

Minutes of the Research, Economic Development, and Innovation Committee
University of Wisconsin System Board of Regents
Memorial Student Center, University of Wisconsin-Stout
October 4, 2012

Regent Bradley convened the meeting of the Research, Economic Development, and Innovation (REDI) Committee at 1:04 p.m. Regents Bradley, Higgins, Hribar, Pruitt, Tyler, and Whitburn were present.

Overview of REDI Committee Linkage to Core Mission

Regent Bradley stated that at the August meeting, the REDI committee formally initiated itself as one of the four standing committees of the Board of Regents. He recalled that the Committee heard from several faculty and university staff members actively engaged in the Committee's subject areas of economic development and research. He stated that those presentations clearly illustrated the Committee's goals:

- To support research, economic development, and innovative activities at all of the UW campuses and the UW Extension; and
- To support further advancement of all types of research—basic, applied, and clinical research—technology transfer, and industry partnerships that benefit the people of the state of Wisconsin.

Regent Bradley explained that today's committee meeting would include further evidence that UW System was making progress in these areas of focus. He stated that UW System would continue to build momentum as additional energy and effort is applied to develop the already strong culture of entrepreneurship that is growing on the campuses and through the UW Extension.

Regent Bradley indicated that the Committee's agenda included presentations from Senior Vice President Michael Morgan and Associate Vice President David Brukaradt, who together would provide an update on the development of an economic plan that would guide UW System's future efforts. He explained that the process for developing the plan was thoughtful, deliberative, and inclusive. He stated that building the best program requires the best ideas and contributions from many individuals across the UW System, from the Wisconsin Economic Development Corporation, and from the business community. He said this would help to ensure that UW System's programs align with the core mission and vision for the university and that are true to the notion of the Wisconsin Idea which holds that the boundaries of the university are the boundaries of the state.

Regent Bradley noted that the Committee would hear from a special guest, Paul Jadin, Secretary of the Wisconsin Economic Development Corporation (WEDC), an agency which is a key partner in UW System's effort to foster stronger economic development initiatives and programs that emanate from the UW System campuses and the UW Extension. He said that the WEDC provides a vital link for connecting the entrepreneurial spirit of the university with the business community and with industry across the state. He indicated that Associate Vice President

Brukardt has an office at UW System and at WEDC to ensure that both entities are connected and aware of each other's needs and activities. Regent Bradley said that following Secretary Jadin's presentation, the Committee would hear directly from several Wisconsin entrepreneurs who have tapped into the innovative and entrepreneurial talent at UW-Stout. He said the partnerships that have developed between businesses and the university are direct evidence of success in helping communities in Northwestern Wisconsin accelerate their growth and positively impact job creation. Regent Bradley then invited Senior Vice President Morgan to the podium

UW System Economic Development Activity Report and Partnership Focus

Senior Vice President Morgan greeted Committee members and stated that the REDI Committee formation underscores and highlights the importance of discovering and disseminating knowledge and developing technological expertise, both of which are embodied in the core mission of the UW System. He noted that the UW System is one of Wisconsin's largest economic development assets, with faculty and students representing the broadest and deepest talent pool in the state. He explained that student involvement in research, particularly at the undergraduate level, enriches their education and helps students become the sought-after workers of tomorrow.

Senior Vice President Morgan said that as the economy begins to recover, the UW System's efforts to support and encourage academic research and development will help provide many avenues for the growth of innovation and entrepreneurship among faculty and students. He noted that these activities and interests will spur the revitalization and growth of communities and of the state. He explained that UW System's economic development plan would support these efforts, and include recommendations to guide the development of university programs, policies, and initiatives that are characterized by collaboration and outreach. He stated that UW System's energies would be directed outward as it connects with a wide range of stakeholders, including students, faculty and staff, existing and start-up businesses, governmental agencies, and the general public.

