) (bm) 1. and (8) (bm) 1. If the moneys appropriated under s. 20.235 (1) (fz) are not sufficient to provide full reimbursement to those students, the higher educational aids board shall prorate the reimbursement paid to those students under ss. 36.27 (3n) (bm) 1. and (3p) (bm) 1. and 38.24 (7) (bm) 1. and (8) (bm) 1. in the proportion that the moneys available bears to the total amount eligible for reimbursement under ss. 36.27 (3n) (bm) 1. and (3p) (bm) 1. and 38.24 (7) (bm) 1. and (8) (bm) 1. If the higher educational aids board prorates reimbursement under this subsection, the Board of Regents shall reimburse a student who is eligible for reimbursement under s. 36.27 (3n) (bm) 1. or (3p) (bm) 1., and the appropriate technical college district board shall reimburse a student who is eligible for reimbursement under s. 38.24 (7) (bm) 1. or (8) (bm) 1., in an amount that is equal to the difference between the amount of reimbursement for which the student is eligible and the amount of reimbursement paid by the higher educational aids board.

History: 2007 a. 20; 2009 a. 28.

SUBCHAPTER IV

EDUCATION COMPACTS

39.75 Compact for education. The compact for education is hereby enacted into law and entered into by this state with all other jurisdictions legally joining therein, in the form substantially as follows:

(1) **ARTICLE I — PURPOSE AND POLICY.** (a) It is the purpose of this compact to:

1. Establish and maintain close cooperation and understanding among executive, legislative, professional educational and lay leadership on a nationwide basis at the state and local levels.

2. Provide a forum for the discussion, development, crystallization and recommendation of public policy alternatives in the field of education.

3. Provide a clearinghouse of information on matters relating to educational problems and how they are being met in different places throughout the nation, so that the executive and legislative branches of state government and of local communities may have ready access to the experience and record of the entire country, and so that both lay and professional groups in the field of education may have additional avenues for the sharing of experience and the interchange of ideas in the formation of public policy in education.

4. Facilitate the improvement of state and local educational systems so that all of them will be able to meet adequate and desirable goals in a society which requires continuous qualitative and quantitative advance in educational opportunities, methods and facilities.

(b) It is the policy of this compact to encourage and promote local and state initiative in the development, maintenance, improvement and administration of educational systems and institutions in a manner which will accord with the needs and advantages of diversity among localities and states.

(c) The party states recognize that each of them has an interest in the quality and quantity of education furnished in each of the

other states, as well as in the excellence of its own educational systems and institutions, because of the highly mobile character of individuals within the nation, and because the products and services contributing to the health, welfare and economic advancement of each state are supplied in significant part by persons educated in other states.

(2) ARTICLE II — STATE DEFINED. As used in this compact, “state” means a state, territory, or possession of the United States, the District of Columbia, or the commonwealth of Puerto Rico.

(3) ARTICLE III — THE COMMISSION. (a) The education commission of the states, hereinafter called “the commission”, is hereby established. The commission shall consist of 7 members representing each party state. One of such members shall be governor; 2 shall be members of the state legislature selected by its respective houses and serving in such manner as the legislature may determine; and 4 shall be appointed by and serve at the pleasure of the governor, unless the laws of the state otherwise provide. If the laws of a state prevent legislators from serving on the commission, 6 members shall be appointed by and serve at the pleasure of the governor, unless the laws of the state otherwise provide. In addition to any other principles or requirements which a state may establish for the appointment and service of its members of the commission, the guiding principle for the composition of the membership on the commission from each party state shall be that the members representing such state shall, by virtue of their training, experience, knowledge or affiliations be in a position collectively to reflect broadly the interests of the state government, higher education, the state education system, local education, lay and professional, public and nonpublic educational leadership. Of those appointees, one shall be the head of a state agency or institution, designated by the governor, having responsibility for one or more programs of public education. In addition to the members of the commission representing the party states, there may be not to exceed 10 nonvoting commissioners selected by the steering committee for terms of one year. Such commissioners shall represent leading national organizations of professional educators or persons concerned with educational administration.

(b) The members of the commission shall be entitled to one vote each on the commission. No action of the commission shall be binding unless taken at a meeting at which a majority of the total number of votes on the commission are cast in favor thereof. Action of the commission shall be only at a meeting at which a majority of the commissioners are present. The commission shall meet at least once a year. In its bylaws, and subject to such directions and limitations as may be contained therein, the commission may delegate the exercise of any of its powers to the steering committee or the executive director, except for the power to approve budgets or requests for appropriations, the power to make policy recommendations pursuant to sub. (4) and adoption of the annual report pursuant to par. (j).

(c) The commission shall have a seal.

(d) The commission shall elect annually, from among its members, a chairperson, who shall be a governor, a vice chairperson and a treasurer. The commission shall provide for the appointment of an executive director. Such executive director shall serve at the pleasure of the commission, and together with the treasurer and such other personnel as the commission may deem appropriate shall be bonded in such amount as the commission shall determine. The executive director shall be secretary.

(e) Irrespective of the civil service, personnel or other merit system laws of any of the party states, the executive director subject to the approval of the steering committee shall appoint, remove or discharge such personnel as may be necessary for the performance of the functions of the commission, and shall fix the duties and compensation of such personnel. The commission in its bylaws shall provide for the personnel policies and programs of the commission.

(f) The commission may borrow, accept or contract for the services of personnel from any party jurisdiction, the United States, or any subdivision or agency of the aforementioned governments,

or from any agency of 2 or more of the party jurisdictions or their subdivisions.

(g) The commission may accept for any of its purposes and functions under this compact any and all donations and grants of money, equipment, supplies, materials and services, conditional or otherwise, from any state, the United States, or any other governmental agency, or from any person, firm, association, foundation or corporation, and may receive, utilize and dispose of the same. Any donation or grant accepted by the commission pursuant to this paragraph or services borrowed pursuant to par. (f) shall be reported in the annual report of the commission. Such report shall include the nature, amount and conditions, if any, of the donation, grant or services borrowed, and the identity of the donor or lender.

(h) The commission may establish and maintain such facilities as may be necessary for the transacting of its business. The commission may acquire, hold and convey real and personal property and any interest therein.

(i) The commission shall adopt bylaws for the conduct of its business and shall have the power to amend and rescind these bylaws. The commission shall publish its bylaws in convenient form and shall file a copy thereof and a copy of any amendment thereto, with the appropriate agency or officer in each of the party states.

