

MINUTES OF THE REGULAR MEETING

of the

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

Held in Memorial Union  
Main Lounge, 2<sup>nd</sup> Floor Central  
UW-Madison  
Madison, Wisconsin

Thursday, December 9, 2010  
10:00 a.m.

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- President Pruitt presiding -

PRESENT: Regents Jeffrey Bartell, Mark Bradley, Judith Crain, Danae Davis, Stan Davis, John Drew, Anthony Evers, Michael Falbo, Thomas Loftus, Edmund Manydeeds, Charles Pruitt, Jessica Schwalenberg, Brent Smith, Michael Spector, and David Walsh

UNABLE TO ATTEND: Regents José Vásquez, Aaron Wingad, and Betty Womack

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## **PRESIDENT'S GREETING**

President Pruitt welcomed everyone to the meeting and commented that he thought it was slightly easier to get to Madison than it had been a year ago, when all were challenged by nearly 19 inches of snow. President Pruitt noted that this month, the meeting was being hosted by UW-Madison, providing an opportunity to showcase this extraordinary university. President Pruitt thanked Chancellor Martin for her warm hospitality, and the UW System staff for their assistance.

President Pruitt noted that UW-Madison is one of only four public universities in the top 20 universities in America. That did not happen by accident or overnight. Staying at that exalted level takes dedication, commitment, and ongoing work. President Pruitt indicated that the Board would be hearing more about much of the work being done at UW-Madison.

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## **UW MADISON PRESENTATION: “UW-MADISON IN CHINA”**

President Pruitt introduced UW-Madison Chancellor Bidy Martin, who thanked and welcomed the Regents, chancellors, provosts and other campus staff and media to the meeting. Chancellor Martin also thanked Becci Menghini, who led the effort to organize the program, along with Tricia Dickinson, Amy Toburen, Heidi Zoerb, Eden Inoway-Ronnie, Peter Kleppin, Scott Hildebrand, and Georgene Pomplun.

### ***Purpose of the China Visits***

Chancellor Martin introduced a short slide show of her recent trips to China. The chancellor stated that the purpose of her presentation was to tell the Regents and the community about the importance of having a presence in China, and why UW-Madison staff spend time there. Chancellor Martin indicated that UW-Madison staff have multiple aims for their work in China, such as improving the quality of education offered at UW-Madison by ensuring that undergraduate and graduate students have opportunities to learn more about this important part of the world, but also to study there and secure internships with businesses there.

Chancellor Martin indicated that during a recent visit, she met with six Wisconsin-based companies in Beijing to discuss their willingness to take interns from UW-Madison’s undergraduate student body. Saying that UW-Madison wants to attract investment from East Asia to Wisconsin, Chancellor Martin indicated that the university would like to help investors understand that discoveries worth investing in do not occur only on the east and west coasts of the United States. One of the best kept secrets when it comes to research and technology development is Madison, Wisconsin.

UW-Madison staff are also in China to elevate the brands, not only of the university, but of the state of Wisconsin, and to build different kinds of relationships. Some of these relationships are institution to institution, but also support collaborations on the ground that faculty and students are building themselves. Chancellor Martin noted that the following day there would be a delegation of seven from the University of Shanghai Jiao Tong, including the President of Jiao Tong, visiting UW-Madison to pursue collaborative opportunities. She also noted that this visit was just one of many such visits. Students benefit directly from UW-Madison’s presence in China by virtue of student exchange, internship possibilities, study abroad, and opportunities on campus to learn about China.

Chancellor Martin introduced several speakers: Gilles Bousquet, Dean of the Division of International Studies and also Vice Provost for Globalization; student Matt Payne, who would talk about his experiences in Tianjin, where UW-Madison has a summer program, and his future plans; and Political Science Professor Edward Friedman, who has been working in China for decades.

## ***UW-Madison's Relationships with China***

Dean Bousquet provided highlights of the trips to China, led by the chancellor. He emphasized the strength of the China studies program at UW-Madison and the relevance of the trips, given the role that places like China, India and Brazil play in today's economic and geopolitical stage. Dean Bousquet referred to the first slide of his presentation, which described the depth and breadth of UW-Madison's relationships with China. UW-Madison has more than 300 China-related doctoral degrees, dating back to 1924; some distinguished centers, including the federally-funded Center for East Asian Studies and the East Asian Legal Studies Center, have trained dozens of legal professionals all over China. UW-Madison also has dozens of projects and exchange relationships. Currently, 30 faculty across campus teach courses about China in a range of disciplines, including law, religion, history, popular culture, and sociology.

Dean Bousquet stated that the connections between China and Wisconsin are very strong. UW-Madison has about 2,000 degree-seeking students from China, Hong Kong, and Taiwan. In a decade, UW-Madison went from approximately 100 scholars, including Ph.D. students, post-doctoral students, and researchers on campus, to 425 scholars. Every semester, more than 300 students study modern and classical Chinese, which is also very important for the relationship with our partners in China. A number of UW students study in China, as well. Dean Bousquet stated that he and the Chancellor want to make China the number one study abroad destination for UW-Madison students. About 1,700 UW-Madison alumni currently live in China, many of them in key positions, enabling them to broker meetings for the university. He noted that alumni have done very well, and have "a warm spot" for UW-Madison.