Senior Vice President Morgan referred to a handout that described the possible vision, mission, and strategic objectives for the newly formed Office of Economic Development. He said he invited the ideas of the Regents and other stakeholders to help guide UW System through this planning process. He explained that the draft mission of the Office of Economic Development is to connect the richness of university faculty and staff, their innovative spirit, and entrepreneurial energy with Wisconsin businesses to build communities and foster job retention and growth in the state of Wisconsin. He noted that each of the important constituencies—the university, governmental agencies, and business—are participants in this and future Committee meetings.

After more fully describing the mission and vision of the new Office, he noted that he and other UW System leaders developed three strategic program goals for the Office of Economic Development, for the Committee's consideration: (1) raising awareness; (2) building stronger connections; and (3) accelerating the potential for capital investment in Wisconsin. He noted that UW System leaders believe it is important to focus on raising the profile of and commitment to economic development as a priority activity for the UW System, recognizing that while there is already a focus on innovation and economic development, UW System leaders want to encourage more of it, and in ways that make it easy for these activities to occur. He said UW System leaders were also proposing to work at building stronger connections to link university research activities

with established businesses, entrepreneurs, economic development agencies, and other potential business partners across the state. He also said that for UW System's economic development initiatives to succeed, it was important to find and sustain new methods and means of funding, which will create opportunities to accelerate capital investment in business innovation and start-up activity.

Senior Vice President Morgan said that the economic development plan the UW System was creating depends on strong partnerships between UW System institutions, the state business community, and government. He noted that the WEDC is an important partner in this effort. He closed by stating that he hoped he had provided the Committee with a brief rationale for UW System's initial economic development planning activities and invited Associate Vice President Brukardt to further describe the operating principles that will guide UW System's efforts over the next several months.

Associate Vice President Brukardt noted that in ninety days since he accepted the position of Associate Vice President for Economic Development, had had participated in more than 75 meetings and discussions around the state that generated numerous concepts, ideas, suggestions, and a few caveats for how the UW System should undertake the process of economic development. He said that these meetings and ideas are the beginning of discussions that will continue during the next several weeks and months, and will lay the groundwork for UW System's economic development action plan. He noted that there is already an amazing amount of economic development activity occurring, and what the UW System does must support and build upon the existing efforts.

Associate Vice President Brukardt stated that his comments would touch on three areas: (1) what is the UW System is learning as it begins the process of developing an economic development program; (2) how UW System can proceed with economic development in a way that is true to the university and what has been built through many years; and (3) how the Regents can be involved in the process and support the UW System as it tries to develop an economic development program for which there are fairly high expectations.

Summarizing what has been learned thus far, Associate Vice President Brukardt noted that whatever programs UW System implements, the programs must support the high level of economic development that already exists and is underway. In addition, to be successful, UW System will need to recognize and respect local and regional interests, expectations, and differences and work as collaboratively and inclusively as possible.

In terms of how it should operate, the UW System must acknowledge that university partnerships with Wisconsin companies and other entities can be strengthened. He said that WEDC has reported that in Wisconsin, there are approximately 157,300 businesses employing 2.3 million workers in a variety of industries, with manufacturing at the core, and with small businesses comprising about 94% of the total. He noted that while many of these businesses are already working with UW System faculty, staff and students, the number can grow. He said that each campus has identified areas of economic development that are important to them, and UW System can help track and measure these efforts, as well as track and measure the customer satisfaction levels, which will allow the campuses to learn from their mistakes, identify the best way to do things, and continue to build a program that works and improves over time. He said he believes that

UW System’ needs to encourage partnerships that align university strengths with business opportunities that work for both parties.

