

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

Research, Economic Development, & Innovation Committee

Webex Videoconference
Madison, Wisconsin

Thursday, August 20, 2020

10:45 a.m. –12:00 p.m.

- A. Calling of the Roll
- B. Declaration of Conflicts
- C. Approval of the Minutes of the June 4, 2020 Meeting of the Research, Economic Development, and Innovation Committee
- D. Opening Comments from Interim UW System President Tommy Thompson:
Innovative Approaches to Economic Engagement During Uncertain Times
 1. Supporting Wisconsin Businesses During the Pandemic: The UW System Institute for Business & Entrepreneurship (IBE) Showcases the “Wisconsin Idea” at Its Best
- E. The Economic Impact of COVID-19 and the Quick Pivot of Business to Address the Challenge – Northern Wisconsin Perspective
- F. University of Wisconsin – Green Bay: Water Science Program Update from the “Coastal Campus” University

August 20, 2020

**SUPPORTING WISCONSIN BUSINESSES DURING THE PANDEMIC:
THE UW SYSTEM INSTITUTE FOR BUSINESS & ENTREPRENEURSHIP
(IBE) SHOWCASES THE “WISCONSIN IDEA” AT ITS BEST**

REQUESTED ACTION

Information only.

SUMMARY

When “Safer at Home” orders became the norm across the United States due to the COVID-19 pandemic, the federally funded Small Business Administration (SBA) enlisted local support from financial institutions (banks and credit unions) as well as SBA resource partners (Small Business Development Centers). This relief effort led to the availability of Economic Injury Disaster Loans (EIDL) and the Paycheck Protection Program (PPP) for small- and medium-sized businesses.

The Institute for Business & Entrepreneurship’s program units were ready to respond to business owners hit hard by the sudden economic downturn.

The Wisconsin SBDC Network, based largely on UW campuses, supports business development in all 72 counties. Since March 20, consultants have assisted the SBA, economic development organizations and others to deliver EIDL and PPP application support. This unprecedented initiative has delivered over \$11.4 billion in federal relief to the Badger State:

- 85,806 Paycheck Protection Program loans totaling \$9.83 billion as of July 10.
- 25,199 Economic Injury Disaster Loans (EIDL) worth \$1.41 billion as of July 3.
- 60,213 distributions of EIDL Advance worth \$215.9 million as of July 3.

Overall, Wisconsin SBDC offices fielded hundreds of inquiries each day. In the first month of pandemic response, beginning in mid-March, the UW System’s SBDC units hosted 112 remote training events, consulted with 2,062 clients, and reached 3,282 webinar attendees.

In June, the SBDCs also worked actively to promote and support the \$75 million “We’re All In” Small Business Grant campaign, providing almost 3,500 letters of acknowledgement, or

about 12 percent of the 30,000 total requests received by the Wisconsin Economic Development Corporation (WEDC).

Other program units of the Institute also provided timely pandemic recovery assistance, including the Food Finance Institute's weekly entrepreneur huddles and the Center for Technology Commercialization's newsletters to share new funding opportunities tied to COVID-19.

BACKGROUND

The following individuals will join Mark Lange, Executive Director of the Institute for Business & Entrepreneurship, to provide information and answer questions:

- Bon Wikenheiser, Associate Director, IBE, and State Director, Wisconsin Small Business Development Center (SBDC) Network
- Eric Ness, Small Business Administration (SBA) Wisconsin District Director
- Sam Ridders, WEDC Deputy Secretary and Chief Operating Officer
- Idella Yamben, Center for Technology Commercialization (CTC) Business Development Consultant and Ideadvance Seed Fund Idea Concierge
- Dylan Bruce, Seed Partner Business Development Lead, SeedLinked, Viroqua
- Cheryl Mitchell, SBDC Center Director, UW-Milwaukee

August 20, 2020

**THE ECONOMIC IMPACT OF COVID-19 AND THE QUICK PIVOT OF
BUSINESS TO ADDRESS THE CHALLENGE – NORTHERN WISCONSIN
PERSPECTIVE**

REQUESTED ACTION

Information only.

