

## BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

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

Thursday, June 5, 2014  
UW-Milwaukee Union  
Wisconsin Room  
Milwaukee, Wisconsin

8:30 a.m. Research, Economic Development, and Innovation Committee

- a. Approval of the Minutes of the April 10, 2014 Meeting of the Research, Economic Development, and Innovation Committee
- b. Presentation by Brightstar Wisconsin Foundation – Led by Vice President Lorrie Heinemann and Founder, President, and CEO Tom Shannon
- c. Wisconsin Economic Development Corporation (WEDC) - Partnership Update with the UW System -- Led by WEDC CEO and Secretary Reed Hall
- d. Regent Scholar Program Review and Discussion  
[Resolution I.4.d.]
- e. UW-Milwaukee Undergraduate Research, Economic Development, and Business Outreach Discussion and Update on Economic Development Incentive Grant Program Recipients – Led by Interim Chancellor Mark Mone

**PRESENTATION BY BRIGHTSTAR WISCONSIN FOUNDATION – LED BY LORRIE HEINEMANN AND TOM SHANNON**

**BACKGROUND**

BrightStar Foundation represents an innovative approach to funding start-up businesses, with a focus on job creation in Wisconsin. The foundation board and investment committees include representation from investment experts and economic and business development professionals at WEDC and elsewhere. As BrightStar states on its website: “With the help of generous cheese-heads everywhere, we can capitalize on Wisconsin’s advantages of superior education and powerful intellectual property to ensure our state thrives.”

**REQUESTED ACTION**

Information only.

**DISCUSSION**

BrightStar Foundation was created as a unique entity to fill an early-stage funding void in Wisconsin by providing charitable foundations, corporations and high-net-worth individuals with a charitable vehicle to help fund job creation through capital donation. BrightStar was established to do this with nearly 100 percent of its donations going into investments.

BrightStar Founder, President, and CEO Tom Shannon and Vice President Lorrie Heinemann will provide an overview of BrightStar’s innovative approach to funding, highlight its initial six investments, and discuss how the organization might partner with the UW System to encourage and support increased funding of early-stage, job creating companies that are affiliated with the university.

**RELATED REGENT POLICIES**

Not applicable.

**WISCONSIN ECONOMIC DEVELOPMENT CORPORATION (WEDC)  
PARTNERSHIP UPDATE WITH THE UW SYSTEM**

**BACKGROUND**

The UW System and the Wisconsin Economic Development Corporation (WEDC) continue to strengthen and expand partnership initiatives designed to identify and leverage collaborations to accelerate applied research leading to technology transfer, entrepreneurship, and business start-ups, leading to job growth. WEDC provides regular updates to the REDI Committee on current and planned initiatives and provides progress reports on outcomes.

**REQUESTED ACTION**

Information only.

**DISCUSSION**

UW System Economic Development Initiatives deliver more focused and sustainable results when they align with WEDC initiatives in the areas of business and industry development, entrepreneurship, and international business. WEDC Secretary and CEO Reed Hall and Vice President Lisa Johnson will provide an update on current programs with a focus on the first round of grant recipients funded through the UW System/WEDC match grant program called Ideadance, which is administered by UW-Extension.

**RELATED REGENT POLICIES**

Not applicable.

UW System Board of Regent Expression of Support for  
Research Block Grant and Regent Scholar Programs

**RESEARCH, ECONOMIC DEVELOPMENT, AND INNOVATION COMMITTEE**

Resolution I.4.d.:

That, upon the recommendation of the President of the University of Wisconsin System, the UW System Board of Regents expresses its endorsement of:

1. A Research Block Grant program to foster important undergraduate research and discovery leading to innovation being generated on campus; and
2. A Regent Scholar Grant program to recognize and reward individuals or campus programs, working in conjunction with students, who undertake innovative undergraduate research projects that have the potential to lead to job creation and economic development, with an emphasis on science, technology, engineering and mathematics (STEM), as well as the arts, humanities, and entrepreneurial endeavors.

Both proposals will foster and encourage participation of historically underrepresented faculty and students in undergraduate research, recognizing this high impact practice has the capacity to close achievement gaps in student success and completion.

These two proposals require funding totaling \$1,030,000 in FY 2014-15 to support the initiatives across UW System two-year and four-year campus locations.

June 6, 2014

I.4.d

## **REGENT SCHOLAR PROGRAM REVIEW AND DISCUSSION**

### **BACKGROUND**

REDI Committee discussions over the past two years have identified and prioritized the need for additional support for high impact practices such as faculty-led undergraduate research and for the recognition and funding to encourage these efforts. Two recommendations addressing these needs are offered that provide UW System program support and recognition for such activities.

First, a Block Grant program to foster important undergraduate research and discovery leading to innovation being generated on campus; and,

Second, a Regent Scholar program of grants to individuals or campus programs, working in conjunction with students, that undertake innovative undergraduate research projects that have the potential to lead to job creation and economic development and foster entrepreneurship, with an emphasis on science, technology, engineering and mathematics (STEM), and include pursuits in the arts and humanities.

