

11/20/2014

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

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

Thursday, December 4, 2014
Gordon Dining and Event Center
770 West Dayton Street, 2nd floor
Symphony Room
Madison, Wisconsin

2:45 p.m. Research, Economic Development & Innovation Committee – Symphony Room

- a. Approval of the Minutes of the October 2, 2014, and October 9, 2014, Meetings of the Research, Economic Development, and Innovation Committee
- b. Remarks by Lieutenant Governor Rebecca Kleefisch (invited) on UW System Economic Development Activities and Accomplishments
- c. Economic Development Incentive Grant Recipient Update: UW-Madison Progress Report on the Igniter – An Engine for Technology Commercialization
- d. Economic Development Incentive Grant Recipient Update: UW-Oshkosh and UW-Green Bay Progress Report on the Collaborative Engineering Technology Program
- e. Wisconsin Economic Development Corporation (WEDC) – Update on Programs and Partnerships
- f. Update on the 2015 Economic Development Incentive Grant Process and Proposals

**REMARKS BY LIEUTENANT GOVERNOR REBECCA KLEEFISCH ON UW
SYSTEM ECONOMIC DEVELOPMENT ACTIVITIES AND ACCOMPLISHMENTS**

BACKGROUND

As Wisconsin's jobs ambassador, Lt. Governor Rebecca Kleefisch travels across the state and around the country selling the benefits of Wisconsin – its educated and ethical workforce, stable legal and regulatory environment, and improving tax climate. From her perspective, Wisconsin has a lot to offer companies looking to grow and succeed in the 21st century global marketplace.

REQUESTED ACTION

For information only.

DISCUSSION

Lt. Governor Rebecca Kleefisch is an advocate for the alignment of educational pathways with economic and workforce development initiatives. This past year, she helped UW System and WEDC launch Ideadvance, an innovative, lean model start-up program designed to support commercialization and business growth. This program is co-funded with UW System Economic Development Incentive Grant monies and with WEDC Capital Catalyst support.

RELATED REGENT POLICIES

Not applicable.

ECONOMIC DEVELOPMENT INCENTIVE GRANT RECIPIENT UPDATE: UW-MADISON PROGRESS REPORT ON THE IGNITER – AN ENGINE FOR TECHNOLOGY COMMERCIALIZATION

BACKGROUND

The Igniter/Discovery to Product (D2P) initiative represents a significant new partnership between UW-Madison and the Wisconsin Alumni Research Foundation (WARF). D2P is focused on entrepreneurship and on building upon a legacy of collaboration to move UW-Madison-inspired technology and innovation to market. The initiative is intended to provide UW-Madison faculty and students with an easy-to-access gateway to a comprehensive suite of resources to help transform ideas and discovery into companies and products that can bolster Wisconsin's economy.

REQUESTED ACTION

For information only.

DISCUSSION

UW-Madison will provide an update on the UW System Economic Development Incentive Grant awarded in 2014 for D2P. The presentation will provide an overview of the grant and a progress report on achieving program objectives, which include:

- Transforming UW–Madison culture to embrace entrepreneurship;
- Producing new products that benefit the state and world;
- Creating new companies that boost the state's economic strength;
- Making more venture capital available in the state; and
- Attracting more companies to Wisconsin.

The following will provide additional information on D2P and will be available to answer questions:

- John Biondi, Discovery2Product (D2) Director
- Dr. Mark Cook, Professor, Animal Sciences, UW-Madison
- D2P business partners

RELATED REGENT POLICIES

Not applicable.

**ECONOMIC DEVELOPMENT INCENTIVE GRANT RECIPIENT UPDATE:
UW-OSHKOSH AND UW-GREEN BAY PROGRESS REPORT ON THE
COLLABORATIVE ENGINEERING TECHNOLOGY PROGRAM**

BACKGROUND

Students who enroll in the recently introduced, multi-campus engineering technology program may begin this curriculum at any one of the 12 Northeast Wisconsin Educational Resource Alliance (NEW ERA) institutions and colleges, and complete the degree sequence at either UW-Oshkosh or UW-Green Bay. This program was launched with support from the UW System Economic Incentive Grant initiative and offers programs in high-demand electrical technology, environmental technology, and mechanical engineering technology career sequences.

REQUESTED ACTION

For information only.

DISCUSSION

UW-Green Bay and UW-Oshkosh will provide an update on the UW System Economic Development Incentive Grant awarded in 2014 for the Collaborative Engineering Technology Program. The presentation will provide an overview of the grant and a progress report on the partnerships and collaborations that have developed since the program was launched. Project leads at both campuses have invited their research and industry partners to share their perspectives and progress updates.

The following will provide additional information on these initiatives and will be available to answer questions:

- Dr. John Koker, Dean, College of Letters and Science, UW-Oshkosh
- Dr. Scott Furlong, Dean, College of The Liberal Arts & Sciences, UW-Green Bay
- Tim Weyenberg, Chairman, The Foth Companies, and Executive in Residence, UW-Green Bay

RELATED REGENT POLICIES

Not applicable.

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION (WEDC) – UPDATE ON PROGRAMS AND PARTNERSHIPS

BACKGROUND

The UW System and the Wisconsin Economic Development Corporation (WEDC) continue to strengthen and expand partnership initiatives designed to identify and leverage collaborations and initiatives that accelerate innovation, entrepreneurship and workforce development. WEDC provides regular updates to the REDI Committee on current and planned initiatives and provides progress reports on outcomes.

REQUESTED ACTION

Information only.

DISCUSSION

Lisa Johnson, WEDC's Vice President of Entrepreneurship and Innovation, will provide an update on current initiatives and programs, with a focus on WEDC's efforts to collaborate with the university and with state businesses to foster entrepreneurial activities and business innovation, and to speed the time from idea to product commercialization across the state.

RELATED REGENT POLICIES

Not applicable.

UPDATE ON THE 2015 ECONOMIC DEVELOPMENT INCENTIVE GRANT PROCESS AND PROPOSALS

BACKGROUND

In order for Wisconsin to succeed in today's knowledge economy, it must continue to capitalize on the strengths of its higher educational institutions, which serve as engines of economic renewal and talent development. In support of these efforts, the REDI Committee last year approved \$22.5 million in Economic Development Incentive Grants (EDIGs) to further a wide range of economic and workforce development initiatives statewide. Today, these inaugural EDIG initiatives are beginning the second year of their planned two-year duration, funded with one-time UW System reserves. In progress to date, the 12 EDIGs report that they have created or retained 51 jobs, funded 33 internships, and assisted 61 businesses. These activities are conducted with match funding through the Capital Catalyst grant program led by the Wisconsin Economic Development Corporation (WEDC), and with the benefit of an additional \$4.5 million in private-sector cash and in-kind support. The current EDIG project cycle is scheduled to be complete in mid-2015.

REQUESTED ACTION

Information only.

DISCUSSION

Looking ahead, it is the Committee's intent to support a continuation of EDIG initiatives as funding becomes available. This intent is based on recognition that the first round provided funding to a small percentage (12 of 56 applications) of initial requests. Discussions with current grant recipients, including faculty and students, and with collaborative business partners, indicate a strong desire to participate in another competitive-round grant process. Today's discussion, led by Regent Tim Higgins, will highlight program impacts and outline recommendations for strengthening and increasing program effectiveness going forward. The EDIGs have helped UW campuses further align with business and community partners in ways that exemplify the Wisconsin Idea.

RELATED REGENT POLICIES

Not applicable.