(j) The commission annually shall submit to the governor, to the chief clerk of each house of the legislature for distribution to the legislature under s. 13.172 (2) and to the legislature of any other party state a report covering the activities of the commission for the preceding year. The commission may submit such additional reports as it deems desirable.

(4) ARTICLE IV — POWERS. In addition to authority conferred on the commission by other provisions of the compact, the commission shall have authority to:

(a) Collect, correlate, analyze and interpret information and data concerning educational needs and resources.

(b) Encourage and foster research in all aspects of education, but with special reference to the desirable scope of instruction, organization, administration and instructional methods and standards employed or suitable for employment in public educational systems.

(c) Develop proposals for adequate financing of education as a whole and at each of its many levels.

(d) Conduct or participate in research of the types referred to in this subsection in any instance where the commission finds that such research is necessary for the advancement of the purposes and policies of this compact, utilizing fully the resources of national associations, regional compact organizations for higher education and other agencies and institutions, both public and private.

(e) Formulate suggested policies and plans for the improvement of public education as a whole, or for any segment thereof, and make recommendations with respect thereto available to the appropriate governmental units, agencies and public officials.

(f) Do such other things as may be necessary or incidental to the administration of any of its authority or functions pursuant to this compact.

(5) ARTICLE V — COOPERATION WITH FEDERAL GOVERNMENT. (a) If the laws of the United States specifically so provide, or if administrative provision is made therefor within the federal government, the United States may be represented on the commission by not to exceed 10 representatives. Any such representative or representatives of the United States shall be appointed and serve in such manner as may be provided by or pursuant to federal law, and may be drawn from any one or more branches of the federal government, but no such representative shall have a vote on the commission.

(b) The commission may provide information and make recommendations to any executive or legislative agency or officer of the federal government concerning the common educational poli-

cies of the states, and may advise with any such agencies or officers concerning any matter of mutual interest.

(6) **ARTICLE VI — COMMITTEES.** (a) To assist in the expeditious conduct of its business when the full commission is not meeting, the commission shall elect a steering committee of 32 members which, subject to the provisions of this compact and consistent with the policies of the commission, shall be constituted and function as provided in the bylaws of the commission. One-fourth of the voting membership of the steering committee shall consist of governors, one-fourth shall consist of legislators, and the remainder shall consist of other members of the commission. A federal representative on the commission may serve with the steering committee, but without vote. The voting members of the steering committee shall serve for terms of 2 years, except that members elected to the first steering committee of the commission shall be elected as follows: 15 for one year and 15 for 2 years. The chairperson, vice chairperson, and treasurer of the commission shall be members of the steering committee and, anything in this paragraph to the contrary notwithstanding, shall serve during their continuance in these offices. Vacancies in the steering committee shall not affect its authority to act, but the commission at its next regularly ensuing meeting following the occurrence of any vacancy shall fill it for the unexpired term. No person shall serve more than 2 terms as a member of the steering committee: provided that service for a partial term of one year or less shall not be counted toward the 2-term limitation.

(b) The commission may establish advisory and technical committees composed of state, local, and federal officials, and private persons to advise it with respect to any one or more of its functions. Any advisory or technical committee may, on request of the states concerned, be established to consider any matter of special concern to 2 or more of the party states.

(c) The commission may establish such additional committees as its bylaws may provide.

(7) **ARTICLE VII — FINANCE.** (a) The commission shall advise the governor or designated officer or officers of each party state of its budget and estimated expenditures for such period as may be required by the laws of that party state. Each of the commission's budgets of estimated expenditures shall contain specific recommendations of the amount or amounts to be appropriated by each of the party states.

(b) The total amount of appropriation requests under any budget shall be apportioned among the party states. In making such apportionment, the commission shall devise and employ a formula which takes equitable account of the populations and per capita income levels of the party states.

(c) The commission shall not pledge the credit of any party states. The commission may meet any of its obligations in whole or in part with funds available to it under sub. (3) (g), provided that the commission takes specific action setting aside such funds prior to incurring an obligation to be met in whole or in part in such manner. Except where the commission makes use of funds available to it under sub. (3) (g), the commission shall not incur any obligation prior to the allotment of funds by the party states adequate to meet the same.

(d) The commission shall keep accurate accounts of all receipts and disbursements. The receipts and disbursements of the commission shall be subject to the audit and accounting procedures established by its bylaws. However, all receipts and disbursements of funds handled by the commission shall be audited yearly by a qualified certified public accountant licensed or certified under ch. 442, and the report of the audit shall be included in and become part of the annual reports of the commission.

(e) The accounts of the commission shall be open at any reasonable time for inspection by duly constituted officers of the party states and by any persons authorized by the commission.

(f) Nothing contained herein shall be construed to prevent commission compliance with laws relating to audit or inspection

of accounts by or on behalf of any government contributing to the support of the commission.

(8) **ARTICLE VIII — ELIGIBLE PARTIES; ENTRY INTO AND WITHDRAWAL.** (a) This compact shall have as eligible parties all states, territories, and possessions of the United States, the District of Columbia and the commonwealth of Puerto Rico. In respect of any such jurisdiction not having a governor, the term "governor", as used in this compact, shall mean the closest equivalent official of such jurisdiction.

(b) Any state or other eligible jurisdiction may enter into this compact and it shall become binding thereon when it has adopted the same: provided that in order to enter into initial effect, adoption by at least 10 eligible party jurisdictions shall be required.

(c) Adoption of the compact may be either by enactment thereof or by adherence thereto by the governor; provided that in the absence of enactment, adherence by the governor shall be sufficient to make the governor's state a party only until December 31, 1967. During any period when a state is participating in this compact through gubernatorial action, the governor shall appoint those persons who, in addition to the governor, shall serve as the members of the commission from the governor's state, and shall provide to the commission an equitable share of the financial support of the commission from any source available to the governor.

(d) Except for a withdrawal effective on December 31, 1967, in accordance with par. (c), any party state may withdraw from this compact by enacting a statute repealing the same, but no such withdrawal shall take effect until one year after the governor of the withdrawing state has given notice in writing of the withdrawal to the governors of all other party states. No withdrawal shall affect any liability already incurred by or chargeable to a party state prior to the time of such withdrawal.

(9) **ARTICLE IX — CONSTRUCTION AND SEVERABILITY.** This compact shall be liberally construed so as to effectuate the purposes thereof. The provisions of this compact shall be severable and if any phrase, clause, sentence or provision of this compact is declared to be contrary to the constitution of any state or of the United States, or the applicability thereof to any government, agency, person or circumstance is held invalid, the validity of the remainder of this compact and the applicability thereof to any government, agency, person or circumstance shall not be affected thereby. If this compact shall be held contrary to the constitution of any state participating therein, the compact shall remain in full force and effect as to the state affected as to all severable matters.

