

MINUTES OF THE REGULAR MEETING
of the
BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

Held in the UW-Whitewater University Center
Room 275
UW-Whitewater
Whitewater, Wisconsin

Thursday, September 10, 2009
10:00 a.m.

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- President Pruitt presiding -

PRESENT: Regents Jeffrey Bartell, Mark Bradley, Eileen Connolly-Keesler, Judith Crain, Danae Davis, Stan Davis, John Drew, Michael Falbo, Thomas Loftus, Kevin Opgenorth, Charles Pruitt, Brent Smith, Michael Spector, José Vásquez, David Walsh, and Aaron Wingad

UNABLE TO ATTEND: Regents Anthony Evers and Betty Womack

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OPENING REMARKS

Introduction of UW-Parkside Chancellor Deborah Ford

President Reilly introduced and welcomed UW-Parkside Chancellor Deborah Ford, who had taken office in August. She came to Wisconsin from her former position as Vice President for Student Affairs at the University of West Florida, where she had taught and published in the student affairs field.

Campus Tour

Thanking the UW-Whitewater community for warmly welcoming the Regents and other meeting participants, Regent President Pruitt remarked that the campus tour that morning had been very interesting and impressive. Much has changed, he observed, since the Board's last visit in 2002.

Themes for the Meeting

Regent President Pruitt reported that agenda items relating to the theme of economic development and job creation included the report of the Research to Jobs Task Force and a request for approval of a new BBA degree in Entrepreneurship at UW-Whitewater, along with a tour of the new home of the university's award-winning business education programs.

Transparency and Openness

Regent President Pruitt pointed out that streaming audio and video were being provided to allow broader public access and transparency to the Board's deliberations. Later that morning, there would be discussion of the Human Resource Services project – a major undertaking that involved personal briefings for state leaders and extensive coverage by the news media.

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PRESENTATION – UW-WHITewater: ON THE MOVE

Beginning his remarks, Chancellor Richard Telfer introduced State Representative Tom Lothian, of Williams Bay.

UW-Whitewater, the Chancellor stated, has been developing as a campus in a number of areas through both physical and programmatic transformations. In presentations to the committees that afternoon, Provost Chris Clements would provide an overview of the campus academic plan and efforts related to the Liberal Education and America's Promise (LEAP) initiative, the Equity Scorecard, and Inclusive Excellence. Vice President Randy Marnocha would provide an update on the campus's physical development; and Richard Van Schoonhoven would speak about streamlining facilities maintenance. Finally, Ruth Swisher would give an update on preparedness for the H1N1 flu. The next morning, the Regents would have a breakfast with UW-Whitewater students.

UW-Whitewater, he continued, has been on the move in making significant strides forward in key areas of the strategic plan: programs and learning, the educator-scholar community, diversity and global perspectives, regional engagement, and professional and personal integrity. His presentation was organized around four adjectives that describe what has been accomplished: engaged, relevant, hands-on, and entrepreneurial.

With regard to being engaged, he showed a video titled *Proud to be Purple* that followed new freshmen students during fall orientation, as they transitioned from high school or work to membership in the campus community.

Students also are engaged through more than 170 organizations, involving them in service to the community, educational and social events, and professional development. As examples of such engagement, he introduced William Dougan, the Irvin L. Young Professor of Entrepreneurship and advisor for the Collegiate Entrepreneurs Organization, and Emily Kartheiser, president of the organization.

Ms. Kartheiser reported that the Collegiate Entrepreneurs Organization was in its third year as a chapter and had 50 members, many of whom run their own businesses. Having already won several national awards, the UW-Whitewater organization was the most decorated chapter in the nation last year.

The chapter's most popular program has been a business plan competition, which has attracted 135 new business ideas; and \$20,000 in prizes have been awarded. In the last two years, the winners have started their own businesses. The chapter also sends representatives to high schools to explain the value of entrepreneurship to students.

Turning to the relevance of education at UW-Whitewater, Chancellor Telfer indicated that it is relevant to students themselves, to communities, and to the state and region.

In that regard, he introduced the following students and faculty involved in projects funded by a grant from the Merck Foundation: Professors Catherine Chan, Elisabeth Harrahy, and Paul House and student researchers James Fietzer, Lucas Kuehn, Kyle Butzine, Jazmine Crafton, Thomas Zimmerman, and Danielle Anton.

Professor Harrahy reported that UW-Whitewater was one of 14 institutions to be awarded a Merck undergraduate research grant focused on pharmaceuticals and personal care products. Noting that these items get into surface water when discarded, she indicated that wastewater treatment processes are not designed to deal with these products. Concerns include toxicity and persistence in the water.

Mr. Fietzer added that caffeine was found to be toxic only at high concentrations. On the other hand, triclocarban was found to be toxic at lower levels. Mr. Butzine's research studied effects on land plants, finding that ibuprofen negatively affects plant growth and that caffeine impacts growth at high concentrations.

