

9/2/2015

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

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

Thursday, September 10, 2015  
9:00 a.m.-10:30 a.m.  
UW-Whitewater  
James R. Connor University Center  
Room UC 275  
Whitewater, Wisconsin

- a. Approval of the Minutes of the June 4, 2015, Meeting of the Research, Economic Development, and Innovation Committee
- b. UW-Whitewater – A Vibrant Entrepreneurial Ecosystem in Action – Led by Chancellor Beverly Kopper
- c. Discussion of Faculty Incentives and Rewards Related to Research, Economic Development, and Innovation – Led by Chancellor Dean Van Galen
- d. Review and approval of UW System Accountability Metrics required by the 2015-17 Biennial Budget: Research and Economic Development Accountability Measures – Led by David Ward, Interim Senior Vice President for Academic and Student Affairs  
[Resolution I.4.d.]

## **UW-WHITewater – A VIBRANT ENTREPRENEURIAL ECOSYSTEM IN ACTION**

### **BACKGROUND**

At UW-Whitewater, the spirit of entrepreneurship abounds — on campus, in each of its colleges, and in the greater community. Enrollment in the entrepreneurship major is surging, driven by award-winning faculty, robust corporate involvement, and top-notch student organizations that provide critical, hands-on experiences.

### **REQUESTED ACTION**

Information only.

### **DISCUSSION**

UW-Whitewater, the City of Whitewater, and the Community Development Authority actively collaborate to expand the city's reputation as a force for economic development and a model for university/city collaboration throughout the state. Chancellor Kopper will discuss the Whitewater University Technology Park and Innovation Center. The Innovation Center, completed in May 2011, is at 100-percent occupancy and serves as home to 16 tenant companies, providing more than 110 jobs in the community.

- Faculty and staff from each of the colleges play a vital role in the success of businesses at the Innovation Center by serving as coaches and iMentors in the Whitewater Incubation Program (WhIP).
- During the 2014-2015 academic year, 47 students were able to apply their classroom instruction to real-world situations by interning with companies at the Innovation Center.
- The Launch Pad program, a startup accelerator that provides focused instruction to student entrepreneurs, is building a strong portfolio of successful student startups currently in development and those led by alumni who have remained in Wisconsin to bolster our regional economy.
- CEO and Enactus are student organizations that play a critical role in developing student entrepreneurs by instilling life-long leadership skills and social values.
- Applied research grants in advanced metals have led to regional, intercultural, and international collaborations and introduced students to leading-edge technology in advanced 3-D printing.
- Recent graduates bring an abundance of entrepreneurial acumen to the local and state economy.

Joining Chancellor Beverly Kopper to provide additional information on these initiatives and to answer questions:

- Mark Johnson, executive director, Whitewater University Technology Park
- Teresa Faris, associate professor, department of Art and Design
- Ger Xiong and Liz Christianson, art students
- Alumna Kimberly Storage: assistant director, Tory Folliard Gallery, Milwaukee
- Alumna Kristina Koslosky: business development and talent recruitment extended-care professional
- Brandon Fong, student, member of CEO student organization
- Mitch Fiene, student, member of Enactus student organization

#### **RELATED REGENT POLICIES**

Not applicable.

## **DISCUSSION OF FACULTY INCENTIVES AND REWARDS RELATED TO RESEARCH, ECONOMIC DEVELOPMENT, AND INNOVATION**

### **BACKGROUND**

The REDI Committee, at its February 2013 meeting, held discussions prioritizing the need to identify opportunities to reward faculty members who engage in activities which foster research, economic development, and innovation. Subsequently, UW institutions were asked to provide input related to options for faculty awards and recognition for activities. Several key findings stood out as most significant, and these were discussed in a presentation to REDI later that year.

### **REQUESTED ACTION**

Information only.

### **DISCUSSION**

In June 2013, REDI discussions highlighted current policies, best practices, and suggested policies with the rubrics of “Make it Easier” and “Make it More Rewarding,” including the following:

- Provide and protect time for faculty to engage in research and to mentor students. Faculty should be appropriately compensated through appropriate teaching-load credit or reassigned time for supervising undergraduate research.
- Recognize undergraduate research in faculty salary reviews and decisions of merit-pay awards.
- Provide compensation for faculty to conduct summer research with undergraduates. This compensation can take the form of faculty stipends, course credit, and/or credit toward research leaves. Compensation must be commensurate with competing activities, such as summer teaching.
- Provide startup funding to support scholarship and to establish the necessary infrastructure and research materials to enable faculty to conduct effective and productive research, supervise personnel, and collaborate with outside partners.
- Encourage clearly defined and inclusive guidelines for promotion and tenure for faculty who participate in undergraduate research, scientific innovation, technology transfer, business collaborations, and related economic development initiatives.

To further support such efforts, in 2014 the REDI Committee adopted the Discovery Grant and Regent Scholar programs.

The significance of these programs was highlighted in *New Directions for Higher Education* (No. 169, Spring 2015, page 42), which said: “The Discovery Grants provide capacity-building grants to each of the system’s 26 institutions to support undergraduate research, while the Regent Scholar Program established five \$50,000 awards for faculty.”

“Both programs were designed to encourage participation by underrepresented faculty and students, to close achievement gaps in student success and completion, and to spur economic development.”

