

**Minutes of the Research, Economic Development & Innovation Committee**  
**University of Wisconsin System Board of Regents**  
**Union South, UW-Madison**  
**April 5, 2018**

Chair Dr. Eve Hall convened the meeting of the Research, Economic Development, and Innovation (REDI) Committee at 9:03 a.m. Regents Hall, Klein, Higgins, and Tyler were present. Also, in attendance: Dave Brukaradt and Jennifer Wickman.

**a) Approval of the Minutes of the February 8, 2018 Meeting of the Research, Economic Development and Innovation Committee**

Regent Hall asked for a motion to approve the minutes of the February 8, 2018 REDI Committee meeting. Motion made by Regent Tyler, seconded by Regent Higgins, to approve the minutes as presented. Motion carried unanimously.

**b) Approval of UW School of Medicine and Public Health Appointment to the Oversight and Advisory Committee of the Wisconsin Partnership Program. Led by Dr. Robert Golden, Dean of the UW School of Medicine.**

Dr. Robert Golden summarized the purpose of the Wisconsin Partnership Program (WPP). The WPP was created, and funded, from the conversion of Blue Cross and Blue Shield United to a stock corporation with proceeds from the sale of stock distributed to the UW School of Medicine and the Medical College of Wisconsin. The mission of the WPP, in alignment with the Wisconsin Idea, is to reach beyond campus to improve health in Wisconsin through community-academic partnerships, innovative research, educational programs and community engagement.

Oversight of the WPP rests with the Board of Regents, via the REDI Committee, which approves appointments of members to the Oversight and Advisory Committee (OAC) consisting of nine members appointed for four-year, renewable terms.

Dr. Amy Kind, M.D., Ph.D., is Associate Professor and Director of the Health Services and Care Research Program in the Department of Medicine at the UW School of Medicine and Public Health. Dr. Kind leads a robust research program focused on assessing and improving care for highly vulnerable and disadvantaged older adults, especially those with Alzheimer's disease and other dementias. Through innovative research in health policy and clinical programs, she strives to develop novel ways to eliminate health disparities. Dr. Kind is also a national leader in the field of neighborhood-level socioeconomic disparities, especially as they relate to brain health and Medicare policy. Furthermore, Dr. Kind designs, leads and assesses systems interventions that improve care for high-risk older adult patients, including those with dementia, and which are particularly applicable in low-resource settings.

Regent Tracy Klein read Resolution I.4.b:

*That, upon recommendation of the President of the University of Wisconsin System and the Chancellor of the University of Wisconsin-Madison, the Board of Regents approves the appointment of Dr. Amy Kind, to fill an unexpired term on the UW School of Medicine and Public Health Oversight and Advisory Committee of the Wisconsin Partnership Program effective immediately through October 31, 2018.*

Motion for adoption of the resolution made by Regent Higgins, seconded by Regent Tyler.  
Motion carried unanimously.

**c) Update on UW-Madison's Posse Program – An Initiative to Recognize Diverse, Extraordinary High School Scholars and to Support Their Academic Journeys at the University. Presentation Led by UW-Madison Patrick J. Sims, Vice Provost for Diversity & Climate and Chief Diversity Officer; and, Emilie Hofaker, Interim Director, Posse Program and Director, Office of STEM Initiatives.**

The innovative Posse Scholars multicultural initiative recognizes extraordinary high school scholars and supports their academic journeys at the University. UW-Madison's program is the largest posse unit in the United States, has achieved a graduation rate of over 90 percent, awarded more than 500 merit-leadership scholarships, and currently has 277 alumni since the program's inception in 2002.

The Program's mission is to bring students together as a group – a posse – that serves as their on-campus support group. Prior to Posse there was much evidence that some highly talented diverse students started at UW-Madison but never graduated. As one student said about the experience, "I wouldn't have dropped out if I'd had my posse with me." The Posse model works for both students and college campuses and is rooted in the belief that a small, diverse group of talented students, a Posse, carefully selected and trained, can serve as a catalyst for increased individual and community development.

The goals of the Program are:

1. To expand the pool from which top colleges and universities can recruit outstanding young leaders from diverse backgrounds.
2. To help these institutions build more interactive campus environments so that they can be more welcoming for people from all backgrounds.
3. To ensure that Posse Scholars persist in their academic studies and graduate, so they can take on leadership positions in the workforce.

In 2002, UW-Madison became the first major public university to partner with the Posse Foundation, bringing in two posses from Chicago. In 2011, UW-Madison became the second partner school to have an all STEM Posse and today 54% of the 182 Posse Scholars are majoring in STEM. Many of these students, 27%, will study abroad at some point and they are averaging a 3.12 GPA with a 90% graduation rate.

Stanley Kang, a Posse Scholar graduate and current mentor to the New York STEM Posse program spoke of his experience. "I had never been to Wisconsin until I came to UW-Madison. I am from New York and never imagined coming to an institution like this. When I was homesick, my fellow

Posse members from New York would reminisce about small towns and the New York state of mind. Likewise, my Posse motivated me to work hard; and when I was a victim of racism, my Posse served as my shield.”