Ms. Anton indicated that chlorine was found to react with caffeine and triclocarbon in the wastewater treatment process. She remarked that she and other students learned life-long skills in reading journals, developing research methods and presenting results.

In conclusion, Professor Harrahy said that toxicity of pharmaceuticals and personal care products has implications for bodies of water like the Milwaukee River, which receives discharge from multiple wastewater treatment plants.

Chancellor Telfer added that the project is part of UW-Whitewater's involvement with the Milwaukee 7 Water Council and fits with the university's emphasis on water management within the Science-Business major and its emphasis on undergraduate research.

Part of being relevant, he continued, is preparing students for life beyond the university, including educating them for a global, international world. He then showed a video of Professor Choton Basu, who teaches students to think globally when making business decisions.

Stating that learning at UW-Whitewater is hands-on, the Chancellor indicated that students have numerous opportunities to participate in internships and other experiences that extend learning beyond the classroom, and that many of the internships involve placements with companies and organizations throughout the region.

In addition, the new Business and Economics building, Hyland Hall, includes a number of centers for outreach to the local, state, national, and international community.

The Wisconsin Center for Information Technology Services (Wi-CIT), for example, works with small business and non-profit organizations in the region to provide IT support and development to help them succeed. He introduced Professors John Chenoweth and Paul Ambrose, co-directors of the center.

Indicating that the center has been involved in 30 IT projects, Professor Chenoweth said that students have worked on websites for a number of businesses and that, through the Small Business Development Center, Wi-CIT has reached out to more businesses to assist in getting websites up and running.

Initially funded through a Gear-Up grant, the center has since moved to a cost-recovery model. Five students work there, each for 15-20 hours per week.

Chancellor Telfer then introduced Jeff Bluhm, Executive Director of Lutherdale Ministries in Elkhorn, who expressed his appreciation for the prompt service he received to keep his website running when the previous host went out of business. Students designed a new website, which was much better than the original, and continued to provide help as needed. The cost to his organization was much lower than it would have been if a private company provided the service.

Nels Wiberg, proprietor of Babe's Fiber Garden in Whitewater, related that, when he began his spinning wheel business, he designed his own website. After moving to Whitewater, his business grew and he developed more products. At that point he needed help to improve his website and called Wi-CIT in response to an ad for the program. Students completely reorganized his website, which helped him greatly to expand his business.

Stating that hands-on experiences also occur in the classroom, the Chancellor showed a video of Professor Elena Bertozzi teaching students to design video games. Noting that technology is a path to power, Professor Bertozzi pointed out that those comfortable with technology have mostly been men and that an important motivation in her teaching is to give all students the tools they need to become powerful.

Turning to the entrepreneurial aspect of education at UW-Whitewater, Chancellor Telfer noted that many graduates would work in the businesses that they create. The Board was being asked to approve a major in entrepreneurship to enable the university to be even more successful in preparing students to start their own businesses.

The campus itself, he pointed out, has become more entrepreneurial as well. In that regard, he cited the Whitewater University Technology Park, a joint venture of the university and the city of Whitewater that stemmed from a study by NorthStar Economics, which found that such an endeavor could be successful.

He then introduced Kevin Brunner, Whitewater city manager, and Bud Gayhart, director of the Center for Innovation and Business Development, which included the Wisconsin Innovation Service Center and the Small Business Development Center at UW-Whitewater.

Mr. Brunner announced that ground would be broken later in the month at the 130-acre park. Using a \$4.7 million federal grant, the Whitewater Innovation Center would be constructed for start-up businesses and would be the first LEED-certified building in the region.

Mr. Gayhart predicted that the park would generate great economic impact as a hub of renewal for Racine, Kenosha, Walworth, and Rock Counties, as well as counties in northern Illinois. The federal Economic Development Administration investment in the region totaled \$17 million. Flexibility in design would allow space to be reconfigured to meet the needs of business, and global perspectives would be stressed to promote success. Students would have internships in the park and some would start businesses there. Overall, he felt that the park would be a key element in economic recovery for the region.

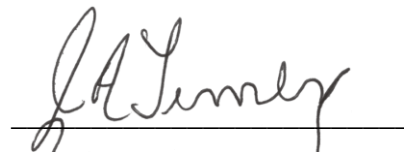
Concluding the presentation, Chancellor Telfer said that, in being engaged, relevant, hands-on, and entrepreneurial, UW-Whitewater connects the campus to the community. Students study curricula that are relevant to current and future workplaces and they use their learning in workplace situations that also benefit the communities that they serve. In addition, the university itself has become more entrepreneurial and engaged in creating businesses and job opportunities.

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The meeting was adjourned at 11:00 a.m.

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Submitted by:



Judith A. Temby, Secretary