SUMMARY

Over the past several months, financial relief from the impacts of COVID for Wisconsin business and industry came in the form of Federal Economic Injury Disaster Loans (EIDL) and Paycheck Protection Program (PPP) loans and grants, plus several significant financial programs developed and led by the Wisconsin Economic Development Corporation (WEDC). In most cases, these funds were administered with support from banks and credit unions across Wisconsin.

Regent Bob Atwell, Founder and President of Nicolet Bankshares, headquartered in Green Bay, will share his perspective on how his Nicolet employees addressed the challenges of the COVID-19 pandemic.

Presenter

- Bob Atwell, Founder/President of Nicolet Bankshares

BACKGROUND

REDI Chair Bob Atwell brings a unique perspective to the COVID impact and business recovery discussion. He is founder and president of Nicolet Bankshares, the lead director for the Ariens Company Board, and serves on the boards of Hospital Sisters Health System, Great Northern Corporation, Saris Cycling Group, and Promotion Management, Inc. He also was recently appointed to serve on Governor Evers Task Force on Rural Prosperity.

August 20, 2020

**UNIVERSITY OF WISCONSIN – GREEN BAY WATER SCIENCE
PROGRAM UPDATE FROM THE “COASTAL CAMPUS” UNIVERSITY**

REQUESTED ACTION

Information only.

SUMMARY

The world faces significant challenges regarding water quantity and quality that are expected to worsen during the 21st century. The global need for water science professionals able to solve critical water issues is accelerating and expected to continue. With the addition of its three new coastal campuses, the University of Wisconsin-Green Bay is expanding its academic, professional, and community connections to address these challenges. The UW-Green Bay footprint now covers a 16-county area that encompasses nearly 50 percent of the Wisconsin coastline on the world’s most expansive freshwater ecosystem.

This UW institution is strengthening its “water-centric” educational offerings for students at all four campus locations: Green Bay, Marinette, Manitowoc, and Sheboygan. Additionally, UW-Green Bay is a fully committed partner in the UW System Freshwater Collaborative and is working with the Governor’s office and the National Oceanic and Atmospheric Administration (NOAA) on the development of a National Estuarine Research Reserve (NERR) focused on the Green Bay ecosystem. Once established, this NERR will become part of a national network of coastal sites designed to protect and study estuarine systems, while strengthening regional efforts and expanding opportunities for research, education, and community outreach.

Interim Provost Kathleen Burns will introduce the topic, and Dr. John Katers will provide an overview of current and planned initiatives, as well as the outcomes and effects these programs have on the region and beyond.

Presenters

- Dr. Kathleen Burns, Interim Provost and Vice Chancellor for Academic Affairs
- Dr. John Katers, Dean, College of Science and Technology
- Dr. Kevin Fermanich, Professor of Water Science, Geoscience, and Environmental Science

BACKGROUND

Since its founding in the late 1960s, UW-Green Bay has had a strong record of education, applied research, and outreach in water related disciplines. This has included undergraduate majors in environmental engineering technology, environmental science, environmental policy and planning, and more recently water science, and graduate programs in environmental science and policy and sustainable management. The University is also home to the Cofrin Center for Biodiversity and the Environmental Management and Business Institute, both of which contribute to academic programs and research. This work continues to be done in conjunction with numerous partner organizations, including academic institutions, federal agencies, local government, non-governmental organizations, water and wastewater utilities, agriculture, and many other businesses.

The University of Wisconsin-Green Bay's integrated approach to water related programming is designed to provide students with the tools necessary to solve the challenges of today and tomorrow. The curriculum is interdisciplinary and students have opportunities to work as research assistants on faculty projects, to complete internships, and to conduct their own independent research projects. These programs and initiatives help to attract, retain, and grow an array of water experts, managers, and innovators in Wisconsin who are focused on working to solve water resource challenges and on helping to keep Wisconsin's water-driven economy and quality of life strong and vibrant.