

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

Research, Economic Development, & Innovation Committee

Thursday, February 6, 2020
10:45 a.m. – 12:15 p.m.

UW-Madison
Union South
Northwoods Room
1308 W. Dayton Street
Madison, Wisconsin

- A. Approval of the Minutes of the December 5, 2019 Meeting of the Research, Economic Development, and Innovation Committee
- B. UW-Madison Women in Science and Engineering (WISE): Nurturing Women's Interests in STEM
- C. Ideadvance: Program Success Update Including Entrepreneurial Case Studies with Novel Economic Impacts
- D. Wisconsin Economic Development Corporation (WEDC) - Update on Programs and Partnerships

February 6, 2020

**UW-MADISON WOMEN IN SCIENCE AND ENGINEERING (WISE):
NURTURING WOMEN'S INTERESTS IN STEM**

REQUESTED ACTION

Information only.

SUMMARY

Based in Waters Residence Hall on the UW-Madison campus, the Women in Science and Engineering (WISE) residential learning community welcomes women interested in STEM fields. This innovative program helps young women build a strong community with each other and with UW-Madison staff and faculty who share their interests.

WISE is an inclusive environment that provides each of its student participants with a place in which to thrive socially and academically. WISE residents develop lifelong friendships with each other and supportive relationships with peer mentors, faculty, and Madison-area professionals. Among other benefits, students participating in WISE learn about cutting-edge scientific research topics and future career possibilities. Additionally, they have an opportunity to connect with UW faculty who provide mentoring and student research opportunities and networking with professional women from the local community. Program participants also have access to summer research grant money just for WISE students and are afforded opportunities to visit innovative scientific labs and companies.

Presenter(s)

- Dr. Karl Scholz, UW-Madison Provost
- Dr. Susan Babcock, Faculty Director of WISE and Professor of Materials Science & Engineering, UW-Madison
- Britany Osterman, WISE Student Program Lead and Industrial and Systems Engineering Junior, UW-Madison

BACKGROUND

The Women in Science and Engineering (WISE) residential learning community is designed to support, encourage, and retain undergraduate women students who aspire to careers in STEM fields. Dr. Susan Babcock, Faculty Director of WISE will outline the program structure

and activities. Britany Osterman, a junior in the Industrial and Systems Engineering sequence and a WISE Program Lead, will reflect on the program from a student perspective.

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**IDEADVANCE: PROGRAM SUCCESS UPDATE INCLUDING
ENTREPRENEURIAL CASE STUDIES WITH NOVEL ECONOMIC IMPACTS**

REQUESTED ACTION

Information only.

SUMMARY

The internationally recognized Ideadvance program was conceived to support new startup teams from UW System campuses. With the inclusion of alumni eligibility, Ideadvance now supports professional innovators and existing small businesses as they learn the principles of Lean Startup to explore new products and new markets. Dr. Idella Yamben, Ideadvance New Idea Concierge, will outline the evolving mission of the program including recent annual report highlights and novel economic impacts gained from the program's focused Lean Startup curriculum. Joining her are Lindsey Roddy and Randy Clark, both graduates of Ideadvance as they describe their journeys with the program.

Presenter(s)

- Dr. Idella Yamben, Business Development Consultant
- Randy Clark, RCI Engineering
- Lindsey Roddy, RoddyMedical LLC

BACKGROUND

Ideadvance is a program funded by the University of Wisconsin System and the Wisconsin Economic Development Corporation (WEDC), and administered by the Institute for Business & Entrepreneurship Center for Technology Commercialization. Ideadvance aims to empower new and experienced entrepreneurs to better focus on key go-to-market activities. The program provides Lean Startup coaching and business funding focused on building scalable, profitable business models. The Ideadvance program helps develop innovative ideas and potential businesses from eligible UW alumni and current faculty, staff, and student entrepreneurs.

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**WISCONSIN ECONOMIC DEVELOPMENT CORPORATION (WEDC)
UPDATE ON PROGRAMS AND PARTNERSHIPS**

REQUESTED ACTION

Information only.

SUMMARY

WEDC provides regular updates to the REDI Committee on current and planned initiatives and offers progress reports on outcomes. The partnership with WEDC spans many boundaries in a collaborative fashion to promote economic and business development.

WEDC's Secretary and Chief Executive Officer Missy Hughes was appointed to her new position in October 2019 and will provide an overview of current and planned programs and outcomes of state-led business and community development efforts and university collaborations.

Presenter(s)

- Missy Hughes, WEDC Secretary and CEO

BACKGROUND

The UW System and the Wisconsin Economic Development Corporation (WEDC) continue to expand partnership initiatives designed to identify and leverage collaborations and joint partnerships, accelerating local and regional innovation, business partnerships and talent development.

The UW System Office of Corporate Relations and Economic Engagement is a jointly funded resource with WEDC for promoting and expanding the UW System's success rate with early-stage, high-growth, and established companies for identifying capital availability for such efforts, and for attracting, developing, and retaining talent for Wisconsin's workforce.