



Rotary Messenger

Rotary Club of Eau Claire

Editor: Jerry Reinecke

January 18, 2010

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Guests

- Jim Buyze (guest of Lisa Stelter Graf and Prospective Member)
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- Dan Donnellan (12/01/2009 – 1/31/2010)
- John DeRosa (10/25/2009 – 3/31/2010)
- Kris Becker (10/13/2009 – 4/13/2010)
- Glenn Horejsi (1/13/2010 – 4/30/2010)
- Ron Dulitz (11/22/2009 – 5/10/2010)
- Dennis Vanden Bloomen (1/1/2010 – 5/31/2010)

The 4-Way Test

Of the things, we think, say or do:

1. Is it the 'Truth'?
2. Is it 'Fair' to all concerned?
3. Will it build 'Goodwill' and 'Better Friendships'?
4. Will it be 'Beneficial' to all?

Remarks by University of Wisconsin System Regent Mark J. Bradley

(Note: the complete text of Mr. Bradley's remarks is reprinted beginning on page 2)

Mark Bradley, a fellow Rotarian from Wausau, has had the privilege of serving as a member of the UW Board of Regents for the past seven years, including two years as President, which ended last June. Bradley is one of 18 members on the Board, which consists of the Superintendent of Instruction, a member of the Wisconsin Technical College System's board, and 16 others, appointed by the governor. By statute, their role is to determine the higher education needs for Wisconsin and to advocate for those needs.

The Board does a lot of things, but there are also many activities left for others. For example, the Board does not run the campuses. They hire and supervise the CEOs who perform that work. The board does not admit students... they set admission standards. They approve degree programs and propose a biennial budget to the Governor on behalf of all campuses.

Bradley then took us on a tour of the UW System campus by campus pointing out some of the similarities and differences. He pointed out that in addition to having one of the most beautiful campuses UW-Eau Claire sends more students abroad than any other master's level university in the state. After completing the "tour", Bradley noted that these campuses add up to a University system that provides our citizens with a rich, diverse and accessible array of offerings... one in which we can take great pride.

Going forward, the University system and the state of Wisconsin has some extreme challenges if we are going to maintain our position relative to other states and countries. And this is important because, according to Bradley, this is the essence of our future prosperity. At one time, we



Mark Bradley is an attorney with the law firm of Ruder Ware, LLSC in Wausau. He is a shareholder, member of the Board of Directors and chair of the firm's Trusts and Estates Practice Group. He previously worked for the University of Wisconsin System as a budget analyst and an assistant to the UW System senior vice president. Currently, Bradley is a trustee of the B.A. and Esther Greenheck Foundation and director of the Elwyn' J. Remington Foundation and the May Family Foundation. He is a graduate of UW-Madison, where he also received a law degree.

(Note: This biography courtesy of Board of Regents website)

Our Calendar

January 25 – Chippewa Valley
Regional Airport Update by
Airport Manager Charity
Speich

February 1 – Challenges Facing
Higher Education by
UW-Stout Chancellor
Dr. Charles W. Sorenson

February 8 – The Obesity Issue
by Dr. William J. Klish

February 15 – Club Assembly

February 22 – to be announced

March 1 – The World of
Professional Bike Racing by
Tom McCarty

Officers/Board of Directors for the 2009-10 Rotary Year

President – Jacqe Lahn

President-Elect – Jon Niebergall

Vice President – Sara Antonson

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Avenues of Service:

Club – Angela Hite

Community – Bob Schmidt

International – Mark Morse

Vocational – Marcia Van Beek

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were part of the most productive agricultural region of the country. Later the Midwest states became the manufacturing capital of the world. During these times, a population equipped with a high school education and a strong work ethic were enough. However, in the 21st century, a state or a country's prosperity will be tied to a knowledge based economy. Our greatest asset will be our college graduates, academic laboratories, and the ability to translate research into new discoveries, industries and jobs. Our investments in higher education will undoubtedly result in positive returns for the citizens of Wisconsin.

Questions followed.

Remarks by UW System Regent Mark Bradley (in their entirety)

January 18, 2010

Along with my day job as an attorney with the law firm of Ruder Ware in Wausau, I have had the privilege of serving, since 2003, as a member of the UW System's Board of Regents. During this time, I served two years as President, in a term that ended last June.