Brianna Young is a current Posse Scholar set to graduate in May. She is an honors nursing student and the recipient of many awards including the 2017 Outstanding Women of Color Award. She told REDI that “being a student of color from a big city meant that I wasn’t equipped for the environment here at Madison. But Posse gave me the tools, support and mentorship that helped me succeed. The program led me to fill all my summers with distinguished internships such as working on public health in Thailand as the DDEEA Global Scholar. I wouldn’t be half the person I am without Posse. And I can’t wait to pay it back as a Posse mentor.”

Dr. Hall applauded the Posse Scholars and the program representatives for their leadership, excellence and great success.

Regent Tyler asked how to expand this great program. Vice Provost Sims responded that he would love to accept more students to the program. Annually Posse Scholars receive 57,000 applications. It would be great to be able to accept many more of them.

Regent Klein asked how the program relates to student aid. Director Hofaker responded that every student in Posse has a tuition-free scholarship, with the admission office helping with other financial needs. “I think to move the needle, we could set a goal of having 600 Posse students, but we will need to take a deeper dive, to set specific goals and then find financing,” she said.

**d) Progress Report on Research to Update UW System Economic Impact – Presentation Led by Jack McGovern, UW-Madison Alumnus and Former UW System Intern, and Dr. David J. Ward, CEO of NorthStar Analytics.**

From time to time, UW campuses update their respective economic impact studies. However, it has been nearly 20 years since an overall, system-wide impact study was conducted. Jack McGovern, UW-Madison alumnus and former UW System intern, and Dr. David J. Ward, President of NorthStar Analytics provided an update on the formal process to update the UW System economic impact survey. When issued later this year, the final report will be provided to legislators, regional leaders, the media, and other key stakeholders.

Last year, Jack McGovern, while working as a UW System intern, began research to begin this economic update. He was tasked with determining how other research institutions and university systems around the country developed their economic impact studies and messaged their results. During the meeting, Jack took a minute to talk about the importance of internships for undergraduates. “For the record, internships are not easy: there aren’t that many of them, and most are unpaid. But internships are key. Yes, a college education is incredibly important. But the internship is what sets you apart. That’s what gets your application onto the interviewer’s pile. And when my recruiter asked me about my internship, I was able to say I met with President Ray Cross about our approach to the economic impact study.” Jack now works at Epic and intends to someday return to school for an advanced degree in economics.

Dr. David Ward explained the process of updating the UW System economic impact study and reported preliminary findings. Dr. Ward had conducted the original study of the UW System in 2002.

That study showed a \$9.5 billion state-wide impact, with an impact to local and state taxes of \$4.5 million. Dr. Ward, through NorthStar Analytics, has also produced four economic impact analyses of UW-Madison as well as studies for several other UW schools. Additionally, he has produced studies for corporate clients such as Gogebic Taconite, Trout Unlimited, the City of Milwaukee and the Green Bay Packers.

Dr. Ward reported that he was nearly done with the updated analysis of UW System. He reported the total impact will exceed \$23 billion, with 160,000 jobs supported and tax revenues exceeding \$1 billion. The \$23 billion amount represents 7% of Wisconsin's economy. UW System is also responsible for 5.5% of all jobs in the state.

Dr. Hall commented that this is the first time the REDI committee has heard from one of its interns. She congratulated Jack, and his proud parents, Terry and Rita McGovern, sitting in the front row, regarding his exceptional work. Dr. Hall asked Jack for ideas on how to make it easier for students to get internships. Jack responded that scholarships for unpaid internships would be a tremendous help; as well as training for students on how to access internships.

e) **Annual Report of the WiSys “Innovation Engine” Supporting Faculty and Student Undergraduate Research and Commercialization Efforts at UW System Comprehensive Campuses – Led by WiSys Board Chair David J. Ward and WiSys President Arjun Sanga.**

The Wisconsin Alumni Research Foundation (WARF) created WiSys to extend WARF's mission, goals, and objectives to the UW System comprehensive universities and colleges. Since 2000, WiSys has provided significant support to advance research at UW System campuses and played a critical role in transforming technology into jobs.

As a key link between the campuses of the UW System and the statewide business community, WiSys remains committed to identifying and invigorating partnerships that will help address Wisconsin's critical educational and economic development challenges. WiSys has a mission of supporting the creation and transfer of innovations from the University of Wisconsin System to the marketplace. This past year, WiSys received a record 64 invention disclosures, had 12 new patents issued, and engaged over 750 students across the UW System in research, innovation and intellectual property development.

WiSys President Arjun Sanga explained the WiSys 10-year plan is to be recognized as:

- A major source of innovation, invention and entrepreneurship in Wisconsin.
- A key driver and supporter in expanding faculty research and discovery.
- A national model for undergraduate research, discovery and innovation.

To accomplish this 10-year plan, WiSys intends to support faculty/student research, invention and innovation; scale undergraduate research experiences; scale student innovation; and expand administrative support of research. Two key components of this plan are the WiSys Regional Associates and the WiSys Ambassador program (an idea borrowed from WARF).

The 2017 Milken Report captured the tremendous growth of WiSys. It is now ranked 128th out of 225 research institutions in the country; higher than Dartmouth, Boston University, Michigan State University and other renowned institutions.

Finally, WiSys President Sanga, concluded his remarks by thanking Regent Higgins for all the support given to WiSys over the years. Regent Higgins was an early supporter and usually the first to sign up for any event. It's possible Regent Higgins has attended all WiSys events.

The committee adjourned at 10:39 a.m.