






# UW System – Office of Economic Development Progress Report – February 2019

## Focus on Research, Innovation, and Talent Development

Strategic Focus	Progress Update	Status/Next Steps
<b>1. Communication (Raising Awareness)</b>		
1. Employ REDI platform to build visibility and broaden support.	REDI Committee meetings are structured to include participation from all key partners: university leaders, researchers, students, business leaders and entrepreneurs, legislators, and the Wisconsin Economic Development Corporation (WEDC).	Program Focus 2019: <ul style="list-style-type: none"> <li>Faculty/student/business collaboration/internships</li> <li>Research-to-commercialization pathway</li> <li>Statewide partnerships – education and private sector alignment for talent development</li> </ul>
2. Highlight one-step campus economic development contacts.	Uploaded to <a href="https://www.wisconsin.edu/economic-development/economic-development-contacts/">https://www.wisconsin.edu/economic-development/economic-development-contacts/</a>	Contacts across the UW System continue to provide convenient access to university talent.
3. Build out UW System economic development web portal.	<p>Social media (Twitter) account and web portal are regularly updated with information on campus initiatives.</p> <p> Career Connect internship portal provides support for both students and Wisconsin employers at <a href="https://www.wisconsin.edu/career-connect">Wisconsin.edu/career-connect</a>.</p> <p>Economic Development project updates can be accessed at <a href="https://www.wisconsin.edu/economic-development/incentive-grants/">https://www.wisconsin.edu/economic-development/incentive-grants/</a>.</p>	<p>Twitter feed: @UWEconD (976 followers, up from 765 in January 2018)</p> <p>Web portal: <a href="https://www.wisconsin.edu/economic-development/">https://www.wisconsin.edu/economic-development/</a></p> <p>Internship portal launched in Fall 2016 provides access to all UW career centers: <a href="http://www.wisconsin.edu/news/archive/new-website-connects-wisconsin-employers-to-uw-student-talent/">http://www.wisconsin.edu/news/archive/new-website-connects-wisconsin-employers-to-uw-student-talent/</a></p>
4. Review existing economic development programs and resources.	This effort is ongoing, with the focus on identifying potential for the university's capacity to foster and accelerate business creation and growth, collaboration, and partnerships.	The 2018 NorthStar economic impact study shows UW System has a \$24 billion impact on Wisconsin's economy: <a href="https://www.wisconsin.edu/economic-development/download/Econ-Impact-web.pdf">https://www.wisconsin.edu/economic-development/download/Econ-Impact-web.pdf</a>
5. Assess research, technology, and innovation assets and roadblocks.	REDI has formed a working group to identify opportunities to foster and promote faculty engagement with undergraduates in areas related to research, economic development, and innovation.	Program discussions continue, and partnerships with the Wisconsin Technology Council and WMC are highlighted at Research in the Rotunda event and on the website.
6. Establish reporting protocols related to dashboard performance metrics initiative.	Partnered with the UW System Accountability Working Group to review and recommend best means of tracking and reporting these legislative requirements.	UW System Economic infographic is available at <a href="https://www.wisconsin.edu/economic-development/download/EconDEVInfoGraphic-FINAL.pdf">https://www.wisconsin.edu/economic-development/download/EconDEVInfoGraphic-FINAL.pdf</a>
7. Identify and leverage UW System/WEDC opportunity areas for collaboration.	Attend WEDC Monday morning executive staff meetings and provide regular reports regarding UW System economic development programs and initiatives.	Program continues with most recent Lean Startup business model reviews completed in November 2018.
		

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<b>2. Connection</b> <b>(Identifying, building, and rewarding relationships)</b>		
1. Identify entrepreneurial faculty and build structures and funding mechanisms to support them.	Meetings, discussions, and follow-ups with faculty, staff, students, and administrators are ongoing at all comprehensive campuses.	Continued support for these important programs is reflected in the UW System 2020 <i>FWD</i> Strategic Initiatives.
2. Establish an economic development advisory council.	Continuing to assess the advantages and practicality of establishing a formal council to include university and business advisors.	President Cross, WEDC leadership, and WMC President Kurt Bauer meet regularly to discuss collaboration. The group met in December.
3. Create and expand joint UW System/WEDC programs.	Completed comprehensive review of existing resources and collaborative tie-ins with UW-Extension and WEDC.	As of July 1, 2018, UW-Extension Business & Entrepreneurship programs have been consolidated into UW System. New joint programming opportunities are under discussion.
		
