

Minutes of the Research, Economic Development, & Innovation Committee
University of Wisconsin System Board of Regents
Room 1820 Van Hise Hall
October 2, 2014

Chairman Higgins convened the meeting of the Research, Economic Development, and Innovation (REDI) Committee at 1:00 p.m. Regents Petersen, Behling, Bradley, Farrow, Hall, and Harsy were present.

Regent President Falbo gave a brief introduction and statement of support for the extensive planning efforts undertaken by the REDI Committee.

a. Review of the Research, Economic Development, and Innovation Committee History and Mission

Regent Bradley and Executive Director Jane Radue provided a brief review of the REDI Committee history and mission. Their review included a discussion of past biennial budgets and how the Board of Regents responded to new fiscal realities. Executive Director Radue noted that former Regent President Specter called for a review and redefinition of the role of the Board of Regents, which ultimately resulted in the creation of the REDI Committee. Regent Bradley provided additional background information on the discussions and decisions that lead up to the creation of the REDI Committee. He noted that the creation of the REDI Committee was one of six recommendations from a committee consisting of former Board of Regents presidents and UW chancellors. Regent Bradley concluded by discussing the important and unique role of the REDI Committee within the UW System, its importance in promoting strong relationships with external stakeholders, and how it can help promote economic development activities throughout Wisconsin.

b. Review of the Research, Economic Development, and Innovation Committee Strategic Road Map

Chairman Higgins gave a brief presentation on the REDI Strategic Road Map. Regent Higgins briefly discussed the REDI Committee's mission, vision, strategic road map, operating principles, charter, and strategic program goals. He concluded by highlighting REDI Committee deliverables in 2013 and 2014, along with highlighting upcoming deliverables and goals for 2015.

c. Updates and Highlights by UW System Economic Development, Research, and Innovation Partners on Areas of Alignment and Collaboration

The following people briefly updated the REDI Committee on continuing areas of collaboration with the UW System and the REDI Committee, along with identifying areas of opportunity for collaboration:

- WEDC Secretary and CEO Reed Hall – **WEDC**
- WiSys Executive Director Arjun Sanga – **WiSys**
- WTSC Executive Vice President Jim Zylstra – **WTSC**

In addition, each presenter informed the REDI Committee members of their respective activities, missions, accomplishments, and goals.

d. Overview of the Wisconsin Economy and how the UW System fits into the Economic Structure

UW System Senior Vice President for Academic Affairs David J. Ward gave an in-depth presentation on how the UW System fits in to the economic structure of Wisconsin, United States, and world economies. The presentation focused on the following key topics:

- World and national economic context
- Economic, educational, and labor challenges and opportunities for Wisconsin
- The economic impact of UW institutions, graduates/students, faculty, entrepreneurship, and innovation/applied research on the Wisconsin economy
- Strategies going forward to utilize the brain power, research capabilities, and resources of all UW institutions/campuses

e. Facilitated Discussion of the Research, Economic Development, and Innovation Committee Strategic Plan, Goals, and Priorities

Facilitator Shipra Seefedt, Strategic Consulting LLC, lead the REDI Committee and attendees in a facilitated discussion that focused on the three questions below. The REDI Committee members and attendees identified key themes and priorities, which are listed under each question.

1. **What highlights of our progress over the last two years are the best stand-outs, in your opinion?**
 - Reshaping campus culture
 - Legislative relationships
 - 360°/interdisciplinary collaboration
2. **What ways can we accelerate our visibility, momentum, influence and growth? Specifics?**

- Continue to reshape campus culture (long-term process of change)
- Continue to develop legislative relationships
- Collaborations with numerous constituencies, including businesses
- Demonstrate accountability (budget requests – show results, success)
- Collaboration at international level by breaking down silos
- New policies
- Build brand; buy-in by constituents; find champions and cheerleaders
- Crafting of message
- Communication of message – goal to engage different communities

3. How should our efforts be staffed and funded?

- Reward and recognition for faculty
- Task force or subcommittee of the greater REDI Committee to develop a plan to ensure financial sustainability
- Align goals and efforts with other partners
- Collaborative approach to funding
- Unified grant application process (all campuses)
- Hire short term grant writer
- Accountability of what is already being done (and success story) equals value proposition (to secure funding)
- State budget funding ROI
- Policy change at grassroots level

The meeting concluded with UW System President Cross providing a few brief remarks.

Chairman Higgins adjourned the meeting at 6:00 p.m.