Proposed Initiative for 2016-17

Initiative Proposal Process and Timeline:

• 10/16/15 – Individuals/groups submit proposals via email (using this form) to their Unit Head for consideration. “Unit Heads” include:
  o College Deans: Brad Caskey, Michael Fronmueller, Dale Gallenberg, and Larry Solberg
  o Chancellor, Dean Van Galen
  o Provost, Fernando Delgado
  o Associate Vice Chancellor-Student Affairs, Gregg Heinselman
  o Assistant Chancellor-Business and Finance, Elizabeth Frueh
  o Faculty Senate Chair, James Graham
• 10/30/15 – Unit heads submit approved unit proposals via email to Provost, cc: Wendy Stocker
• 11/13/15 – SPPC requests any clarifying information needed from Unit Head/Proposer
• 12/04/15 – Unit Head/Proposer provides clarifying information to SPPC
• 01/08/16 – SPPC completes ranking and review of initiatives and forwards to Faculty Senate, Cabinet, and Proposers
• Spring semester 2016 – Initiatives finalized, built into 2016-17 budget and communicated to campus.

1. Initiative Name: Accelerating Innovation: Idea Generation, Design, and Diffusion

2. Please describe proposed initiative: (please limit to 500 characters or less)

   The proposed initiative seeks to build a culture of innovation at UW-River Falls by creating spaces for students to explore, design and execute and a Certificate in Innovation as proof of mastery of those skills. The Certificate in Innovation will be offered to any degree-seeking undergraduate student. This initiative will provide a platform for students, staff, faculty and external stakeholders to engage collaboratively in the innovation process. Students determine their level of participation through involvement in various curricular and co-curricular options.

   The Certificate courses include:

   1. Innovation thinking
   2. Innovation design
   3. Innovation diffusion

   Standing on the leading edge of the Maker Movement, UW-River Falls can enhance its brand by embracing the Makerspace concept to provide students with the knowledge and tools to make great things happen.

3. Person, administrative department, or college proposing the initiative:

   This initiative is proposed by faculty and staff in the College of Business and Economics. The committee members are:

   1. Dr. Michael Fronmueller, Dean, College of Business and Economics
   2. Dr. Marina Onken, Associate Professor of Management, College of Business and Economics
3. Dr. Joy Benson, Assistant Dean, Assurance of Learning and Professor of Management, College of Business and Economics  
4. Dr. Hossein Najafi, Chair, Computer Science and Information Systems, College of Business and Economics  
5. Danielle Campeau, Director, Center for Innovation and Business Development

4. **Which strategic goal does this initiative support?**

Primarily, this initiative supports strategic Goal #3, Innovation and Partnerships. Additionally, this initiative will enhance Goal #1, Distinctive Academic Excellence.

5. **Describe how the initiative supports the goal(s).** *(please limit to 1000 characters or less)*

Place an X next to the strategic plan metric(s) below that you anticipate would be positively affected as a result of this initiative.

<table>
<thead>
<tr>
<th>GOAL 1: DISTINCTIVE ACADEMIC EXCELLENCE</th>
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</thead>
<tbody>
<tr>
<td>1 - Increase selectivity of 1st time, first year admits to the university</td>
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<tr>
<td>2 - Increase number of entering 1st time, first year students with composite ACT scores of 25 and above</td>
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<tr>
<td>3 - Increase number of entering 1st time, first year students with AP test pass scores</td>
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<tr>
<td>4 - Improve performance on NSSE scores related to research projects, study abroad, and field experiences</td>
</tr>
<tr>
<td>5 - Increase the number of students engaged in undergraduate and collaborative research activities as tracked by the URSCA Office. X</td>
</tr>
<tr>
<td>6 - Increase the number of student participants at regional or national scholarly meetings. X</td>
</tr>
<tr>
<td>7 - Decrease the number of entering 1st time, first-year students with composite ACT scores 19 and below</td>
</tr>
<tr>
<td>8 - Decrease the number of students taking remediation courses</td>
</tr>
<tr>
<td>9 - Increase the number of graduates going on to graduate or professional school</td>
</tr>
<tr>
<td>10 - Move to the top 5 of comprehensives in international students studying on campus</td>
</tr>
<tr>
<td>11 - Increase the number of visiting international scholars</td>
</tr>
<tr>
<td>12 - Become ranked #1 in UW System in percentage of students participating in study abroad programs</td>
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<tr>
<td>13 - Increase student cultural competence (NSSE)</td>
</tr>
<tr>
<td>14 - Increase percentage of courses and degree programs infused with significant global component</td>
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<tr>
<td>15 - Increase student participation in globally related events</td>
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<table>
<thead>
<tr>
<th>GOAL 3: INNOVATION AND PARTNERSHIPS</th>
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<tbody>
<tr>
<td>16 - Increase the total dollars of privately funded scholarships awarded annually X</td>
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<tr>
<td>17 - Increase to 320 the number of Falcon Scholars enrolled and supported by private gifts X</td>
</tr>
<tr>
<td>18 - Increase the number of external research collaborations</td>
</tr>
<tr>
<td>19 - Increase the number of research grants received and dollars received</td>
</tr>
<tr>
<td>20 - Increase the number of internships and practica completed by UWRF students X</td>
</tr>
<tr>
<td>21 - Increase the course enrollment at UW-River Falls Hudson Center</td>
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</table>
The primary focus of this initiative is to enhance the ability of students to generate ideas, create prototypes and explore the option to commercialize their idea. This initiative is expected to work closely with the URSCA office to assist participants in the continued exploration of their research, scholarly or creative activities. In addition, this opportunity may be of particular interest to external donors that have a vested interest in innovation and entrepreneurship. Business can partner with the services in numerous ways including serving as student mentors, submitting a project to a course, access to the makerspace, and enrollment into the community Certificate in Innovation program.

