

MEETING MINUTES

UNIVERSITY OF WISCONSIN-Milwaukee
2030 Implementation Team – Research Group
December 4, 2020 at 12:00 pm to 1:30 pm
Held as a virtual Teams Live Meeting

Attendees: : Mark Harris, Brian Thompson(Guest UWM Foundation and Lubar Entrepreneurship), Jessica Sivalggi (Guest, Lubar Entrepreneurship) James Peoples, Kim Lacking Quinn, Jennifer Gutzman, Nigel Rothfels, Andrew Graettinger, Kathleen Koch, AkkeNeel Talsma, Prasenjit Guptasarma, and Ana Gonzalez

1. Call to order (12:00 pm) – Mark
2. Announcements
 - a. Series of meetings scheduled over the next two week of Provost Britz and 2030 co-leads (Kathy Dolan and Mark Harris) with deans, associate deans, chairs, faculty and staff
 - b. Email from Chris Cantwell; distributed to team
3. Automatic Consent
 - a. Approval of the minutes of the Nov. 20, 2020 meeting
4. Discussion of ideas for advancing UWM’s research activities and mission.
 - Today’s topic: Entrepreneurship and Innovation for Research
 - Guests: Jessica Silvaggi, Brian Thompson

Notes

1. Overview of existing structures and supports
 - a. UWM Research Foundation
 - i. Tech Transfer
 - ii. Catalyst grant program
 - iii. Corporate Partnerships
 - iv. Engagement of mentors
 - b. Lubar Entrepreneurship Center
 - i. Diversity and inclusion among instructors and students
 - ii. Education and the student experience
 - iii. Research, including the I-Corps
 - iv. New Enterprises arising from both student and faculty ideas
2. Discussion about current programs
 - a. Activity at UWM-RF

- i. Slower this year; probably due to COVID: restrict access to labs, time to modify courses
 - ii. Started in 2006; takes time to build relationships with faculty
 - b. Tech Transfer and Commercialization offices
 - i. Really a service to researchers; help faculty recruitment
 - ii. Objective is to get university's research out and used
 - iii. Few offices really make money (~20%)
 - iv. UWM required to retain rights if work is funded by a federal agency; otherwise UW is fairly unique in the extent to which an inventor can take ideas elsewhere; can turn over to UWM-RF in return for services; standard royalty arrangements are in place
 - v. At UWM, usually 1-2 licenses per year; faculty startups more viable than student generated
 - vi. UWM-RF holds equity in about 15 startup companies
 - c. I-Corps
 - i. Most effective program
 - ii. NSF funded program
 - iii. Part of a "stairway" path that ramps up funding
 - 1. UWM I-Corps
 - 2. National I-Corps
 - 3. SBIR/STTR
- 3. Discussion about faculty experiences, reflections
 - a. Obstacles/Issues
 - i. One issue for entrepreneurship bridging from Discovery to Commercialization; this is the element of "Translation" to a useful outcome
 - ii. Another issue is the time that is needed to develop a commercial enterprise; this takes away time for other faculty duties; focuses faculty on funding that develops company, not necessarily UWM's research program
 - iii. Lack of recognition, particularly P/T, blocks working on this transition
 - 1. Traditionally focus on publications that are widely distributed and read
 - 2. Commercialization requires some delay (can be managed) but also results in outcomes that are not typically recognized or rewarded in academia
 - 3. Major obstacles seem to be time commitment, ignorance, and lack of incentives/recognition
 - b. Benefits
 - i. One major benefit is the opportunity for professional development of both faculty and students by building this "toolkit"; graduate students experience adds confidence and perspective
 - ii. Another benefit is that having these programs and services is a major factor in recruiting new faculty
 - iii. Looking at the Catalyst/I-Corps experience at UWM
 - 1. Building a culture and track record – slow process

2. Catalyst resulted in multiplier effect (grants, publication)
3. I-Corps is for a limited time (4 weeks); mindset is as important as direct outcomes

4. IDEAS AND RECOMMENDATIONS

- a. Broader version of I-Corps toward research/scholarship of all types (Proposal Corps?)
 - i. Make effort to recruit faculty and students in the social sciences and humanities; good opportunities here
 - ii. This is really about developing skills and perspective for a career
- b. Recruit more teams to participate in I-Corps so that we can begin to link “Team Science” with these development opportunities
- c. Figure the conflict between the Tenure and I-Corp
- d. Funding program to cover the “translation” of ideas toward commercialization
- e. Modify P/T to recognize and value successes in commercialization and entrepreneurship
- f. Develop a course for graduate students on entrepreneurship and innovation
 - i. Expand it out to undergraduates – and perhaps faculty and staff?
- g. Use alumni more consistently as mentors and develop them as a source for an “investment in innovation” fund (c)

Next meeting is Friday, December 11, 2020 at 12-1:30pm

Topic: Developing Collaborative Research

Guests: Scott Gronert, Kari Whittenberger-Keith, Michelle Schoenecker