

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

**328 NW State Capitol
Thursday, November 6, 2003
10:00 A.M.**

- Regent Davis presiding -

PRESENT: Regents Davis, Connolly-Keesler and Randall; Chancellors Keating, Reilly and Wiley; Regent Emeritus Lyon, Academic Staff Representative Hank, Faculty Representatives Erdman and Wood, Student Representatives Amys and Byrne, WARF Managing Director Gulbrandsen, Vice President Weimer, Assistant Vice President Andrews, and Executive Assistant to the UW-Extension Chancellor Sears.

Chairman Davis convened the committee and expressed appreciation to Representatives Underheim and Black and Senator Leibham for their excellent presentation and participation in a discussion regarding the University's research and public service activities. Chairman Davis asked for a motion to approve the October 9 minutes. Connolly-Keesler moved, and Amys seconded, approval of the minutes. The motion passed.

Tom Lyon reported on the Madison and Eau Claire business and community leader breakfast discussion meetings (minutes of those meetings are attached). Their priorities are the quality of the students, the need for greater diversity and communication skills. Chancellor Keating used the example of Abbott Labs which indicates that students they hire from the UW System exceed expectations because of their liberal arts training.

Erica Kauten, Director of the UW-Extension Small Business Development Center and Larry Casper, Assistant Dean of the UW-Madison College of Engineering made a presentation regarding statewide partnerships in support of manufacturing transformation. Wisconsin is one of the nation's leaders in manufacturing. Over one-third of Wisconsin jobs are either directly or indirectly in the manufacturing sector. Thus building an infrastructure and framework to support manufacturing is important. UW System is developing an industry outreach plan in two areas: to grow existing businesses and to support entrepreneurship and innovation. One example of collaboration with UW System institutions and WTCS is the NSF Partnership for Innovation project. UW-Stout, UW-Platteville, MATC Milwaukee, and MATC Madison are all educational partners to transfer knowledge into innovations and to help create the needed infrastructure. Recommendations from Kauten and Casper for the committee's consideration were:

- Create sources of opportunity funding to respond to state and federal initiatives.
- Create a bias for action-driven decision making to those on the front lines of entrepreneurship and technology transfer.
- Develop a UWS manufacturing plan that is an aggressive, visionary and well-supported as the WTCS plan.

- Support rewards systems that encourage entrepreneurship and tech transfer partnerships (e.g., release time).
- Foster mechanisms such as the UW System Applied Research Program to be market driven and responsive to industry needs.

Chancellor Keating addressed the public service missions of the comprehensive institutions reporting on information he collected from several of his colleagues as well. He said faculty and staff use their expertise to enhance communities beyond the classroom. Their efforts consist of service on national professional organizations, service to their own campuses (i.e., in governance roles), and service to their communities. The Wisconsin Campus Compact is bringing together many Wisconsin higher education institutions to introduce more service learning into the curriculum and to enhance student “citizenship” through volunteer activities. The Wisconsin Campus Compact is the only campus compact in the country working in collaboration with extension programs. Keating gave several examples of faculty and staff engaged in service, including Whitewater students mentoring at a local elementary school and Oshkosh consulting with the school district regarding its health curriculum. While in the past, credit for faculty’s work in public service varied from campus to campus, Keating indicated that the coming decade could well be considered the decade of service for the university.

Ed Erdman challenged the committee to push UW System into accepting the challenge of enhancing and rewarding public service.

Martin Cadwallader, Dean of the UW-Madison Graduate School, reported on research at UW-Madison. UW-Madison was third in the nation in research expenditures for 2000-01 with \$600 million dollars expended on individual grants. This has a tremendous impact on the economy. On average each of the 2,300 faculty on the campus generated \$250,000-\$300,000 per year in grants, which, in turn, also creates jobs. Over 50% of the campus’ federal funds come from NIH (due to the Medical School) and focus on biological sciences; 20% comes from NSF, due to the focus on engineering and physical sciences. It was noted that NIH and NSF are encouraging more proposals that are collaborative and interdisciplinary in nature, and have some service component. WARF is a major player in the non-federal funds, supplying 23% of nonfederal funds, along with business and industry. The UW Foundation and other private foundations are additional resources.

Cadwallader indicated that in 1997-98 there were less than 100 patents at WARF, and that number has now grown to 250, generating considerable licensing funds that get reinvested in research. Further tech transfer generates companies and growth in employment at UW-Madison’s Research Park. There are 107 businesses that employ 4,000 people in jobs that average \$60,000 per year.

Cadwallader indicated the challenges UW-Madison faces in the next decade include:

- The ability to recruit and retain top qualified faculty (salary and packages)
- Research infrastructures (finding and enhancing space and supplying equipment)
- Research administrative activity (processing grants, homeland security and protecting human and animal subjects).

In response to Regent Randall's observation that the number of young principal investigators applying to NIH from Wisconsin appears to be on the decline, Cadwallader responded that the pipeline is not as diverse as he'd like it to be.

Chairman Davis moved the committee to a discussion about defining preliminary recommendations to be discussed at the December meeting. The following themes were suggested:

- Communications
- Defining the term "University public service"
- How to actualize a "decade of service" for the University.
- Human resources issues including student accessibility, experience, brain gain; faculty/staff human resource shortages; and diversification of the staff and student body
- Educate citizens of the state.
- Strategic partnerships and cluster focus.
- More recognition of faculty who do public service by UW System
- More recognition of students who do public service by UW System
- In a time of limited resources, how do we build research and public service keeping in mind our priority of turning out top-notch students.
- The challenge of meeting the committee's mission statement to raise the per capita income given the existing employment demographics of the state.
- A new approach to the University's research and public service.

Davis adjourned the meeting at 12:15 p.m.