In 2007, UW-Madison established the Wisconsin China Initiative to coordinate efforts to: (1) focus the campus on deepening and expanding education and research about China; (2) provide a clear point of contact for the campus, the state, and the public; (3) disseminate knowledge more effectively to benefit Wisconsin citizens; and (4) partner business and government entities on issues related to China. UW-Madison brought together a group of faculty, led by Professor John Ohnesorge from the Law School, to form the Wisconsin China Initiative. An advisory board that consists of 20 business and government leaders from the United States and China provides feedback and advice on how to approach the Wisconsin-China relationship.

### ***Goals and Results of the 2010 Visits***

In 2010, the Chancellor made two trips to China, which were very important to the Chinese. A lot of chancellors and presidents make one trip, but UW-Madison and Chancellor Martin herself have been on the ground in China more than once, which is very meaningful to UW-Madison's Chinese partners. Dean Bousquet referred to a slide which summarized the two trips, including visits with partner universities, alumni and friends, media coverage and public events, economic development events, and high-level government, business or individual events. The chancellor's two visits covered all of the major Chinese markets and included a range of events, from engagement with students to meetings with business and economic leaders, to high-level government events to enhance the profile of Wisconsin. The goals of the trips were to: (1)

increase UW-Madison's visibility in China and East Asia; (2) develop strategic relationships with top Chinese universities; (3) deepen alumni relations and meet top prospects; (4) assist in recruitment of the most talented Chinese students; and (5) assist the state in its economic development efforts. Dean Bousquet noted that all of the universities have assets to contribute to the state's economic efforts, and UW institutions have key connections in areas where growth is occurring.

Dean Bousquet provided a summary of the outcomes of the trips, including visits to 13 universities; seven memoranda of understanding; five business and economic events; eight VIP events; and more than 450 alumni, parents, and students in attendance at events. Also, more than nine delegations from China have visited UW-Madison since April 2010.

Dean Bousquet indicated that the institutional outcomes have also been impressive. UW-Madison has been invited by Tsinghua University to develop a service learning exchange program, and the director of UW-Madison's Morgridge Center is currently finalizing that agreement; UW-Madison signed a major agreement related to biomedical engineering with Zhejiang University; the Chinese Champions program is up and running, and will continue for the next three years; a pre-college program is in the pilot phase; and UW-Madison received a gift of 30 feature films for the film studies program at UW-Madison.

Dean Bousquet indicated that the media presence during the trips was outstanding. He referred to a slide which summarized the media contacts during the trips, which included several television interviews that were widely disseminated to newspapers, radio, and magazines. During those trips, through the use of social media, such as Twitter and Facebook, the chancellor was able to connect with UW-Madison to get feedback and reactions from students and faculty. Dean Bousquet referred to a slide which featured a *China Daily* photo of the chancellor presenting a Wisconsin sweatshirt to the vice president of Beijing Sports. The article accompanying the photo stated, "This is the first time in the history of new China that such a large group of elite athletes has been sent abroad to study." Dean Bousquet indicated that this was significant because it was an official sanction by the Chinese news of this program. This article was also picked up by major media markets throughout China and by Asian-Americans in the United States. He estimated that more than 20 million people have seen the article and the accompanying photo.

Dean Bousquet said that the business contacts were also impressive, not only at a government level with the Chinese Investment Promotion Agency, which handles investment in China as well as foreign-directed investments, but also with the vice mayor of Tianjin (a city of 12 million), who is interested in technologies. UW-Madison also made contact with leaders from Inner Mongolia and Heilongjian provinces, who flew to Beijing to meet with the chancellor. These provinces have strong economies in dairy, agriculture, and the environment, and are very eager to partner with Wisconsin. Provincial leaders have been invited to come to Wisconsin to discuss how to broker relationships with businesses here. Meetings were also held with senior managers of Wisconsin companies, and meetings are continuing to secure internships for students.

Dean Bousquet continued, saying that delegations from universities and provinces have visited Wisconsin and have met with some of the other UW System chancellors and President Reilly. Representatives from the Shaanxi Province have visited because they are interested in technologies and partnerships. Zhejiang University, East China Normal University, Shanghai Jiao Tong University and others have visited, creating opportunities to deepen relationships at strategic and institutional levels.

### ***Future Opportunities***

Dean Bousquet referred to several opportunities in the future, including strategic academic relations and innovative programs, such as internships, the service learning exchange, and graduate cooperation. He indicated that UW-Madison can play a role in economic development by training students how to negotiate the complexities of the Chinese environment and speak Chinese. He indicated there is a hunger from global companies to be connected to the talent of UW students, and alumni are very dedicated to Wisconsin. There was a strong attraction in China for the Wisconsin Idea; the idea that a university can harness the power of research and education through innovation resonated with the Chinese. The Chinese are aware of the magnitude of challenges that China faces with the environment, in education, in economics, and in health. The university is approaching this relationship in a humble way, acknowledging that the United States has had some of these same problems. The Chinese want to partner with the university because they recognize the university does work on campus but also reaches out to partners.

