

Minutes of the Research, Economic Development, & Innovation Committee
University of Wisconsin System Board of Regents
UW-Oshkosh
August 21, 2014

Chairman Higgins convened the meeting of the Research, Economic Development, and Innovation (REDI) Committee at 9:00 a.m. Regents Behling, Farrow, Harsy, and Pruitt were present.

a. Approval of the Minutes of the June 5, 2014 Meeting of the Research, Economic Development, and Innovation Committee

Chairman Higgins asked for a motion to approve the minutes of the June 5, 2014, REDI Committee meeting. Motion was made by Regent Pruitt and seconded by Regent Farrow to approve the minutes as presented. Motion carried unanimously.

b. Wisconsin Economic Development Corporation (WEDC) – Global Opportunities: Exports Help Drive Wisconsin’s Economy – Led by WEDC CEO and Secretary Reed Hall

WEDC Secretary and CEO Reed Hall provided an update on current programs with a focus on WEDC’s efforts to collaborate with the UW System and state businesses to build export relationships and to foster increased foreign direct investment in Wisconsin, in order to strengthen the economy and expand global connectivity.

In particular, WEDC Secretary Hall highlighted the following topics:

- **WEDC’s Areas of Emphasis:**
 - Encourage startups and investment capital
 - Nourish existing Wisconsin companies
 - Recruit existing businesses from neighboring states to grow in Wisconsin
 - Look outside the country – specifically Canada, Mexico, Europe and Pacific Rim – for export and foreign investment opportunities
 - Support local communities
 - Build strong partnerships across Wisconsin
- **Examples of strong partnerships across Wisconsin:**
 - WMC and the state’s chambers of commerce
 - State, regional and local economic development organizations
 - Industry organizations such as real estate and food and beverage
 - State agencies, such as DOA, DWD, DNR, DOR and DATCP
 - Global Water Center and Wisconsin Technology Council
 - UW College System and Wisconsin Technical College System

- **WEDC Audits/Consultations**
- **Examples of Changes Made at WEDC:**
 - New CFO
 - New Vice President of Credit and Risk
 - Compliance function moved to Legal
- **FY2013 Activities and Impacts**
- **FY2014 Plans and Activities including an update on the Ideavance Program**
- **Wisconsin's Economic Trends, Opportunities, and Challenges in the Future**

**c. Undergraduate Research and Discovery Grant and Regent Scholar Program Update
[Resolution I.4.c.]**

David Brukardt discussed the Undergraduate Research and Discovery Grant and Regent Scholars implementation plans and goals. Regent Higgins thanked President Cross for setting aside one-time funds from Systemwide balances to start up these programs at the June 2014 Board of Regents meeting.

Chairman Higgins asked for a motion to approve Resolution I.4.c., which expresses its endorsement of the Undergraduate Research and Discovery Grant program and the Regent Scholar implementation plans for FY 2014-2015.

[Resolution I.4.c.]

That, upon recommendation of the President of the University of Wisconsin System, the UW System Board of Regents expresses its endorsement of the Undergraduate Research and Discovery Grant and Regent Scholars implementation plans for FY 2014-2015 and encourages continuing discussions with WEDC and other partners to assess the most effective way to align UW System research programs and activities with state efforts to increase economic development and job creation.

Motion by Regent Behling, seconded by Regent Farrow, to approve Resolution I.4.c. Chairman Higgins called for a discussion.

Regent Farrow noted that these programs may include internship and cooperative work experience opportunities for students, and asked if there is a singular place that Wisconsin businesses can go to look for UW System undergraduate students seeking internship opportunities. David Brukardt stated that the UW System has a list of economic development contacts for each institution on the UW System website, and that the chancellors are discussing additional ways to help match students with internships. He also noted that the UW System is working closely with WEDC and Wisconsin Manufacturers and Commerce to help build the proper alignment so that businesses have the right access to the UW System faculty, students, and resources.

Chairman Higgins called for a vote on Resolution I.4.c. The resolution passed unanimously, with none opposed and no abstentions.

d. UW-Oshkosh Undergraduate Research, Economic Development, and Business Outreach Discussion and Update on Economic Development Incentive Grant Program Recipients – Led by Chancellor Richard Wells

The UW-Oshkosh presentation and video showcased several alternative approaches to regional collaborative partnerships that integrate work with expanded academic and experiential learning opportunities for students. The following initiatives were highlighted and discussed:

- **UW-Oshkosh Foundation President Art Rathjen overviewed activities, successes, and future plans for the following:**
 - Aviation/Business Park/Business Accelerator opportunities
 - Viessmann International Student Leadership Development Program
 - Partnership with the Best Western Waterfront Hotel
- **Chancellor Wells discussed the UW System Economic Development Incentive Grants projects that UW-Oshkosh is a partner with including:**
 - The Collaborative Engineering Technology Program with UW-Green Bay
 - The Addressing the Nursing Shortage Program with UW-Madison, UW-Milwaukee, and UW-Eau Claire

Chairman Higgins noted that there are changing expectations for graduates to be more involved in community engagement, and asked how that new model fits into economic development activities. Chancellor Wells noted that this issue would be addressed in greater detail during the full Board of Regents meeting. Chancellors Wells outlined several ways that community engagement provides benefits to both students and businesses, including:

- **Enhancing higher order skills, soft skills, business skills, leadership abilities**
- **Greater mastery of subject material through application in workplace environments**
- **Making higher education more affordable through paid internships**
- **Creating more marketable graduates due to practicable experience**
- **Creating better educated and skilled citizens**

Chairman Higgins adjourned the meeting at 10:27 a.m.