History: 1981 c. 390; 1987 a. 186; 1991 a. 316; 1993 a. 184; 2001 a. 16.

39.76 Compact commission delegation. (1) **STATE REPRESENTATION ON THE EDUCATION COMMISSION OF THE STATES.** There is created a 7-member delegation to represent the state of Wisconsin on the education commission of the states. The delegation shall consist of the governor, the state superintendent of public instruction, one senator and one representative to the assembly selected as are the members of standing committees in their respective houses, and 3 members appointed by the governor in compliance with s. 39.75 (3) (a) who shall serve at the pleasure of the governor. The chairperson of the delegation shall be designated by the governor from among its members. Members of the delegation shall serve without compensation but shall be reimbursed for actual and necessary expenses incurred in the performance of their duties from the appropriation in s. 20.505 (1) (ka). Annual commission membership dues shall be paid from the appropriation in s. 20.505 (1) (ka).

(2) **ADMINISTRATION SERVICE.** The department of administration shall provide administrative and staff services for the delegation to the education commission of the states.

(3) **REPORTS; BYLAWS.** Under s. 39.75 (3) (j), the education commission of the states shall file a copy of its bylaws and any amendments thereto with the secretary of state and the office of the governor on or before January 15 of each odd-numbered year. The delegation or the education commission of the states shall

submit to the governor and the chief clerk of each house of the legislature, for distribution to the legislature under s. 13.172 (2), a report of the activities of the delegation and the commission.

(4) COOPERATION OF STATE AGENCIES. Any existing state department or board in the field of public education shall within existing appropriations cooperate with the education compact delegation in the execution of its functions.

History: 1977 c. 29 s. 1649; 1977 c. 325; 1981 c. 20 s. 2202 (1) (b); 1981 c. 390; 1987 a. 186; 2001 a. 16; 2005 a. 25.

39.80 Midwestern higher education compact. The midwestern higher education compact is hereby enacted into law and entered into by this state with all other jurisdictions legally joining therein, in the form substantially as follows:

(1) ARTICLE I — PURPOSE. The purpose of the midwestern higher education compact shall be to provide greater higher education opportunities and services in the midwestern region, with the aim of furthering regional access to, research in and choice of higher education for the citizens residing in the several states which are parties to this compact.

(2) ARTICLE II — THE COMMISSION. (a) The compacting states hereby create the midwestern higher education commission, hereinafter called “the commission”. The commission shall be a body corporate of each compacting state. The commission shall have all the responsibilities, powers and duties set forth herein, including the power to sue and be sued, and such additional powers as may be conferred upon it by subsequent action of the respective legislatures of the compacting states in accordance with the terms of this compact.

(b) The commission shall consist of 5 resident members of each state as follows: the governor or the governor’s designee who shall serve during the tenure of office of the governor; 2 legislators, one from each house (except Nebraska, which may appoint 2 legislators from its unicameral legislature), who shall serve 2-year terms and be appointed by the appropriate appointing authority in each house of the legislature; and 2 other at-large members, at least one of whom shall be selected from the field of higher education. The at-large members shall be appointed in a manner provided by the laws of the appointing state. One of the 2 at-large members initially appointed in each state shall serve a 2-year term. The other, and any regularly appointed successor to either at-large member, shall serve a 4-year term. All vacancies shall be filled in accordance with the laws of the appointing states. Any commissioner appointed to fill a vacancy shall serve until the end of the incomplete term.

(c) The commission shall select annually, from among its members, a chairperson, a vice chairperson and a treasurer.

(d) The commission shall appoint an executive director who shall serve at its pleasure and who shall act as secretary to the commission. The treasurer, the executive director and such other personnel as the commission may determine, shall be bonded in such amounts as the commission may require.

(e) The commission shall meet at least once each calendar year. The chairperson may call additional meetings and, upon the request of a majority of the commission members of 3 or more compacting states, shall call additional meetings. Public notice shall be given of all meetings and meetings shall be open to the public.

(f) Each compacting state represented at any meeting of the commission is entitled to one vote. A majority of the compacting states shall constitute a quorum for the transaction of business, unless a larger quorum is required by the bylaws of the commission.

(3) ARTICLE III — POWERS AND DUTIES OF THE COMMISSION. (a) The commission shall adopt a seal and suitable bylaws governing its management and operations.

(b) Irrespective of the civil service, personnel or other merit system laws of any of the compacting states, the commission in its bylaws shall provide for the personnel policies and programs of the compact.

(c) The commission shall submit a budget to the governor and legislature of each compacting state at such time and for such period as may be required. The budget shall contain specific recommendations of the amount or amounts to be appropriated by each of the compacting states.

(d) The commission shall report annually to the legislatures and governors of the compacting states, to the midwestern governors’ conference and to the midwestern legislative conference of the council of state governments concerning the activities of the commission during the preceding year. Such reports shall also embody any recommendations that may have been adopted by the commission.

(e) The commission may borrow, accept, or contract for the services of personnel from any state or the United States or any subdivision or agency thereof, from any interstate agency, or from any institution, foundation, person, firm or corporation.

(f) The commission may accept for any of its purposes and functions under the compact any and all donations, and grants of money, equipment, supplies, materials and services (conditional or otherwise) from any state or the United States or any subdivision or agency thereof, or interstate agency, or from any institution, foundation, person, firm, or corporation, and may receive, utilize and dispose of the same.

(g) The commission may enter into agreements with any other interstate education organizations or agencies and with higher education institutions located in nonmember states and with any of the various states of these United States to provide adequate programs and services in higher education for the citizens of the respective compacting states. The commission shall, after negotiations with interested institutions and interstate organizations or agencies, determine the cost of providing the programs and services in higher education for use in these agreements.

(h) The commission may establish and maintain offices, which shall be located within one or more of the compacting states.

(i) The commission may establish committees and hire staff as it deems necessary for the carrying out of its functions.

(j) The commission may provide for actual and necessary expenses for attendance of its members at official meetings of the commission or its designated committees.

(4) ARTICLE IV — ACTIVITIES OF THE COMMISSION. (a) The commission shall collect data on the long-range effects of the compact on higher education. By the end of the 4th year from the effective date of the compact and every 2 years thereafter, the commission shall review its accomplishments and make recommendations to the governors and legislatures of the compacting states on the continuance of the compact.