### ***Student Perspective: The Value of Study-Abroad in China***

Dean Bousquet introduced Matt Payne, a junior majoring in Economics and Chinese. Mr. Payne participated in an intensive summer program in Tianjin, China. Mr. Payne started his presentation by saying hello in Chinese. He remarked that he started studying Chinese because he realized that if he could communicate with one-fifth of the world, it would increase the opportunities available to him. He acknowledged that his competition isn't limited to those sitting next to him in his Economics 301 lecture, but instead is sitting in lecture halls in Beijing and Shanghai. China has been growing by leaps and bounds during his lifetime, and will continue to grow well into the 21<sup>st</sup> century.

Mr. Payne studied abroad in Tianjin through the university's study abroad program, after completing two years of Chinese at UW-Madison. Mr. Payne stated that while in Tianjin, he studied at Nankai University, the fourth best university in China. He indicated that the study abroad program was rigorous and that his language skills improved dramatically during his stay in China. Part of his program included a 10-day trip in Inner Mongolia with a small group. Mr. Payne remarked that everywhere he visited during his stay in China, the Chinese loved Americans.

After graduation, Mr. Payne hopes to move to China to work or start his own business, but is also considering naval intelligence or working for a government organization. Mr. Payne said that he is starting a new student organization on campus called Global China Connection,

which will host speakers, connect with Chinese universities, and provide networking opportunities for students interested in China.

Mr. Payne said that the value of his degree comes largely from what he put into it, but also from the opportunities and resources provided by the university. He indicated that he would not have had the experiences in China if UW-Madison had not offered a program that allowed him to study Chinese in such an extraordinary way. As China's impact in the world grows, so will its impact on campus. He stated that 50 percent of incoming international freshmen this year were from China, and ensuring a strong relationship with that part of the world holds unlimited potential for the University of Wisconsin in the future. According to Mr. Payne, China and the state of Wisconsin share similar economic characteristics, such as the importance of agriculture and industry. Allowing students to take advantage of the opportunities in those fields and in others will strengthen the value of a degree from UW-Madison, and allow graduates to attain even higher levels of success. Mr. Payne stated that he hoped the university would continue to maintain a presence in China, and expand on its great work; the investments the university makes now will benefit the university and the state of Wisconsin for years to come.

### ***Historical Changes in China***

Chancellor Martin then reintroduced Professor Edward Friedman and asked him to comment on how China has changed and on the challenges and opportunities going forward. Professor Friedman indicated that he was part of the first academic group that was allowed to do research in China in May 1978. At the time, there were no private cars in Beijing and only 2 percent of the government offices in Beijing had landline phones. Today, China is another universe and will soon be the largest economy in the world. The Chinese government has just committed over one trillion renminbi a year to lead technologies. China is already a leader in wind power and electric cars.

Chancellor Martin asked Professor Friedman to provide a more visual sense of China now, compared to before. Chancellor Martin also asked that he address the issue of human rights. Professor Friedman referred to the upcoming Nobel Prize for Peace that would be awarded on December 10 in Oslo, Norway to Liu Xiaobo, a Chinese supporter of democratization who is in prison. He indicated that China is a major human rights violator; there is no reason to expect any change, and this greatly complicates relations.

Professor Friedman also stated that when one talks about China, there are often contradictions in what is said. If asked, most Chinese will say that China now allows an enormous amount of personal space, and they view themselves as free people. They can travel here and take any classes they want to take. Most Chinese say that China has never had it so good. There is a religious revival all over China, yet China represses religion. He remarked that China is a very complicated place, but the correct way to approach it is the way in which the chancellor is approaching it. The seven largest economies in the world will soon be the E7, or the emerging markets economies – China, Indonesia, India, Brazil, Turkey and two others – and the weight of their economies in the world will soon be larger than the G7 economies. UW-Madison's program involves rethinking the globalized nature of the university and the world, and China is a significant part of that. It is complex and contradictory, but it is the right place to be.



According to Professor Friedman, the university has been involved with China for a long time, starting with the first ambassador to the new republic of China, who was a faculty member from UW-Madison. In addition, UW-Madison had the first Buddhist Studies program that awarded Ph.D.s. According to Professor Friedman, there is no part of the faculty that has not, on its own, become deeply involved with China, because the university is an extraordinarily energetic, robust, and dynamic place. Professor Friedman stated that while the university hasn't had a brand, the chancellor's efforts are creating a brand called "Wisconsin." After one year and two visits, the presence and awareness of Wisconsin has increased. Students, alumni, the state, and businesses will all benefit from this effort, the professor said.

### ***Benefits to UW System and the State***

Chancellor Martin noted that Interim Chancellor Lovell was recently in China, and other chancellors may have been there, as well. She remarked that there seem to be great opportunities to leverage more students at UW-Madison and other campuses. Professor Friedman agreed, saying that he had dinner the night before with other faculty who teach Chinese politics at campuses throughout the state. UW-Madison sees itself as part of the entire state of Wisconsin, and the hope is that this initiative reaches out to the world, and back again, to the entire citizenry of the state of Wisconsin.

