

MINUTES OF THE REGULAR MEETING
of the
BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

River Falls, Wisconsin

UW-River Falls
Held in the University Center, Riverview Ballroom

Friday, October 5, 2007
9:00 a.m.

- President Bradley presiding -

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Held in the University Center, Riverview Ballroom

October 5, 2007

9:00 a.m.

- President Bradley presiding -

PRESENT: Regents Bartell, Bradley, Connolly-Keesler, Crain, Davis, Falbo, Pruitt, Rosenzweig, Salas, Shields, Smith, Thomas, and Walsh

UNABLE TO ATTEND: Regents Burmaster, Cuene, Loftus, McPike and Spector

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Approval of the Minutes of the Meetings of the Board on September 6 and 7, 2007

Upon motion by Regent Rosenzweig, seconded by Regent Shields, the minutes of the September 6 and 7, 2007 meeting were approved as distributed.

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Introduction of Special Guests

UW-River Falls Chancellor Don Betz introduced the following special guests:

- o State Senator Sheila Harsdorf, 10th Senate District
- o State Senator Pat Kreitlow, 23rd Senate District
- o State Representative Kitty Rhoades, 30th Assembly District
- o State Representative John Murtha, 29th Assembly District

- State Representative Jeff Smith, 93rd Assembly District
- Marjorie Bunce, regional representative for Senator Herb Kohl
- Elaine Baumann, principal, River Falls High School
- Bruce Barker, incoming president, Chippewa Valley Technical Council
- John Berggren, CAFES Advisory Board
- Leslie Bleskachek, Chippewa Valley Technical College River Falls campus manager, and member of the Pierce County Economic Development Commission
- Joe Boles, partner in the law firm of Rodli Beskar Boles & Krueger; and member of the UW-River Falls Foundation Board
- Rosanne Bump, president, River Falls Chamber of Commerce; president, St. Croix Valley Regional Tourism Alliance
- Robert Casey, of Westconsin Credit Union in River Falls, and a member of the CBE Alumni Board
- Steve Dzubay, Pierce County Economic Development Corporation; publisher, Rivertown Newspapers in River Falls, Hudson, New Richmond, and Ellsworth
- Randy Farrow, president, River Falls Area Hospital and member of the CBE Business Alumni Board
- Chancellor Emeritus George and Marcella Field
- Kent Forsland, CEO, Designer Doors, Inc.; CBE Business Alumni Board
- Annette Frawley, attorney with General Mills, Inc.; member of the UW-River Falls Foundation Board
- Marian Furlong, president and CEO, Hudson Hospital
- David Griffith, president, St. Croix Valley Community Foundation
- Joe Hegge, vice president for education, West Central Wisconsin PK-16 Regional Consortium
- Kim Heineman, president, Hudson chamber of Commerce and Tourism bureau
- Dale Heinz, board of directors, Excel Genetics
- Mike Hodges, customer and renewable programs coordinator, Wisconsin Public Power;
- Bill Ihlenfeldt, president, Chippewa Valley Technical College,
- Roger Leque, River Falls chief of police and co-chair, Governor Doyle's Task Force on Campus Safety
- Jeff McCardle, Westconsin Credit Union; member of UW-River Falls Foundation Board; recipient of Outstanding Service Award to UW-River Falls
- Tom Paque, vice president for customer services and administration, Wisconsin Public Power

- Don Richards, mayor of River Falls
- Patti Robertson, vice president, St. Croix Economic Development Corporation Board of Directors;
- Nancy Sarno, GE Medical Protective; UW-River Falls Foundation Board
- Jill Shannon, director of community partnerships, St. Croix Valley Community Foundation
- Steve Schroeder, Rotary Club of River Falls
- Anastasia Shartin, Phipps Center for the Arts
- Juliet Tomkins, UW-River Falls CAFES Advisory Board
- Bill Warner, executive director, Pierce County Economic Development Corporation

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REPORT OF THE PRESIDENT OF THE BOARD

More Advocacy for a Strong UW System Budget

Noting that regents continue to advocate for a strong budget, Regent President Bradley noted that:

- Regent Colleene Thomas had a column published in the *Dunn County News* and the *Superior Evening Telegram*, urging legislators to preserve the high quality of a UW education.
- Regent Jesus Salas wrote a column for the *Capital Times* in which he explained the need for many of the requested capital projects, including academic buildings and residence halls.
- Regents Mike Falbo, Tom Loftus, and David Walsh advocated that veterans' tuition remissions be fully funded by the state, just as the federal GI Bill is funded by the federal government.
- Regent Peggy Rosenzweig is writing a column to be published in the coming weeks.

In addition, many regents, chancellors, and President Reilly continued to meet with legislators to urge them to invest in the UW System.

Regent President Bradley thanked all involved for their continued efforts.

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Report on the September 11 and 12, 2007 Meetings of the Wisconsin Technical College System Board

A written report on those meetings was provided.

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REPORT OF THE PRESIDENT OF THE SYSTEM

UW-River Falls Presentation – *Living the Promise: A Collaborative Journey*

Chancellor Don Betz introduced Provost Connie Foster and Professor David Trechter, chair of the Department of Agricultural Economics.

