



**BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM
EXECUTIVE COMMITTEE**

Tuesday, April 26, 2022
12:30 p.m.

To be held by video conference

1. Calling of the Roll
2. Declaration of Conflicts
3. UW-Madison Contractual Agreement with Burness Communications Inc.
4. UW-Madison Contractual Agreement with Forum One Communications Corporation
5. Move into closed session to (a) consider employment and additional compensation agreements for UW-Madison head men's hockey coach, as permitted by s. 19.85(1)(c) and (e), Wis. Stats.; (b) consider emeritus status for the UW-Madison chancellor, as permitted by s. 19.85(1)(f), Wis. Stats.; (c) consider emeritus status for the UW-Platteville chancellor, as permitted by s. 19.85(1)(f), Wis. Stats.
6. Adjourn

Webex videoconference registration information and meeting materials can be found at <https://www.wisconsin.edu/regents/meetingmaterials> or may be obtained from Jess Lathrop, Executive Director, Office of the Board of Regents, 1860 Van Hise Hall, 1220 Linden Drive, Madison, WI 53706, (608) 262-2324

**UW-MADISON CONTRACTUAL AGREEMENT
WITH BURNES COMMUNICATIONS, INC.**

REQUESTED ACTION

Adoption of Resolution 3., approving the contractual agreement between the Board of Regents and Burnes Communications, Inc.

Resolution 3. That, upon recommendation of the Chancellor of the University of Wisconsin-Madison and the President of the University of Wisconsin System, the Board of Regents approves the contractual agreement between the Board of Regents of the University of Wisconsin System, doing business as UW-Madison, and Burnes Communications, Inc.

SUMMARY

Burnes Communications is a communications company that assists non-profit organizations reach out to the clients the non-profit organizations serve. Burnes does this through the development of reports, training, and external messaging in collaboration with the non-profit organization. The Population Health Institute in the School of Medicine and Public Health is utilizing Burnes' services to train staff and communicate information from the Population Health Institute's County Health Rankings and Roadmap Program. This program is one that has been developed and refined for many years thanks to the support of the Robert Wood Johnson Foundation, UW-Madison's largest non-federal funding partner. Total funding to Burnes Communications will be \$1,000,000, which will come from UW-Madison's current award from the Robert Wood Johnson Foundation. The current Robert Wood Johnson Foundation Award began on March 1, 2021, and totals \$13.6 million.

UW-Madison and Robert Wood Johnson Foundation have been working on the County Health Rankings Program since 2010. This program was created to help counties understand what influences how healthy their residents are and what the trajectory of that health will be. Over time, this program has expanded, looking to track community-level progress in health improvement, as well as development of web and mobile applications to connect the program to new users. Coming into the current iteration of funding, Robert Wood Johnson Foundation has directed UW-Madison to work with Burnes Communications to further enhance the impact of the County Health Rankings Program. The first year of Burnes' work has been completed and, in order to honor the

requirements of Robert Wood Johnson Foundation, this modification is necessary to add the second year of funding for Burness' portion of the work.

Presenter

- Rob Cramer, Vice Chancellor for Finance and Administration, UW-Madison

BACKGROUND

Regent Policy Document 13-1 requires any grant or contract with private, profit-making organizations in excess of \$1,000,000 be presented to the Board of Regents for formal approval prior to execution.

Related Policies

- Regent Policy Document 13-1, "General Contract Approval, Signature Authority, and Reporting"

**UW-MADISON CONTRACTUAL AGREEMENT WITH
FORUM ONE COMMUNICATIONS CORPORATION**

REQUESTED ACTION

Adoption of Resolution 4., approving the contractual agreement between the Board of Regents and Forum One Communications Corporation.

Resolution 4. That, upon recommendation of the Chancellor of the University of Wisconsin-Madison and the President of the University of Wisconsin System, the Board of Regents approves the contractual agreement between the Board of Regents of the University of Wisconsin System, doing business as UW-Madison, and Forum One Communications Corporation.

SUMMARY

Forum One Communications Corporation is a data preparation company that, through data visualization, guides and assists organizations in their digital marketing platforms. The Population Health Institute in the School of Medicine and Public Health is utilizing Forum One's services to develop data visualization and mapping tools for the Population Health Institute's County Health Rankings and Roadmap Program. This program is one that has been developed and refined for many years thanks to the support of the Robert Wood Johnson Foundation, UW-Madison's largest non-federal funding partner. Total funding to Forum One will be \$1.1 million, which will come from UW-Madison's current award from the Robert Wood Johnson Foundation. The current Robert Wood Johnson Foundation Award began on March 1, 2021, and totals \$13.6 million.

Presenter

- Rob Cramer, Vice Chancellor for Finance and Administration, UW-Madison

BACKGROUND

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Related Policies

- Regent Policy Document 13-1, "General Contract Approval, Signature Authority, and Reporting"