

MINUTES OF THE RESEARCH AND PUBLIC SERVICE WORK GROUP OF THE
BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

Room 225 Pyle Center
Thursday, February 5, 2004
10:00 A.M.

PRESENT: Regent Connolly-Keesler (presiding), Chancellors Keating and Reilly, Academic Staff Representative Hank, Faculty Representative Erdman, Vice President Weimer, Assistant Vice President Andrews, Student Representatives Byrne and Amys (via phone) and Professor Dombeck.

Regent Connolly-Keesler convened the meeting at 10:40 a.m. The minutes of the January 7 meeting were approved.

Chancellors Reilly, Messner, Sorsensen and Wells presented a combined proposal from UW Colleges, UW-Extension, UW-Green Bay, UW-Oshkosh and UW-Stout, in cooperation with the Wisconsin Technical College System, titled "Brain Gain Strategies for Fostering Economic Development."

Wisconsin's per capita income is below the national average and considerably below per capita incomes in Minnesota and Illinois. The trend data indicates that Wisconsin is falling further behind both the U.S. average and the Minnesota per capita income into the future. There is a need to create significantly more high-paying employment opportunities within the state's economy. Further, Wisconsin ranks 30th among the states in terms of the percentage of the workforce that has a four-year degree, compared with Minnesota, for example, that ranks 8th and Illinois at 16th. Wisconsin has a shortage of knowledge workers. In addition, a fairly low proportion of working-age adults enroll part-time in education or training beyond high school. One way to increase and retain the needed brainpower is to target the nontraditional student population within Wisconsin and to provide that audience with opportunities and encouragement to improve significantly the quality of the existing workforce.

One purpose of the brain gain strategy for Wisconsin is to establish a Center for Adult Access by the UW Colleges in conjunction with UW-Extension and thereby increase adult participation in public higher education in Wisconsin by: expanding opportunity for adult students to pursue and achieve an associate degree as a step toward acquiring a baccalaureate degree; providing a robust mechanism for the UW System to better serve adult students; enhancing the responsiveness of adult-oriented programs on UW campuses; providing a mechanism for collaboration with the Wisconsin Technical College System; and increasing the number of baccalaureate degree-holders among Wisconsinites to exceed the national average.

A second purpose, presented by Chancellor Sorensen, is for UW-Stout to establish a statewide mission in cooperation with WTCS that would: allow a seamless transfer of students transitioning to a bachelor's degree; provide workforce development and

workforce solutions; and provide appropriate terminal degrees for technical college instructors and administrators. UW-Stout would continue leadership in curricular transformation, and would build upon Stout's technology advantage.

A third purpose, presented by Chancellor Wells, is the Northeast Wisconsin Educational Resource Alliance, a consortium of the leaders in the thirteen public colleges and universities in northeast Wisconsin that foster regional partnerships to serve the educational needs of the people and the economic vitality of northeast Wisconsin. The proposal calls for the development of a "Partnership Innovation Investment Fund," one-time seed money for collaborative programs among NEW ERA institutions; the "Enrollment Enhancement Investment Fund," to increase enrollments in high demand areas and with underserved populations; and a "Center for Regional Community Partnerships and Northeast Wisconsin Idea Fellows Program," to work with area organizations to make them more effective and stronger.

Deb Mahaffey, Vice President of the WTCS System, indicated that the Wisconsin Technical College System is eager to collaborate and is especially impressed with the proposal's focus on students. She indicated that there are great gains to be made by working together.

Thomas Schnaubelt, Executive Director of the Wisconsin Campus Compact, made a presentation regarding the Wisconsin Campus Compact. The Compact's mission is to strengthen civic engagement and service-learning partnerships between Wisconsin's postsecondary institutions and the communities they serve. WICC works across public, private, two-year, four-year and technical educational institutions and focuses primarily on higher education's civic purpose. Components of an engaged campus include economic development, extension service, resource sharing, student volunteerism, service learning, among other components. He noted that Minnesota tracked civic engagement strength and that the most engaged campuses performed above average in several areas, including scholarship of engagement is valued for faculty; multiculturalism is valued as part of campus identity; and service-learning and other community-based forms of education exist throughout departments/disciplines. His vision for the future includes benchmarks for student engagement, a comprehensive assessment of institutional civic engagement practices, support for infrastructure, a student and faculty fellows/awards program, building public awareness; and a movement of civic purpose from the margins to the core of UW System.

Brian Gadow provided a student perspective on civic engagement. He is currently serving as a student civic leadership fellow. The activities he has participated in while a student at UW-Madison has shaped and focused his personal development. He strongly supports the notion of working to develop an understanding of what civic engagement means and to better train students to become civically engaged and good citizens. He indicated that it is important for students to be aware that there is a wide range of engagement activities, from community service to political involvement. Gadow indicated that: civic engagement is the work of every department and campus; civic engagement needs support from the UW System and Board of Regents to demonstrate it

is a priority; engagement does not spontaneously happen; and work must continue to spread and foster these discussions on all campuses.

Chancellor Keating moved, and Faculty Representative Hank seconded, a motion to support in concept the three proposals included in the “Brain Gain” submission. Budget requests associated with each of the three proposals in the “Brain Gain” submission to be considered in a more extensive process. Motion passed.

Chancellor Keating moved, and Professor Dombeck seconded, a motion to strongly endorse the Wisconsin Campus Compact and service-learning partnerships. Motion passed.

(Vice President Weimer recommended not ruling out opportunities for future budget requests.)

The Research and Public Service Work Group will meet via teleconference call on February 20, from 1:00-3:00 p.m.

Connolly-Keesler adjourned the meeting at 12:30 p.m.