In opening remarks, Professor Trechter said that the speakers at this meeting represent just a few of the many partnerships in which the campus is engaged with the people of the region, state, and beyond. The speakers were:

Roy Thilly, president and chief executive officer of Wisconsin Public Power Inc, which he has led since 1992, and co-chair of Governor Doyle’s Task Force on Global Warming;

Theresa Johnson, chair of the Town of St. Josephs, a member of the St. Croix River Crossing Stakeholder Committee, and president of the Western Wisconsin Intergovernmental Collaborative;

Bill Rubin, executive director of the St. Croix County Economic Development Corporation since 1996;

John Potter, CEO of the Phipps Center for the Arts in Hudson since 1985, former director of the River Valley Arts Council, former chairman and director of the Hudson Area Chamber of Commerce, and past president of the Hudson Rotary Club;

Karwee Marshall, a senior at UW-River Falls, majoring in Speech and Theater Arts, who has worked with the Upward Bound and Falcon Tutors programs at UW-River Falls.

Mr. Thilly began by noting that WPPI is owned by 41 Wisconsin communities. Governor Doyle’s Off-The-Grid Initiative, he said, served as a catalyst for a major collaborative effort among UW-River Falls, the River Falls Municipal Utilities, and WPPI. The initiative fit with WPPI’s commitment to substantially increasing energy conservation and developing renewable resources – priorities that are of critical importance in view of global warming concerns and rising electric rates.

Stating that he has been impressed by Chancellor Betz’s enthusiasm and commitment to partnerships, he indicated that actions so far have included an energy kiosk, student purchase of renewable energy, a mapping study of energy consumption for the campus, and a wind power initiative. Negotiations also are under way to sell renewable energy.

The collaboration involves the university assisting the community, while the city's utility and WPPI help the university meet the Governor's goal. River Falls, he pointed out, already is one of the top cities in the country in the purchase of green power and in that regard could serve as a model for the state.

In conclusion, he expressed appreciation for the university's help with the work of the Governor's Task Force on Global Warming, adding that education and the engagement of young people are the best means of making a difference in climate change.

Noting that the Western Wisconsin Intergovernmental Collaborative (WWIC) was born on the UW-River Falls campus, Theresa Johnson, president, explained that former Chancellor Lydecker held a series of listening sessions during the winter of 2004-05 in Polk, Pierce, and St. Croix counties to learn about pressing issues. One theme that emerged was the need for a mechanism for local governments to address regional issues; and, in March 2005, UW-River Falls hosted a regional roundtable to present information about intergovernmental collaboratives. The consensus opinion of the attendees was that such a collaborative was needed, and the university was charged with convening and facilitating a working group to develop the structure for what became the Western Wisconsin Intergovernmental Collaborative.

The purpose of the organization is to enhance the quality of life in Pierce, Polk and St. Croix counties by providing a forum for villages, towns, cities, and counties to share information, experiences and best practices on key issues and problems; to engage in regional problem solving for such topics as waste water, storm water management, transportation, economic development, and creating sustainable communities; developing a more visible regional identity; and serving as a voice for the three-county region to influence public policy.

Located in the fastest growing area in Wisconsin due to the growth of the Twin Cities metro area, the WWIC fills a need to allow exchange of information among 99 public entities in the three-county area and the ability to address together matters of mutual concern, such as traffic issues, wastewater treatment options and extraterritorial issues. The partnership with UW-River Falls, Ms. Johnson said, has provided invaluable faculty and staff resources that otherwise would not have been available.

The WWIC and UW-River Falls have been recognized on a state and national level as important components in providing education to meet the needs of the public sector to manage changes that will occur with the new St. Croix River bridge. Goals include promotion of natural, cultural and historic resources and protection of the St. Croix River watershed, thus helping to preserve water quality and scenic values.

William Rubin, executive director of the St. Croix Economic Development Corporation, reported that St. Croix County ranks as the 81st fastest growing county nationally by percentage increase of its population since 2000 and as the 42nd fastest growing by percentage increase in new housing units since 2000 – the only Wisconsin county to make these rankings.

UW-River Falls, he said, plays an important role throughout the region with respect to community and economic development. The Small Business Development Center (SBDC) on campus provides outreach services to prospective entrepreneurs, connects clients with resources, and offers classroom-based entrepreneurial training programs. The SBDC also functions as the registered agent for an angel network that serves the region, providing equity for growing companies in the St. Croix Valley.

Noting that technology companies pay higher wages than many others, which is good for the region and the state as a whole, he praised UW-River Falls for the important role it played in the successful application for the six-county region to achieve one of the eight Technology Zones designated in 2002. In these zones, high-tech companies receive state tax credits that are tied to capital investment and job creation activities. Examples of such companies include Sajan, Inc., based in River Falls, and Interfacial Solutions, the founder of which is a UW-River Falls alumnus.

Municipal officials and communities in the St. Croix Valley rely on collection of data through the university's Survey Research Center, which provides economical statistically sound work, delivered on time. Work products include surveys on labor, downtown parking, comprehensive land use plans, and the impact of tourism.

In addition, he continued, UW-River Falls operates a Center for Economic Research, with the mission of assisting and encouraging research that supports economic development in the region.

With regard to building a regional coalition, he explained that the Governor's Business Council provides a forum for multi-county regions, like the Milwaukee 7, the New North, and Centergy, to discuss best practices involving workforce development, education, and long-range planning. While the St. Croix Valley region is not currently eligible for participation in the council, he said that work is under way to achieve membership, with leadership from the university, technical colleges, and economic development councils.

