

Minutes of the Research, Economic Development, & Innovation Committee
University of Wisconsin System Board of Regents
UW-Madison, Union South
Madison, WI
February 6, 2014

Chairman Higgins convened the meeting of the Research, Economic Development, and Innovation (REDI) Committee at 9:01 am. Regents Pruitt, Hribar, Petersen, and Whitburn were present.

a. Approval of the Minutes of the December 5, 2013 Meetings of the Research, Economic Development, and Innovation Committee

Chairman Higgins asked for a motion to approve the minutes of the December 5, 2013, REDI Committee meeting. Motion by Regent Petersen, seconded by Regent Hribar, to approve the minutes as presented. Motion carried unanimously.

b. Introduction of New WiSys Technology Foundation Executive Director – Arjun Sanga

The REDI Committee welcomed new WiSys Technology Executive Director Arjun Sanga. He was named to the position in January after a nationwide search. Arjun has a strong background in technology transfer, business startups, and intellectual property management. Carl Gulbrandsen, Managing Director of WARF, introduced Arjun, and Arjun followed up with some brief comments.

c. Federal Relations – Advancing UW System Priorities in the Second Session of the 113th Congress, with Strategic Impact on University Research, Economic Development, and Innovation

UW System Assistant Vice President Kris Andrews and Assistant Director of Federal Relations at UW-Madison Laila Robbins provided an update on how the UW System and UW-Madison are promoting UW System research, economic development, and innovation priorities in the Second Session of the 113th Congress. They noted the following:

- Approximately 30% of the UW System budget comes from the federal government, which is more than GPR/Tuition revenue combined.
- UW System and UW-Madison Federal Relations offices have similar goals: To increase visibility in Washington, D.C.; to strengthen partnerships with federal agencies and higher education associations, Congress, and committees; and to advocate and expand support for faculty and UW institutions.

- They provided a high-level overview of sources of financial aid and research funding from the federal government, including Pell Grants, federal Direct Student Loans, and NIH and other federal grants for research.
- Assistant Director Robbins noted that 1/3 of UW-Madison's budget comes from the federal government and accounts for \$600 million in research funding from federal agencies.

Regent Whitburn asked which institutions get more federal research funding than UW-Madison. Assistant Director Robbins stated that the University of Michigan and Johns Hopkins University were the only institutions to receive more federal research funding, and that UW-Madison has ranked in the top five research universities for total federal funding in the past 20 years.

Assistant Vice President Andrews noted other ways her office helps to advance the UW System's top priorities. She discussed how her office is promoting undergraduate research and is seeking to make the UW System a national leader in this area. She also discussed other federal issues that will impact the UW System, including the reauthorization of the Higher Education Act, concerns over tying Pell Grant funding to institutional performance, the Obama Administration's proposed Higher Education rankings system, and impacts of the past and potential ongoing sequester budget cuts on research.

d. Discovery to Product (D2P) and Igniter: Revving the Start-Up Engine at UW-Madison

UW-Madison Provost Paul DeLuca and Agricultural Science Professor Mark Cook gave a joint presentation on the Discovery to Product (D2P) and Igniter initiatives that are designed to accelerate university efforts that directly support business incubation and product development leading to commercialization. This effort is one of the twelve Economic Development Incentive Grant recipients. They also discussed the strong entrepreneurial spirit at UW-Madison and how efforts are under way to encourage that spirit with faculty, staff, and students.

Provost DeLuca and Professor Cook addressed ways UW-Madison could further promote economic development. To highlight ways UW-Madison could improve economic development activities, they discussed the SHINE and Phoenix Nuclear Laboratories example. They explained how these laboratories are using technologies created at UW-Madison to address needs of medical isotopes in procedures. Approximately 45 million procedures are performed with medical isotopes each year, and this is now a \$5 billion per year industry.

Provost DeLuca noted that economic development depends on entrepreneurial faculty. He said that while there is a lot of discovery some faculty aren't entrepreneurial and some have no interest in commercialization, and that this is where D2P can help by connecting, scouting, incubating, and launching new companies. It also will target key industries such as pharmacy, agriculture, medical devices, and computer science.

Professor Cook discussed how D2P is helping to create jobs in Wisconsin in the following ways:

- Securing intellectual property rights to enable investment
- Accelerating business and product incubation to quickly move ideas off campus and into the hands of businesses
- Expanding investment in Madison and throughout Wisconsin with qualified technologies and ideas
- Identifying D2P leadership and groups to serve as points-of-contact for professors on campus and interested business partners off-campus

Professor Cook concluded by noting there is already a lot of innovation on campus. He has already been bombarded with ideas even though the Igniter Project hasn't officially been announced.

e. Wisconsin Economic Development Corporation (WEDC) – Program Update and Demonstration of Economic Development Interactive Mapping Collaboration with UW-Madison and UW-Whitewater

Reed Hall, CEO and Secretary of WEDC, provided an update on the agency's economic and business development projects and programs. He discussed key ways WEDC and the UW System collaborate to encourage and promote economic growth. This included outlining initiatives and goals for 2014, which encourage businesses to move to Wisconsin from neighboring states, across the nation, and the world. He also outlined their efforts to help develop, support, and grow new and existing businesses.

Ryan Murray, WEDC Chief Operating Officer, concluded by demonstrating their interactive mapping collaboration efforts with UW-Madison and UW-Whitewater. This online map and database showcases business development reporting capabilities, which allows users to search economic development grants and activities across the state and to filter results using multiple search criteria.

Regent Higgins adjourned the meeting at 10:31 am.