Associate Vice President Brukardt said that one of the first things UW System might want to do is build a web portal that helps people better connect to what the UW System is doing from an economic development standpoint. He noted that many universities across the county have similar push-buttons or apps, and while this is not the answer, it would help open the doors of the universities in more effective ways than what is currently being done. He also said that UW System is already working with WEDC on asset-mapping to help determine where the UW System experts for certain industry clusters are located within the UW System. In terms of managing the financial aspects of the process, he said it will be important to find ways to build sustainable mechanisms to fund research and innovation. While much is unknown about the source of potential resources or how they might be shared, he said it will be important to develop programs with clear goals and measurable outcomes that can be funded with these resources. He said that it was worth noting that UW System does not have all the answers and has recognized that while not everyone will participate in economic development, UW System can provide new opportunities for faculty and staff who are interested and who would like to do more.

Associate Vice President Brukardt said that in the coming weeks, UW System will continue conversations that lead to a workable economic development plan, a plan that will meet the needs and expectations of the diverse and talented university community. He said that to do that, he will be working with Chancellors, Provosts and many others to identify and refine strategies that are collectively agreed upon as the right strategies to pursue. He said that UW System will work with its partners at WEDC and across the state to produce a plan that fosters broad campus and community buy-in and builds on the many successes.

Associate Vice President Brukardt said that it was important to know how the REDI Committee will want to play a role in supporting the mission, vision, and objectives of the Office of Economic Development. The Committee’s thoughts and suggestions will be needed for the Office to determine if it is on track and to help align and focus efforts of UW System. He said that with the Committee’s help and support, the UW System can reach new levels of achievement.

Regent Bradley said he wanted to acknowledge someone in the audience who is intimately familiar with the area and cares deeply about economic development in Northwestern Wisconsin—Senator Shelia Harsdorf. Regent Bradley welcomed the Senator to the meeting and thanked her for her concern.

Regent Higgins said that he understood and had seen first-hand the effort Associate Vice President Brukardt had put in to travelling the state and meeting with stakeholders and constituents. He said he appreciated the “hit the ground running” philosophy and encouraged him to keep up the good work. He also said he appreciated the opportunity to comment on the draft document. He said that he was comfortable with the general principles, but suggested adding another principle, a version of the Hippocratic Oath—“first we do no harm”. He said as he has traveled the state visiting various campuses, he has learned that campuses are engaged in many different types of successful economic development activities, and some for a very long time. UW System needs to

be sensitive to the fact that campuses are already operating very successful programs, and UW System should not undermine those efforts.

Regent Higgins also said that one of the Office of Economic Development's principles should be to embrace the diversity of approaches that campuses choose to use as an acknowledgement of the regional differences that exist. He suggested that another guiding principle should be for the Office of Economic Development to do its best to operate at the speed of business, rather than the speed of academia. He said that if a business had hired someone three months ago, that business would now have a strategic plan and established metrics, because the business could not afford to wait longer than three months. Regent Higgins said he appreciated Associate Vice President Brukardt's efforts to assess, but believes the process needs to be accelerated, so that UW System can move forward in conjunction with WEDC.

Associate Vice President Brukardt thanked Regent Higgins for his comments and said he appreciated the opportunity to travel with him and meet individuals around the state who are doing amazing things.

Regent Whitburn said that the web portal idea that Associate Vice President Brukardt mentioned sounded interesting, and potentially very significant, and could effectively become a clearinghouse for information as the business community synergies with the various campuses. He asked if this was a priority and something that UW System could proceed with. Associate Vice President Brukardt said that it was a priority and that he wanted to find the best ways to so. He noted that he and Regent Higgins were at UW-Whitewater the day before and learned about a group at the campus that is doing some very innovative work with portals and apps, and there might be an opportunity to tap into of the talents and resources within the UW System to make that happen. He added that websites are somewhat like puppies in that they need care every single day; a website is not finished once it has been developed. He also noted that it would take time to identify experts in various fields and throughout the UW System and develop a robust website. He suggested that a site could be started and information added over time, so that everyone understands that UW System is "open for business"

Wisconsin Economic Develop Corporation (WEDC) Perspective on Strategic Priorities and Collaborative partnerships from WEDC Secretary Jadin

Secretary Jadin thanked the Regents for receiving and hearing from WEDC Deputy Secretary Ryan Murray at the Committee's last meeting. He also thanked President Reilly, his friend and colleague, for agreeing to participate in jointly funding the position that Associate Vice President Brukardt now occupies. He said that it is a critical position when looking at importance of education in economic development. He also thanked Senior Vice President Morgan and Associate Vice President Brukardt for their work on the economic development plan.