In closing, Mr. Rubin expressed appreciation for his partnership with UW-River Falls and for the resources that the university provides.

John Potter, executive director of the Phipps Center for the Arts, indicated that the Phipps has had a close working relationship with more than a dozen UW-River Falls faculty and staff, half a dozen student interns, and ten formal institutional collaborations since its opening in 1983. All, he said, have been "rewarding and fruitful beyond the projects themselves".

Six art professors have had exhibitions in the Phipps' galleries and many have participated in planning and jurying shows. Professor Emeritus Bill Ammerman was the center's Visual Arts Council coordinator and served on the Board of Directors for six years.

Theater Arts faculty have provided guidance, recommended and mentored student directors and designers, and staged and designed many productions for the Phipps; and the Journalism Department provided four marketing interns to work on the center's publicity and promotion.

Associate Professor of Music Kristin Tjornehoj served as a Phipps director at large for six years; and Gordon Hedahl, as dean of the College of Arts and Sciences, served on the board for four years.

With regard to institutional support, Mr. Potter related that, in 1994, the university, the Phipps, and area chambers of commerce helped to found the St. Croix Valley Regional Tourism Alliance, a bi-state tourism marketing group. Mark Kinders, UW-River Falls director of public affairs, has been the driving force behind the organization from its inception. Throughout the years, the university has offered in-kind services to the alliance, which received a best practice award at Synergy 2003, a nine-county economic development conference, along with numerous other recognitions.

The Phipps and UW-River Falls brought hundreds of regional leaders together in a 2005 Synergy Conference to discuss challenges and opportunities of economic development. The center also was the only off-site location for one of Chancellor Betz's inaugural celebration events in 2006 – a free public lecture by Dr. T. H. Baughmanon on Sir Ernest Shackleton entitled “The Imperial Trans-Antarctic Expedition.”

The Phipps collaborated with UW-River Falls Art Professor Lynn Jermal in Crayola Dream-Makers exhibitions in 1994, 1996, and 1998. In this national program to promote the importance of art education in the schools, the center displayed work by elementary-age students from an 11-state region.

Beginning in 2002, UW-River Falls, along with other partners, has sponsored a series of community forums -- events and exhibitions on the changing nature of the valley, through which art becomes a catalyst for community conversation. Partners have included the St. Croix Valley Community Foundation; the St. Croix Scenic Coalition; the National Park Service St. Croix National Scenic Riverway; the Wisconsin Academy of Sciences, Arts, and Letters; Artreach Alliance and Arcola Mills in Stillwater, Minnesota; the St. Croix ArtBarn in Osceola; Hammand Arts Alliance, Community Arts Base in River Falls; and the Phipps Center.

One result of these forums is the bench project, a public art initiative, in which The Phipps, UW-River Falls faculty, students and community members collaborated to build art benches in Hudson, St. Croix Falls, and Bayport, Minnesota.

In 2007, Dean Terry Brown, of the College of Arts and Sciences, served on the steering committee for a study that measured the economic impact of 92 nonprofit arts, historical, and cultural organizations in five counties of the St. Croix Valley. The university assisted in implementing the survey, which found that these organizations inject \$16.5 million in to the region's economy, support almost 400 full-time jobs, generate \$1.58 million in annual revenues, and create event-related spending that benefits local businesses.

In conclusion, Mr. Potter quoted Chancellor Betz, who said: “This study underscores that our valley and our avid support of the full spectrum of the arts produces economic, cultural, and civic dividends. For a vibrant quality of life and a vital creative economy, the arts matter.”

UW-River Falls student Karwee Marshall indicated that his remarks would focus on his work with Upward Bound, a federal program that serves low-income students, and Falcon Tutors, which helps students at low-income schools.

Noting that he has been involved in these programs for the past three years, Mr. Marshall said he also has served as a resident assistant for summer camps and that he has helped to plan tours, mentor students, and has served as a big brother. He also has assisted with school work, ACT preparation, and college applications.

It helps these younger students, he remarked, to “show them that I came from the same place and let them know they can make it if I can.”

Stating that Upward Bound and Falcon Tutors have been like both a family and fraternity to him, Mr. Marshall said the programs helped him to learn life skills, build relationships and open his mind to new opportunities. The programs also have motivated him to work harder, knowing that younger students are watching him. The programs help those students to grow and also serve as a means to recruit them to attend UW-River Falls. Noting that they have done well on campus, he cited the example of a former Upward Bound student who recently won the Chancellor’s Award. The programs also benefit other River Falls students by helping them build relationships with students from backgrounds different from their own.

In conclusion, he observed that the Upward Bound and Falcon Tutors programs show that UW-River Falls cares about the broader community.

In discussion following the presentations, Regent Bartell inquired about requirements for membership in the Governor’s Business Council, and Mr. Rubin indicated that a five-county region is needed, with 50% of the membership and 65% of the funding from the private sector. The St. Croix region currently has four counties, but hopes to expand to five and meet other criteria for eligibility by the end of the year.

Noting that the La Crosse area is working toward the same goal, Regent Smith asked what impact population growth has on what is being done at UW-River Falls.

