

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

Thursday, February 6, 2020

UW-Madison – Union South – Northwoods Room
Madison, Wisconsin

Regent Robert Atwell called the meeting to order at 10:49 a.m. Regents Eve Hall, Becky Lezow, Chris Peterson, and Torrey Tiedeman were present. Regent Peterson provided an opportunity for committee members to declare any conflicts of interest; none were so stated.

a. Approval of the minutes of the December 5, 2019 meeting.

On a motion by Regent Peterson and seconded by Regent Tiedeman, the minutes of the December 5, 2019, REDI Committee meeting at UW-Whitewater were unanimously approved.

b. UW-Madison Women in Science and Engineering (WISE): Nurturing Women's Interests in STEM.

UW-Madison Provost, Dr. John Scholz introduced WISE and characterized it as an absolutely tremendous program now in its 25th year of providing supportive student living and learning environments. WISE is a residential learning community based in Waters Residence Hall which caters to women with an interest in science, technology, engineering, or math (STEM).

Dr. Sue Babcock, WISE Faculty Co-Director, Professor and Chair of Materials Science and Engineering, discussed the benefits of the program which focuses on supporting a diverse and dynamic community of women interested STEM.

Among its many features, WISE offers:

- A welcoming environment which fosters a sense of belonging and confidence to succeed;
- Small group discussions with women STEM faculty and female STEM professionals;
- Access to research and career path presentations by women in STEM;
- Numerous opportunities for peer mentoring.

A WISE Student Program Lead and Industrial and Systems Engineering Junior, Britany Osterman, spoke about her experience in the program and expressed her fondness for the concrete connections it provides.

Regent Torrey Tiedeman asked Ms. Osterman to elaborate on peer mentorships and how she felt that it helped her. Ms. Osterman summarized by stating that having a dedicated group of mentors and access to resources along with a strong support system created a sense of connection. Ms. Osterman also mentioned that over 90 percent of those who chose WISE declared STEM either as a program or an intention.

c. Ideadvance: Program Success Update Including Entrepreneurial Case Studies with Novel Economic Impacts.

Ideadvance, a program funded both by the University of Wisconsin System and the Wisconsin Economic Development Corporation, aims to empower new and experienced entrepreneurs to focus on key, go-to-market activities. Dr. Idella Yamben, Business Development Concierge explained how the program, with the inclusion of alumni eligibility, now supports professional innovators and existing small businesses as they learn the principles of Lean Startup to explore new products and new markets.

Lindsey Roddy, a recent Ideadvance graduate who is both a registered nurse and CEO of RoddyMedical, described her firsthand experience with the program. The daily clutter of disorganized and tangled medical tubing was a continuous work hazard that prompted Ms. Roddy to pursue a better way to manage patient support. With help from Ideadvance, she pioneered the development of a new medical tubing organizer. Through her work with the program, she successfully designed and patented a new product line.

Next, Randy Clark, another recent Ideadvance graduate, highlighted how crucial it was for him to be a part of the program. Mr. Clark, armed with a mechanical engineering degree in addition to having an agricultural background, met the needs of public works departments with the introduction of a new product. The new specialty ditch mower helps by reducing the total costs of equipment, operation, and maintenance. Ideadvance gave Mr. Clark the confidence to enter a completely new market whilst looking at product development and networking in a new way by extending a “business model canvas” approach.

“I absolutely loved these Ideadvance case studies,” Regent Becky Levzow said. She went on to say that both talks about healthcare and agriculture couldn’t have come along at a more fitting time, given their importance as well as Wisconsin’s current status.

d. Wisconsin Economic Development Corporation (WEDC) – Update on Programs and Partnerships.

Missy Hughes, Secretary and CEO of WEDC was appointed to her new position in October 2019. Her initial presentation at REDI provided an engaging and informative update on her travels across the state to meet with numerous stakeholders for the first time in her new role.

Ms. Hughes mentioned that continuity and long-term thinking are critically important for economic development since most projects take years to develop lasting effects. She affirmed WEDC’s overall vision and direction and said it will be important for the organization to become an effective voice for both the urban and rural Wisconsin economy, and to support strategies that reflect the changing realities of the marketplace – all while being adaptive, innovative, and resilient.

UW System President Ray Cross asked Ms. Hughes what she thought distinguishes Wisconsin from other states. Ms. Hughes explained that the state has the strength of the business community in addition to a strong set of public-private collaborations. Regent President Drew Petersen, also in attendance, said he appreciated Ms. Hughes’ passion for her new role. When asked by Regent President Petersen regarding her overall vision for the organization, Ms. Hughes replied, “It needs to be a statewide strategy – all parts need to function well.”

e. The meeting was adjourned at 12:18 p.m.