6. Based on the definition of university-wide Initiative [initiative that spans across colleges, units, and departments], indicate how the proposed initiative has a university-wide impact: *(please limit to 1000 characters or less)*

A primary goal of this initiative is to encourage multi-disciplinary collaboration amongst students utilizing innovation resources. The certificate program and spaces will be made available to all departments and majors. Additionally, the scope and depth of both higher education student learning assessment and the role of innovation in organizations indicates that the idea lab and makerspace lab venues could be used:

- By administrative/faculty/staff groups for process innovation,
- By any course of study at UWRF
  - for integration of the innovation certificate to support their educational goals,
  - as spaces for students to create artifacts for learning outcome assessment,
  - as non-traditional classroom/out-of-classroom spaces for individual and team learning/assessment,
  - as a space for student/faculty/external stakeholder project learning,
- By UWRF as spaces for learning related to LEAP initiative activities. This UW System change initiative includes a focus on intentional outcomes and/or proficiency-based assessment of student learning.

7. Please provide a set of other benchmarks and / or indicators that will mark progress or success of your initiative. *(please limit to 1000 characters or less)*

Transformational assessment processes could be enhance through innovation engagement by:

a. Strengthening program/degree assessment to employer needs
b. Incorporating emerging discipline knowledge
c. Enhancing integrative assessment with value to multiple stakeholders
d. Strengthening knowledge and transfer skills
e. Strengthening complex thinking abilities
f. Enhancing closing the loop activities with links to professional communities

Quantifiable benchmarks for initiative success include:
1. For-credit Certificate in Strategic Innovation will launch Fall 2016 to undergraduate students
2. Non-credit Certificate in Strategic Innovation will launch Fall 2016 within Continuing Education
3. 30 undergraduate students will complete certificate program by Spring 2018
4. 30 community members will complete certificate program by Spring 2018
5. Participation in the Innovation Challenge will grow to 15 teams by 2018
6. 4 businesses will partner with instructors to provide business-based innovation problems

Additional benefits:
7. Increased disclosures to WiSys
8. Increased retention
9. Increased transfer enrollment
10. Research grant and dollars received
11. Private donor sponsorship

8. **Indicate, to the best of your consideration, which of the foundational elements the initiative will engage. You will have opportunity to elaborate on each element in later sections of the proposal. (place an X in the Yes or No column for each)**

<table>
<thead>
<tr>
<th>Element</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainability</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Inclusiveness</td>
<td>X</td>
<td></td>
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<tr>
<td>Human Capital</td>
<td>X</td>
<td></td>
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<tr>
<td>Technology</td>
<td>X</td>
<td></td>
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<tr>
<td>Facilities</td>
<td>X</td>
<td></td>
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<tr>
<td>Finance</td>
<td>X</td>
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9. **SUSTAINABILITY: Indicate how SUSTAINABILITY would be affected by the initiative. If SUSTAINABILITY is not affected by the initiative, please describe why not. (please limit to 1000 characters or less)**

This initiative enhances efficiencies and quality of life through innovative product and service offerings. Social enterprise innovation will be encouraged as many concepts can be applied to the non-profit model. Students will be encouraged to think about ways to innovate new products or services that can affect social and environmental issues.

The multi-disciplinary nature of this program will encourage students to bring those sustainable ideas to the market. Applied research in areas of sustainability can lead to commercialization of products or services that affect sustainability efforts. Students enrolled in degree programs such as conservation and environmental planning, environmental science, sustainability studies, and sustainable agriculture will be highly encouraged to enroll in the certificate program and utilize the spaces to innovate in areas that affect sustainability. A prime example of innovation leading to enhancement of sustainability efforts is the winning team of the Innovation Challenge last academic year,
team SoPod. Their product intends to significantly reduce plastic waste in the hotel industry by replacing plastic bottles with a dissolvable film that encapsulates liquid soap and shampoo. This patent-pending technology has the potential to revolutionize the personal cleaning care products located in hotels nationwide. The certificate program and spaces aim to replicate the great work accomplished by this team.

