

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

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

Thursday, April 6, 2017
10:45 a.m. – 12:15 p.m.
UW-Platteville
Ullsvik Hall, Velzy Commons
Platteville, Wisconsin

- a. Approval of the Minutes of the February 2, 2017, Meeting of the Research, Economic Development, and Innovation Committee
- b. UW-Platteville – Partnering with Industry to Shape the 21st Century Workforce – Led by Dr. Wayne Weber, Dean of the College of Business, Industry, Life Science and Agriculture
- c. Update on Future Wisconsin Branding and Millennial Retention Initiatives: “Think-Make-Happen” – Led by WEDC Chief Operating Officer Tricia Braun
- d. UW-Extension Report on Business Activity Research Leading to Economic and Workforce Insights for Wisconsin – Led by Mark Lange, Executive Director, Business and Entrepreneurship Division

April 6, 2017

Agenda Item I.4.b

UW-PLATTEVILLE – PARTNERING WITH INDUSTRY TO SHAPE THE 21ST CENTURY WORKFORCE

BACKGROUND

For 150 years, the University of Wisconsin-Platteville has been a leader in the Tri-State area (Illinois, Iowa, Wisconsin) for providing an affordable, accessible, and high-quality education. Rich in its academic programs, the University of Wisconsin-Platteville consists of three colleges: the College of Business, Industry, Life Science and Agriculture; the College of Engineering, Mathematics and Science; and the College of Liberal Arts and Education. The campus is known for its strengths in agriculture, biology, business, criminal justice, education, engineering, and industrial technology. UW-Platteville works closely with business, industry, and government to solve problems and leverage opportunities for growth and innovation.

REQUESTED ACTION

Information only.

DISCUSSION

UW-Platteville Chancellor Dennis Shields and Dr. Wayne Weber, Dean of the College of Business, Industry, Life Science and Agriculture, will provide an update on UW-Platteville's economic and business development initiatives and the collaborations that have been developed to link students and faculty with outside partners.

RELATED REGENT POLICIES

Not applicable.

**WEDC UPDATE ON “FUTURE WISCONSIN” BRANDING AND MILLENNIAL
RETENTION INITIATIVE: “THINK-MAKE-HAPPEN”**

BACKGROUND

The UW System and the Wisconsin Economic Development Corporation (WEDC) continue to expand partnership initiatives designed to identify and leverage collaborations and initiatives accelerating innovation in regional and international business development. WEDC provides regular updates to the REDI Committee on current and planned initiatives and provides progress reports on outcomes.

REQUESTED ACTION

Information only.

DISCUSSION

Tricia Braun, WEDC’s Chief Operating Officer, will provide an update on the rollout of the state’s new “Think-Make-Happen” initiative. This shared messaging program was developed with research generated through the Future Wisconsin collaborative of business, government, and educational partners. Its unified message is designed to support the 70% of Wisconsin businesses that struggle to find qualified workers and report delaying expansions because they do not have the labor to grow their businesses.

The new shared messaging platform will help address the “people gap” that is occurring across Wisconsin, with 46,000 positions expected to be unfilled by the year 2030 due to an aging workforce and anticipated retirements. The program will also address the “perception gap” within the state and across the nation, with Wisconsin typically associated with cheese, Packers, and cold winters, without a significant corresponding awareness of the broad and diverse range of career opportunities available in the state.

RELATED REGENT POLICIES

Not applicable.

**UW-EXTENSION REPORT ON BUSINESS ACTIVITY RESEARCH LEADING TO
ECONOMIC AND WORKFORCE INSIGHTS FOR WISCONSIN**

BACKGROUND

The UW-Extension Division for Business and Entrepreneurship provides education and information to support business creation, growth, and performance. It does this through partnerships with federal and state government entities, UW System institutions, and local business support organizations.

Organizations within the Division include the Small Business Development Center Network, the Center for Technology Commercialization, the Center for Business Intelligence, the Food Finance Institute, and the Business Dynamics Research Consortium. All of these groups coordinate their efforts to support and complement the work done by WEDC, UW System institutions, and local/regional business support groups.

REQUESTED ACTION

Information only.

DISCUSSION

Mark Lange, UW-Extension Executive Director, Business and Entrepreneurship Division, will highlight his organization's commitment to community and business development and to the Wisconsin Idea. He will provide an update on UW-Extension business activity research initiatives that provide broader and deeper competitive research and trend analysis to support the sustainable growth and success of start-ups and existing businesses across the state.

RELATED REGENT POLICIES

Not applicable.