



# UNIVERSITIES OF WISCONSIN STRATEGIC PLAN UPDATE

Jeff Buhrandt, Vice President  
Division of University Relations



# UNIVERSITIES OF WISCONSIN BRANDING INITIATIVE UPDATE

Jeff Buhrandt, Vice President

Jack Jablonski, Associate Vice President for Public Affairs &  
Communications

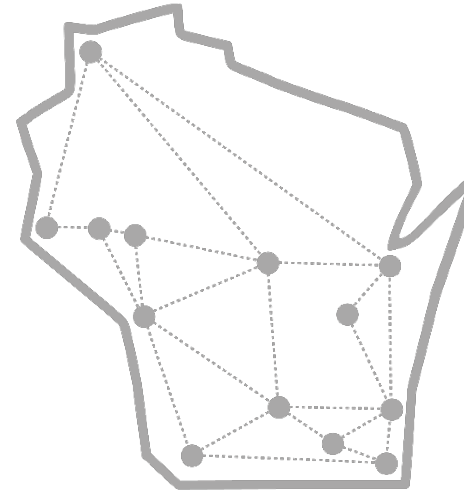
Division of University Relations



UNIVERSITIES OF  
WISCONSIN



**Mark**



**Constellation Map**

**UNIVERSITIES OF WISCONSIN**

**Word Mark**

## Brands

When used as a sponsoring brand at the university level, the color can be changed to match individual university brand colors



University of Wisconsin  
Eau Claire









# Future Ready. For All.

It is easier to prepare for the future  
When we are the ones to create it

In Wisconsin, our public universities are places where innovation takes shape ... and takes flight

The Universities of Wisconsin offer a constellation of campuses and a network of opportunities To  
make a difference, to make an impact, to make a better life.

Our universities are your universities.

Together, we are working hard to ensure we are all ready for whatever comes next

Expanding the horizons of what's possible – and then helping to make it happen

13 universities. One mission.

To make Wisconsin ...

Future ready.

For all.

The Universities of Wisconsin





**OPPORTUNITY TOUR**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

I am a Universities of Wisconsin graduate

I CAN PROVIDE WISCONSIN:

- Share technology
- Engaging
- Participate
- Other

Thank you for your interest in the Universities of Wisconsin. We will be reaching out to you soon.

I WOULD LIKE TO COLLABORATE ON:

- Workforce/talent development
- Internships
- Collaborating on innovation and/or research
- Other

Campus contact:





## What is Direct Admissions?

Direct Admissions **proactively admits students into Universities of Wisconsin** based on their high school GPA and course units. Direct Admissions sidesteps the typical college admission process.

### How Can Your School Participate?

Are you an **Infinite Campus** or **Skyward** school? Learn more about participating in Phase 1 by having your district attend a focus group session. Register at [go.uwsa.edu/WI-direct](http://go.uwsa.edu/WI-direct)

If you are not an Infinite Campus school, **learn more about participating in Phase 2!**



## Outdoor Media





# UNIVERSITIES OF WISCONSIN EDA TECH HUB UPDATE

Idella Kangas, Director for Economic and Employer Engagement  
Division of University Relations



# AGENDA

- About EDA Tech Hub and Wisconsin's Designation
- Tech Hub Outcomes and UW Engagement as Consortium Member
  - Designation phase and Strategy Development award
  - Phase 2 implementation proposal strategy



# WHAT ARE REGIONAL TECH HUBS?

- Awards via CHIPS and Science Act of 2022
  - Invests in U.S. regions with consortia that are focused on key technologies
- Competition is two phases
  - Phase 1 designation and strategy development grant
  - Phase 2 implementation competition for designated regions (Up to \$75 million)

