

**Minutes of the Research, Economic Development, & Innovation Committee**  
**University of Wisconsin System Board of Regents**  
**UW-Milwaukee**  
**June 5, 2014**

Chairman Higgins convened the meeting of the Research, Economic Development, and Innovation (REDI) Committee at 8:31 a.m. Regents Pruitt, Bradley, Farrow, Petersen, and Whitburn were present.

**a. Approval of the Minutes of the April 10, 2014 Meeting of the Research, Economic Development, and Innovation Committee**

Chairman Higgins asked for a motion to approve the minutes of the April 10, 2014, REDI Committee meeting. Motion was made by Regent Whitburn and seconded by Regent Petersen to approve the minutes as presented. Motion carried unanimously.

**b. Presentation by Brightstar Wisconsin Foundation – Led by Vice President Lorrie Heinemann and Founder, President, and CEO Tom Shannon**

BrightStar founder and CEO Tom Shannon and Executive Vice President Lorrie Heinemann gave a joint presentation on their innovative approach to raising funds to support entrepreneurship and business formation in Wisconsin. They provided an overview of BrightStar’s funding strategy, highlighted its initial six investments, and discussed 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.

They discussed how new donors and increased funding could help BrightStar build two to four companies per month, with the possibility of creating hundreds of new businesses across Wisconsin. CEO Shannon and Vice President Heinemann responded to questions from Regents regarding oversight of companies they invest in and how they evaluate potential opportunities.

**c. Wisconsin Economic Development Corporation (WEDC) - Partnership Update with the UW System -- Led by WEDC CEO and Secretary Reed Hall**

WEDC Secretary and CEO Reed Hall, along with WEDC Vice President of Entrepreneurship and Innovation Lisa Johnson, provided an update on partnership activities with the UW System. Their presentation focused on current programs such as the first round of grant recipients funded through the UW System/WEDC match grant program called Ideadvance, which is administered by UW-Extension.

WEDC Vice President Lisa Johnson discussed how WEDC and the UW System are working together to ensure all businesses and entrepreneurs have access to the collective resources of those agencies that support economic growth. She discussed how Ideavance fits into this picture, as it is the first program of its type to provide initial seed funding to businesses and entrepreneurs on a campus and systemwide level. Chairman Higgins also noted the Associate Vice President Brukardt is a joint appointment of UW System and WEDC and serves as an ambassador who transmits knowledge both between those two organizations and to businesses.

**d. Regent Scholar Program Review and Discussion**  
**[Resolution I.4.d.]**

Kris Andrews discussed an all-campus Undergraduate Research and Discovery Grant initiative and a Regent Scholar Program to help provide recognition and funding for outstanding faculty researchers. President Cross proposed that one-time funds from Systemwide balances be used to start up this initiative.

Chairman Higgins asked for a motion to approve Resolution I.4.b., which expresses its endorsement of the Undergraduate Research and Discovery Grant program and the Regent Scholar program.

**[Resolution I.4.b.]**

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

- 1. An Undergraduate Research and Discovery 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).*

*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 one-time, Systemwide funds to support initiatives across UW System two-year and four-year campus locations.*

Motion by Regent Whitburn, seconded by Regent Petersen, to approve Resolution I.4.b.  
Chairman Higgins called for a discussion.

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

**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**

Three interconnected presentations to the REDI Committee highlighted economic development and research activities at UW-Milwaukee and across the region.

First, Interim Chancellor Mark Mone provided an overview of UWM Research activities during the past year, including partnerships with business and a status report on work with the Incentive Grant Awards that were received.

Second, David Gilbert, President of the UWM Foundation, reported on this Spring's opening of the UWM Innovation Campus research park in Wauwatosa. (The site of Thursday evening's BOR reception.)

Brian Thompson, President of the UWM Research Foundation, provided an update on UWM's growing portfolio of patents and disclosures and the continuing effort to launch new companies and build partnerships with existing businesses.

Lora Strigens, Associate Director of Campus Planning at UW-Milwaukee, concluded by providing a brief overview of planned projects and buildings at the UWM Innovation Campus research park.

Chairman Higgins adjourned the meeting at 10:03 a.m.