Minutes of the Research, Economic Development, & Innovation Committee
University of Wisconsin System Board of Regents
UW-Whitewater
September 10, 2015

Chairman Higgins convened the meeting of the Research, Economic Development, and Innovation (REDI) Committee at 9:00 a.m. Regents Higgins, Hall, Harsy, Peterson and Tyler were present. Chairman Higgins greeted Sen. Steve Nass (R-Whitewater) who joined REDI as an invited guest.

a. Approval of the Minutes of the June 4, 2015, Meeting of the Research, Economic Development, and Innovation Committee

Chairman Higgins asked for a motion to approve the minutes of the June 4, 2015, REDI Committee meeting. Motion was made by Regent Peterson and seconded by Regent Hall to approve the minutes as presented. Motion carried unanimously.

b. UW-Whitewater – A Vibrant Entrepreneurial Ecosystem in Action

Chairman Higgins highlighted the active collaboration that UW-Whitewater has fostered with the City of Whitewater and the Community Development Authority to expand the region's reputation as a force for economic development and as a model for university/city collaboration throughout the state. Chancellor Bev Kopper led a discussion and update on campus entrepreneurship which included comments from students, faculty, and alumni. At the center of this collaborative effort is the Whitewater University Technology Park and Innovation Center. The Innovation Center, completed in May 2011, is at 100 percent occupancy today and serves as home to 16 tenant companies that provide 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). To cite one specific outcome, applied research grants in advanced metals have led to regional, intercultural, and international collaborations and have introduced students to leading-edge technology in advanced 3-D printing. Recent graduates in arts, business, and the sciences bring an abundance of entrepreneurial DNA to the local and state economy.

c. Discussion of Faculty Incentives and Rewards Related to Research, Economic Development, and Innovation

Chairman Higgins introduced this faculty panel by pointing out that over the past two years, REDI has identified current policies, best practices, and suggested policies related to research, economic development, and innovation under the rubrics of "Making it Easier" and "Making it More Rewarding." To further support such efforts, he noted that 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 reported that: "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.

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. Chairman Higgins

mentioned that the Regent Scholar program will continue in 2016 with three Regent Scholars to be selected in a competitive process.

UW-River Falls Chancellor Dean Van Galen led a panel of faculty members in a discussion of the importance and benefit of engaging in activities that foster research, economic development, and innovation and emphasizing ways to both "make it easier" and to "make it more rewarding."

Faculty panelists included:

- 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

Panel members encouraged REDI to continue to support classroom initiatives that include student research, internships, and business collaborations; these high-impact practices foster confidence, creativity, and student success. Dr. Klysczek said that integrating research into classroom training at UW-River Falls allows first-year students to become immersed in a variety of compelling scientific explorations. She mentioned the process of isolating viruses in soil, DNA sequencing, and focusing on challenges of state and national interest, including work with beekeepers to help ensure the future of pollination. Dr. McEllistrem noted that collaboration with area businesses has led to expansion of internship opportunities for undergraduates at UW-Eau Claire, with six new companies coming forward since the beginning of 2015. Professor McGuire pointed out how the UW-Whitewater Innovation Center has helped students to envision how to move classroom projects from concept to commercialization, and not just in STEM disciplines, but also in creative arts endeavors.

Chairman Higgins encouraged campuses to continuing leveraging the vibrant relationships that faculty members have developed with industry and community partners. He also encouraged campuses to highlight this broad industry outreach in conversations with local legislators to help foster understanding and to rebuild trust.

d. Review and approval of UW System Accountability Metrics required by the 2015-17 Biennial Budget: Research and Economic Development Accountability Measures

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. In response to this 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 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. These include the following:

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.

REDI Committee members reviewed the following resolution for consideration by the Board of Regents on Friday, September 11. The motion was made by Regent Tyler and seconded by Regent Peterson. Motion carried unanimously.

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.

Chairman Higgins adjourned the meeting of the Research, Economic Development, and Innovation (REDI) Committee at 10:30 p.m.