Secretary Jadin said he wanted to talk about how important the collaboration is between UW System and WEDC, because education plays an enormous role in economic development, and the state's economy is what allows the education system to thrive. He said that WEDC embraces the partnership with UW System but needs to see more explicit direction and action. He noted that the economic development plan provides a good start. He said that having an inventory of all UW

System's assets is a critical starting point to understanding the UW System's potential, but following that collaboration is going to be the key.

Secretary Jadin noted that WEDC created four new divisions when it transitioned from the former Department of Commerce to the WEDC: Business and Industry Development, Entrepreneurship and Innovation, Marketing, and International Business Development. He explained that the Division of Business and Industry allows WEDC to better understand and address targeted clusters while the Division of Entrepreneurship and Innovation allows the agency to deal with all things related to entrepreneurship and innovation. He noted that these two divisions at WEDC really address the crux of the vision for UW System's Office of Economic Development that Senior Vice President Morgan shared with the committee—to serve as a global model for talent development, research, innovation, and technology transfer leading to job creation. He noted that in the past UW System wanted to accomplish these activities, but there was not a direct correlation to translating these activities into job creation.

Secretary Jadin said that WEDC's role in the collaboration with UW System will be to work with all the parties to identify best practices and models that work, and where more development should be considered. He noted that WEDC obviously wants to “do no harm”; in many cases WEDC may want to get out of the way, and in some cases, the agency may want to serve as a referee.

Secretary Jadin said that WEDC's investment strategy in supporting business development is making sure that regional collaboration strongly exists. He said that regional collaboration needs to be in place for WEDC and the state to justify the contribution of financial resources. He said that the other thing WEDC is looking for from the Regents is for the UW System to take a more active role in filling the skills gap in the engineering disciplines, computer sciences and information technology, actuarial sciences, and food sciences, as well as other areas. He said that the state is well short of the market demand for these disciplines, and the shortage grows more acute every month. He stressed that the Wisconsin Technical College System has also been a key player in this area, and Chancellor Ray Cross, through the UW Extension, has been a fabulous partner as well.

Secretary Jadin said that in the area of entrepreneurship there needs to be significant alignment between the UW System and the WEDC, because it is an opportunity to do a better job with regard to technology transfer. More specifically, he said there is a need to create an ecosystem where students and faculty can start companies. He also said that WEDC and the UW System need to combine their efforts with regard to accelerators and capital investment initiatives and provided two existing examples of such efforts:

- UW-Whitewater's Launch Pad, which helps students develop business plans using university and city resources to grow beyond campus borders, is a key element of the university's Technology Park and Innovation Center and gives entrepreneurs professional resources to test and expand ideas in the free market.
- UW-Milwaukee's Start-Up Challenge, a contest sponsored by the College of Engineering and Applied Science and the UWM Research Foundation, that is open to all UW-Milwaukee students and alumni who have graduated within the last two years.

He noted that these types of innovations can be drawn upon to connect students, faculty, and alumni who have the ideas to accelerate business development flow for new business start-ups and increase the commercialization of innovative ideas. He said that chancellors and the UW System understand that they must create environments for new ideas to flourish as well as start-up companies. An alignment of these efforts with WEDC's capital initiatives is needed, so that as companies are coming out of the UW System, WEDC can connect them with early-stage capital. He noted that WEDC's Division of Entrepreneurship and Innovation is creating more accelerators, is working with universities, cities, chambers of commerce, and county economic development corporations to enhance existing incubators and accelerators, and hopes to soon deploy significantly more investment capital. He noted that there is currently a shortage of investment capital in Wisconsin of \$300-\$350 million per year, and he's hoping to provide the Governor with a budget proposal that would allow WEDC to address approximately half of this shortage, with the remaining shorted addressed through private sector investment and foreign investment.