From that perspective, I would like to do three things this afternoon:

First, I would like to give you an idea of who the Regents are and what we do;

Second, I would like to give you a little tour around the UW System; and

Third, I would like to tell you what we're trying to accomplish for the state of Wisconsin and why.

I serve on the board with 17 other people who are committed to doing what the state statues say we're supposed to do, and that is to determine the higher education needs for state of Wisconsin and advocate for those needs.

In doing this, we are very much aware that we are an agency of the state of Wisconsin, not a private university system. We know that the "public" in public higher education refers to all qualified students, regardless of whether they were born into a family of high income, middle income, low income, or no income, and regardless of whether they are traditional freshmen starting right after high school, or whether they are returning adults with a job and a family to care for.

One of the 18 members of the Board of Regents is the Superintendent of Public Instruction. Another is a member of Wisconsin Technical College System board, usually its president.

That leaves 16 other positions, which are filled when terms expire by whoever is then the Governor of the state. Two of those 16 are students who serve two-year terms. The other 14 are appointed to seven-year terms.

Who are these people?

When I was in college, I thought the Board of Regents was a bunch of white businessmen who were cronies of the Governor.

I don't know if that was true then, but it sure is not today. The Regents are not all men, they are not all white, and they don't all have backgrounds in business.

I think Governor Jim Doyle has shown a keen appreciation for the wide variety of policy issues the Board of Regents has to deal with. He has appointed people from all regions of the state who have expertise not only in business but also in areas such as:

- Banking and finance;
- Human resources;
- Several different areas of law;

- Accounting;
- Education, including people with local school board experience and university teaching experience;
- Foundations;
- Collective bargaining;
- Local government experience; and
- State and national political experience.

Just as important, the majority of Regents are tuned in to what is going on in higher education through their children, who either are attending college or who have graduated recently.

A few of the Regents know our current Governor very well, having worked with him over the years in various capacities. But other Regents, like me, hardly knew the Governor when we were appointed.

So what do these 18 citizens do as members of this policy-making board?

First, let me tell you what we don't do.

We don't operate the campuses. Instead, we recruit, hire, supervise and evaluate the CEOs who run the campuses. The CEOs of our 13 four-year campuses are called chancellors (other states call them presidents). At UW-Eau Claire, for example, the chancellor is Brian Levin Stankevich. The CEOs of our 13 two-year campuses are called deans.

The Regents also don't have anything to do with whether your child or grandchild gets admitted to UW-Madison or UW-Eau Claire. We don't have anything to do with hiring faculty at UW-Stevens Point or UW-River Falls and we don't tell them what they may or may not teach. And, we do not hire the football coaches or the basketball coaches.

Here's what we do:

We establish a regulatory framework for the state agency that has the largest number of buildings, the largest number of employees, and the greatest variety of job classifications, from janitors, to secretaries, to librarians, to lab technicians, to full professors.

We set admission standards for all the campuses.

We approve degree programs at the campuses and ensure that there is not duplication within the System.

We propose a biennial operating budget and capital budget to the Governor on behalf of all the campuses. As part of that budget process, we watch costs carefully. One national organization that keep tracks of these things rated the UW System the 4th most efficiently operated large system in the United States. Another organization rated us 3rd.

The Governor reviews our budget and the proposed budgets of all the other state agencies, and then submits a state budget to the legislature. It is largely that state budget process that determines whether the Board of Regents, the System president, and the chancellors are going to be able to carry out their goals for meeting the higher education needs of the citizens of Wisconsin.

In terms of higher education, it makes a big difference who we elect as Governor and who we elect to represent us in the legislature.

The name of each campus in the UW System begins with the words, "University of Wisconsin," and that makes many people think of our largest campus, the University of Wisconsin-Madison. But what amazes every new Regent the most is the tremendous diversity and quality that is available throughout our state.

Let me give you some examples by taking you on a little "tour" of the UW System.

Think of my hand as the shape of the state of Wisconsin. Here's Wausau and there's Green Bay.