(b) The commission shall study issues in higher education of particular concern to the midwestern region. The commission shall also study the needs for higher education programs and services in the compacting states and the resources for meeting such needs. The commission shall, from time to time, prepare reports on such research for presentation to the governors and legislatures of the compacting states and other interested parties. In conducting such studies, the commission may confer with any national or regional planning body. The commission may draft and recommend to the governors and legislatures of the various compacting states suggested legislation dealing with problems of higher education.

(c) The commission shall study the need for provision of adequate programs and services in higher education, such as undergraduate, graduate or professional student exchanges in the region. If a need for exchange in a field is apparent, the commission may enter into such agreements with any higher education institution and with any of the compacting states to provide programs and services in higher education for the citizens of the respective compacting states. The commission shall, after negotiations with interested institutions and the compacting states, determine the cost of providing the programs and services in higher education for use in its agreements. The contracting states

shall contribute the funds not otherwise provided, as determined by the commission, for carrying out the agreements. The commission may also serve as the administrative and fiscal agent in carrying out agreements for higher education programs and services.

(d) The commission shall serve as a clearinghouse on information regarding higher education activities among institutions and agencies.

(e) In addition to the activities of the commission previously noted, the commission may provide services and research in other areas of regional concern.

(5) ARTICLE V — FINANCE. (a) The moneys necessary to finance the general operations of the commission not otherwise provided for in carrying forth its duties, responsibilities and powers as stated herein shall be appropriated to the commission by the compacting states, when authorized by the respective legislatures, by equal apportionment among the compacting states.

(b) The commission shall not incur any obligations of any kind prior to the making of appropriations adequate to meet the same; nor shall the commission pledge the credit of any of the compacting states, except by and with the authority of the compacting state.

(c) The commission shall keep accurate accounts of all receipts and disbursements. The receipts and disbursements of the commission shall be subject to the audit and accounting procedures established under its bylaws. However, all receipts and disbursements of funds handled by the commission shall be audited yearly by a certified public accountant licensed or certified under ch. 442 and the report of the audit shall be included in and become part of the annual report of the commission.

(d) The accounts of the commission shall be open at any reasonable time for inspection by duly authorized representatives of the compacting states and persons authorized by the commission.

(6) ARTICLE VI — ELIGIBLE PARTIES AND ENTRY INTO FORCE. (a) The states of Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin shall be eligible to become party to this compact. Additional states will be eligible if approved by a majority of the compacting states.

(b) As to any eligible party state, this compact shall become effective when its legislature shall have enacted the same into law; provided that it shall not become initially effective until enacted into law by 5 states prior to the 31st day of December, 1995.

(c) Amendments to the compact shall become effective upon their enactment by the legislatures of all compacting states.

(7) ARTICLE VII — WITHDRAWAL, DEFAULT AND TERMINATION. (a) Any compacting state may withdraw from this compact by enacting a statute repealing the compact, but such withdrawal shall not become effective until 2 years after the enactment of such statute. A withdrawing state shall be liable for any obligations which it may have incurred on account of its party status up to the effective date of withdrawal, except that if the withdrawing state has specifically undertaken or committed itself to any performance of an obligation extending beyond the effective date of withdrawal, it shall remain liable to the extent of such obligation.

(b) If any compacting state shall at any time default in the performance of any of its obligations, assumed or imposed, in accordance with the provisions of this compact, all rights, privileges and benefits conferred by this compact or agreements hereunder shall be suspended from the effective date of such default as fixed by the commission, and the commission shall stipulate the conditions and maximum time for compliance under which the defaulting state may resume its regular status. Unless such default shall be remedied under the stipulations and within the time period set forth by the commission, this compact may be terminated with respect to such defaulting state by affirmative vote of a majority of the other member states. Any such defaulting state may be reinstated by performing all acts and obligations as stipulated by the commission.

(8) ARTICLE VIII — SEVERABILITY AND CONSTRUCTION. The provisions of this compact entered into hereunder shall be severable and if any phrase, clause, sentence or provision of this compact is declared to be contrary to the constitution of any compacting state or of the United States or the applicability thereof to any government, agency, person or circumstance is held invalid, the validity of the remainder of this compact and the applicability thereof to any government, agency, person or circumstance shall not be affected thereby. If this compact entered into hereunder shall be held contrary to the constitution of any compacting state, the compact shall remain in full force and effect as to the remaining states and in full force and effect as to the state affected as to all severable matters. The provisions of this compact entered into pursuant hereto shall be liberally construed to effectuate the purposes thereof.

History: 1993 a. 358; 2001 a. 16.

**BYLAWS
Of the
STATE OF WISCONSIN
EDUCATIONAL COMMUNICATIONS BOARD (ECB)**

**ARTICLE I
MEETINGS AND BUSINESS OF THE BOARD**

Section 1. Notice and Record of Meetings. The notice calling any regular or special meetings of the Board shall be served by the ECB executive director on each member of the Board in writing and in accordance with the State of Wisconsin open meetings and public records laws.

On behalf of the Board secretary, ECB staff shall keep a record of the proceedings of the ECB Board and committee meetings conducted in open session. Minutes of closed session meetings shall be executed by the executive director for the Board secretary, except for closed meetings which pertain to Board evaluation of the executive director. In such instances, the minutes shall be taken and maintained by the Board secretary.

Section 2. Regular and Special Meetings. Regular meetings of the ECB Board and committee meetings shall be in accordance with a schedule adopted by the Board unless otherwise specifically ordered by the Board. Special meetings of the Board may be held upon the call of the chair or a majority of its members, with not less than 48 hours advance notice. Unless the call of the special meeting is limited, it shall be valid to act on any subject within the power of the Board.

Section 3. Place of Meetings. All meetings of the Board shall be held in Madison, unless specifically ordered by the Board.

Section 4. Quorum. A majority of the members of the Board, the Executive Committee or any special committee shall constitute a quorum.

Section 5. Parliamentary Rules. General parliamentary rules as set forth in Robert's Rules of Order, Revised, as modified by rules and regulations of the Board, and the Open Meeting Law, secs. 19.81 – 19.98, Wis. Stats., shall govern the conduct of the Board in session.