## EDA CRITERIA FOR DESIGNATION GRANT



**Global Competitiveness for Technology-based Potential (15pts)**



**Equity and Diversity (6pts)**



**Innovation Lab-to-Market Approaches (6pts)**



**Regional Coordination and Partnerships (6pts)**



**Role of Private Sector (6pts)**



**Impact on Economic and National Security of the Entire US (6pts)**

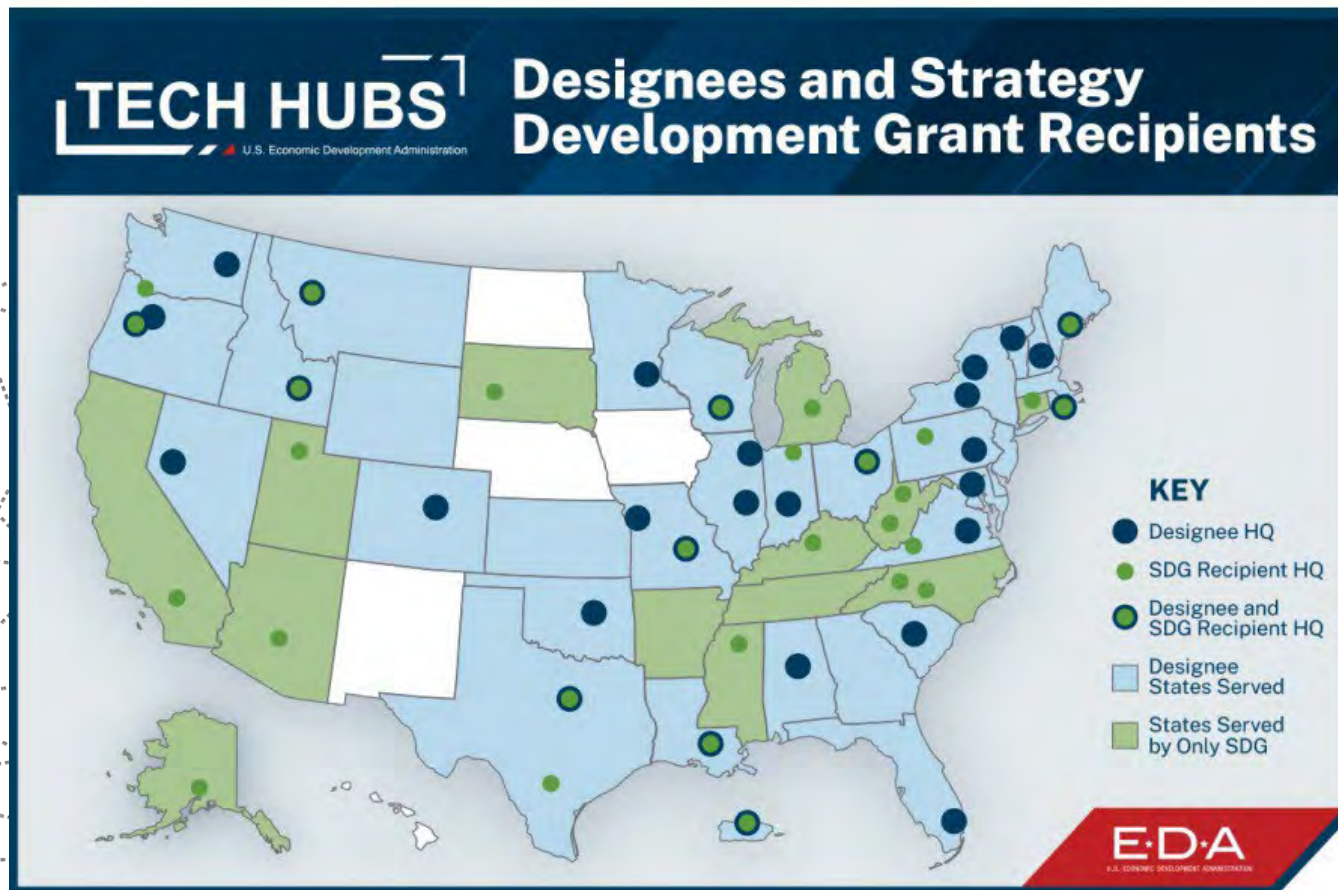


**Workforce Composition and Capacity (6pts)**

S9.2 Work (in consultation with state government agencies) to understand present and future workforce needs for Wisconsin and how our universities can provide a strong talent pipeline



# WISCONSIN WON COMPETITIVE PHASE 1 DESIGNATION



- 31 Phase 1 winners selected from nearly 192 applications
- One of 10 designated regions to also receive a strategy development grant
- One of 5 in the category of Advancing Biotechnology Precision and Prediction



# UW BENEFITS WITH TECH HUB DESIGNATION

Consortium Members	Entities Represented
Institutions of higher education	UW Admin*, UW-Madison, Madison College, Milwaukee Technical College
State/local agency	WEDC*
Industry firms	GE HealthCare, Accuray, Exact Sciences, Rockwell Automation, Plexus
Economic development organization	MadRep, M7
Labor or workforce training organizations	Employ Milwaukee, WRTP/Big Step
Industry group	BioForward (Lead Entity)

\* UW and WEDC are statewide consortium members

## EDA Workforce Outcomes

- Grow and evolve the STEM workforce.
- Meet the needs of companies and research institutions.
- Develop, expand skills-based learning programs.
- Contribute to a balanced workforce.
- Maintain manufacturing competitiveness to meet evolving needs of market.

S.5.1 Build strong relationships with key stakeholders, including the legislature and business community





# WI AWARDED \$350K STRATEGY DEVELOPMENT GRANT

- UW System provided required \$100,000 match (\$450K total).
- Identify globally competitive position for technology/market.
- Select 3-4 job titles to facilitate skills assessment with recommended process, DACUM.
- Coordinate with industry and educational partners to deliver skills-based credentials for hub.
- Leverage data to communicate UW's commitment to skills-based programming.