Chancellor Betz replied that pressures are growing rapidly and that the university does not have the resources it needs to get the job done.

Thanking the speakers for their presentations, Chancellor Betz stated his pride in their partnerships and introduced another important partner, Carl Gaulke, head of the River Falls Municipal Utility

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Resolution Commending Campuses and Students on Civic Engagement

Expressing appreciation for the opportunity to hear from students engaged in international and cross-cultural learning, Regent Thomas remarked that those who participate in such activities receive as much as they give, taking the Wisconsin Idea past state borders and into the world.

Regent Thomas then presented the following resolution, which was adopted by acclamation:

Resolution of Appreciation UW System Civic Engagement

Resolution 9394: WHEREAS, the University of Wisconsin-River Falls has presented a number of wonderful examples of student civic engagement to members of the University of Wisconsin System Board of Regents throughout their October meeting; and

WHEREAS, the student civic engagement work at UW-River Falls exemplifies the outstanding contributions made by students at all UW System institutions; and

WHEREAS, students at all UW institutions strengthen the fabric of Wisconsin communities through their service learning, community service and volunteer activities; and

WHEREAS, faculty and staff across the UW System serve as facilitators for much of the civic engagement work of UW System students, thus contributing in their own right; and

WHEREAS, building stronger communities is one of the cornerstones of President Reilly's vision for the UW System; and

WHEREAS, civic engagement has been identified as an essential learning outcome in the Association of American Colleges & Universities' *Liberal Education and America's Promise* Campaign, in which the UW System is a proud pilot partner; and

WHEREAS, the Board of Regents and UW System institutions recognize both the educational and the societal benefits of student civic engagement in fulfillment of institutional missions and the Wisconsin Idea.

BE IT THEREFORE RESOLVED that the Board of Regents of the University of Wisconsin System extends its sincere gratitude, appreciation, and recognition to students, and the faculty and staff who support them,

across the UW System for their civic engagement contributions to local, state and global communities.

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Update on the Advantage Wisconsin Strategic Framework

President Reilly recalled that, at the September meeting, he presented the basis for development of a system-level strategic framework to advantage the state's future in a knowledge-based and increasingly global economy. This framework would:

1. Strengthen the collective agenda for realizing the shared vision to Advantage Wisconsin;
2. Create a framework to add value to the execution of individual campus strategic plans;
3. Provide a context for future system-wide direction and development to advance the shared vision.

President Reilly then called on Executive Senior Vice President Don Mash to report on progress in advancing a plan to enrich the seven core strategies of the strategic framework by February 2008.

Dr. Mash began his remarks by noting that each of the UW institutions has a dynamic strategic plan that is making a positive difference for Wisconsin. At the system level, the effort is to create a strategic framework that will maximize the impact of those plans.

Seven core strategies, he indicated, have emerged as ways to Advantage Wisconsin (Attachment 1). These strategies were discussed at the regents' retreat in July in terms of the core values of quality, access, affordability, and a bright future for Wisconsin.

He then showed a slide displaying a draft of the home page of the website, advantage.wisconsin.edu, which states that: "Advantage Wisconsin captures the response of UW System campuses across Wisconsin to the state's urgent need to revitalize its economy, better educate its residents and strengthen its communities. The UW System's core strategies to Advantage Wisconsin will enhance the success of the state's businesses, residents, and students in an increasingly global, multi-cultural and competitive world.

"Wisconsin's transformation into a knowledge-based economy is proceeding too slowly, leading the state's economy to lag behind Minnesota and other states' economies. Without change, we will have too few college educated workers and an increasingly older population. State and community tax bases will be inadequate to care for seniors and others in need, invest in children and young adults, and maintain Wisconsin's high quality of life. Change is needed now!"

In order to develop ideas on how best to enact each of the core strategies, seven think tanks were being created, each composed of members from a number of campuses,

along with external members. While they deliberate on bringing forth the most compelling ideas for each strategy, campus constituencies, students, and others also will be asked to contribute their best thinking; and President Reilly and the chancellors will interact with rotaries, chambers of commerce, and other groups to involve them in the process. The Advantage Wisconsin website will be interactive, providing more opportunities for input; and UW-Extension will host conversations in every county in the state.

In addition to the think tanks on the core strategies, separate working groups will bring forth ideas and options with regard to tuition and financial aid and concerning the role of the UW Colleges.

In December and January, President Reilly, the chancellors, and the president's cabinet will meet to process all of the rich ideas that are brought forth, the best of which will be brought to the Board of Regents in February 2008.

Indicating that the teams will begin meeting in the next week or two, Dr. Mash said that each has a leader and two facilitators. Meetings will be in Madison, and participation by telephone will be possible.

In conclusion, he invited the regents to participate in any of the think tank meetings, a schedule of which would be distributed. Progress reports will be made to the board at each meeting.

In discussion following the presentation, Regent Salas suggested that the Working Group on Tuition and Financial Aid take into consideration other expenses, such as segregated fees and room and board costs. He also suggested that capital projects be addressed as part of one of the core strategies, and Dr. Mash said that would be done.

Noting that the strategy on collaborations involves a broad range of partners, Regent Rosenzweig asked if suggestions could still be made for additional members of the think tank teams; and Dr. Mash replied in the affirmative, adding that partners such as the PK-16 Council, the Wisconsin Technical Colleges, the Higher Education Business Roundtable, Competitive Wisconsin and others would be brought into the process.