10. INCLUSIVENESS: Indicate how INCLUSIVENESS would be affected by the initiative. If INCLUSIVENESS is not affected by the initiative, please describe why not. (please limit to 1000 characters or less)

A distinctive factor of this initiative is the multi-disciplinary focus of the certificate program and space utilization. Students within each major across campus will be encouraged to complete the 3-course track to earn the certificate in innovation. The skills developed in this program are applicable to all areas of focus and will encourage diverse, multi-disciplinary collaboration amongst students.

Additionally, international students will be encouraged to participate in the program. Last, non-traditional student participation will also enhance the dynamics of the teams created in the certificate program and networking within the spaces.

11. HUMAN CAPITAL: Indicate how HUMAN CAPITAL would be affected by the initiative, including staff levels, organizational structure, and/or functional priorities. (please limit to 1000 characters or less).

Staff will be required to complete curriculum design and launch of the certificate program. Adjunct faculty will be hired to assist the with launch of the program for the first two years totaling 5 course sections. With continued interest in the certificate program, necessary steps will be taken adjust staffing needs within the College of Business and Economics to support the courses outlined.

Additionally, support staff will be required to manage use of the identified spaces. University Staff in the College of Business and Economics will assist with the scheduling and logistical use of the spaces by faculty, staff, students and external constituents.

Last, the Director of the Center for Innovation and Business Development will provide support to the program initiatives as deemed necessary by the planning committee. This may include establishment of the spaces, support for the certificate program and establishing relationships with external stakeholders for the inclusion in the initiative. This may include enrollment in the non-credit certificate program, business-based projects that require use of the makerspace and access by businesses to utilize the space.

12. TECHNOLOGY: Indicate how TECHNOLOGY would be affected by the initiative. If TECHNOLOGY is not affected by the initiative, please describe why not. (please limit to 1000 characters or less).
The Makerspace will require various equipment for concept design and prototype development. In addition to the equipment requirements, this space will ideally provide access to computational power that would allow students the ability to store and access data and utilize, develop and/or deploy software without typical University constraints. Locating the Makerspace next to the Computer Science networking lab will offer this capability.

Additionally, the conference room will require teleconferencing equipment including a television, wireless connection to computing devices, a webcam, and desktop charging capabilities.

13. FACILITIES: Indicate how FACILITIES would be affected by the initiative. If FACILITIES is not affected by the initiative, please describe why not. *(please limit to 500 characters or less)*

**Idea Lab**: Location TBD
- Room will be repurposed to support student innovation. The focus of this space will be promoting creativity and ideation.

**Makerspace**: Located in South Hall Cold Glass Lab
- Requires relocation of Cold Glass Lab

**Conference Room**: South Hall Room 121
- Current conference room to be re-purposed into a technology-based teleconferencing room.
- Required equipment: Large-screen television, Video conferencing camera, wireless display connectivity, teleconference capable telephone

14. FINANCE: Provide estimated funding needs below. Additional comments can be included below the table, if needed.

<table>
<thead>
<tr>
<th></th>
<th>One-Time</th>
<th>On-going Annual Add to Base Budget</th>
<th>Comment</th>
</tr>
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<tbody>
<tr>
<td>FTE</td>
<td></td>
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</tr>
<tr>
<td>Salary</td>
<td>$22,500</td>
<td>Adjunct support for 5 class sections</td>
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<tr>
<td>Benefits (58% of Salary)</td>
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<tr>
<td>S&amp;E</td>
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<tr>
<td>Travel</td>
<td></td>
<td></td>
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<tr>
<td>Equipment</td>
<td>$15,000</td>
<td></td>
<td>Makerspace: Laser Cutter Solder Set Form Hot Knife Tool Set</td>
</tr>
</tbody>
</table>
| Remodeling | $7,000 | Scissors  
Hot Glue Guns  
**Teleconference Room:**  
Large Screen Television  
Webcam  
Wireless Broadcast Connection  
Telephone  
$2,000 equipment maintenance reserve  
| Idea Lab:  
3 Mobile Whiteboard Walls  
8 Whiteboard desks  
4 Beanbag Chairs  
25 Mobile Chairs  
| Makerspace:  
2 gallons Paint  
8 Standing height durable desks  
25 Stools  
| Other: Materials | $5,000 | Foam Board  
Wire  
String  
Post-it Notes  
Rubber bands  
Duct tape/Adhesives  
Shaping clay  
First Aid Kits  
$2,000 Materials reserve (to order materials as needed by individual student projects)  
| TOTAL | $49,500 |  
| Anticipated grants or matching funds | $30,000 | VentureWell offers a grant of up to $30,000 to cover expenses associated with the creation or enhancement of an innovation/entrepreneurship program. Majority of funds available for materials and some equipment for Makerspace. Can apply in November 2016.  
|  
| $1,000 - $5,000 | UW-System intends to provide $1,000 - $5,000 toward programs that enhance economic development with anticipation of match dollars. These funds could assist with the purchase of additional equipment and/or materials for the makerspace.  

| $10,000 | Plan to solicit private donations, materials and cash, to further support program. |