Section 6. Agenda. The agenda of matters to be considered by the Board shall be prepared by the Executive Director in consultation with the Chair of the Board. The order of business at all meetings of the Board shall be as follows:

- Roll Call
- Amendment or Approval of the Minutes of the Last Meeting
- Report of the Chair of the Board
- Report of the Executive Director
- Action Item Agenda
- Information Item Agenda
- Wisconsin Public Broadcasting Foundation, Inc. (Questions of Comments)
- Unfinished and Miscellaneous Business

ARTICLE II OFFICERS OF THE BOARD AND THEIR DUTIES

Section 1. Officers of the Board. The officers of the Board shall consist of a chair, a vice chair, and a secretary.

Section 2. Eligibility for Office. All members of the ECB Board shall be eligible for election to Board office.

Section 3. Nominating Procedure. At the first meeting of the year the Board shall elect from among its members a Chair, Vice-Chair and Secretary. The chair shall convene the meeting with the chair or chair pro tem conducting the election by soliciting nominations for officers from the membership from the floor.

In order for a name to be placed in nomination for any of the above-named offices, a motion and a second are required. The chair or chair pro tem will call for the closing of the nominations and the distribution of ballots. The ballots will be tallied by the Board's chair or chair pro tem, and results shall be announced to the full board.

The election of officers will be conducted in the following order: Chair, Vice Chair and Secretary. A majority vote is required; and in the case of a tie, ballots shall be recast. In the case of two consecutive tie votes, the nominations will be reopened.

At the conclusion of the election, the newly-elected officers shall assume their duties.

Section 4. Mode of Election and Term of Office. The officers of the Board shall be elected by ballot at the first Board meeting of the calendar year, and shall hold office for one year, beginning immediately upon election and until their successors shall be elected.

Section 5. Duties of the Chair. The chair of the Board shall preside at all meetings, shall appoint the members of all committees of the Board, shall be an ex officio voting member of all committees, and shall discharge the ordinary duties of such officer pursuant to parliamentary procedure. The chair, or designee, shall also serve as an official Board delegate to the Public Broadcasting Service (PBS) and such other organizations as the Board may determine.

Section 6. Duties of the Vice Chair. The vice chair of the Board shall be an ex officio voting member of all committees, and shall, in the absence of the chair, perform all the duties of the chair. The vice chair, or designee, shall also serve as an official Board delegate to America's Public Television Stations (APTS).

Section 7. Duties of the Secretary. The secretary of the Board is the recording officer of the Board. The secretary of the Board shall assure that an accurate record is kept of the proceedings of the Board and its committees at its meetings, and in the absence of the chair and vice chair, shall perform all the duties of the chair.

ARTICLE III COMMITTEES OF THE BOARD

Section 1. Committees. The ECB Board shall act as a committee of the whole, with an executive committee, ad hoc committees, task forces, or other such bodies appointed, charged, and terminated as may be deemed necessary.

Section 2. Executive Committee. There shall be an executive Committee consisting of the Chair, Vice Chair, Secretary and two additional members to be appointed by the Board Chair. The Executive Committee shall exercise the powers of the Board, when the Board is not in session, and shall provide for the execution of orders and resolutions not otherwise committed or provided for. A separate record of the proceedings of this Committee shall be kept by the Secretary, and the same shall be submitted to the Board for inclusion in the record at the next regular or special meeting.

Section 3. Creation of Special Committees. Special Board committees may be created from time to time as necessity demands. The Chair of the Board shall appoint the members thereto with one member designated as the Chairperson.

Section 4. Special Committee Meetings. Meetings of special committees shall be called by the Chairperson or upon request of a majority of the members of the special committee.

ARTICLE IV ADMINISTRATION

Section 1. Executive Director. The Executive Director shall serve at the pleasure of the Board and has full executive responsibility for the operation and management of the independent agency known as the Educational Communications Board. He or she shall carry out the duties prescribed in Wisconsin Statutes for this office, and such other duties as may be assigned by the Board or be implicit in policy actions of the Board. The Executive Director shall appropriately staff the administrative office of the Board, and shall direct and coordinate the activities of staff as needed to fulfill his or her responsibilities.

All items to be brought before the Board for action, except matters which come to the Board pursuant to its administrative rules or existing policy and those initiating in the Board itself, should reach the Board through the Executive Director. A decision by the Executive Director that a matter should not be considered by the Board may be appealed directly to the Chair of the Board.

The Executive Director is authorized to sign all contract and instruments authorized or issued by authority of the Board except those specifically requiring the signature of the Chair. The Executive Director may authorize other Board employees to sign such documents as the Executive Director so designated.

ARTICLE V CHANGE IN BYLAWS

Section 1. Amendments. These bylaws may be added to or amended by any meeting of the Board by an affirmative vote of a majority of the members of the Board – provided that proposed amendments shall be specifically set forth in the notice of such meeting.

Section 2. Suspension of Bylaws. Any section of the bylaws may be suspended by any meeting by an affirmative vote of two-thirds of the total members of the Board and not otherwise..

Adopted May 20, 1994
Amended July 20, 2007



Educational Communications Board

3319 West Beltline Highway • Madison, WI 53713-4296 • 608.264.9600 • ECB.org

MISSION

The mission of the Wisconsin Educational Communications Board is to provide a statewide telecommunications system and assistance in the diffusion of advanced technologies in support of education. As part of that mission, public radio and television programs and services that reflect and respond to the educational and cultural interests and needs of the residents of the state are made available throughout the State of Wisconsin.

VISION

The Wisconsin Educational Communications Board is committed to ensuring that Wisconsin residents have equitable access to telecommunication services and advanced technologies in support of educational goals. This is accomplished through the activities of the Wisconsin Educational Communications Board and through collaboration with entities involved in educational and cultural initiatives whose purposes can best be served through telecommunications.



**Educational
Communications
Board**

Strategic Plan

April 2012

The Wisconsin Educational Communications Board is a State Agency that delivers educational, non-commercial and public safety media to all of the citizens of Wisconsin.

The ECB is committed to ensuring that public radio, public television and digital services reflect and respond to the diverse educational, cultural interests and needs of the residents of Wisconsin.

The ECB is further committed to ensuring that all of the state's citizens have access to the services of the agency.

ECB Strategic Directions for 2011-2013

- 1. Strengthen the impact and reach and performance of the ECB to better serve all of the citizens of Wisconsin while recognizing and attempting to serve an increasingly diverse population.**
- 2. Assure the responsible use of resources to carry out the work of the ECB.**
- 3. Grow and engage public media audiences using the most effective forms of content delivery.**

ECB Administrative Division

ECB's administrative staff provides the framework and expertise necessary to operate a State of Wisconsin agency and to support the work and missions of the divisions within ECB while providing responsible stewardship of agency resources.