The Regent Scholar awardees were selected by public and private-sector experts, and these selections were designed to honor the best and brightest among faculty in recognition of their efforts to support the teaching, research, and community service missions of the university. Five Regent Scholars were named in early 2015 from a pool of 30+ entrants from UW System campuses statewide.

The primary goals of the Regent Scholar program were to:

- Provide summer funding support for faculty to engage in research and other scholarly activities;
- Promote stellar research experiences for undergraduate students, thus preparing a high-quality workforce; and
- Stimulate research across UW System comprehensive and two-year campuses, ultimately driving regional economic development.

Going forward, the REDI Committee has an opportunity to affirm and extend its continuing support for such efforts across UW institutions. At its September 10th meeting, UW-River Falls Chancellor Dean Van Galen will lead a panel of faculty members to discuss the importance and benefit of engaging in activities that foster research, economic development, and innovation and ways to both “make it easier” and to “make it more rewarding.”

Faculty panelists include:

- Karen Klyczek, Ph.D., Biochemistry, UW-River Falls,
- Marc Mc Ellistrem, Ph.D., Materials Science, UW-Eau Claire
- Dan McGuire, MFA, Fine Arts, UW-Whitewater

## **RELATED REGENT POLICIES**

Not applicable.

## Research and Economic Development Accountability Measures

### RESEARCH, ECONOMIC DEVELOPMENT, AND INNOVATION COMMITTEE

#### Resolution:

That, upon the recommendation of the President of the University of Wisconsin System, approval be granted for the adoption of the following research and economic development measures as required by the 2015-17 biennial budget: (1) Research Funding and Public Service Funding; (2) STEM and Health Degrees; and (3) Alumni Residing in Wisconsin.

## **UW SYSTEM RESEARCH AND ECONOMIC DEVELOPMENT ACCOUNTABILITY MEASURES**

### **BACKGROUND**

The University of Wisconsin System has annually published detailed accountability reports since 1993. The UW System was among the first in the nation to issue a system-specific accountability report. In addition, the 2011-13 biennial budget legislated over 40 accountability measures in an annual report from the UW System Board of Regents regarding all UW System institutions other than UW-Madison, and a separate annual report from the Chancellor of UW-Madison. These required items are now provided through a combination of the UW System Accountability Dashboard and supplemental items available on the dashboard website.

This year, the State Legislature has directed the UW System to identify additional accountability measures. The 2015-17 biennial budget states:

Accountability: Require the Board of Regents to identify accountability measures in the following four areas: (a) financial management; (b) administrative management; (c) educational performance; and (d) research and economic development. Specify that the accountability measures identified by the Board would be submitted to the appropriate standing committee in each house by October 1, 2015, for approval by those committees.

### **REQUESTED ACTION**

That, upon the recommendation of the President of the University of Wisconsin System, approval be granted for the adoption of the following research and economic development measures as required by the 2015-17 Biennial Budget: (1) Research Funding and Public Service Funding; (2) STEM and Health Degrees; and (3) Alumni Residing in Wisconsin.

### **DISCUSSION**

In response to this legislative mandate, UW System Administration evaluated accountability measures based on how well they fulfilled the following criteria:

- a) Importance to UW strategic goals and priorities;
- b) Degree to which the UW System can influence the outcome measured; and
- c) Consistent data over time including available benchmarks and comparisons.

After careful consideration and consultation with subject-area experts, three accountability measures are proposed in the area of research and economic development.

- 1) Research Funding and Public Service Funding—research funding from all sources and public service/outreach funding from all sources. Research is an important mission of

the university that contributes to knowledge and improves the learning experiences of students. In addition, research can lead to the development of new technologies, companies, and industries that enhance the economy of the state. The research funding measure also serves as a proxy for research activity. This measure is most relevant at the System-level since not all UW institutions have a primary research mission.

UW institutions serve the people of Wisconsin outside of the campus setting through outreach and public service. Public service funding applies to all non-credit instruction (except preparatory/remedial instruction) and to activities that are established primarily to provide services beneficial to individuals and groups external to the institution, including community service and cooperative extension services. Included in this category are conferences, institutes, general advisory services, reference bureaus, radio and television, consulting, and similar services to particular sectors of the community.

- 2) STEM and Health Degrees—STEM and health degrees as a percentage of all degrees conferred by level. Increasing the number of graduates with degrees in STEM and health benefits Wisconsin's economy by supplying the state with the talent it needs to compete in the global market. Job growth, employment rates, wages, patenting, and exports have been shown to be higher in more STEM and health-based economies. This measure is most relevant at the System-level as not all UW institutions emphasize STEM and health degree programs.
- 3) Alumni Residing in State—percentage of UW bachelor's-degree graduates living in Wisconsin. Having more UW graduates remain in Wisconsin increases the quality of the workforce and benefits the entire state economically and socially (e.g., through their contributions to the tax base and civic participation). However, UW graduates are encouraged to be global citizens, and there are many factors that influence where alumni choose to live and work. Limited longitudinal comparisons are available for this measure, and there are no comprehensive national comparisons.

Along with the more extensive measures available on the new Accountability Dashboard, the measures identified here will reinforce the UW System's commitment to continuous improvement, transparency, and service to the state.

## **RELATED REGENT AND UW SYSTEM POLICIES**

No applicable Regent Policy Documents.