Regent Loftus commented that he had the opportunity to go to China in 1981 with Governor Dreyfus, when Regent Loftus was the Democratic Majority Leader of the Assembly. He indicated that Governor Dreyfus relished in introducing him to the Chinese as the leader of the opposite political party. He indicated that the idea of two major political parties seemed unique to those in a one-party state. Regent Loftus said they met a graduate of the class of 1927. Many people asked in very private moments if there was a way to get their children to Madison. Regent Loftus stated that he also went to China in 2007 with Governor Doyle, and he noted the amazing amount of change that had taken place.

Regent Loftus indicated that Professor Friedman's description of the two realities of China was correct. He added that he was supportive of engaging and nurturing relationships, welcoming students and sending students, being a main presence in intellectual life, but acknowledged that there is another reality and that there will be an empty chair in Oslo when the Nobel Peace Prize is awarded.

Professor Friedman, in response to Regent Loftus's comments, indicated that he agreed with everything Regent Loftus said. He also stated that students still want to come to this country from China. Higher education in China is not very good, and parents make great sacrifices to send their children to the United States. Professor Friedman stated that he is a member of Amnesty International and cares very much about human rights, and he has fears about China's direction on human rights. However, it is also true that the Chinese government experiences itself in the world, not as an economic power that is becoming a military power, but as a moral poll; and China cares about its reputation in the world. The Chinese government wants to be seen as a good actor in the world, doing good things for the world. For example, the Chinese government would say China has been holding up the world economy and has prevented the economic crash from being worse. They would also say that their investments in Africa may

be the first to create great inroads in Africa, and if they can do something that turns around the poorest parts of the world, that is a significant achievement. To understand China, it is important to understand how the Chinese view themselves as part of the world.

Regent Bartell remarked that he has had the privilege of participating in the UW-Madison Law School's legal exchange program with judges in Shanghai. Several years ago he traveled with a group of American judges, including his wife, to teach in Shanghai. He was responsible for teaching corporate law to the judges there. While there, they had the opportunity to meet the Chinese people and get to know them, and have since hosted Chinese visitors here. He indicated that the Chinese judges were less concerned with their legal system than with the one-child rule in China; they were jealous of Americans' ability to have more than one child. Regent Bartell asked about the massive growth that has taken place in China during the last 30 years, how population control will affect China in the years ahead, and how population control will change economic advancement.

Professor Friedman said that despite the belief in the United States that a one-child policy exists in China, China has never had a one-child policy. He provided historical information on what led to the massive population growth during the early years of the Peoples Republic of China, and indicated that a program was implemented to limit population growth. It was not an unpopular program, but how it was carried out was unpopular. In his research in the poorest parts of China, Professor Friedman said that he has never seen a one-child family. Contrary to the image that the Chinese do not care about their daughters, the basic view of the Chinese is that a good family includes a boy and a girl. The real problem is in the cities. He remarked that he thought the "policy" would eventually be abandoned, and is already slowly being abandoned, because China is the first country to face the problem of growing old before growing rich. In China, they refer to it as the 4-2-1 problem -- four grandparents, two parents, and one child working to support all of them; it is unsustainable. In addition, with the current demographics, the Chinese economy will eventually slow in growth.

Regent Walsh commented that other major universities must also be forging relationships with China. Regent Walsh asked, at a time when it is important to dialog with the Legislature about the future of the state and the UW System and about the university's ability to help in the pursuit of 250,000 jobs, what the university can do to enhance the relationship with China. Professor Friedman agreed that major universities were involved with China long before UW-Madison was, and the UW is playing a game of catch-up. Chancellor Martin stated that the university has an opportunity to not only catch up, but to go its own way. The resonance for the Wisconsin Idea is startling, and is related to the Ministry of Education in China trying to decide if it wants universities in the model of Harvard, Yale, Princeton and Cornell, or prestigious universities that are great but that also serve communities.

Chancellor Martin indicated in addition that the university will need funding to do more. However, higher education officials in China have indicated that if UW-Madison does something different from all of the other universities, by continuing to talk about and pursue efforts that are not strictly academic, but are business related and draw on the state's resources as well as the university's, the Chinese officials would help to support UW-Madison's presence there. Chancellor Martin stated that UW-Madison is very well positioned to take advantage of the

generosity of the high-level Chinese officials and to do something that is not exclusively academic, but something more integrated. She indicated that UW-Madison needs to move relatively quickly and needs the state to be interested. The moment is opportune because of some of the connections the university has been able to make through alumni and some liaisons in Beijing.