Administrative staff will serve the public, engage with Board members and ECB staff; will strengthen the various partnerships that ECB engages in, and will provide direction and vision for the agency as a whole.

ECB's Administrative staff will provide staff with the ability and support necessary to fulfill the overall goals of the ECB as outlined in the strategic plans of each Division and of the agency as a whole.

The administrative staff at ECB are responsible for a variety of services to the public media providers housed within the agency, including the Delivery/Operations Division; Education Division; Wisconsin Public Radio and Wisconsin Public Television.

While each of the various Divisions are responsible for the implementation of their specific strategic plan, the administrative staff works across all of the various divisions in order to support and coordinate the work of agency as a whole.

Report to, and communicate regularly with, the Board of Directors of the ECB. Encourage and facilitate their active support for the work of the agency with their various constituencies.

- *Hold regular meetings with the members of the Board throughout the calendar year.*
- *Provide board members with regular updates on current events at ECB.*
- *Provide board members with specific ideas for active support of ECB with state or federal legislators.*
- *Be proactive in seeking input from Board members and ensure that Board members are able to communicate with Executive Director and other agency personnel as needed.*

Provide vision, leadership and management to ECB staff and partners.

- *Develop and implement a strategic plan and communicate the elements of the plan to Division Administrators; ECB staff; and partners.*
- *Provide consistent communication to ECB staff and partners; be accessible and accountable.*
- *Ensure partners at all levels perceive ECB as operating in a transparent and accountable manner.*

Build and maintain relationships in state government required to operate a state agency.

- *Ensure ECB has staff expertise and sufficient staffing in place to effectively and efficiently operate a state agency as funding allows and as directed by agency policy and planning.*
- *Build and maintain positive relationships with other entities within state government (i.e. DOA; Building Commission; DPI; etc.) that ECB relies upon.*
- *Build and maintain positive relationships with members of the State Legislature.*

Build, maintain, and strengthen partnerships with UW-Extension and other Wisconsin-based entities to provide public media service to the citizens of the State of Wisconsin.

- *Build and maintain positive relationships with UW-Extension at all levels where the work of UW-Extension intersects with that of ECB, including Chancellor/Director of BAMI/Financial officers.*
- *Build and maintain positive relationships with other public broadcasters in Wisconsin as necessary (i.e. MPTV; WDSE; WXPB etc.).*
- *Build and maintain relationships with the support groups for Wisconsin public broadcasting including the Wisconsin Public Radio Association and the Friends of Wisconsin Public Television. (include major donors).*

Build, maintain and strengthen relationships and partnerships with other important constituencies and supporters.

- *Build and maintain relationships with federal legislators to communicate the importance of public media.*
- *Build and maintain positive relationships with colleagues at Wisconsin Department of Public Instruction and other educational organizations important to the delivery of educational media to the K-12 students and educators of the state.*
- *Remain connected with issues specific to Wisconsin media providers by engaging with organizations such as the Wisconsin Broadcasters Association.*
- *Support ongoing training possibilities for Delivery and Engineering staff by encouraging, and providing financial support for, engagement with organizations such as Society of Broadcast Engineers and Wisconsin Broadcasters Association.*
- *Engage the agency on national issues of importance with involvement in such national organizations as NPR; PBS; OSBE; NETA etc.*

Secure and manage financial resources necessary for the effective operation of the ECB and its Divisions. This includes assuring that ECB staff in the various Divisions has the financial support necessary to operate effectively and efficiently.

- *Operate in a financially transparent and responsible fashion.*
- *During a time of declining resources provided by state and national government, explore the possibility of additional program revenue sources for the agency.*
- *Decisions to allocate resources should reflect the needs of the various divisions as outlined in their strategic plans and the ability of the agency to provide them.*

- *Providing timely, relevant and consistent data to agency staff in order to support planning, decision-making; internal and external communication.*

Operate the agency for the benefit of the citizens of Wisconsin in a responsible and transparent fashion, keeping in mind our responsibilities as a state agency, and to the various donors and grant organizations that provide financial support to the ECB.

- *Operate the agency in a transparent and responsible and responsive fashion.*
- *Ensure that agency staff are aware of, and understand, open records and other relevant state and federal laws.*
- *Operate the agency as efficiently as possible while maintaining sound internal controls.*

Education Division (Wisconsin Media Lab)

Quality and Content

Uphold the trust citizens put in public media.

- Acquire and create educational media that is relevant, research and standards-based, designed to meet current needs of the K-12 educational community.
- Provide and promote educational media that drives higher-level thinking skills.
- Demonstrate instructional practices that help educators elevate their craft to improve student achievement.
- Cull programming and resources that appear old and/or teach in an old-school way.
- Vet and promote other public resources that meet our quality standards.
- Apply 21st century standards for multimedia quality.

Distribution

Diversify platforms to make best use of each medium and get it in the hands of teachers and students in a timely and appropriate way. All ECB media should save educators time and be easy to use.

Media platforms utilized will include:

- Broadcast video: long-format programs.
- Digital media: full-length programs on ECB VideoLink; clips and interactives on ECB LearningMedia.
- Websites: complete resource packages around specific content.
- Partnering with outside media to the extent practical for greater value and impact.
- Develop educational assets for partnership media (a la *WHTS, Quest*).
- Use social media to link learning opportunities/events to media.
- Develop an alternative to Datacast delivery.
- Work with PBS LearningMedia and investigate the most reasonable methods of employing this service in our state.
- Investigate other mainstream and emerging outlets for our content.

Production

Develop educational media that responds to the needs, initiatives and interests of Wisconsin schools and is equally relevant and engaging.

- Design educational resources to be compatible with Common Core and Wisconsin's Model Academic Standards, the Framework for 21st Century Learning, and that develop disciplinary literacy.
- Feature content that is likely to reach a steady audience and will build our user base.
- Strive to produce material that is accessible to educators and students.
- Always consider the best use of each media platform and produce to maximize their powers.

Research

Collect more informative data for improved decision-making.

- Investigate and implement a content management system that will:
 - accommodate our data-gathering needs in anticipation of agency retirements.
 - standardize our collection of web metrics so comparisons are valid.
 - provide accurate reports on what is being viewed/used and by whom.
 - coordinate with our social media efforts to engage our audience.
 - inform and guide our marketing and promotional efforts.
- Build a system for collecting and organizing feedback:
 - unsolicited emails, complaints, curiosity calls.
 - links to ECB from other sites.
 - presentation evaluations (ratings, audience numbers, anecdotal commentary).
- Design and implement effective user surveys.
- Research accurate ways to discern:
 - the value educators place on specific resources.
 - the extent to which specific resources improve teaching practices.
 - the extent to which specific resources improve student achievement (skills, knowledge and understanding).