Secretary Jadin concluded by stating that he was looking forward to working with everyone, and to seeking Associate Vice President Brukardt's work on the collaboration between WEDC and the UW System grow and bear fruit in the very near future. He closed by emphasizing that education is economic development.

Panel Discussion of Northwest Regional Entrepreneurs Highlighting Their Business Experiences and Partnership with UW-Stout

Regent Bradley indicated that the next item on the agenda included a panel discussion involving entrepreneurs that would be moderated by Randy Hulke, director of UW-Stout's Discovery Center. Chancellor Sorenson started the discussion by explaining that UW-Stout's Discovery Center was established three years ago to become the umbrella organization for all of the institution's economic development and research efforts, and a natural outgrowth of the institution's polytechnic designation. He noted that the Center has been a great success.

Chancellor Sorenson explained that the goals of the Discovery Center are to enhance student education through research opportunities, helping to solve the problems of business and industry, and improving the state's economy. Through the Center, UW-Stout provides companies with technical assistance projects, and with the help of WiSys, is developing the capacity to do product design and prototyping. Within the Discovery Center is a Center for Medical Devices, and the institution has approached a donor to fund a research institute within the Discovery Center. He said he appreciated that the panelists agreed to speak with the Regents to help them better understand how to engage UW institutions in meaningful collaborations.

Mr. Hulke said it was appropriate to be holding the panel on the eve of National Manufacturing Day. He noted that one of the panelists would be sponsoring an event in Antigo to raise awareness of the challenges and opportunities of this important component of the economy, and encouraged everyone in attendance to attend an event in their community.

Mr. Hulke explained that the panelists had diverse backgrounds, ranging from established companies to start-up businesses and a range of industries, and would offer their perspectives on working with UW-Stout. The panelists included:

- Bill Bockes, President, and Julie Berndt, Operations Coordinator, of Johnson Electric Coil of Antigo, Wisconsin;
- Jon Hamilton, Owner of White Winter Winery of Iron River, Wisconsin;
- Tracy Lundberg, Owner and General Manager of BTL Food Group of Eau Claire, Wisconsin; and
- Rock Eiden, Owner, and Sandy Eiden, Operations Manager, of Shape Products of Menomonie, Wisconsin.

Mr. Hulke asked each of the panelists to describe their companies and how they work with UW-Stout. Mr. Bockes explained that Johnson Electric Coil is a \$12 million company with 80 employees that manufactures an old, traditional product with regional markets in Wisconsin. He said his company has an incredible relationship with UW-Stout and its Northwest Wisconsin Manufacturing Outreach Center (NWMOC) that has helped to financially stabilize the company, has helped to strengthen the long-term prospects for the company, and transformed the culture of the company. He noted that his company has a long history with UW-Stout, dating back to the 1980s, but started to work more aggressively with the institution in 2008. He said UW-Stout helped to stabilize a long-term employer in Wisconsin that will remain a small, family-owned business that provides good jobs in Antigo.

Mr. Hamilton explained that his company has been in business for approximately 16 years and specializes in making mead, a fermented beverage made from honey. He said that his relationship with UW-Stout started this past summer with an intern conducting research on a non-alcoholic beverage for the company, and has expanded to include a new project with a small bottling machine.

Ms. Lundberg indicated that her company was started in 2011. She started working with UW-Stout's Discovery Center in 2012, which had catapulted the efforts of her company to get its product line launched. She explained that the company is working with several departments to develop, market, and launch the product line, and that the faculty and students are an amazing group of talented individuals.