Both proposals will encourage participation of historically underrepresented faculty and students in undergraduate research, recognizing this high impact practice has the capacity to close achievement gaps in student success and completion.

These two proposals request funding totaling \$1,030,000 in FY 2014-15 to support the initiatives across UW System two-year and four-year campus locations.

### **REQUESTED ACTION**

Approval of Resolution I.4.d.

### **DISCUSSION**

#### **Block Grant Program**

The proposed capacity-building block grants of up to \$50,000 for four-year UW institutions and \$10,000 for two-year institutions will assist in alleviating some of the existing resource limitations to expanding undergraduate research (funding, time, administrative support) – a high-impact practice that nurtures success among the state's youth and preserves its innovative spirit. Undergraduate research is a practice that meets multiple policy goals and its growth will only benefit young people, academe, the research enterprise, the economy, and the state of Wisconsin.

Block grants will be administered by individual campus locations to support and sustain highly effective undergraduate research environments that exhibit many of the following characteristics and goals:

1. Ensuring that all undergraduate students encounter systemic opportunities to learn and practice research skills, including integrating research preparation and practice into curricula and coursework during their first two years;
2. Increasing the number of undergraduate students participating in research experiences and enhancing the quality of these experiences;
3. Identifying the necessary policy actions for campuses to take from CUR's "*Characteristics of Excellence in Undergraduate Research*" best practices;
4. Developing campus-wide engagement plans as offspring of the plans developed by teams participating in UW System-CUR workshops; and
5. Fostering alignment and collaboration across UW System campuses in both undergraduate research program development and evaluation.

Block grants will be awarded based on work plans and recommendations developed by each campus to serve site-specific needs.

### **Regent Scholar Grant Program – Recognition for Excellence**

The proposed Regent Scholar Grant program will initially provide five awards of up to \$50,000 (or, in extraordinary cases up to \$100,000). Regent Scholar Grants will be available for faculty, along with undergraduate students, and other collaborative partners, entrepreneurial ideas and innovative projects, with the following goals in mind:

1. Provide summer funding support for faculty to engage in research and other scholarly activities;
2. Promote stellar research experiences for undergraduate students, thus preparing a high-quality workforce;
3. Stimulate research across UW System comprehensive and two-year campuses, ultimately driving regional economic development; and
4. Recognize research and scholarly activity (URSCA) at the UW System Board of Regent level.

Grants will be awarded competitively based on recommendations by a selection committee made up of both public and private sector experts. Awardees will be recognized by the UW System Board of Regents as "Regent Scholars."

**RECOMMENDED FUNDING PARAMETERS  
(Funding Amounts)**

**Research Block Grants**

UW Four-Year Institutions	(\$50,000 each x 13)	\$650,000
UW Two-Year Institutions	(\$10,000 each x 13)	\$130,000

**Regent Scholar Program**

Faculty/Student Awards	(\$50,000 each x 5)	\$250,000
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**Total Funding Recommended** **\$1,030,000**

**The funding for Research Block Grants and the Regent Scholar Program for FY 2014-15 will come from Systemwide balances.**

**RELATED REGENT POLICIES**

Not applicable.

**UW-MILWAUKEE UNDERGRADUATE RESEARCH, ECONOMIC DEVELOPMENT, AND BUSINESS OUTREACH DISCUSSION AND UPDATE ON ECONOMIC DEVELOPMENT INCENTIVE GRANT PROGRAM RECIPIENTS – LED BY INTERIM CHANCELLOR MARK MONE**

**BACKGROUND**

UW-Milwaukee educates more Wisconsin residents than any other university and recruits a growing population of international students and faculty. It is also the most diverse institution within the UW System, serving 28,000 students. Over the past several years, UWM has made significant strides in its efforts to increase engagement with local, regional and global business entities, and to provide opportunities for students to participate in internships and other hands-on work experiences.

**REQUESTED ACTION**

Information only.

**DISCUSSION**

UWM's vision of Powerful Ideas and Proven Results is reflected in its growing portfolio of patents and research funding. The university has developed the only U.S. school dedicated exclusively to freshwater sciences, and recently, UWM opened its Innovation Center adjacent to the Medical Center Research facilities in Wauwatosa along with the co-location of several international businesses that support research partnerships, faculty innovation, and student work experiences. The UWM Research Foundation builds partnerships and develops patents in the areas of desalination, medical technology, self-healing metals, pain-relief drug compounds and other areas. Research expenditures top \$60 million annually. UWM continues to develop and strengthen partnerships with Johnson Controls, Rockwell International and other innovative, global companies.

The following individuals will join Interim Chancellor Mark Mone to provide additional information on these initiatives and/or be available to answer questions:

- Brian Thompson, president of the UWM Research Foundation

**REQUESTED ACTION**

Information only.

**RELATED REGENT POLICIES**

Not applicable.