### ***Chinese Champions Program***

Chancellor Martin stated that one of the greatest success stories in the university's efforts to build relationships with China is the Chinese Champions program. The Chinese Champions, Olympic-level athletes and coach, have been at the university since the summer of 2010 and have been working hard, studying English, kinesiology, management, and training – things that put them in a position to be international leaders in sports. The Chinese student-athletes have been at UW-Madison for a thrilling football season, a visit from President Obama, and Halloween on State Street. The athletes and coaches received a warm welcome at Eagle Heights, where they became part of the international community.

Chancellor Martin stated that the aim of the program is to provide the student athletes with a great experience, but also to provide our own students with the opportunity to get to know such remarkable young people from China. The university recently reached an agreement with Beijing Sport University to extend the program for three years. She remarked that the Chinese athletes and coaches have been very generous with their time. She thanked them for their generosity.

Chancellor Martin introduced Li Li Ji, Professor of kinesiology at UW-Madison and leader of the Chinese Champions program, and asked him to introduce the athletes and coaches. Professor Ji indicated that the Chinese Champions had been in Madison for four and one-half months, had received a warm welcome, and had become local Madison boys and girls. Professor Ji introduced the coaches and student-athletes and presented them with certificates. The students presented Chancellor Martin with a gift, as well, and a brief video summary of the Champions program was shown. President Pruitt thanked the chancellor and her colleagues for the wonderful presentation.

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## **REPORT OF THE PRESIDENT OF THE BOARD**

### ***Wisconsin Technical College System Board Report***

A written report was provided. There were no questions or comments.

## ***Additional Items that the President of the Board May Report or Present to the Board***

President Pruitt noted that he and President Reilly typically share their presidents' reports on Friday morning, but because of a special guest on Friday, Terry Hartle of the American Council on Education, the reports would be presented on Thursday. Before proceeding with his report, President Pruitt recognized Regent Vice President Spector, who expressed his pleasure at being back with the Board, having missed the November meeting due to health concerns. He thanked all for their phone calls, cards, flowers, and support.

### **Transition to New Governor**

President Pruitt began his report, noting that at the November meeting, the Board was privileged to welcome Governor-elect Scott Walker to the meeting of the Board, just two days after the election. All are becoming familiar with the new faces and new ideas in the Capitol. President Reilly and his staff have been reaching out to the Governor-elect's transition team, helping to establish open lines of communication on a number of fronts, including briefings about the December Board agenda. Similar conversations are occurring with legislators in both houses. Many of the conversations focus on specific issues, such as the work of Legislative Council Study Committees that are examining such issues as workforce development and financial aid, where the UW System has a strong interest and a central role.

### **Principles for Progress and Prosperity**

Other meetings that have occurred are related to the university's call for a new compact between the UW System and the State of Wisconsin, as laid out in the "Principles for Progress and Prosperity" document. President Pruitt said that he and former Regent President Jay Smith were in the process of updating the "Principles" paper to include the latest figures, and to turn the conversation from one related to the elections to one directly relevant to the 2011-13 state budget and the overall future of a new compact between the State of Wisconsin and its public university. One change to this document is the addition of excerpts from editorials from around the state. One editorial, in the November 27th *Milwaukee Journal Sentinel*, reiterated that it is time for a broader discussion of what it means to be a state university, and asked whether this means "state supported" or simply "state located." This is a fair question to be asked and answered, President Pruitt said.

President Pruitt said that he had recently had the opportunity to speak with the Rotary Club in Appleton, where many members of the Fox Valley community expressed their support for the compact. President Pruitt thanked Dean Jim Perry from UW-Fox Valley for his help in setting up his visit and joining him for lunch with the Appleton Rotarians. In addition, President Pruitt said that he was invited to be a guest on the "UPFRONT" television news program with Mike Gousha to discuss the new landscape in Madison and the UW's efforts to gain stable funding and increased flexibility from the state.

## **National Politics**

On the national front, President Pruitt congratulated those who have been elected or re-elected to represent Wisconsin in the U.S. Congress, including re-elected U.S. Representatives Ryan, Baldwin, Kind, Moore, Sensenbrenner, and Petri and newly-elected U.S. Senator Johnson, and Representatives Duffy and Ribble. The new Congress will have serious responsibilities, including finding ways to spur economic growth and create jobs. The 112<sup>th</sup> Congress will have some important and unfinished business in continuing to support a world class education system so that people of all generations and all income levels will have the chance to succeed. There will be important debates and decisions to be made about support for Pell Grants, so that students will have the chance to remain in college during difficult economic times, and the DREAM Act, so that 55,000 young people who currently cannot attend college will have the chance to live the American dream.

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## **REPORT OF THE PRESIDENT OF THE UW SYSTEM**

### ***Relationship between State and University***

President Pruitt called upon President Reilly to present his report. President Reilly began his remarks by describing efforts to invite people to re-visit, and perhaps re-think, the relationship between Wisconsin and its public university. He visited the Madison Downtown Rotary Club on December 1, to speak to them on this topic, and Wisconsin Eye was there to capture the presentation on video. Two weeks before, Chancellor Bidy Martin spoke to the Rotary Club and other service groups with her message about the “New Badger Partnership,” and how the Madison campus could benefit from efforts to provide the UW System with greater administrative flexibility.

