

MEETING MINUTES AND AGENDA
UNIVERSITY OF WISCONSIN-Milwaukee
2030 Implementation Team – Research Group

DATE: November 20th, 2020

TIME OF MEETING: 12:00pm to 1:30pm

Held via teleconference/videoconference/virtually as Teams Live Meeting

In Attendance: Mark Harris, Lisa Berger (guest-CUPH), Jennifer Ebele (guest) James Peoples, Kim Lacking Quinn, Jennifer Gutzman, Nigel Rothfels, Andrew Graettinger, Kathleen Koch, AkkeNeel Talsma, Prasenjit Guptasarma, Robin Mello and Ana Gonzalez

1. Call to Order (12:02pm) – Mark
2. Announcements
 - a. HR group set up to consider use of Research Professor and Teaching Professor titles
3. Automatic Consent
 - a. Approval of the minutes of the Nov. 13th, 2020 meeting
4. Discussion of ideas for advancing UWM's research activities and mission.
 - a. Today's Topic: Working with external partners
 - b. Guests: Jennifer Abele, Lisa Berger
 - c. Jennifer Abele, Director of Strategic Partnerships
 - i. Main projects: Northwestern Mutual Data Science Initiative, Connected Systems Institute, Tech Frontiers, Freshwater Collaborative
 - ii. General structure of collaborations with industry
 1. Co-investment by companies
 2. Academic Program and Research components
 3. Research seed funding from sponsor related to their interests
 4. Affiliated faculty model – still early to see if effective
 5. Topic cross-cuts UWM units
 6. NMDSI has one partner; other initiatives have more
 7. Marquette U is a partner in the NM-DSI
 - iii. **IDEA:** How to attract and sustain interest?
 1. Engage faculty in developing initial proposal
 2. Build requirements for collaboration
 3. External interest in cross-disciplinary work
 4. Set goal of building capacity within existing faculty and adding expertise so that larger federal grants could be targeted.
 - iv. **IDEA:** What could be changed at UWM to make this easier?
 1. Analyze research strengths and gaps in light of partner's needs
 2. Inventory of research areas/topics
 3. Develop an infrastructure to support writing of proposals that involve industry
 - d. Lisa Berger: Director of the Center for Urban Population Health
 - i. Point of center is to bring together people with common research interests

- ii. Collaboration of UWM, UW-Madison School of Medicine and Public Health, Aurora Research unit
 - iii. Director's role is to bring together researchers, particularly around grant opportunities
 - iv. **IDEAS** for bringing together faculty with shared interests – always a tension between bottom-up and top-down initiation
 - 1. Director takes an active role
 - 2. UW-Madison's cluster hires for cross-disciplinary work
 - 3. Different perspective "quad matrix": expertise, experience, interests
 - 4. Need to (1) lead with idea/interest, and (2) apply team science principles
 - v. Experience at CUPH
 - 1. Big industry and health systems are risk adverse and not very nimble
 - 2. Non-profit community/public organizations are very different – much more nimble, because they need grants to survive
 - e. **IDEAS:** How to get faculty involved? Sustain initiatives?
 - i. Strong initiative leadership
 - 1. Faculty look for someone to guide large initiatives
 - 2. Able to build connections to external groups
 - ii. What is our target in sense of scale?
 - 1. Goal of (say) four centers/institutes with \$8-10m/yr of external funds
 - 2. Should we recruit someone great? Endowed chair position?
 - iii. Build Teams to go after specific research or funding opportunities
 - 1. Explicitly develop a strategy of ramping up effort: small to large; use industry to get started
 - 2. Find an opportunity, identify a lead PI and support team to write proposal
 - 3. Use the cluster approach
 - iv. Bureaucracy needs to be changed to allow these efforts
 - 1. Develop incentives for sustaining effort
5. Next meeting is Friday, December 4, 2020 at 12-1:30pm
- a. Topic: Entrepreneurship and Innovation
 - b. Guests: Jessica Silvaggi, Brian Thompson