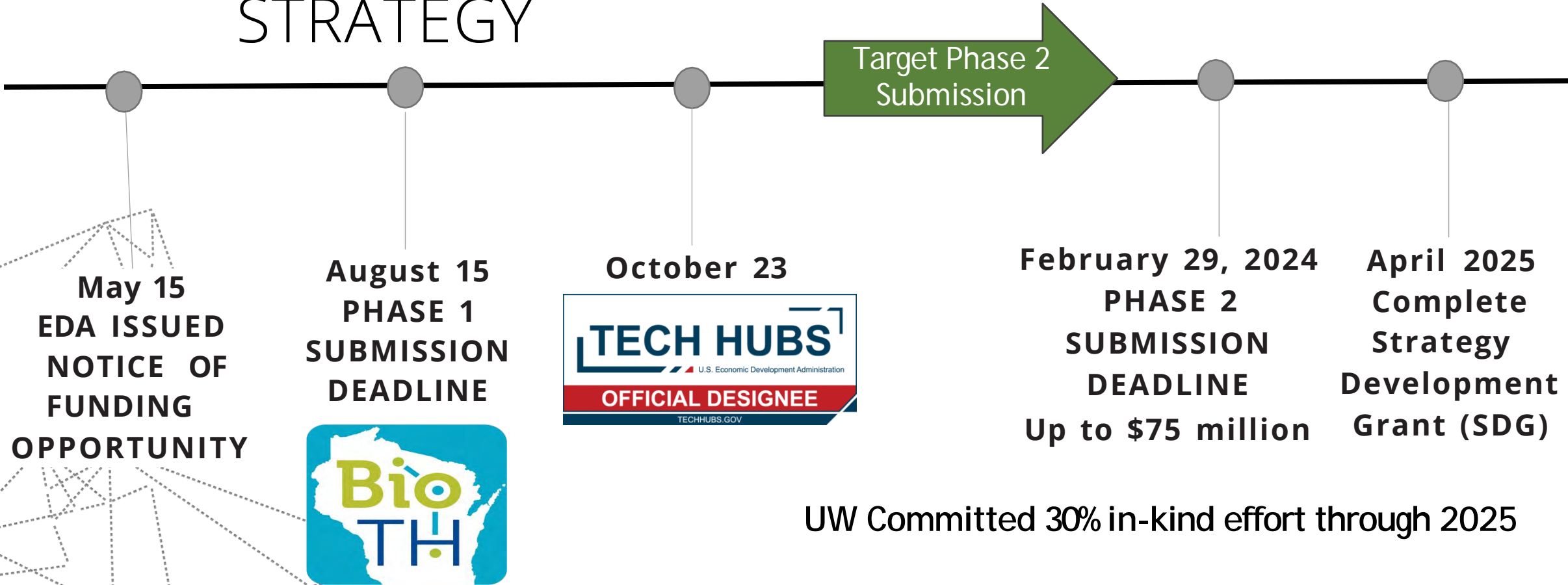
## Thank you, Division of Academic and Student Affairs

- Tracy Davidson- Skills pathway
- Ben Passmore- Data for UW leadership
- Jason Beir- Skills deployment and accessibility statewide

S9.3 Seek input from Wisconsin employers regarding curriculum development and program array approvals in light of existing and anticipated talent needs



# UW CONTINUED ENGAGEMENT SUPPORTS PHASE 2 AND DESIGNATION STRATEGY





# PHASE 2 SUPER CHARGES REGION'S COMPETITIVE POSITION

- Up to & \$75 million with 10% match (required).
- 5-10 awards to designated hubs.
- Funds support workforce development, business & entrepreneur development, technology maturation, and infrastructure.
- Workforce development will place workers in good jobs with concrete, quantitative targets for job placements and retention.
- **Project quality, ability to execute, and private sector integration.** (16 points)
- **Investment and policy commitments.** (16 points)
- **Developing, recruiting, and retaining talent and workforce.** (8 points)
- **Capital formation, deployment, and access.** (8 points)
- **Equity and diversity.** (8 points)
- **Governance, leadership, and evaluation.** (8 points)



# WISCONSIN COMPETES AGAINST OTHER BIOHEALTH DESIGNEES IN NEXT PHASE

## Advancing Biotechnology in Drugs and Medical Devices

- [Advanced Pharmaceutical Manufacturing Tech Hub](#) (VA)
- [ReGen Valley Tech Hub](#) (NH)
- [iFAB Tech Hub](#) (IL)
- [Kansas City Inclusive Biologics and Biomanufacturing Tech Hub](#) (MO, KS)
- [Heartland BioWorks](#) (IN)
- [PRBio Tech Hub](#) (PR)