Mr. Eiden explained that he and his wife own a number of companies in the Menomonie area but wanted to talk specifically about Shape Products, a company that manufactures products for home improvement chains. The company's involvement with UW-Stout has included interns, the employment of engineering graduates, and summer employment for students. The company has also received assistance from UW-Stout on manufacturing changes and improving its processes.

Ms. Eiden explained that the company has utilized UW-Stout interns in a number of ways, including photography, video production, packaging, quality improvement, and product design. She noted that the skill set they have tapped into at UW-Stout has filled the void of currently-employed staff.

With regard to economic development, Mr. Eiden said the company recently announced it would be building a new manufacturing facility in Menomonie and creating 40 new jobs. He said that by partnering with UW-Stout, his company has been able to create jobs, and the partnership is working really well.

Regent Whitburn asked Mr. Bockes how his company in Antigo, approximately 150 miles away, developed a relationship with UW-Stout. Mr. Bockes explained that his operations manager, Julie Berndt, connected with an individual who was working for the NWMOC and based at Northcentral Technical College (NTC) while she was taking classes there. He said that UW-Stout does a good job with marketing their services, and his company has promoted UW-Stout's programs as much as possible because of the successes they have had. He also said that the individuals who work at the NWMOC are manufacturing people who work at the speed of business and never let bureaucracy get in the way of doing the job for the manufacturer. He added that although the bureaucratic work has to get done, the manufacturers never see that part of the process, which provides for a very effective system. Regent Whitburn noted that he and Regent Bradley live in Wausau, where NTC is located; NTC's President, Lori Weyers, has mentioned the relationship her institution has with UW-Stout, the collaborative opportunities for students that the two institutions provide, and that Mr. Bockes' company is obviously a product of that relationship.

Regent Pruitt indicated that the panelists were wonderful ambassadors for UW-Stout. He asked if they had any thoughts on what they might say to others who are thinking about working with UW-Stout, or if they have encountered obstacles to engaging with UW-Stout. Ms. Eiden noted that while her company has been working with UW-Stout, she had not previously heard about the Discovery Center. She suggested publicizing the Discovery Center and providing an established contact to facilitate communication with companies might be helpful. Mr. Hulke suggested that institutions involved with the Discovery Center and NWMOC have a "branding" challenge, due to the number of institutions and entities involved and their lack of funding for marketing. Mr. Hamilton said that he was excited about the possibility of a web portal identifying UW System resources and the potential opportunities that would provide for businesses. Ms. Lundberg said that the Discovery Center had been an invaluable resource, and she intends to spread the word to other companies experiencing similar hurdles to contact the people she has worked with.

Regent Bradley noted that from the standpoint of the UW System, the student-involvement component of the panelists' relationships with UW-Stout is very valuable, as the job-related experiences provided to students working in the field is very important for students in the 21st-Century economy. He asked panelists to share their perspectives on working with students and whether they gain anything from the involvement of students. Ms. Lundberg said she views the student-involvement as a win-win situation for everyone involved. She explained that her company has work that it needs completed, and students are a bright and talented pool of individuals that are looking for practical ways to use what they have learned UW-Stout and provide solutions to the challenges that businesses are facing. She said she has had great experiences with the students she has worked with thus far and has been very happy with the results.

Mr. Eiden described the involvement of students as a huge win for his company. He said they have had many good UW-Stout students work at the company. He added that students have

also benefited from the experience, as they have been involved in developing a product idea and manufacturing the product that they eventually see for sale in the marketplace.

Ms. Berndt said that as an on-line student at UW-Stout, she has had an amazing experience and has been able to share with the company so much of what she has learned as a student. She said that without the education she has received through UW-Stout's online program, she would not be able to do what she is doing, and her company would not be as successful. She added that she has also had wonderful opportunities to work with the NWMOC over the years. Mr. Bockes added that in recent years, the most significant thing that has happened at their company has been the education of the employees through the NWMOC and UW-Stout. He explained that it started with Ms. Berndt, and education has transformed her into a very capable manufacturing executive. He added that seventeen employees were able to complete a certificate program through the NWMOC because the classes were provided at the company. He said he cannot say enough about the value of the programs provided by UW-Stout and what they have meant to a small employer like Johnson Electric Coil in terms of sustaining the business and providing jobs.