Earlier in the month, President Reilly reported, the UW System announced that UW campuses reported 181,782 students – an increase of 2,873 over last year’s final enrollments, and an all-time record for the System. Over the past decade, UW System enrollment has grown by about 11 percent – representing a gain of more than 18,000 students. The System’s success in this area is particularly noteworthy during a time of tight resources. President Reilly expressed pride in the System’s productivity gains and efficiency; at the same time, maintaining educational quality and achieving the *Growth Agenda* goal of 80,000 additional graduates by 2025 will require state reinvestment and new flexibility to employ more efficient business practices.

President Reilly said that he had recently welcomed about 60 people to the concluding session of the Wisconsin Economic Summits, the culmination of a shared effort to help develop a bold strategy for Wisconsin’s economic revitalization. As one of the “conveners” of the summits, the university had the opportunity to brief Governor-elect Walker and members of his transition team about the university’s vision for job creation and economic development. The final “Be Bold” Prosperity Strategy that resulted from the summits included many

recommendations that align nicely with the *Growth Agenda*, the university's call for new flexibility, and the need for higher education to play a central role in boosting the state's economy. UW chancellors, provosts, faculty, and staff participated in every planning meeting and every summit, demonstrating the seriousness with which the UW System takes its role in economic development.

### ***Call for Civility***

Chancellors and other UW leaders have been working hard on campus and community behavior issues this fall. Some horrendous incidents occurred on a number of campuses this year. President Reilly said that "this is something we cannot and will not accept." On behalf of the UW System, President Reilly and all chancellors issued an open letter calling for civility. Campus communities all across the state are actively engaged in addressing such issues, whether through existing programs or new initiatives from the grassroots, such as a rally at UW-Platteville, an upcoming event at UW-Stout, and a systemwide conference on "Civility and Everyday Life," to be held Feb. 22-24 at UW-Oshkosh. Quoting from the letter, President Reilly said that "nobody has a right to engage in abusive behavior, and we each have an obligation to challenge that kind of conduct whenever it occurs on our campus or in our communities."

### ***UW-Madison Professor Teri Balsler Named U.S. Professor of the Year***

Turning to positive news from around the system, President Reilly announced that UW-Madison Associate Professor of Soil Science Teri Balsler was honored in November as the U.S. Professor of the Year. Four professors are selected nationally each year, one each from doctoral, masters, and baccalaureate degree-granting institutions and community colleges. The U.S. Professors of the Year program is sponsored by the Council for the Advancement and Support of Education (CASE) and The Carnegie Foundation for the Advancement of Teaching. Winners are selected for their impact on and involvement with undergraduates; a scholarly approach to teaching and learning; contributions to undergraduate education in the school, community, and profession; and support from colleagues and current and former students. President Reilly expressed congratulations to Dr. Balsler.

### ***UW-Madison Faculty Member Dr. William Cronon Elected President of the American Historical Association***

President Reilly reported that historian William Cronon of UW-Madison was elected president of the American Historical Association, a position considered one of the highest honors in the profession. Dr. Cronon is a national leader in studying past human interaction with the natural world, and is the first environmental historian ever elected to lead the association. President Reilly congratulated Dr. Cronon.

## ***UW-Madison Professor Bassam Shakhashiri Voted President-elect of the American Chemical Society***

UW-Madison chemistry professor Bassam Shakhashiri was voted President-elect of the American Chemical Society. Dr. Shakhashiri, the first holder of the William T. Evjue Distinguished Chair for the Wisconsin Idea, will serve on the ACS board of directors for a three-year term, beginning in January. The American Chemical Society is the largest scientific organization in the world, with more than 160,000 members from academia, government, and industry. Dr. Shakhashiri has been a member of ACS for 49 years and will become the third ACS president from UW-Madison. President Reilly congratulated Dr. Shakhashiri.

## ***UW-Oshkosh College of Nursing Re-accredited***

The College of Nursing at UW-Oshkosh recently marked its 40<sup>th</sup> anniversary. The College also learned that its undergraduate and graduate programs have received the maximum 10-year re-accreditation, the highest honor given by the Commission on Collegiate Nursing Education. UW-Oshkosh's College of Nursing has seen tremendous growth in recent years, through innovative program options, such as the Accelerated Bachelor's of Science in Nursing, which allows individuals who already have a bachelor's degree to earn a BSN in 12 months. President Reilly congratulated Dean Rosemary Smith, Chancellor Wells, and their UW-Oshkosh colleagues.

## ***National Study to Update Two-Year Associate of Arts and Sciences Degree***

A team of five scholars from UW Colleges has been chosen to participate in a national study to determine how to update the two-year Associate of Arts and Sciences degree to keep it valuable to students in a rapidly changing world. UW Colleges is one of 32 institutions chosen out of 140 applicants to serve on the national group sponsored by the Association of American Colleges and Universities. The study will look at how teaching and learning are changing because of technology and demographic shifts, and what students will need to know tomorrow to be effective citizens. President Reilly congratulated Interim Chancellor Marv Van Kekerix and his UW Colleges colleagues.