Partnerships

Seize opportunities by collaborating with internal and external partners.

- Find efficiencies by not duplicating work that is being done in other areas of the partnership.
- Explore new ways of working within the partnership that forward our collective goals, keep costs down, and build stronger relationships (e.g. the Quest idea).
- Connect with outside partners that can use and promote our media for the public good, and that bring information and ideas to our existing and new projects.
- Establish tiered advisory groups to capitalize on project quality and capacity-building. (e.g. subject-matter experts for content, technically skilled partners for development, interested stakeholders for outreach, etc.).

Promotion

Attract experienced, new and pre-service educators to our media.

Build marketing and outreach activities into project plans.

- Create integrated campaigns that blend traditional and online media.
- Develop a realistic, coordinated, and effective social media strategy.
- Establish a brand identity for ECB's Education Division.
- Practice "strategic outreach": Make an "ask" of the audience, follow through on our end.
- Embrace ECB's role in furthering the *Wisconsin Idea*.

Staff

Modernize the staff configuration in response to reduced budget, educator needs, media styles and work efficiency.

- Analyze current division structure and realign staffing to accomplish strategic goals.
- Evaluate technical staff and skills and analyze the cost regarding outsourcing technical work vs. developing internal positions for division work.
- Cultivate a work culture that is dynamic and willing to explore cutting-edge technology and production styles.
- Provide professional development opportunities for staff in response to new technology and/or teaching methods.

Delivery/Operations Division

Staffing Improvements

- Investigate current load on Field Staff and Operations Center Staff and scientifically evaluate determine staffing needs and partnership expectations.
- Prepare employment plan to meet current needs and project to five years in the future.
- Consider restructuring current Southern Field to separate the duties of Technical Services Manger from Southern Field Manager.
- Examine the desirability of a position to oversee the ECB's Building Commission relationships as well as monitoring progress of enumerated projects.
- Improve focus on safety issues and name a Safety Officer for the Division.
- Improve diversity and promote future division growth through use of engineering internships.

Staff Training Improvements

- Encourage at least one external education course every year for staff.
- Ensure that all future Division meetings will include at least one topic on alternative delivery techniques (i.e. web-based delivery) that will increasingly supplement over-the-air delivery in the future.
- Schedule Quarterly Division meetings in advance for the fiscal period.

Transition the OC control and monitoring function to an improved dynamic

- Implement "Dual Path" notifications to both field staff and OC with field staff.
- Move the Transmissions Operator job from First Responder to Traffic Cop and backup response.

Improve the ability of field staff to comply with fixed asset management by participating in evaluation of new fixed asset proposals. Determine the feasibility of using staff to implement new requirements for asset inventorying and tagging or re-tagging.

Decrease the Division's reliance on outside consultants where possible

- Investigate purchase of a Radio/TV Tech software package to eliminate or reduce consultant fees.
- Develop staff specializations in HVAC and generator maintenance.

Improve response and communications by forwarding all Audience Service reports to Regional Technical Managers for analysis of problems in their respective areas. This will be expanded to include a discussion of issues at monthly RTM conference calls.

Recognize the importance of mobile computing systems (laptops, tablet devices, smart phones) as essential tools in the field maintenance tool kit and schedule equipment refreshes as required and budget accordingly.

Wisconsin Public Radio

Vision

Wisconsin Public Radio will be our state's best source of news, talk and cultural content.

Mission

WPR's mission is to inform, entertain and engage citizens and communities.

To accomplish our Mission and strive for our Vision:

WPR delivers content that is relevant, accessible and intelligent. We engage people with a welcoming sense of companionship, community and trust. We hold ourselves to the highest standards of public service in journalism and cultural expression. We connect with our diverse audiences in Wisconsin and beyond through genuine communication - on the air, online and in our communities.

Goals and objectives

Become an *interdependent* staff ("One WPR")

Build a diverse work environment that fosters inclusiveness and that supports and enhances a strong, effective, interdependent and talented workforce for the future.

- Build a work environment that fosters inclusiveness and diversity in all its dimensions
 - Recruit and train people of color and diverse backgrounds.
 - Require that all managers take Inclusiveness/Diversity training. New hires within X year of hire. Current managers within one year of adoption of the plan. (Align with BAMl on this plan).
 - Participate in UWEX/UWC Inclusive Excellence process by providing a WPR manager (Sarah Jacobs) to the task force.
 - Continue participation in the SAAIP summer internship program.
 - Implement a WPR "Sourcing Project" (see journalism section).
 - Partner with Emma Bowen Scholarship program to sponsor a new scholar (each year, every two, three years?).
 - Identify donors interested in creating a Fellowship for a reporter from a diverse background (using the Lee Ester Fellow model).

- Talent development and succession planning
 - Develop an intentional plan to prepare current staffers to be strong candidates for advancement.
 - Develop an intentional plan to observe and recruit talent from other organizations around the Midwest and the country.
 - Silo busting (others may have the solution to your problems, but you have to communicate with them to find that out).
 - Refine open communications plan that includes regular all-staff and manager's meetings, frequent email updates, a blog for staff and more.

- Refine the plan for effective internal communication to review the strategic plan and staff roles in each of these activities.
- Create departmental work plans that include cross departmental objectives and work teams.
- Delegate decision-making where appropriate to link authority with responsibility/accountability.
- Seek revisions of hiring process to reduce “time to hire” without sacrificing quality.

Provide Significant Programming for a Significant Audience

Increase WPR’s broadcast and online audience to serve public needs and interests more effectively

- Increase weekly broadcast audience from 446,600 (current five survey average) to 500,000 listeners and from 3.5 million (current five survey average) to 4.0 million listener hours by Fall 2012.
- Increase weekly streaming, page views and social media interactions by Fall 2012 as follow:
 - WMA live streaming sessions from 13,574 in April 2011 to 15,600 (15% increase).
 - MP3 Live Streaming from 15,261 in April 2011 to 17,600 (15% increase).
 - Archive stream requests from 294,800 in April 2011 to 339,000 (15% increase).
 - Monthly web page views from 620,000 to 775,000 (25% increase).
 - Weekly unique visitors from 37,000 to 46,250 (25% increase).
 - Social media interactions to 7,500 Facebook friends and 6,000 Twitter followers (25% increase).