Stating her appreciation for the opportunity to participate in the think tank sessions, Regent Crain suggested that the description of the strategy on preparing students include language on preparing students to succeed and to contribute to society and that the description of the strategy on high paying jobs also include language on the importance of contributions to society.

Regent Davis commended the sense of urgency with which the process was moving forward, adding that she was impressed with the membership of the think tank teams. The Education Committee, which she chaired, also would discuss a number of the think tank topics.

Commending President Reilly and Dr. Mash for moving ahead with development of the strategic framework, Regent Walsh recalled that, in the Charting a New Course study, the effort had been made to include all players; but the end-product did not have the momentum needed to obtain the desired results. The challenge for the strategic

framework will be to convince decision makers that the UW should not be viewed as an expenditure, but as a driver of revenue by preparing students and creating high-paying jobs and stronger communities. They need to be convinced, he emphasized, that investing in the university is the right thing to do.

Dr. Mash added that the Charting a New Course report would provide a basis for think tank deliberations, especially in the area of operational excellence.

Regent Bartell noted that the core strategies are broad and that there could be overlap among them. He urged coordination in order to keep them focused on separate issues.

President Reilly said that involvement of the Governor and legislators will be sought in order to produce a shared understanding and commitment.

Regent President Bradley noted that Chapter 36 of the statutes charges the Board of Regents with responsibility for planning for the needs of higher education in Wisconsin. In addition to discharging that responsibility, he said, the Board must seek partners for a broader state discussion, as has been undertaken in other states and has been recommended by the National Governors' Association and the National Conference of State Legislators.

Pointing out that there is no model for economic prosperity that does not include adequate funding for higher education, he said that, after action on the state budget is complete, support for such a broader discussion will be sought.

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Receipt of Large Grant by UW-Madison Institute for Clinical and Translational Research

President Reilly reported that the UW-Madison Institute for Clinical and Translational Research (ICTR) recently received one of the largest grants in the history of the UW School of Medicine and Public Health -- \$41 million from the National Institutes of Health to enhance the ability to translate medical research into practical, every-day uses by those who need them the most. He congratulated Chancellor Wiley, ICTR Director Marc Drezner, and all of the faculty and staff who make the institute a world-class facility.

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Technology for Enhanced Security

Over the past six months, President Reilly reported, the UW-Madison Police Department has partnered with the Division of Technology, University Communications, University Housing, and the Dean of Students Office to tighten the campus' crisis response capabilities by transmitting information over as many lines of communication as possible. For example, both broadcast text messaging and "reverse 911" technology are nearly ready for use, the latter allowing the police department to call many campus phone lines simultaneously. He commended and thanked the police and other offices for being well prepared to keep the campus community safe.

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UW-Platteville Agreement with Confucius Institute

It was reported by President Reilly that UW Platteville recently signed an agreement with the Confucius Institute to establish a new branch on the campus, which will enhance the campus community's intercultural understanding by providing enrichment courses in Chinese language and culture. As part of the agreement, UW-Platteville will have the opportunity to work with a Chinese partner institution, the South-Central University for Nationalities in Wuhan, China. He congratulated Chancellor David Markee and the entire university community for their work to increase international partnerships.

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Doubling of International Student Enrollment at UW-La Crosse

President Reilly commended UW-La Crosse for almost doubling its international student enrollment over the last year, with 300 students from 46 countries currently enrolled – a reflection of its successful global recruitment and excellent academic rankings. UW-La Crosse also will send an unprecedented number of students to study abroad this year.

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\$10 Million Gift for UW-Milwaukee School of Public Health

President Reilly expressed deep gratitude to Joseph J. Zilber for his \$10 million gift toward establishing the proposed School of Public Health at UW-Milwaukee – a gift that equals the largest single contribution in campus history.

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New Engineering Center at UW-Rock County

It was reported by President Reilly that the new Engineering Center opening at UW-Rock County will house an Electrical Engineering program offered through collaboration with UW-Platteville and will give students the opportunity to take courses toward a UW-Platteville bachelor's degree in Electrical Engineering while staying close to home. \$700,000 in funding for the center was received from more than 50 area businesses, foundations and individuals, along with a grant from Alliant Energy.

He commended all involved for a job well done in helping to make education accessible throughout Wisconsin.

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REPORT OF THE PHYSICAL PLANNING AND FUNDING COMMITTEE

Regent Salas, chair, presented the committee's report.

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UW-River Falls Presentation – Living the Promise: Building the Future

In this presentation, campus participants spoke about the issues of technology enhancements, sustainability, and financial support for capital projects.

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UW Colleges: Annual Report of City and County Financial Support

UW Colleges Vice Chancellor Steve Wildeck reported to the committee that counties and local municipalities contribute about \$13 million annually for financial support of the UW Colleges.

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UW-Platteville: Approval of Design Report and Authority to Adjust the Project Budget and Construct the Glenview Commons Remodeling Project

The committee passed a resolution approving the design report and granting the requested authority for inclusion in the consent agenda.

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UW-Stevens Point: Approval of the Design Report and Authority to Construct the Baldwin Residence Hall Renovation Project

A resolution approving the design report and granting the requested authority was adopted by the committee for inclusion in the consent agenda.