## ***UW-Milwaukee Physicist Awarded National Grants***

Physicist Xavier Siemens was awarded two prestigious grants from the National Science Foundation (NSF), both related to his work in the international effort to detect gravitational waves, ripples in space-time produced when massive objects in space move violently. The direct detection of these gravitational waves will provide a new means to study the universe. In addition to receiving a \$500,000 Early Career Development Award, the NSF's most prestigious award for young researchers, Siemens also is a senior investigator on a \$6.5-million grant from NSF's Partnerships for International Research and Education. President Reilly expressed his congratulations.

### ***Wisconsin Public Television Honored***

Wisconsin Public Television (WPT), a service of the Educational Communications Board and UW-Extension, was honored with three Emmy Awards in November from the Chicago/Midwest Chapter of the National Academy of Television Arts and Sciences. WPT was honored for two programs related to Vietnam Veterans and also for news reporting on allegedly-fraudulent childcare providers in Wisconsin. President Reilly said that the honors were well-deserved and congratulated James Steinbach, Director of Television, and the many others involved in these productions.

### ***UW-La Crosse and UW-Oshkosh Graduate Named Wisconsin's New Poet Laureate***

President Reilly reported that Governor Jim Doyle recently named Bruce Dethlefsen of Westfield as Wisconsin's new poet laureate. Mr. Dethlefsen is a graduate of UW-La Crosse and earned his master's degree from UW-Oshkosh. His most recent collection of poems is "Breather" (Fireweed Press, 2009).

### ***UW-Stout Opens Jarvis Hall***

UW-Stout recently celebrated the grand opening of its state-of-the-art Jarvis Hall. The \$43.2 million building is home to UW Stout's College of Science, Technology, Engineering and Mathematics. The building has nearly 160,000 square feet of new and renovated space, with state-of-the-art labs and classrooms. Focus on Energy has presented UW-Stout with more than \$78,000 in incentive grants to recognize the energy-saving measures instituted as part of the project. President Reilly congratulated Chancellor Sorenson and the UW-Stout campus community.

### ***UW-Platteville Recognized at Annual Conference for Women Engineers***

At the recent annual Conference for Women Engineers, UW-Platteville received recognition for the highest retention rate of women in engineering in the nation, at 77.8 percent. Starting in the fall of 2009, the university's Society of Women Engineers started hosting a welcome for new members. Mentoring relationships and a personal community experience are key to this success. President Reilly congratulated Chancellor Dennis Shields and his colleagues at UW-Platteville.

### ***UW-Milwaukee Hosts Wisconsin Idea Forum***

The fourth Wisconsin Idea Forum took place in November, hosted by UW-Milwaukee. The Wisconsin Idea Forum is the Wisconsin Idea in action, tapping into the UW's longstanding tradition of leveraging its resources to benefit the citizens of Wisconsin. Topics addressed in previous forums have included alcohol abuse, financial aid policy issues, and building sustainable communities. In Milwaukee, the subject was water issues, with discussions ranging



from groundwater issues, to aging infrastructure, to climate change. President Reilly congratulated Interim Chancellor Mike Lovell; Mark Harris, Acting Dean of the School of Freshwater Sciences; and others at UW-Milwaukee.

### ***UW-Oshkosh Hosts New North Summit***

UW-Oshkosh hosted the seventh annual New North Summit, where about 700 leaders from throughout northeastern Wisconsin met to foster collaboration, share success stories, and map out a game plan for the continued prosperity of the region. Featured speakers included Governor-elect Scott Walker and Mark Murphy, President and CEO of the Green Bay Packers. President Reilly complimented Chancellor Wells and the UW-Oshkosh community for a productive summit.

### ***“James Huff Stout Remembrance Day”***

On December 8 Governor Jim Doyle declared it to be “James Huff Stout Remembrance Day,” in honor of the 100<sup>th</sup> anniversary of the death of the founder of UW-Stout. James Huff Stout, an executive in his father’s lumber company, had an early vision for higher education that introduced manual training and domestic science. This eventually led to the founding, in 1891, of the institution that would become known as UW-Stout. More than a century later, as Wisconsin’s Polytechnic University, UW-Stout continues to prepare its graduates for successful careers and fulfilling lives. James Stout served as a member of the UW Board of Regents. President Reilly expressed congratulations to Chancellor Sorenson and the UW-Stout community.

### ***UW-Whitewater Warhawks***

President Reilly acknowledged defending Division III national champion, the UW-Whitewater Warhawks, who were undefeated and due to meet the Wesley College Wolverines on December 11 in the semifinal game in Dover, Delaware. President Reilly wished all the best to Head Coach Lance Leipold, Chancellor Telfer, and the Warhawks.

### ***Wisconsin Badgers Invited to Rose Bowl***

President Reilly also congratulated Coach Bielema, the UW-Madison football team, and Chancellor Martin for the invitation they received to the 2011 Rose Bowl. This will be the Badgers’ sixth appearance in the Rose Bowl, their first since 2000.

