

# BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

## **Research, Economic Development, & Innovation Committee**

Webex Videoconference

Thursday, June 3, 2021

8:45 a.m. –10:00 a.m.

- A. Call of the Roll
- B. Declaration of Conflicts
- C. Approval of the Minutes of the April 8, 2021 Meeting of the Research, Economic Development, and Innovation Committee
- D. UW-Milwaukee: Future-Focused Research and Industry Collaboration Drive Innovation and Economic Competitiveness
- E. UW-Green Bay Partnership with Microsoft/LinkedIn Delivers Workforce Credentialing Across Multiple Disciplines
- F. WiSys Technology Foundation – Update on Faculty and Undergraduate Research, Technology Transfer, and Statewide Commercialization Initiatives

June 3, 2021

**UNIVERSITY OF WISCONSIN-MILWAUKEE:  
FUTURE-FOCUSED RESEARCH AND INDUSTRY PARTNERSHIPS  
DRIVE INNOVATION AND ECONOMIC COMPETITIVENESS**

**REQUESTED ACTION**

For information only.

**SUMMARY**

Building on its world-class reputation as Wisconsin's public urban research university, University of Wisconsin-Milwaukee (UWM) is forging a growing set of flagship collaborations with academic and industry partners. These partnerships are focused on delivering innovative solutions to talent and research that drive economic prosperity and global competitiveness for Wisconsin.

A series of high-profile initiatives have been introduced in recent years which highlight UWM's groundbreaking efforts to connect classrooms to the workforce and labs to the market. These include the Connected Systems Institute, the Northwestern Mutual Data Science Institute, the Higher Education Regional Alliance, M<sup>3</sup>, the Lubar Entrepreneurship Center, and TechEd Frontiers, UWM's new online, on-demand, workplace learning initiative.

By combining the knowledge gained in lab settings with practical insights from business practitioners, UWM continues to advance future-focused technologies, to strengthen workforce capabilities and to propel economic growth. UWM is also working with academic and community partners to further advance the university's goals.

**BACKGROUND**

Chancellor Mark Mone and UWM Senior Executive Director of Strategic Partnerships Jennifer Abele will provide an overview of UWM's Office of Strategic Partnerships including its vision, value proposition, strategy, and results to date. Additionally, they will present deeper insights about three initiatives: the Northwestern Mutual Data Science Institute, the Higher Education Regional Alliance (HERA), and TechEd Frontiers.

Presenters:

- **Dr. Purush Papatla**, Endowed Professor and Co-Director, will present information about the [Northwestern Mutual Data Science Institute](#) (NMDSI). The Northwestern Mutual Data Science Institute is a world-class institute with a vision to transform our world through the power of data science in partnership with UWM and Marquette University. Together these collaborators are laying the foundation for a data science network that builds a pipeline of talent for the region, establishes data science thought leadership, strengthens the community through the application of data science, and earns international recognition for data science research—all while keeping companies on the leading edge of data science breakthroughs and making intentional connections between education and job opportunities.
- **Chancellor Mark Mone** will present information about the [Higher Education Regional Alliance](#) (HERA). The Higher Education Regional Alliance is a collaborative of 18 southeastern Wisconsin public and private two- and four-year colleges and universities, and a network of partner organizations. Together, they are dedicated to closing achievement gaps and educating students to become an innovative and nimble workforce that meets the needs of the region's industries both today and tomorrow. This challenge is too large for any one university or college to solve alone, and thus the higher educational institutions are working together to positively impact individual lives and to help change the trajectory of the entire region.
- **Senior Executive Director Jennifer Abele** will present information about [TechEd Frontiers](#). TechEd Frontiers offers innovative online learning pathways that enable individuals in the workplace to learn new skills and advance in their careers. This on-demand learning approach focuses on skills employers say they need most. The learning experience includes individual coaching to help employees immediately apply their new knowledge in the workplace.

All three presenters will be available for discussion and/or to answer questions.

Additionally, Sam Ridders, Deputy Secretary and Chief Operating Officer of the Wisconsin Economic Development Corporation (WEDC) will join the UWM presenters to highlight WEDC's collaborations with the university, including the [Connected Systems Institute](#) (CSI). The newly operational CSI will be featured during a tour and reception following the Board of Regents meeting on June 3.

June 3, 2021

**UNIVERSITY OF WISCONSIN-GREEN BAY PARTNERSHIP  
WITH MICROSOFT/LINKEDIN DELIVERS WORKFORCE  
CREDENTIALING ACROSS MULTIPLE DISCIPLINES**

**REQUESTED ACTION**

For information only.

**SUMMARY**

The University of Wisconsin-Green Bay encourages potential students to learn well and to prosper, and its outreach activities highlight the university's continuing efforts to re-imagine education. As part of this process, UW-Green Bay has introduced an innovative collaboration with Microsoft's TechSpark program and LinkedIn.

This new program initiative will provide professional development opportunities for university faculty and staff, expand career connections for UW-Green Bay students, and deliver LinkedIn Learning programming across the university's four-campus community. The overall objective is to equip users with broad and relevant skills through a series of high-impact learning opportunities. The outcome is better positioning of students to access the careers of tomorrow while advancing the skills of faculty, staff, and alumni.

The collaboration includes:

- Expansion of the use of LinkedIn Learning professional development opportunities in areas such as technological literacy, customer service, public presentations, and diversity and inclusion.
- Introduction of LinkedIn Learning for use by faculty as a co-curricular tool and for mapping course content to LinkedIn, thus providing an affordable alternative to textbooks.
- Opportunities for development of long-term connections between Career Services and LinkedIn, including virtual career fairs, expanded resources for alumni, and additional connectivity to student talent for employers.

## **BACKGROUND**

Several presenters will join Chancellor Michael Alexander to provide an overview of the partnership. Designed to improve the learning experience, this collaboration with Microsoft/LinkedIn, New North, and other partners will provide a series of in-class and extracurricular modules which support a broad range of learning initiatives designed to increase relevant skills for all users.

Presenters:

- Dr. Kate Burns, UW-Green Bay Interim Provost and Vice Chancellor of Academic Affairs
- Melissa Nash, UW-Green Bay Director of Human Resources and Affirmative Action Officer
- Michelle Schuler, Manager TechSpark, Microsoft

**Research, Economic Development,  
& Innovation Committee**

**Item F**

June 3, 2021

**WISYS TECHNOLOGY FOUNDATION – UPDATE ON FACULTY AND  
UNDERGRADUATE RESEARCH, TECHNOLOGY TRANSFER, AND  
STATEWIDE COMMERCIALIZATION INITIATIVES**

**REQUESTED ACTION**

For information only.

**SUMMARY**

WiSys is the technology transfer entity authorized by the Board of Regents of the University of Wisconsin System to advance promising research and innovation from discovery through commercialization at the UW System's 11 four-year comprehensive universities.

For two decades, WiSys has demonstrated leadership in advancing research and technology development in a cost-effective manner by building strategic partnerships with start-ups, high-tech companies, clinical organizations, and other innovators.

**BACKGROUND**

Despite the pandemic, the campus-based network of WiSys regional associates and student ambassadors has continued to expand "in-market" support for faculty and students over the past year. Additionally, WiSys has taken on oversight for significant UW System initiatives including the Regent Scholar program, which recognizes faculty for their innovation, entrepreneurship, and business collaboration.

WiSys Board Chair David J. Ward and WiSys President Arjun Sanga will provide an update of 2020-2021 programs and projects, highlight successful campus initiatives, and provide an outlook for further progress.