## Advancing Biotechnology Precision and Prediction

- **[Wisconsin Biohealth Tech Hub](#) (WI)**
- [Baltimore Tech Hub](#) (MD)
- [Birmingham Biotechnology Hub](#) (AL)
- [Greater Philadelphia Region Precision Medicine Tech Hub](#) (PA, DE, MD, NJ)
- [Minnesota MedTech Hub 3.0](#) (MN, WI)

# Leadership

WISCONSIN  
**BioHealth**  
! TechHub



**Wendy Harris**

Regional Innovation Officer



**Lisa Johnson**

CEO, Bioforward



**Aaron Olver**

Managing Director, University Research Park  
Chair, Consortium Steering Committee



# WORKFORCE EFFORTS ADDRESS WISCONSIN LEADERSHIP IN MEDICAL IMAGING, PERSONAL MEDICINE

- Personalized/Precision Medicine – right patient right treatment right time
- Meaningful – Solving significant unmet healthcare needs
- Measurable – Data driven and data moving results
- Cost Effective – practical, inclusive: diverse populations, rural to urban delivery settings

Patient Impact

- World leaders in Medical Physics, Imaging and Genomics spanning diagnostics to therapy united with Big Data
- Geographic Center for Precision Medicine Innovation, Manufacturing, and Supply Chain
- The Wisconsin Idea in action... Theory to application improving lives

Technology Leadership

WI Biohealth Tech Hub

- Advance existing world-leading center for personalized medicine
- Leveraging diverse workforce, skills, education level, creating trajectory for continuous career growth in Wisconsin
  - Build bridges between strengths in Innovation, Manufacturing, and Supply Chain
  - Inclusive living-wage jobs: broad participation with upward mobility
    - Demand-driven job creation
    - Wisconsin Created & Wisconsin Made (sticky innovation)

Economic Development



## PHASE 2 PLANNING WORKGROUPS

- Consortium divided into four leadership teams: Technology, Lab to Market, Supply Chain, Workforce Development
- UW/Idella facilitating workforce development efforts
- Each leadership team tasked to complete four modules by December 30:
  - Identify key problems
  - Inventory existing assets
  - External benchmarks
  - Define achievable goals



# UW PARTICIPATION IN WORKFORCE MEANS PARTNERING FOR CHANGE

Consortium Members	Entities Represented
Institutions of higher education	UW System*, UW-Madison, Madison College, Milwaukee Technical College
State/local agency	WEDC*
Industry firms	Rockwell Automation, Plexus
Economic development organization	MadRep, M7
Labor or workforce training organizations	WRTP/Big Step
Subject Matter Experts	UW-Milwaukee, Dept Workforce Development

- Expand experiences that focus on hub skills (i.e. youth apprenticeships).
- Communicate industry-recognized, stackable credentialing for competitive skills.
- Process to ensure robust industry engagement to identify emerging skills and disseminate training (i.e. train-the-teacher).





# FEDERAL FUNDING PROMOTES TECHNOLOGY-BASED ECONOMIC DEVELOPMENT NATIONALLY



- Key technology focus areas
- Consortia of players across universities, industry, workforce
- Defines skills-based programming relevant to those sectors and methodologies
- Promotes balanced workforce
- Investments in policies that promote these outcomes (tenure consideration, curriculum development, tech transfer policies, articulation agreements).



# UW CAN STRENGTHEN POSITION IN EMERGING TECHNOLOGY SECTORS

- Non- R1 capacity building for strategic partnerships (NSF EPIIC): Due December
  - Four UW campuses pursuing
- Develop innovative educational use-cases or new ways to leverage emerging technologies (NSF RITEL): Due January
  - Two UW campuses pursuing
- Grants leveraging emerging technologies in support of non-STEM engagement (National Endowment for the Humanities)

S5.6 Advocate for resources for the university, helping stakeholders understand the significant positive economic impact of our institutions and positive consequences for the state of a strong system of higher education



# NEXT STEPS: READY EDA IMPLEMENTATION PROPOSAL DUE FEB 2024

## Key Dates

- **November:** Launch Strategy development grant (SDG) process.
- **December:** Select key problems and assets aligned for grant.
- **January:** Identify component projects.
- **February:** Submit Implementation proposals.
- **2024 – 2025:** Complete SDG.

## EDA Workforce Needs

- Concrete, quantifiable targets for job placement and retention.
- Stackable credentials that work in tandem with educational institutions and labor organizations.
- Bridges across geographies, demographics, and institutions.



# DESIGNATION LEADERS: THANK YOU



Katie Boyce, Senior Director of  
Corporate Affairs, Exact Sciences



Jon Schnur, CEO, America Achieves



Questions?

Jeff Buhrandt, [jbuhrandt@uwsa.edu](mailto:jbuhrandt@uwsa.edu)