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UW System: Authority to Construct All Agency Maintenance and Repair Projects

The committee approved, for inclusion in the consent agenda, a resolution granting the requested authority to construct maintenance and repair projects at UW-Milwaukee, UW-Madison, and UW-Eau Claire, including a roof replacement, remodeling of space, and a chiller and cooling tower replacement.

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Consent Agenda

Regent Salas moved adoption of Resolutions 9395, 9396, and 9397 as consent agenda items. The motion was seconded by Regent Davis and carried on a unanimous voice vote.

UW-Platteville: Approval of the Design Report and Authority to Adjust the Project Budget and Construct the Glenview Commons Remodeling Project

Resolution 9395: That, upon the recommendation of the UW-Platteville Chancellor and the President of the University of Wisconsin System, the Design Report of the Glenview Commons Remodeling Project be approved and authority be granted to: (a) increase the budget by \$1,054,000 existing Program Revenue Supported Borrowing, and (b) construct the project for a total cost of \$4,000,000 (\$2,946,000 Program Revenue Supported Borrowing, and \$1,054,000 existing Program Revenue Supported Borrowing).

UW-Stevens Point: Approval of the Design Report and Authority to Construct the Baldwin Residence Hall Renovation Project

Resolution 9396: That, upon the recommendation of the of the UW-Stevens Point Chancellor and President of the University of Wisconsin System, contingent upon enumeration of this project in the 2007-09 Capital Budget, the Design Report be approved and authority be granted to construct the Baldwin Residence Hall Renovation Project for a total cost of \$4,986,000 Program Revenue Supported Borrowing.

UW System: Authority to Construct All Agency Maintenance and Repair Projects

Resolution 9397: That, upon the recommendation of the President of the University of Wisconsin System, authority be granted to construct maintenance and repair projects at an estimated total cost of \$5,255,455 (\$595,000 General Fund Supported Borrowing; \$1,820,700 Program Revenue Supported Borrowing; \$188,755 Program Revenue-Cash; and \$2,651,000 Gift and Grant Funds).

Report of the Assistant Vice President

Building Commission Actions

Assistant Vice President David Miller reported that the Building Commission approved about \$18 million for projects at its September meeting, including \$2.6 million in general fund supported borrowing, \$3 million in program revenue, and \$12.5 million in gift and grant funds.

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REPORT OF THE EDUCATION COMMITTEE

Regent Davis, chair, presented the committee's report.

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UW-River Falls Presentation – Living the Promise: the Global Connection

Regent Davis reported that the presentation informed the committee of the excellent infrastructure in place at UW-River Falls to enable students to participate in a variety of international learning experiences, from short courses led by faculty, to independent research projects, to service learning internships.

Included was powerful testimony from three students on the life-altering experiences they had abroad. These students, Nick Bisley, Rachel Mottet, and Katie Leisch, returned with informed global perspectives, not only on the new cultures in which they immersed themselves, but also on their own lives and places in the global society. Ms. Leisch's description of her experience working with children in Uganda was particularly moving.

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UW-Stout: Summary of Academic Quality Improvement Program Accreditation Review by the North Central Association Higher Learning Commission

Reporting on UW-Stout's reaccreditation process, Provost Julie Furst-Bowe advised that Stout is the only UW institution to use the Academic Quality Improvement Program (AQIP) – an alternative reaccreditation process focusing on continuous quality improvement. One of the distinguishing features of AQIP is the requirement for annual reporting, in contrast to the more traditional accreditation process, which occurs every ten years.

UW-Stout was commended for its innovative use of technology for teaching and learning, its broad-based, participatory strategic planning, and for being a data-driven campus.

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Report of the Senior Vice President for Academic Affairs

Education Committee Priorities for 2007-08

The committee clarified some of the topics identified at the September meeting and asked Senior Vice President Martin to bring to the November meeting a re-organized list that would include three categories:

- 1) Priority topics that will be covered by one or more of the think tanks charged with developing the Strategic Framework to Advantage Wisconsin. Representatives of the think tanks will be asked to join the committee at future meetings to share their findings.
- 2) Topics that will require the committee's action.
- 3) Topics that will be taken up for information purposes to deepen the committee members' understanding of major policy areas.

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REPORT OF THE BUSINESS, FINANCE, AND AUDIT COMMITTEE

Regent Smith, chair, presented the committee's report.

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UW-River Falls Presentation – Living the Promise: Investing in our Future

UW-River Falls Vice Chancellor for Administration and Finance Mary Halada spoke about the Living the Promise strategic plan process and goals; Budget Director Kristen Hendrickson presented an overview of the institution's budget; and Foundation president Nancy Devine reported on the foundation's endowment and planned fundraising campaign.

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Information Technology Update

Regent Smith noted that this report was presented pursuant to a resolution adopted by the Board the preceding May.

Oversight and Reporting Structure

Ed Meachen, associate vice president, Office of Learning and Information Technology, reported on the oversight and reporting structure.

Common Systems 2007-08 Expenditure Plan

Vice President Debbie Durcan discussed the 2007-08 expenditure plan and status.

Information Technology Roadmap

A roadmap on the future of technology in the UW System was discussed with the committee.

