

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

UW-Extension
Pyle Center, Room 320
Thursday, August 21, 2003
12:30 P.M.

-Regent Davis presiding-

PRESENT: Regents Davis, Connolly-Keesler and Randall, Chancellors Keating, Reilly and Wiley, Regent Emeritus Lyon, WARF Managing Director Gulbrandsen, Vice President Weimer, Assistant Vice President Andrews, and Executive Assistant to the UW-Extension Chancellor Rita Sears.

Chair Davis began by proposing that the committee develop a mission statement to capture the overall goal of the committee. There was a discussion about campus mission statements and whether or not they specifically included research. It was noted that University of Wisconsin-Madison and University of Wisconsin-Milwaukee had select mission statements that directly include research, while the comprehensive campus mission statements mention research more in terms of service to the community and undergraduate research opportunities.

Carl Gulbrandsen, Managing Director of the Wisconsin Alumni Research Foundation, presented a brief overview of WARF, the research foundation for UW-Madison that provides \$40 million annually to the campus. Founded in 1925, WARF patents the discoveries of UW-Madison researchers and licenses these technologies to companies in Wisconsin, the United States and worldwide. WiSys is a recently established subsidiary of WARF. The primary mission of WiSys is to manage the intellectual property and provide technology transfer for the other campuses of the University of Wisconsin System. Still in its infancy, WiSys has been staffed and supported by WARF. It currently has 37 research developments in the patent development process. WARF, on the other hand, has an endowment of \$1.2 billion. The importance of an economic growth strategy for the state, that includes WARF and WiSys, was discussed

It was noted that much of the research that takes place on the comprehensives is applied research. UW-Extension Chancellor Reilly noted the number of contracts UW-Extension has with state government and said state government also reaches out to Extension for services. He, therefore, sees opportunities to be engaged and collaborate more extensively with government agencies in writing and seeking grants.

The committee discussed Wisconsin's lagging economy and lower than average per capita income which diminishes the state's capacity to recover from the economic downturn and to support state services including the UW System. One way forward in

economic development and job creation is in advancing the University's role in research and considering research as a potential growth industry for the state.

Regent Randall expressed his hope that the committee would explore greater collaboration between the workforce boards and universities in pursuit of federal funding for workforce development, noting the special problems in Milwaukee where there is a 40 percent dropout rate in K-12 when 80 percent of available jobs require at least a high school diploma.

Carl Gulbrandsen commented about the need for the University System to provide more incentives to encourage research faculty on campus, to promote bringing inventions to WiSys for spin-off. The lack of sufficient venture capital in the state is a serious problem that must be addressed. Securing state funding to spur research would be beneficial.

Chancellor Keating also noted the importance of encouraging the university's public service and said UW campuses are part of the national campus compact. There are 29 public, private and technical colleges affiliated with the campus compact to provide support for service learning and community service (civic engagement).

The group then adopted the following mission statement and topics to be addressed over the coming year:

Mission Statement

Harness our research and public service missions to raise the per capita income of the state of Wisconsin while enhancing the quality of education.

Within this mission, the committee agreed to address the following questions:

1. How can the System help to create more high income jobs for the state? How can we work with K-12, technical colleges, other state agencies to get a broader, more diverse population of students into those jobs (part of our public service mission)?
2. How can we enhance research activity on all campuses, individually and collaboratively (system wide grantsmanship)?
3. How can we enhance where appropriate the fruits of the research and scholarship and their application to local, regional and state needs (Wisconsin Idea, UW-Extension, WiSys and WARF)?
4. How can we capitalize on the liberal arts and humanities to create diverse, inclusive communities that stimulate and attract entrepreneurial, new economy companies (Richard Florida book)?
5. How do we get Wisconsin businesses to support the research and public service missions of the University?