4. Collaborate with business partners and associations to leverage university economic development efforts.	Initiated discussions with Wisconsin Manufacturers and Commerce (WMC) regarding joint program opportunities. Seeking additional partnership opportunities with other state trade and business organizations.	Future Wisconsin Talent Development and Competitiveness Committees provided inputs for the fifth annual event, held November 28, 2018 in Madison.
5. Develop a searchable, on-line database of faculty expertise.	At WEDC request, initiated support from WiSys to review existing and potential database opportunities.	WEDC is reviewing materials prepared by WiSys with the goal of providing deeper connections between campuses and the business community.
6. Conduct on-campus regional business/entrepreneurial info sessions with WEDC support.	Such sessions, prepared and delivered by WEDC through existing campus or UW-Extension channels, can assist and encourage faculty and students interested in pursuing research and entrepreneurship options.	The WiSys Big Idea Tournament events have expanded to 10 campus locations by popular demand.
7. Recognize and reward economic development initiatives and results.	UW Regents have the ability to recognize excellence in research, innovation, and economic development initiatives and outstanding collaborations that lead to successful commercialization.	The “Regent Scholar” program was restarted with three new grants to be awarded to faculty early in 2019. Regent Mark Tyler served as chair of the selection committee which included business, government, and academic evaluators from across Wisconsin.
8. Mobilize alumni in support of economic development partnerships.	Increased and targeted connectivity with UW graduates will help to create a powerful and growing business development resource both locally and globally.	The Governor’s trade missions have events in China, Canada, Mexico, Germany, South Korea, and Chile. WEDC provides periodic updates on planned future initiatives to the REDI Committee.

Access the Economic Development Portal: <https://www.wisconsin.edu/economic-development>

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<b>3. Capital Support (Sustainable Funding)</b>		
1. Establish WEDC seed fund that fosters undergraduate research and entrepreneurship. 	Ideadvance program was established in 2014. <a href="https://www.wisconsin.edu/economic-development/download/2013-14_incentive_grant_reports/1-29-15-Ideadvance-Grants---FINAL.pdf">https://www.wisconsin.edu/economic-development/download/2013-14_incentive_grant_reports/1-29-15-Ideadvance-Grants---FINAL.pdf</a>	Since inception, Ideadvance has supported 48 faculty, staff, and student teams to help promote commercialization efforts on UW System campuses across Wisconsin. The program was recognized in 2018 as a Global Best Practice by the University Industry Innovation Network (UIIN). The University Economic Development Association (UEDA) also will highlight Ideadvance as an Award of Excellence finalist at its national summit later this month.
2. Structure WiSys for long-term sustainability. 	The WiSys Board of Trustees meeting was held December 13, 2018 at WARF. The 2019 WiSys Wisconsin Science & Technology Symposium event will be held in July at UW-Stout.	The WiSys Wisconsin Science & Technology Symposium event held at UW-Parkside in July 2018 drew a record 250 attendees.
3. Expand legislative funding initiatives to capture additional development resources.	Program planning is under way to support UW System Talent Development Initiative (TDI) to promote student internships and business connectivity.	WEDC and UW System have added a jointly funded Talent Development position to support attraction and development of students and alumni. Rebecca Deschane was selected for the role in a national search.
4. Support WEDC initiatives such as Centers for Excellence.	UW System is discussing a partnership with WEDC to develop its planned series of virtual Wisconsin Centers for Excellence. These proposed centers will leverage the expertise of UW faculty and support job growth through more effective utilization of existing business and entrepreneurial competencies.	Discussions continue, with implementation to be scheduled once collaborative partners are defined and funding identified.
5. Foster new ways for students to experience entrepreneurial opportunities.	Entrepreneurial start-ups often require assistance in the development of operational and financial plans. By encouraging student participation, and by fostering related research and internship opportunities, UW System campuses deliver high-impact outcomes and better prepare students for 21st Century job opportunities.	The 2018 UW Smart Future Summit, held at UW-Parkside, launched Foxconn's \$1 million Smart Cities Smart Futures Initiative. The first round competition drew 325 entries from students across Wisconsin, with 88 finalists (mostly from UW campuses) selected in December.

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