

University of Wisconsin – Milwaukee
2030 Think Tank
Meeting Minutes

January 24, 2020, 1-5 p.m.

Lubar Entrepreneurship Center – Jendusa Conference Room

Present: Jennifer Doering, Kathy Dolan, Jackie Fredrick, Scott Gronert, Alejandra Lopez, Kris O'Connor, James Peoples, Paul Roebber, Chia Vang, Leigh Wallace, Stan Yasaitis

Absent: Laretta Henderson, Connor Mathias, Margaret Noodin, Wilkistar Otieno

The meeting was called to order at 1:05 p.m.

The Chairs thanked Brian Thompson and Leigh Wallace for organizing the brainstorming session, with special thanks to Brian for taking time to join the committee and to Leigh for her willingness to lead the exercise.

1. Approval of the agenda.
2. Approval of the January 21, 2020 minutes – deferred until next meeting
3. Announcements
 - a. UW Whitewater news - \$12M budget hole; downsizing staff
 - b. Ray Cross – didn't say anything unexpected
 - c. Governor Evers – University System was not mentioned in State of the State address
 - d. Chancellor's Retreat – outstanding research, experiential learning, sustainability, pathways – generally incremental, not the big ideas this group needs to focus on.
 - e. Diversity/Inclusion – Many people on campus feel that those with the power to implement change aren't doing anything. Chia Vang challenged leaders to take action.

Organizations that are coming up with ideas to fill the void will be in a position to take a leadership role in creating future solutions.

Is UWM just a regional urban institution or do we have reach into other areas of the state? We can rethink how we teach – online, intensive weekend/summer courses, maybe monthly sessions in other areas.

4. New Business
 - a. Review Chancellor's charge

The committee doesn't want to be bound to the questions stated in the charge, which seem more like small ideas or step we may take to achieve the big ideas.
 - b. Brainstorming session (tentative outline)
 - i. Appreciative Inquiry exercise (Leigh Wallace)

What does a university look like at its best?
How do we define success for 2025, 2030, and beyond?
What is AI? A way to frame our thinking with an asset-based approach. It's dynamic and creative.
People are better able to commit to ideas they help create.

 - Definition
 - Discovery

- Dream
- Design
- Destiny

SWOT (Strengths, Weaknesses, Opportunities, Threats) – Conversations tend to veer toward weaknesses and strengths.

SOAR (Strengths, Opportunities, Aspirations, Results) – Present realities, our future focus (what do we care deeply about as an institution?) How do we imagine success? What do we want to accomplish? Who can assist?

- ii. Outlining layers of 2030+TT work (Brian Thompson)
The committee participated in an activity and created an “Idea Parking Lot.”
- iii. SOAR exercise (everyone, small groups)
The committee broke into four groups of three and conducted a soar analysis of the university.

IV. 2030+ TT Strategy Discussion

What does success look like for this committee? How do we tell a compelling story for the future?

Buckets:

- Attract and support a diverse group of students and give them pathways to success
- Attract and retain great faculty and staff
- Structure – scale, governance, curriculum
- Strategic focus on research and leverage what we have
- Community – connections

The report will be presented to the Chancellor and then circulated to governance groups. Where are the blind spots? Does the committee need additional data?

Town hall’s or student focus groups might be beneficial – we have this information in share point but much of that information is incremental. We need to think bigger than that.

Let’s not get stuck in the details. Let’s be dreamers. What is our vision of 2030?

The committee brainstormed big ideas.

V. Future Scheduling

- a. Content and topics for upcoming meetings
We have six 90-minute meetings left. Do we need more meetings? Longer meetings?
No. We really just need to start spit balling ideas.
 - i. Continue with other buckets
 - ii. Wall of ideas (“parking lot”)
 - iii. Between now and next meeting, look at COET
 - iv. Finish UIA

- VI. Continuing Business (as time allows) – Ran out of time
- a. University Innovation Alliance Discussion (www.theuia.org)
- ASU (Kris)
 - Central Florida (Leigh)
 - Georgia State (James)
 - Iowa State (Kathy and Alejandra)
 - Kansas [open]
 - Michigan State (Margaret)
 - Ohio State (Paul)
 - Oregon State (Paul)
 - Purdue (Jennifer)
 - UC-Riverside (Alejandra)
 - UT-Austin [open]

Others:

UMBC and information about the Kern foundation funding for MCW curriculum revision– Jackie

International universities/Singapore, Canada - Margaret

Reviewer guidelines: Please review your assigned university on the website above and be prepared to share what is listed for primary strategies for being innovative. What was the university doing differently that resulted in improved outcomes/targets?

The meeting adjourned at 5:05 p.m.