

**MINUTES OF THE RESEARCH, ECONOMIC DEVELOPMENT & INNOVATION COMMITTEE
UNIVERSITY OF WISCONSIN SYSTEM BOARD OF REGENTS**

Thursday, July 11, 2019

Gordon Dining and Event Center
2nd Floor, Concerto Room
770 W. Dayton Street
Madison, Wisconsin

Regent Robert Atwell called the meeting to order at 9:07 a.m. Regents Cris Peterson, Eve Hall, Becky Levzow, and Torrey Tiedeman were present. Regent Atwell provided an opportunity for Regents to declare any conflicts of interest; none were stated.

a. Approval of the minutes of the June 6, 2019 meeting.

On a motion by Regent Cris Peterson and seconded by Regent Torrey Tiedeman, the minutes of the June 6, 2019 meeting were unanimously approved.

b. Fostering Industry-University Collaboration: Update on Sector Strategy Development by Wisconsin Economic Development Corporation.

Chief Operating Officer Tricia Braun highlighted how the Wisconsin Economic Development Corporation (WEDC) is creating awareness of the state's investments, which encompass entrepreneurs and start-ups. Ms. Braun then introduced Vincent Rice, WEDC's Vice President of Sector Strategy Development who spoke about his unit's focus on the support of key industry sectors across the Badger State economy.

Mr. Rice indicated total WEDC investment in collaborative, industry-specific projects with UW System institutions has exceeded \$4 million over the past two budget cycles. This investment has attracted an additional \$21 million of outside match grants from business and community stakeholders.

Among the WEDC/UW collaborative industry-related projects is the Fabrication Lab initiative, which today encompasses a total of 50 community-based innovation maker spaces. These installations, pioneered in Wisconsin by UW-Stout, allow for interactive project development by K-12 and higher education users across all disciplines who are encouraged to work with industry and community partners.

c. Wisconsin Center for Manufacturing Productivity (WCMP): Helping Wisconsin Manufactures Grow.

Buckley Brinkman, Executive Director/CEO, provided an update on WCMP's current initiatives. Funded by WEDC, the federal government, and by private business, the WCMP engages with partnerships and initiatives across Wisconsin. Much of the assistance it provides is conducted through the Manufacturing Outreach Center at UW-Stout. During his presentation, Mr. Brinkman discussed the relationship between productivity and workforce. He noted that because the tendency for humans is to adapt in a linear fashion while technology can offer exponential improvement, WCMP's philosophy is that it should implement the right kinds of technology and to maintain a mind-set of continuous improvement.

Regent Tiedeman asked how many of the technology improvements mentioned in the presentation will require additional schooling. Mr. Brinkman said many, if not most of them will, and he noted that 85% of the jobs that will exist in the year 2030 are yet to be envisioned because of the changing nature of technology and work structures. Regent Cris Peterson thanked Mr. Brinkman for his informative update and indicated that as an owner of one of the most technically advanced automated dairy-herd milking systems in Wisconsin, she knows the value of fully embracing new technologies to stay competitive.

Mr. Brinkman also highlighted a new series of WCMP initiatives available to small- and medium-sized Wisconsin businesses designed to help them audit and strengthen their defenses in the realm of cybersecurity. He pointed out that today hackers are able to purchase "off the shelf" packages of hacking tools and that 60% of small businesses which are hacked don't come out "the same" upon recovery, as the damage can be lasting.

d. Access Empowers Innovation: Ieadvance Seed Fund and Small Business Innovation Research (SBIR) Ready Programs Train Diverse Entrepreneurs and Build Customer-Focused Businesses.

Dr. Idella Yamben, Ieadvance Director and UW System's new idea "Concierge" for innovation and start-ups, offered a compelling presentation centered on the ever-evolving landscape of entrepreneurship in the state of Wisconsin.

Dr. Yamben mentioned that since the 2013 inception of the program (under the leadership of President Ray Cross, while he was at UW-Extension), Ieadvance has helped to launch 64 new business ventures in 18 counties across Wisconsin. This

year's statistics indicate that half of new business participants in the program are led by women.

e. Preview of FY2019-2020 Talent Development Initiatives and Outreach to Young Professionals, Alumni, and Veterans.

Rebecca Deschane, the UW System-Wisconsin Economic Development Corporation joint liaison for Talent Development, emphasized the "Four C's" which guide her work, and which are the foundation for talent development, attraction, and retention in Wisconsin: Convening, Connecting, Collaborating, and Communicating. In the area of veterans' services, Ms. Deschane touched on the significant number of service people transitioning into the workforce, with many veterans seeking additional educational opportunities. Ensuring these individuals connect with the right contacts in higher education and with business can be pivotal for both the service member as well as for the community and businesses seeking to attract skilled employees.

One of her goals in the coming year is to expand awareness. Whether through her meetings with chancellors, staff, and students on UW campuses or relating the Badger State career and lifestyle opportunities to alumni and veterans who reside elsewhere, Rebecca is determined to share all that Wisconsin has to offer in conjunction with a variety of state agency partners and organizations.

Regent Atwell inquired about the art of collaborating across campuses without generating duplication of programs. Ms. Deschane highlighted the "UWIN" program in Northwest Wisconsin as an example. This is joint effort of UW-Eau Claire, UW-River Falls, and UW-Stout, which are working together with their regional economic development partner to coordinate internships with businesses across a multi-county area surrounding the campus locations. Ms. Deschane said cooperative efforts such as these, coupled with good communication, help to minimize duplication of effort.

The meeting was adjourned at 10:16 a.m.