

DISCUSSION OF GOALS AND PRIORITIES FOR THE BOARD OF REGENTS PLANNING PROCESS

BACKGROUND

In June 2013, Regent President Falbo announced that the Board of Regents would undertake a planning process. Lead responsibility for identifying goals and priorities was assigned to committee chairs. Overarching goals for the planning process are:

- I. Ensure the Board's work aligns with the strategic goals of the System's universities, colleges, and Extension; these goals include effective resource management, high-quality education, and adequate compensation of faculty and staff.
- II. Structure the administration of the System to most effectively support and strengthen the universities, colleges, and Extension and thereby strengthen the UW's service to students, families, and other stakeholders.
- III. Further develop the Board's and System's role in advocating for System institutions, emphasizing two-way effective communication with campuses, legislators, the Governor, and the citizens of the state.

REQUESTED ACTION

For information and discussion purposes only.

DISCUSSION

At the September 6, 2013 Board of Regents meeting, the chairs of the Education Committee; Research, Economic Development and Innovation Committee; Capital Planning and Budget Committee; Business and Finance Committee; and Audit Committee will provide updates on the committees' progress toward developing committee goals and priorities. The draft goals and priorities of the Research, Economic Development, and Innovation Committee are attached. The Regent Vice President will also provide an update on progress toward developing goals in the areas of governance and Board operations.

RELEVANT BOARD OF REGENTS POLICIES

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**UW System – Office of Economic Development Progress Report – Sept. 6, 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, legislators, and the Wisconsin Economic Development Corporation (WEDC).	State Legislative leaders attended July meeting and will be invited to join the discussion at the REDI Committee meetings as part of our continuing outreach to governmental and business partners.
2. Confirm campus economic development contacts.	Uploaded to http://www.uwsa.edu/economicdev/campus-contacts.htm	Updated the directory to incorporate new contacts at UW-Stevens Point (David Eckmann) and at UW-Extension (Mark Lange).
3. Build out UW System economic development web portal.	Social media (Twitter) account launched March 1. Web portal launched April 1, ahead of schedule.	Twitter feed: @UWEconD Web portal: economicdevelopment.wisconsin.edu
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.	Submitted 2013 Act 125 economic development report to WEDC for UW System programs.
5. Assess research, technology, and innovation assets and roadblocks.	REDI formed a subcommittee in February to identify opportunities to foster and promote faculty engagement with undergraduates in areas related to research, economic development, and innovation.	Campus subcommittee will be meeting in September to identify key areas of focus and to provide program recommendations to REDI.
6. Establish metrics and reporting related to Act 32 performance requirements.	Served as a member of the UW System Accountability Working Group and Act 32 subgroup to review and recommend best means of tracking and reporting these legislative requirements.	Monthly task force meetings concluded in June. Next steps include developing parameters for economic impact study to be implemented in 2014.
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.	Collaboration with WEDC regarding tech transfer and commercialization efforts is set for implementation following REDI and legislative approvals.

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.	Scheduled and completed initial meetings, discussions, and follow-ups with faculty, staff, students, and administrators at all comprehensive campuses.	Faculty and staff are being actively encouraged to submit proposals for 2013-2014 Economic Devel. Incentive Grants.
2. Establish an economic development advisory council.	Continuing to assess the advantages and practicality of establishing a formal council to include university and business advisors.	Exploring and reviewing format for proposed UW System business advisory council and possible 2014 Economic Summit.
3. Create and expand joint UW System/WEDC programs.	Completed comprehensive review of existing resources and collaborative tie-ins with UW-Extension and WEDC.	Introductory discussions were held in August to explore tie-ins with UW-Extension and WEDC.
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 presented UW System overview at WEDC All-Employee meeting on August 20.
5. Develop a searchable, on-line database of faculty expertise.	At WEDC request, initiated support from WiSys to review existing and potential database opportunities.	Dr. Maliyakal John submitted his report to WEDC in July. UW System has been asked to review and provide additional inputs.
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 first-quarter 2014, if funded.
7. Recognize and reward economic development initiatives and results.	UW Regents have the ability to recognize excellence in research, innovation, and economic development initiatives and outstanding collaborations that lead to successful commercialization.	Program to be developed in 2014.
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.	Discussions in progress relative to Governor's planned September trade mission to Japan.

Strategic Focus	Progress Update	Status
3. Capital Support: (Sustainable Funding)		
1. Establish WEDC seed fund that fosters undergraduate research and entrepreneurship.	WEDC announced its intent to provide WiSys program support at June 2013 REDI Meeting.	Program specifics under final review with UW System Law Dept. (August 2013).
2. Structure WiSys for long-term sustainability.	The WiSys Board of Trustees affirmed WiSys sustainability and approved an amended governance structure to add additional UW System and outside director representation.	UW System Screening Committee met in August at WARF request to review and recommend finalist candidates for WiSys Exec. Director.
3. Expand legislative funding initiatives to capture additional development resources.	The Governor included a recommendation for economic incentive grants in the biennial budget. Final budget directed UW System to provide \$22.5 million in funding for such efforts.	Specifics related to UW System incentive grant program parameters were approved at August REDI teleconference and will be distributed to UW System campuses in September.
4. Support WEDC initiatives such as Centers for Excellence.	UW System is discussing a partnership with WEDC to develop its planned series of virtual Wisconsin Centers for Excellence. These proposed centers will leverage the expertise of UW faculty and support job growth through more effective utilization of existing business and entrepreneurial competencies.	Discussions continue with implementation to be scheduled once collaborative partners are defined and funding is determined.
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.	Met with UW-Madison Business School to explore collaboration for possible statewide pilot program efforts. Specifics still being reviewed.