Let's start our tour up in the northwest, at the tip of the ring finger, where we find the University of Wisconsin-Superior. UW-Superior is Wisconsin's public liberal arts college. Its size, student-faculty ratio, and curriculum compares with the likes of St. Norbert College, Beloit College, Carroll University and Viterbo University. It also happens to be deeply involved in developing cold-weather biofuels from northern plants, keeping invasive species out of the Great Lakes, and improving maritime transportation.

It is a leader in distance education. For more than 30 years, UW-Superior has enabled people to complete their college degrees without leaving their homes, families, and jobs. The program's graduates include a gentleman by the name of Arnold Schwarzenegger, who's enjoyed some measure of success since completing his UW-Superior degree in 1979.

Let's move down along the west side of the state. Here's UW-River Falls, once perhaps best known as an "ag" school. It is now home to cutting-edge work in stem cell research, with its Tissue and Cellular Engineering Center.

Because of its proximity to the Twin Cities, I predict that UW-River Falls will look more like an urban campus in the future.

Now we move over to Menomonie, where we find UW-Stout, our only institution, by the way, named for a person, rather than a location. James Stout was a lumber baron and philanthropist who founded the institution back in 1891.

UW-Stout is designated as Wisconsin's polytechnic university. It was the first university in the country to receive the Malcolm Baldrige National Quality Award in 2001, recognizing its history of excellence in higher education.

Then we move east to UW-Eau Claire, known for its beautiful location on the Chippewa River. The Regents have given each campus a goal for involving students in some kind of foreign study experience. UW-Eau Claire sends more students abroad than any other master's level university in the state. Its Forum lecture series, believed to be the oldest continuous program of its kind in the United States, has brought some of the world's greatest minds and imaginations to campus, from Margaret Mead to Carl Sagan to General William Westmoreland.

Moving south, UW-La Crosse just celebrated its 100th birthday. Its archaeological studies major is one of the few comprehensive undergraduate archaeology degree programs in the United States – and it's the only one in the Midwest. UW-L doesn't just excel at ancient history, though. Its allied health program is second to none in the Midwest and ranked very high nationally. Smart students find the strongest academic programs and right now, UW-La Crosse is one of the most competitive campuses in the Midwest when it comes to getting admitted as a freshman.

UW-Platteville in the southwest corner of the state is the fastest growing campus in the UW System. Since 1998, it boasts a 46% increase in headcount enrollment. The university, which was formerly the Wisconsin Mining Trade School, is also known for the enormous letter 'M' – for mining – that can be seen on a hill a few miles east of the city. Today the campus is home to a very renowned engineering program and has one of the highest placement rates for its engineering graduates.

Let's jump over to the base of the thumb, where we find UW-Green Bay. As the name implies, UW-Green Bay is all about green, from its park-like campus to its focus on environmental sustainability.

Here's a little UW-Green Bay trivia for you. The campus committed to soccer being its showcase fall sport on the advice of ... none other than the legendary Vince Lombardi!

Apparently Lombardi, who was a chief adviser to the Chancellor on developing an athletics program in the late 60s, figured that soccer was about to take off in America. Either that, or he didn't want the cross-town competition!

In the center of the state is UW-Stevens Point, just down the road from where I live. As many of you know, UW-Stevens Point is home to the leading undergraduate natural resources program in the United States. The campus as a whole ranks consistently in the Top 10 Public Universities in the Midwest, according to US News and World Report.

Moving a little to the south and east, we have UW-Oshkosh, which recently became the first university in the United States to be named a Fair Trade University, making a commitment to do its part toward ending trade injustices that result in millions of people living in poverty.

On a lighter note, UW-Oshkosh is also the only UW System institution to have its own official Culver's custard flavor, which was revealed by one of its alums, Craig Culver, at last year's Homecoming event. It's called the "Titan Crunch."

Heading to the southeast corner of the state, we find UW-Parkside, the System's southernmost campus. It is located between Kenosha and Racine just a mile from the Lake Michigan shoreline. UW-Parkside is the most diverse campus in the UW System, with students of color comprising more than 21 percent of its total enrollment. If you go on its website, you'll find videos for prospective students and their families in English, Hmong and Spanish, describing 33 undergraduate majors and pre-professional programs in Dentistry, Law, Medicine, Optometry, Pharmacy, Physical Therapy, Podiatry, and Veterinary Medicine.