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Trust Fund Items

Investment Policy Statement

The committee had a first reading of an investment policy statement, intended to better outline the roles and responsibilities of various parties and bring together key policies governing UW System Trust Funds.

2007 Proxy Season Voting Results

The committee received a report that voting instructions were submitted by UW Trust Funds for 60 proxy proposals, including non-routine corporate governance proposals. The primary submissions on social issues involved the environment and global climate change, sustainability, and animal welfare.

Follow Up on Changes to Strategic Asset Allocation Plan

The committee received information on three questions raised at the previous month's meeting regarding the shift of assets out of U.S. equities over the past five years, the lack of investment in Wisconsin companies, and greater use of alternative investments.

It was noted that the asset allocation policy prescribes the percentage of trust funds to be dedicated to U.S. equities, the target for the long-term fund being 15%, with an allowable range of 10-20%, and that it is the board's fiduciary responsibility to select the best investments regardless of state or country of origin.

It was reported that a conservative approach is taken with respect to hedge funds and that including them in the portfolio is designed to lower the risk of the overall fund and improve the risk-return profile.

In discussion at the board meeting, Regent Salas, who had raised questions at the previous meeting, expressed appreciation for the response regarding investments, as well as for the information about proxy voting on social issues. It was his hope that efforts would be made to consider how to invest in Wisconsin firms in a way that would balance the board's fiduciary responsibility with the benefit of investments that could help to create jobs for the state.

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Report of the Vice President

Tuition and Financial Aid Advisory Group

The committee was informed that, at its meeting in September, the group discussed using tuition for financial aid and the merits of the bridge program that was advanced by the board as a means to attach funding to the Wisconsin Covenant.

Segregated Fee Committee Update

Vice President Durcan provided an update on the first meeting of the new Segregated Fee Committee.

Legislative Hearing

The committee received information on the September 25th hearing of the Assembly Colleges and Universities Committee on the response of higher education institutions to ethical concerns about relationships with student loan lenders.

President Reilly provided testimony on the importance of financial aid, including grants and loans to help students finance their education.

Federal College Cost Reduction and Access Act

The committee was informed that President Bush recently signed into law the Federal College Cost Reduction and Access Act, which contained many favorable provisions, including an increase in the maximum of Pell Grants and a reduction in interest rates for Stafford and other federally backed loans. The act did not appear to have any impact on the board's student lending policy.

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REPORT OF COMMITTEE ON MEETING EFFECTIVENESS

Remarking that how and when the board meets should be the result of intentional decisions, not simply habit, Regent President Bradley noted that he had referred the matter to a committee composed of Regent Connolly-Keesler, chair, Regent Thomas and Regent Pruitt.

Regent Connolly-Keesler began her remarks by thanking the committee members, as well as Regent Bartell, Regent Spector, President Reilly, Assistant Vice President Miller, and Secretary Temby, all of whom contributed to the committee's work.

She then presented the following two options that the committee forwarded to the board for its consideration:

- Eight two-day meetings per year, with one at UW-Milwaukee, at least two on other UW campuses, and five or fewer in Madison.
- Six two-day meetings per year and two one-day meetings, with one at UW-Milwaukee, at least two on other campuses and five or fewer in Madison.

Pros and cons of each of these options were outlined.

With regard to one-day meetings, Regent Connolly-Keesler pointed out that the centerpiece could be in-depth focus on one or more major policy issues from 10:00 a.m. to 2:00 p.m., preceded by committee meetings, if needed, and followed by a Board of Regents meeting.

She also presented an option for a 1 ½ days meeting on campus, which would begin on a Wednesday with campus presentations from 3:00-5:00 p.m., followed by a campus tour and a reception with campus and community constituents. The following day, there could be a breakfast with students, followed by committee meetings in the morning and a board meeting in the afternoon.

Suggested time-frames for two-day meetings could include presentation and discussion of policy issues from 9:00 a.m. to noon, followed by committee meetings in the afternoon, a reception after that, breakfast with students on Friday morning, and then a board meeting.

She also presented an agenda for a board meeting that could include time frames for each item, as an option that the board might wish to try.

Regent Connolly-Keesler then presented alternative 2008 meeting calendars, based on the two options presented, noting that one-day meetings would be scheduled for March and November, if that option were chosen.

Concluding her remarks, she presented a draft list of policy issues that the board might wish to consider when choosing items on which to focus for future meetings. Regents could choose priorities among the issues, and the list could be updated as needed.

Thanking the committee for responding to concerns that had been raised, Regent Salas said that he was satisfied that the matter of acting on capital projects in a timely manner had been addressed by Mr. Miller's participation in the deliberations. He expressed a preference for Option #1 as providing more time to discuss these and other important matters. He also commended the committee for developing a list of key issues and was pleased to see that the matter of segregated fees was included in that list.

Commending the committee for setting forth clear alternatives, Regent Davis expressed a preference for trying Option #2 to see if it would work well for the board. She thought that the list of priorities could be coordinated with the work of the think tanks in a flexible manner.

Regent Crain agreed, noting that some issues are linked together and that work on some is under way.

Regent Smith suggested that there be at least three meetings on campuses per year, in addition to one at UW-Milwaukee; and Regent Connolly-Keesler agreed with that suggestion.

It was noted by Regent Smith that the 1 ½ day campus option would not include time set aside for focus on key policy issues.

