

06/27/2019

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

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

Thursday, July 11, 2019
9:00 a.m. – 10:15 a.m.
Gordon Dining and Event Center
Concerto Room
770 W. Dayton Street
Madison, Wisconsin

- a) Approval of the Minutes of the June 6, 2019, Meeting of the Research, Economic Development, and Innovation Committee
- b) Fostering Industry-University Collaboration: Update on Sector Strategy Development by Wisconsin Economic Development Corporation
- c) Wisconsin Center for Manufacturing Productivity (WCMP): Helping Wisconsin Manufacturers Grow
- d) Access Empowers Innovation: Ideadvance Seed Fund and Small Business Innovation Research (SBIR) Ready Programs Train Diverse Entrepreneurs and Build Customer-Focused Businesses
- e) Preview of FY2019-2020 Talent Development Initiatives and Outreach to Young Professionals, Alumni, and Veterans

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Agenda Item I.4.b.

**WISCONSIN ECONOMIC DEVELOPMENT CORPORATION (WEDC)
STATEWIDE INDUSTRY SECTOR UPDATE**

BACKGROUND

The UW System and the Wisconsin Economic Development Corporation (WEDC) continue to strengthen and expand partnership initiatives designed to identify and leverage collaborations and initiatives that accelerate research, innovation, entrepreneurship, and workforce 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

Chief Operating Officer Tricia Braun will open with brief remarks before introducing Vincent Rice, WEDC's Vice President of Sector Strategy Development. He will provide an update on current initiatives, with a focus on WEDC's efforts to build stronger industry-university collaborations and to support additional opportunities for internships, talent development, and job creation.

RELATED REGENT POLICIES

Not applicable.

July 11, 2019

Agenda Item I.4.c.

**WISCONSIN CENTER FOR MANUFACTURING & PRODUCTIVITY: HELPING
WISCONSIN MANUFACTURERS GROW**

BACKGROUND

As part of the national network of Manufacturing Extension Partnership (MEP) affiliates, the Wisconsin Center for Manufacturing & Productivity (WCMP), through its operating units in Madison and at UW-Stout, consults with growth-oriented manufacturers across the state to identify and help them implement best practices in the areas of automation, robotics, and smart manufacturing. Recently, the WCMP portfolio has been expanded to include a suite of cybersecurity initiatives to help small businesses better assess risk, take precautions, and educate employees.

REQUESTED ACTION

Information only.

DISCUSSION

WCMP Executive Director/CEO Buckley Brinkman will provide an update on current initiatives, with a focus on WCMP's effort to build productive and highly competitive manufacturing businesses in an age of increasing global competition and workforce shortages. WCMP's operating units include the Madison-based Wisconsin Manufacturing Extension Partnership (WMEP) and the UW-Stout Manufacturing Outreach Center (MOC). These two entities are funded in part by a WEDC grant. The WCMP's board of directors includes UW-Stout Chancellor Bob Meyer, WEDC Secretary and CEO Mark Hogan, and UW System Interim Vice President David Brukardt.

RELATED REGENT POLICIES

Not applicable.

July 11, 2019

Agenda Item I.4.d.

ACCESS EMPOWERS INNOVATION: IDEADVANCE SEED FUND AND SMALL BUSINESS INNOVATION RESEARCH (SBIR) READY PROGRAMS TRAIN DIVERSE ENTREPRENEURS AND BUILD CUSTOMER-FOCUSED BUSINESSES

The University of Wisconsin System Administration's Institute for Business & Entrepreneurship (IBE) helps entrepreneurs, businesses, and economic development professionals across the state to achieve their goals by offering technical assistance and leveraging data. The unit recently moved to UWSA from UW-Extension as part of the systemwide restructuring effort.

The Institute's mission is to serve Wisconsin's aspiring, new, and established small businesses by connecting them to resources, information and services that improve and increase capabilities for success. The Center for Technology Commercialization (CTC) is one of five IBE program units, and it incorporates Ideadvance Seed Fund, a long-running, highly successful lean start-up program that helps launch new innovative businesses across Wisconsin (<https://uwideadvance.org>). Ideadvance lessons learned have fueled programming like SBIR Ready, which aims to train diverse STEM entrepreneurs to be fundable via the \$2.5 billion federal Small Business Innovation Research Program (SBIR). (<https://wisconsinsbir.org/SBIR-Ready>)

REQUESTED ACTION

For information only.

DISCUSSION

Mark Lange, Executive Director, Institute for Business & Entrepreneurship, will introduce Idella Yamben, who serves as Ideadvance's New Idea Concierge. The program is completing its successful fifth year of leanstart-up mentoring programs designed to accelerate entrepreneurial growth and commercialization at UW campuses. Dr. Yamben will highlight key impacts and outcomes of this joint UW-WEDC program, globally recognized for excellence in 2018 by University-Industry Innovation Network (UIIN). Ideadvance continues to draw a high level of interest and participation from innovators and entrepreneurs across Wisconsin.

Since its inception, 64 Ideadvance participants have received \$2.13 million in grant funding to support start-up initiatives and have attracted \$4.9 million in additional capital through state and federal funding, private investments, and crowd-funding support. As further evidence of its commitment, WEDC has designated the UW System Institute for Business & Entrepreneurship's Center for Technology Commercialization (CTC) as a Key Strategic Partner.

RELATED REGENT POLICIES

Not applicable.

**PREVIEW OF FY 2019-2020 TALENT DEVELOPMENT INITIATIVES
AND OUTREACH TO YOUNG PROFESSIONALS, ALUMNI, AND VETERANS**

BACKGROUND

The UW System is widely recognized as a leading talent pipeline for Wisconsin's workforce needs. Continued economic strength and historically low unemployment levels are causing increased demand for highly skilled graduates, with many positions going unfilled across a broad range of employment categories. State employers are finding the worker shortage impacts their capacity for business growth.

Rebecca Deschane, the UW System-Wisconsin Economic Development Corporation (WEDC) joint liaison for Talent Development helps to lead the University of Wisconsin's efforts to more closely align the resources of the university with the needs of the state. Working with community and regional economic development groups, businesses, and UW campus representatives, she is focused on helping to increase the levels of awareness and activity related to outreach, retention, and recruitment in Wisconsin, and, in some cases, outside the state.

REQUESTED ACTION

Information only.

DISCUSSION

As part of her periodic updates on Talent Development, Deschane will briefly highlight current and planned efforts to strengthen talent development, attraction, and retention initiatives across multiple statewide organizations and geographies.

Key focus areas include efforts to expand opportunities for students to connect with career opportunities and internship initiatives, community and business engagement, and outreach to alumni, veterans, and young professionals.

RELATED REGENT POLICIES

Not applicable.