

01-10-13

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

I.4. Research, Economic Development,
and Innovation Committee

Thursday, February 7, 2013
Room 1820 Van Hise Hall
1220 Linden Drive
Madison, Wisconsin

1:00 p.m. Research, Economic Development & Innovation Committee—Room 1820 Van Hise Hall

- a. Approval of the Minutes of the December 6, 2012 Meeting of the Research, Economic Development, and Innovation Committee
- b. Wisconsin Economic Development Corporation/UW System Partnership:
Focus on Entrepreneurship and Innovation
- c. Update on UW System Economic Development Initiatives
- d. UW-Oshkosh – Overview of Economic Development Programs and Partnerships

UW SYSTEM ECONOMIC DEVELOPMENT UPDATE

BACKGROUND

The Office of Economic Development will provide a progress report on initiatives designed to strengthen relationships between the university and Wisconsin business. The progress report reflects initial implementation of strategies presented in December 2012 for the orderly implementation of economic development initiatives designed to build strong communities and support job creation.

REQUESTED ACTION

For information and discussion only; no action is required at this time.

DISCUSSION

Associate Vice President for Economic Development David Brukardt will highlight the implementation of key aspects of the economic development action plan. He will discuss elements of the road map designed to strengthen the UW System's overall contribution to the economic development of the state, and which will support professional development, outreach, and research at all UW System institutions.

RELATED REGENT POLICIES

No applicable Regent Policy Documents

**UW System – Office of Economic Development Progress Report – February 7, 2013
Focus on Talent, Innovation, Job Creation: “Knowledge Powers Wisconsin”**

Strategic Focus	Progress Update	Status/Next Steps
1. Communication: (Raising Awareness)		
1. Employ REDI platform to build visibility and broaden support.	REDI Committee meetings are structured to include participation from all key partners: university leaders, researchers, students, business leaders and entrepreneurs, and the Wisconsin Economic Development Corporation (WEDC).	Continue to broaden and diversify participation both content-wise and geographically and continue to align university talent with state-identified priority industries and clusters.
2. Confirm campus economic development contacts.	Uploaded to http://www.uwsa.edu/economicdev/campus-contacts.htm	Completed November 2012.
3. Build out UW System economic development web portal.	Completing comprehensive review of existing web-based and hard-copy resources and reviewing collaborative tie-ins with UW-Extension and WEDC.	Target launch date is April 15 for UW System economic development portal.
4. Review existing economic development programs and resources.	Focus is on identifying potential for the university’s capacity to foster and accelerate business creation and growth through existing programs and resources.	Met with WEDC and Legislative Audit Bureau to assess Act 125 economic development parameters to refine tracking for next reporting cycle.
5. Assess research, technology, and innovation assets and roadblocks.	Met with Provosts and Chief Business Officers in November to initiate discussions and to begin to identify areas of greatest opportunity.	Select one or two opportunities for a pilot program to begin in Fall 2013.
6. Establish metrics and reporting related to Act 32 performance requirements.	Have been asked to serve on UW System Accountability Working Group and Act 32 subgroup to review and recommend best means of tracking and reporting these legislative requirements.	Follow-up meetings continue monthly through April 2013.
7. Identify and leverage UW System/WEDC opportunity areas for collaboration.	Attend WEDC Monday morning executive staff meetings and provide regular reports regarding UW System economic development programs and initiatives.	Initial focus is on Business & Industry asset mapping project identified in November 2012, and ongoing.

Strategic Focus	Progress Update	Status
2. Connection: (Identifying, building, and rewarding relationships)		
1. Identify entrepreneurial faculty and build structures and funding mechanisms to support them.	Completed initial meetings at UW-Eau Claire, UW-Green Bay, UW-La Crosse, UW-Madison, UW-Milwaukee, UW-Oshkosh, UW-Parkside, UW-Stevens Point, UW-Stout, UW-Whitewater, UW-Extension, and UW-Baraboo/Sauk County.	Visits continue, with February meetings scheduled for UW-Platteville and UW-Superior.
2. Establish an economic development advisory council.	Assessing the advantages and practicality of establishing a formal council to include university and business advisors.	Currently relying on informal networks.
3. Create and expand joint UW Systems/WEDC programs.	Completing comprehensive review of existing resources and collaborative tie-ins with UW-Extension and WEDC.	Target launch for portal is April 15.
4. Collaborate with business partners and associations to leverage university E.D. efforts.	Initiated discussions with Wis. Manufacturers and Commerce regarding joint program opportunities. Will be seeking outreach with Wis. Bankers Association and other state trade and business organizations.	President Reilly to meet with WMC executive committee and provide update for WMC publication on workforce development initiatives.
5. Develop a searchable, on-line database of faculty expertise.	At WEDC request, initiated support from WiSys to review existing and potential database opportunities	Recommendations expected, following WEDC approval of plan.
6. Conduct on-campus regional business/entrepreneurial info sessions with WEDC support.	Such sessions, prepared and delivered by WEDC through existing campus or UW-Extension channels, can assist and encourage faculty and students interested in pursuing research and entrepreneurship options.	Program pilot to be developed for rollout by year-end 2013 if funded.
7. Recognize and reward economic development initiatives and results.	UW Regents have the ability to recognize faculty and student excellence in research, innovation, and economic development initiatives and outstanding collaborations that lead to successful commercialization.	Recognition plan to be developed and presented to Regents in late 2013 for consideration and funding.
8. Mobilize alumni in support of economic development partnerships.	Increased and targeted communication and connectivity with UW graduates will help to create a powerful and growing business development resource locally and globally.	First upcoming opportunity (under discussion) is Governor's Trade Mission to China in April 2013.

Strategic Focus	Progress Update	Status
3. Capital Support: (Sustainable Funding)		
1. Establish a WEDC seed fund that fosters undergraduate research, industry growth and entrepreneurship.	Initial recommendations were presented to WEDC executive leadership in December 2012.	Discussions and reviews are under way.
2. Structure WiSys for long-term sustainability.	Program and funding projections were presented in Fall 2012 by Maliyakal John.	Discussions and reviews are under way.
3. Expand legislative funding initiatives to capture additional development resources.	In November 2012, Chancellors submitted priority economic development initiatives for inclusion in UW System budget requests in late 2012.	Budget reviews are in progress.
4. Support WEDC initiatives such as Centers for Excellence.	UW System is discussing a partnership with WEDC to develop its planned series of Wisconsin Centers for Excellence. These business centers will leverage the expertise of UW faculty and support job growth through more effective utilization of existing state business and entrepreneurial competencies.	Program is scheduled for 2013 consideration and potential 2014 implementation.
5. Foster new ways for students to experience entrepreneurial opportunities.	Entrepreneurial energies often require assistance in the development of operational and financial plans for start-ups. By encouraging student initiatives in this area and by fostering related research and internship opportunities, UW System campuses can increase support of this high impact area to better prepare students for 21 st Century job opportunities.	Informal discussion with campus research directors began in November with the goal of developing a pilot program for 2014 implementation, dependent on approval and funding.

Alignment