Chancellor Gow felt that a 1½ day option might be more efficient than 2 ½ days, if scheduled properly.

Regent Connolly-Keesler indicated that another option might involve seven two-day and one one-day meetings.

Regent Bartell suggested that key policy issues should involve “deep dive” unstructured discussions and that presentations should have defined educational objectives for board members. For meetings on campuses, he thought that the regents should have opportunities to meet with faculty and staff, as well as with students. He also suggested that a means be developed for regents to be able to request that specific issues be considered by the full board, rather than by a committee.

With regard to the latter suggestion, Regent Falbo noted that there could be a special committee meeting, scheduled at a time when other committees were not in session. He expressed hesitation about reducing the number of meetings because of the great amount that regents need to do and learn.

In reply to a question by Chancellor Keating, Regent Connolly-Keesler said that Wednesday and Thursday had been suggested for 1 ½ day campus meetings because some might prefer not to meet for a full day on Friday.

Regent Smith moved adoption of the 2008 meeting schedule that reflected Option #2. The motion was seconded by Regent Thomas and carried on a voice vote.

Regent Falbo suggested consideration of meeting content in terms of adequacy of reporting.

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ADDITIONAL RESOLUTIONS

Resolution of Appreciation to UW-River Falls

Expressing appreciation to Chancellor Betz and the UW-River Falls community, Regent Pruitt noted that the welcome extended by students and staff had been remarkable and that UW-River Falls is well-equipped to exercise leadership going forward.

Citing the selection of chancellors as one of the Board of Regents’ most important duties, Regent Pruitt said that he was honored to have chaired the committee that chose Chancellor Betz. He commended the committee members, Regents Davis, Smith, and

Salas, for choosing an outstanding leader and the UW-River Falls Search and Screen Committee, chaired by Terry Brown, for its excellent work.

Noting that Chancellor Betz has described Living the Promise as a conscious effort to develop leaders and talent to address the challenges of the future, Regent Pruitt said that, with the Chancellor's leadership, UW-River Falls students, faculty and staff are making a difference in helping to change the world.

He then presented the following resolution, which was adopted by acclamation with a standing ovation.

Resolution 9398: **WHEREAS**, the Board of Regents of the University of Wisconsin System are pleased to see UW-River Falls' commitment to the principles of sustainability, globalization, inclusiveness, and leadership development as displayed during the campus' presentations this month; and

WHEREAS, UW-River Falls, by increasing collaboration with community leaders, businesses, and local government, is dedicated to achieving energy efficiency and promoting economic growth in the St. Croix Valley; and

WHEREAS, the number of students, faculty, and staff participating in international programs has increased significantly, demonstrating the campus-wide desire to promote global awareness and participation in the international community; and

WHEREAS, UW-River Falls has incorporated community service with the undergraduate education experience through Service Learning and Civic Engagement programs in the interest of developing high-quality leaders and model citizens; and

WHEREAS, Regents appreciate both the UW-River Falls Dance Theatre's outstanding performance and the creative displays in the international student fair for their celebration of the diversity of campus life; and

WHEREAS, faculty members and students are involved in substantive research projects that will positively impact the local community and elevate the quality of life for people around the globe; and

WHEREAS, UW-River Falls is a laudable example for Wisconsin in its willingness to implement comprehensive renewable energy and conservation initiatives to achieve energy independence by the year 2012;

BE IT THEREFORE RESOLVED that the Board of Regents of the University of Wisconsin System thanks Chancellor Don Betz and the entire UW-River Falls community for generously hosting the Board's October 2007 meeting, and praises the faculty, students, and staff for providing an enlightening and productive experience that points toward the exciting future of the UW System.

The meeting was recessed at 11:50 a.m. and reconvened at 12:00 p.m.

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Closed Session

The following resolution, moved by Regent Pruitt and seconded by Regent Shields, was adopted on a unanimous roll-call vote, with Regents Thomas, Smith, Shields, Salas, Pruitt, Falbo, Crain, Connolly-Keesler, Bradley, and Bartell voting in the affirmative. There were no dissenting votes and no abstentions.

Resolution 9399: That the Board of Regents move into closed session to consider UW-Madison honorary degree nominations and naming a facility at UW-Stout after a person, as permitted by s.19.85(1)(f), *Wis. Stats.*; to consider a UW-Madison request for consideration of employment terms for a specific candidate, as permitted by s.19.85(1)(c), *Wis. Stats.*; and to confer with legal counsel regarding pending or potential litigation, as permitted by s.19.85(1)(g), *Wis. Stats.*

During closed session, the following resolution was adopted:

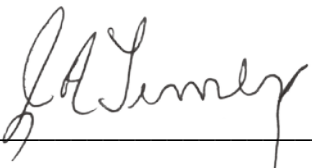
UW-Stout: Authority to Name the Library Learning Center the "Robert S. Swanson Learning Center"

Resolution 9400: That, upon the recommendation of the UW-Stout Chancellor and President of the University of Wisconsin System, authority be granted to name the

Library Learning Center the "Robert S. Swanson
Learning Center."

The meeting was adjourned at 1:10 p.m.

Submitted by:

A handwritten signature in black ink, appearing to read "J. A. Temby", written over a horizontal line.

Judith A. Temby, Secretary

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UW System's Strategic Framework to **Advantage Wisconsin**