Regent Bradley asked Mr. Hulke what two or three things needed to be changed in order for UW-Stout and the other UW campuses to have more success with creating jobs, economic development, and making communities more prosperous. Mr. Hulke said that what has made UW-Stout successful is that the commitment of the institution is so consistent with what the Discovery Center is trying to do in the field with the hundreds of companies it works with. He said that staff at the Discovery Center are confident that UW-Stout stands behind what they are doing with regard to economic development. He said that he believes it is very important for companies to have a point of access with an organization. He also said that he can appreciate the challenge of creating a database of UW System research resources, and he agrees with others that a web portal is an exciting opportunity. He said that his concern is that such a project would need to have a great deal of attention because it is a moving target. He explained that most of the expertise lies with the faculty, but they may move around, have higher course loads, may be working on achieving tenure, or have other issues that may conflict with their ability to serve in real-time business situations. He said that UW-Stout makes an effort to access the faculty at just the right time, to ensure the institution has done their due diligence to ensure a quality experience for the companies that entrust their business with UW-Stout. From a policy perspective, he noted that he has worked well with UW System legal staff on one-page legal agreements that do not have to be circulated for signatures on campus, which has allowed the Discovery Center to interact with businesses in real-time.

Mr. Bockes echoed the importance of having short and concise legal agreements and the ability to move quickly when interacting with businesses. He noted that in the near future, he is planning to enter into an agreement with UW-Stout for a new project, and it took longer for him to process the agreement than it did for UW-Stout to do so. From his perspective in working with the NWMOC, the process is streamlined, and the bureaucracy has not held up any projects. Mr. Hulke noted that the project Mr. Bockes referred to involves a faculty member who has to be available to do the necessary work, because he (Mr. Hulke) has worked with the academic department to ensure the faculty member is available. He said that some of the challenges for the institution include determining the limitations of the faculty members to work, and determining how the work might need to be limited from compensation perspective. He said that the interactions between faculty and companies are becoming increasingly more sophisticated, requiring more faculty time, and

relationships with the faculty have been challenged by UW System's budget situation, salary freezes, and furloughs.

Returning to the web portal issue, Regent Bradley asked Mr. Hulke how he is able to find the faculty experts within UW System that a business might need. Mr. Hulke shared an example of how he was able to identify a faculty person from UW-Eau Claire to work with Ms. Lundberg's business on exporting; this person was also able to collaborate with UW-Stout's art and design faculty working on Ms. Lundberg's project. Mr. Hulke also noted that WiSys has been very useful in identifying resources within UW System.

Regent Bradley noted that there are people in different parts of the state doing work similar to what Mr. Hulke is doing, and these individuals could continue to keep track of the different resources they know of. However, such an approach would not respond to the urgent need to identify the various resources throughout the state. He said there needs to be some way to provide a more direct connection between the need for expertise in a given area and the actual resources within UW System that can address that need. Mr. Eiden suggested using monthly or quarterly updates on business developments within the region to publicize the different types of projects in which UW-Stout and the Discovery Center are involved.

Mr. Jadin suggested that identifying three best practices that are present at some of the campuses and institutionalizing those practices at all of the campuses would be helpful to WEDC, the chambers of commerce across the state, and the county economic development agencies, as it would eliminate some of the confusion about what's happening throughout the state.

Regent Bradley thanked all of the presenters and Mr. Hulke for meeting with the Committee.

Approval of Minutes from the Prior Meeting

Regent Bradley asked for a motion to approve the minutes from the August 23, 2012 meeting. Regent Pruitt offered a motion which was seconded by Regent Whitburn. The motion was approved unanimously.

The committee adjourned at 2:29 p.m.