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## UNIVERSITY OF WISCONSIN SYSTEM eCAMPUS

President Pruitt called upon President Reilly to introduce the next agenda item. President Reilly said that November marked the official launch of the University of Wisconsin System eCampus, which places the UW System at the forefront of online education. Online learning is booming because it offers a convenience that is very attractive, especially to adults who may be interested in pursuing new fields of study or returning to college to finish a degree.

The returning-adult market is one the university is keenly interested in, as part of the *More Graduates for Wisconsin* initiative, and the drive to grow the number of well-prepared college graduates in the state. To achieve that goal, it is essential to provide more opportunities for non-traditional students to access college courses and degree programs, while still attending to their work, family, and life obligations.

The University of Wisconsin System eCampus is a central portal that provides access to more than 70 diverse online degree and certificate programs offered through 26 campuses of the UW System. The eCampus portal simplifies the student search process; students can now find all online opportunities available across the System in one place.

President Reilly introduced Interim Chancellor Marv Van Kekerix to further describe eCampus. Chancellor Van Kekerix began his remarks by saying that the University of Wisconsin System eCampus is an important and exciting initiative that will benefit thousands of students across Wisconsin and thousands more across the nation. Technology has become a vital part of learning; therefore, UW-Extension and UW Colleges have collaborated with the four-year UW institutions to expand on-line learning, with a particular focus on making opportunities available to adult learners. The University of Wisconsin System eCampus is a comprehensive approach to the on-line opportunities that the System provides; it serves as a gateway to a UW education. Interim Chancellor Van Kekerix recognized the leadership, dedication, and effort of Provost Christine Quinn, Vice Chancellor and Provost for UW-Extension; Greg Lampe, UW Colleges Provost; and David Schejbal, the Dean of Continuing Outreach and E-Learning.

The UW System eCampus is the result of collaborative work between UW-Extension and UW Colleges that took place over many months. UW Colleges and UW-Extension were part of a UW System distance learning workgroup; this was truly a systemwide effort. Interim Chancellor Van Kekerix thanked President Reilly and all who worked together to make eCampus possible.

Next, Rovy Branon, Interim Associate Dean of Online Learning, said that distance education is up for degree seekers by about 16 percent nationwide annually; the UW Colleges online associate degree has grown by 10 percent in the past year; one of these, the totally-online B.S. degree in sustainable management has grown by 66 percent in the past year. UW System eCampus allows students to find more than 70 programs online, including bachelors, masters, a couple of doctoral programs, the associate degree, and certificates.

Online offers the flexibility and convenience of anytime, anywhere learning for such people as working parents or returning veterans. People from varying backgrounds may come together in a virtual classroom through online learning. The eCampus initiative represents the power and quality of a University of Wisconsin degree. In designing the website, the development team worked extensively with potential students. Interim Dean Branon then provided a demonstration of the website, highlighting some of the user-friendly features. The site helps to drive more traffic to campus websites.

Interim Associate Dean Branon reported the following results so far, after only three weeks: extensive media coverage; 6,000 unique visitors to the website; and 100 students who have gotten in direct contact with eCampus. The site is located at [ecampus.wisconsin.edu](http://ecampus.wisconsin.edu).

Interim Chancellor Van Kekerix then introduced Laura Pedrick, Special Assistant to the Provost at UW-Milwaukee and co-chair of UW-Milwaukee's online program council. She was a member of the UW System distance learning workgroup. On behalf of the other UW-institution participants on the council, Ms. Pedrick expressed excitement about the launch of eCampus, because it will increase awareness of and access to institutions' programs. Guiding principles of the workgroup included: expand educational opportunities to develop new markets; be user friendly; and maximize the impact of the shared "University of Wisconsin" brand. The site reflects those principles. At UW-Milwaukee online courses fill first, and demand has increased significantly. Students know and trust UW institutions; recent online focus groups of online learners reinforced the benefits of online programs. UW System eCampus will help get the word out about programs, and the site sends a message to users that there is an array of online programs and that the UW understands the needs and motivations of online learners.

Regent Spector asked about the cost of UW online programs. Interim Chancellor Van Kekerix said that the programs are well below the cost of for-profit institutions' online courses.

Regent Crain said that she thinks the new initiative is very important and asked that there be reports to the Board periodically on results. Regent Evers asked about the quality of online education. Interim Chancellor Van Kekerix responded that quality control lies with the faculty involved in putting together online programs. Ms. Pedrick provided a UW-Milwaukee example, saying that UW-Milwaukee has a robust faculty-development process, which has been used as a national model. A peer evaluation program also reinforces the importance of quality. Online learning involves a high degree of interactivity and must be handled differently from classroom structure; everyone participates online. There is a growing cadre of experienced faculty teaching online courses. Interim Chancellor Van Kekerix added that online student services and advising also contribute to a quality educational experience.

President Pruitt thanked Interim Chancellor Van Kekerix for the presentation.

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The meeting was adjourned at 12:14 p.m.

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Submitted by:

/s/ Jane S. Radue

Jane S. Radue, Secretary of the Board  
Office of the Board of Regents  
University of Wisconsin System