

# Research to Jobs

Task Force Charged to Develop  
Recommendations to Create Jobs through  
UW-Led Research and Technology Transfer  
to Wisconsin Companies

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# Expert Committee Represented Broad Sectors of Education and Business

## Committee membership : 25 total

- Private sector = 9
- Research campuses = 7
- Technology transfer organizations = 4
- Comprehensive campuses = 3
- UW System = 2

## Committee expertise

- Chief Executive Officers = 13
- Managers of organizations and companies = 7
- Degrees in high-tech fields = 6
- Business development expertise = 12
- Legal expertise = 2

# Task Force Charge

- Job creation through start-ups or growth of mature businesses
- Job creation through increasing research within system schools
- Industry sponsored research as well as government sponsored research
- Effective ways to communicate the role of UW research to the public and industry

## **Recommendations must be:**

- Practical and implementable in the near future
- Applicable to all UW institutions
- Quantifiable with benchmarks
- Roles of UW, industry and government to be defined

# Division of Labor

**Carl Gulbrandsen**  
Ex officio for all committees

**Start-ups**  
John Neis  
Venture Investors

**Growth of  
Mature Business**  
David Ward  
NorthStar Economics  
Charles Sorensen  
UW-Stout

**Communications**  
Tom Still  
Wisconsin  
Technology  
Council

# Timelines

- **March 11, 2009:** 1<sup>st</sup> committee meeting
- Formation of 3 subcommittees
- Work plan development

- **June 2, 2009:** Final committee meeting
- Prioritization of recommendations
- Discussion on final drafts

- **May 11, 2009:** 2<sup>nd</sup> committee meeting
- Discussion on white paper drafts
- Compilation and prioritization of ideas

- **July-Aug 2009:** Feedback from Dr. Reilly
- Research and analysis
- Finalization of report
- **September 2009:** Report to Regents

Committee work facilitated through frequent teleconferences and email exchanges among members

# Salient Points of Committee Work

- Extensive discussions with business, educational and community leaders
- Review of nationally acclaimed model systems for job creation and business growth
- Identification of hurdles and potential solutions
- Special attention to cost effectiveness of recommendations
- Recommendations with state-wide implications

# Key Ideas Emerging From Committee Work

- Entrepreneurship is key
  - Special attention to students
  - Leadership at UW System and campuses must lead the charge
  - Emulate successful UW-Madison programs in other campuses
  - Remove hurdles for faculty to form start-ups
- Connecting UW research to small and large company needs is vital
- Promote research as an integral part of teaching in the comprehensives

# Summary

- 24 key ideas were identified for implementation or further study
- Recommendations include steps for UW System and public-private sectors
- Most of the recommendations are low cost and high return