Not far away is UW-Whitewater – home of the recently crowned Division III national champion Warhawks football team. It has a nationally recognized undergraduate research program and annually sends one of the largest groups in the nation to the National Conference on Undergraduate Research. Its College of Education is also ranked number one in the state by the Department of Public Instruction for training the most teachers.

Those are our comprehensive campuses, which concentrate on undergraduate education and offer a select number of Masters Degree programs.

Our other two four-year campuses are called research universities, because they offer doctorate degrees and they get a large part of their funding from research grants.

First is UW-Milwaukee, which enrolls more Wisconsin residents than any other university in the state. It has the only school of architecture in the state, and the only school of freshwater sciences in the country.

Led by a dynamic, visionary chancellor, and strongly supported by the Milwaukee area business community, UW-Milwaukee is on its way to becoming a major urban research university, which is exactly what the southeastern Wisconsin economy needs.

Finally, we have our flagship campus in Madison, which is the nation's third largest research university, according to the National Science Foundation, and is second on the list of federally funded research expenditures at public universities. But don't let all the talk about research fool you. The chancellor at Madison, with strong support from the faculty, last year launched the UW-Madison Undergraduate Initiative, an aggressive program to make the undergraduate experience at a large public university second to none.

In addition to the four-year institutions, we have UW Colleges – the 13 two-year campuses around the state, such as the UW-Marathon campus in Wausau. Those campuses live up to their motto, that they are “the best start for the life you want.” They have the data to prove it.

In support of the critical role the Colleges play in providing access to young students and older place-bound students, the Board of Regents has frozen the tuition at all 13 of the Colleges for the third straight year, offering the best deal around to start off a college education.

Finally, we have UW-Extension, which extends the research and resources of the university to all 72 Wisconsin counties. Last year, Wisconsin residents had 1.6 million interactions with UW-Extension, through 4-H, Wisconsin Public Television, and university experts on many topics, such as small business development, home gardening, water quality, waste management, insect control, and plant pathology, helping our cranberry industry and farmers who grow potatoes and other vegetables.

What all this adds up to is a university System that provides the citizens of Wisconsin with an incredibly rich, diverse, and accessible array of offerings. It is a System in which we can take great pride. One test of that is to talk to people from outside Wisconsin, including people from outside the United States. Most of them see our higher education system as one of our strongest assets.

But we have some extreme challenges ahead if we are going to maintain our position relative to other states and relative to many countries that are increasing their per capita investments in higher education at a time when we are decreasing ours.

Why is this so important?

Because it is the essence of our future economic prosperity and quality of life in the Midwest. At one time, the Midwest region of the United States was the most productive agricultural region in the world. We were known as America's bread basket. In the 1900s, the Midwest states were the manufacturing capital of the world. In each of those prosperous periods you could have a middle-income lifestyle equipped with a high school education and a strong work ethic.

But not in today's world. Today it's all about brains, not brawn. Every economic development expert who has looked at the subject has concluded that increasing the percentage of your population that holds baccalaureate degrees is essential for a state's, or a country's, prosperity in a 21st Century knowledge-based economy.

That's why the UW System has launched its *Growth Agenda for Wisconsin*. It's not a Growth Agenda for the university, but for Wisconsin. It is a plan to produce more graduates, create well-paying jobs, and strengthen communities where citizens and businesses alike will thrive. With higher incomes and greater economic productivity come a broader tax base and a higher quality of life.

More than 50 years ago, the original G.I. Bill transformed America's post-war economy, fueling this nation's economic prominence. A similar effort today – aimed at jump-starting the U.S. economy with an infusion of college-educated workers – could propel us forward toward a new era of prosperity and worldwide leadership.

We as citizens have to be focused on that goal and we as voters have to insist that our elected leaders are too.

If I have learned anything in my seven years as a member of the Board of Regents, it is that in the 21st Century economy, our greatest assets will be college graduates, academic laboratories, and the ability to translate university research into new discoveries, new industries, and new jobs. As other assets fluctuate wildly and diminish in value, this is where we can invest wisely, and look forward to positive returns for years to come.

Thank you for inviting me to join you. I would be happy to answer any questions you may have about your University System.