Make it easier to listen

Revise program schedules and network alignments and implement changes to build audiences

- Comprehensive Schedule Review and Implementation.
- Make Regular Program Changes.
- Develop/enhance programming partnerships with WPT.
- Review regional program, promotion and underwriting strategies for opportunities to maximize impact and create efficiencies.

Be wherever our listeners are

Create public-centered new media presence across multiple platforms

- Complete initial launch of wprnews.org by *Winter 2012*,
- Re-launch wpr.org by *Summer 2012*,
- Utilize alternative technologies and strategies such as Mobile apps; Facebook; Twitter to enhance our service.

Tell WPR’s story effectively

As part of building audience, implement a comprehensive marketing plan

- Analyze existing data and develop new research to better understand WPR’s audience opportunities.
- Develop clear and consistent WPR identity message and image by winter 2011.

- Explore and use diverse and simultaneous pathways to reach new and existing audiences with WPR’s message.
- Identify and cultivate regional, statewide and national partners to enhance our identity and better serve audiences.
- Cross-promote both networks and national programs to build audience and enhance internal programming.
- Build staff strategic marketing capacity to institutionalize implementation of strategic marketing plan.
- Experiment, but evaluate marketing efforts to increase effectiveness and efficiency.

Be Philanthropy Ready

Create and clarify culture, systems and staffing friendly to philanthropy

- Evaluate staffing to most effectively implement major giving initiatives.
- In alignment with strategic priorities and donor interests, identify “fundable” projects that advance our mission and respond to community needs.
- Formalize procedures to direct placement of major gifts and restricted grants to more easily execute the major gift process.
- Develop case statements for support.
- Develop the full potential of WPRA Board.
- Review, revise and/or adopt and share:
 - Gift Acceptance Policies.
 - Donor Bill of Rights.
 - Privacy Policy.

Be the best news source

Become Wisconsin’s premier source of fact-based in-depth journalism

- Identify appropriate opportunities to establish endowed (or multi-year funded) reporting “desks” in key subject areas such as environment, education, government, humanities, etc.
- Implement endowed (or multi-year funded) reporting “desks” as funding becomes available.
- Establish WPR “Sourcing Project” with measurable targets for increased diversity in guests and news sources heard on WPR.
- Review and update Ethics Policy, including social media guidelines with special attention to members of the editorial staff (reporters, producers, hosts, announcers, managers).
- Establish new methods of distribution for news.
- Evaluate current staffing in News and Talk, identifying unmet needs, and developing strategies to meet those needs.

Wisconsin Public Television

To increase our long-term value and organizational stability we will:

- Implement new strategic planning process and finalize plan.
- Plan for retirements; and more generally, align staffing and skills needed now and in the future (e.g., job descriptions, professional development, and organizational structure).
- Assess current leadership and organizational structure; shift as needed to meet strategic plan goals.
- Keep Training and Development budget at \$17,000.
- Work proactively and effectively with Friends/WPRA advocacy teams.
- Reinvigorate our strategies for greater staff diversity and inclusivity.
 - Review WPT strategies, practices, and opportunities for increasing staff diversity, including recruitment and retention tools. Get recommendations from HR, leadership team, and staff.
 - Assure that every Search & Screen committee understands WPT's commitment to diversity and seeks a broad range of prospects. With other tools, use recruiting venues to attract diverse applicant pool.
 - Participate in UWEX, BAMl and ECB diversity training and engage management and staff in these efforts.
 - Identify specific opportunities to recruit a more diverse work force through-hires, use of interns and volunteers. Participate in Extension minority intern program.
 - Develop new approaches to a more diverse "rolodex" for stories and sources.

To increase our public service content, access and value, we will:

- Implement updated web/on-line strategy.
- Conduct "local value" research.
- Realign the vision for multiplatform WPT channels/online, and employ content accordingly.
 - Implement plan for sustaining The Wisconsin Channel and University Place.
 - Clarify roadmap for asset management.
- Stabilize audience cume.
- Continue and increase collaboration with WPR and ECB's Education Division (this will include specific projects and new approaches to project development).
- Clarify scope and direction of educational content creation and distribution.
- Clarify goals of WPT, WPR, and ECB collaborative work.
- Continue and increase collaboration with UWEX, UW-Madison, and other UW system institutions.
- Develop and fund at least one multi-year strand "Big Idea" (e.g., Young Performers, Quest) integrating TV, radio, and education.
- Clarify several key areas:
 - Content creation practices and editorial standards involving partners to-reflect new opportunities.
 - Serving current older viewers vs. engaging and attracting new younger viewers.
- Develop a plan for expanded truck productions and staffing.

- Strengthen ties to the community.
 - Emphasize statewide community engagement and partnerships
 - Shift community engagement focus from WPT-run services to creation and facilitation of partner-run services (e.g., libraries, museums).

To increase our financial stability, we will:

- Secure commitments of \$1,000,000 towards the “Venture Forward” campaign supporting truck productions.
- Expand our “More Wisconsin” state-wide engagement and support thru production, programming, events, fundraising, and other services.
 - Engage closely with major donors and other key constituents and supporters.
 - Director of TV to devote 30% of time to building and sustaining key relationships.
 - Halt membership decline (e.g., expanded multicast pledge, end-of-year giving).
 - Develop a strategy for securing more operational (core) funding, including a long-range strategy for Community Engagement.
- Anticipate shift away from state and federal support.
- Implement appropriate “New Ventures” recommendations.
 - Evaluate and prioritize existing and new projects to meet strategic plan goals, focusing our core services, which may include ending some in order to create opportunities for growth.
 - Review all major activities including required resources (staff, and skills).
- Manage budget effectively. Beyond creating and reporting:
 - Anticipate and actively respond to changes in revenue from state, federal, corporate, and other sources.
 - Review structure and systems, looking for ways to anticipate and respond to opportunities. Pay attention to the carrying costs of staff and facilities. Quantify.

To increase our efficiency and effectiveness, we will:

- Clarify priorities (from leadership, and supervisors within each department).
- Communicate these priorities more clearly.
- All-staff meetings, small Staff Meetings, Priorities and Planning, launch meetings, BMS meetings.
- Communicate more frequently and clearly about key projects and issues.
- One-subject staff meetings; revised project launch process).
- Emphasize effective management throughout the organization.
- Surveys, meetings, regular conversations re station issues, priorities.