

**Minutes of the Research, Economic Development, & Innovation Committee**  
**University of Wisconsin System Board of Regents**  
**UW System**  
**April 7, 2016**

Vice-Chairwoman Hall convened the meeting of the Research, Economic Development, and Innovation (REDI) Committee at 9:00 a.m. Regents Hall, Harsy, Petersen, and Tyler were present.

**a. Approval of the Minutes of the February 4, 2016, Meeting of the Research, Economic Development, and Innovation Committee**

Chairman Hall first thanked the UW-Green Bay hosts and then asked for a motion to approve the minutes of the February 4, 2016, REDI Committee meeting after all attending Regents were present. Motion was made by Regent Petersen and seconded by Regent Tyler to approve the minutes as presented. Motion carried unanimously. Regent Hall then welcomed special guests, including WEDC Regional Economic Development Director Naletta Burr, who joined the meeting as an observer.

**b. UW System Progress Report on Talent Development Initiative – Led by UW System Vice President Jim Villa**

Regent Hall introduced UW System Vice President Jim Villa to provide an update on the UW System Talent Initiative. He provided a preview of the web portal that will provide an entry-point into the UW System Talent Initiative for both students and employers. He thanked Chancellors for their current and ongoing efforts in support of this important need; he also emphasized that the goal of the initiative is to leverage existing resources and networks, both on and off campus, to better connect students with various career pathways and business connections in order to more effectively support statewide workforce needs. Regent Hall emphasized the importance of this news and heralded the initiative as an answer to the state's pressing workforce needs. Regent Tyler asked about the planned rollout to business entities such as DWD or WMC and asked how System would ensure people are aware of the resource. Vice President Villa responded that these were all considerations being reviewed and incorporated into the final rollout strategy.

**c. WEDC Entrepreneurship and Innovation Program Highlights – Led by Aaron Hagar, Vice President of Entrepreneurship and Innovation**

Regent Hall then introduced Aaron Hagar, WEDC's Vice President of Entrepreneurship and Innovation, who provided an update on current initiatives and programs. His presentation focused on WEDC's efforts to collaborate with the university and state businesses to foster entrepreneurial activities and innovation, in order to speed the time from idea to product commercialization across the state. He reported that WEDC is managing a large portfolio, supporting the development and growth of more than 200 companies statewide. He also reported that WEDC investments in these start-ups have attracted an additional \$175 million in capital to support additional business growth. Regent Hall asked if he would be willing to share

his presentation with Chancellors and the Regents, and he agreed to do so post-meeting. Regent Tyler thanked Aaron Hagar for his presentation and offered praise of WEDC's Investment Tax Credit Program for its various success stories. Regent Tyler also asked about WEDC's effort to assist micro-scale businesses that may require less than \$10,000 in initial funding. VP Hagar responded that WEDC partners with Wisconsin Women's Business Initiative Corporation (WWBIC) to work with small businesses but is open to exploring new ideas with partners.

**d. UW-Green Bay Focus on Economic Development, Undergraduate Research, and Community Partnerships – Led by Chancellor Gary L. Miller**

Regent Hall then introduced UW-Green Bay Chancellor Gary Miller who was joined by regional business and education leaders, including Lou LeCalsey, chair of the UW-Green Bay Council of Trustees (COT); Craig Dickman, chair of the COT Advocacy Committee; Dr. Jeff Rafn, President of the Northeast Wisconsin Technical College; and Dr. Michelle Langenfeld, Superintendent of Green Bay Area Public Schools. These panelists provided an update on UW-Green Bay's wide-ranging economic, community development, talent, and research initiatives.

The Council of Trustees outlined their role as a key strategic partner with the university and community, and provided examples of their various committees and the work they do. Of special note, Council Chair LeCalsey thanked Regent Tim Higgins for his continuous engagement with the Council and its programs and priorities. Council Chair LeCalsey offered to send the roster for their Council of Trustees to the Regents following the meeting. COT Advocacy Chairman Dickman highlighted the transformative impact that increased advocacy and engagement has made on community partnership efforts. He also emphasized the benefit of creating ongoing positive dialogue that has helped to foster a new level of understanding and alignment with the talent development pipeline initiatives on the campus.

Dr. Michelle Langenfeld and Dr. Jeff Rafn provided additional details on their new "Turbo Charged" initiative designed to better serve the career needs and aspirations of the more than 22,000 students in the Green Bay Area K-12 Public Schools. They explained that this effort is bringing wider awareness of and access to higher education opportunities and career pathways for all students. Included among the highlighted goals was a vision of providing every Green Bay student with a personal career plan and for every student to graduate from high school with at least 15 college credits.

At the conclusion of the presentations, Regent Petersen asked panelists to review best practices of their advocacy efforts and how they have been able to build momentum and get the word out to the community. Panelists responded that they have routinely organized opportunities to bring stakeholders together, and their communication channels have been key to their success. Regent Tyler noted he was pleased to see three education leaders at the same table. He emphasized that such collaboration would go a long way in building trust in the education in Wisconsin. Regent Hall concluded that from her perspective with her

Chamber work, the efforts and collaboration happening at UW-Green Bay were exemplary, and she thanked all of the panelists for their commitment to the broader community.

Vice Chairwoman Hall adjourned the meeting of the Research, Economic Development, and Innovation (REDI) Committee at 10:35 a.m.