Counter Proposal for Cuts to PACCE

Current Situation as Listed on the Green, Yellow, Red Listing

- **Green listed Item:**
  - Eliminates PACCE staff from 5.20 FTE to .50 FTE (headcount of 10 people to 1), meaning:
    - Complete elimination of the Entrepreneurship Education program including the curriculum minor, Pioneer Launch Lab, and events/competitions
    - Significant reduction in capacity to serve the service/experiential learning PACCE grant program, project funds of which come from the student differential.
    - For example, last year there were 1,692, students, 98 projects, 106 faculty partners, and 204 community partners and functions of assessment, record keeping, spending documentation, proposal review, community relations, faculty relations, PACCE Poster Day, public relations, student government relations, organizing/nurturing potential projects, website management, and etc. These functions would have to be significantly reduced/restructured to accommodate the reduction from 5.20 to .50 FTE.

- **Yellow listed Item:** Review of the student differential that goes to PACCE
  - If the review were to redirect the funds to another use there would no longer be a need for PACCE. This would result in slightly more savings (the half-time appointment) notwithstanding additional costs in wherever it would be re-directed.

Counter Proposal for Maintaining Base Functionality

Service/experiential learning and entrepreneurship education were both considered a strategic priority for funding by the Senior Administration a couple of years ago as part of the block grant funding program. There has been nothing said that I am aware of that changes the strategic priority status of these programs, certainly the ability to fund them has changed. So, the following is a proposal for keeping base functionality and a foundation to build from for the future. This proposal has been reviewed and given full support by Assistant Vice Chancellor for Academic Affairs Joanne Wilson who is the senior administrator that oversees PACCE.

- Eliminate 1.35 FTE, headcount = 3 people, ≈ $75,000 (= 27% of current personnel budget)
  - This leaves the capacity to continue most base program functionality.
  - What’s lost is much less capacity to work with and serve faculty and community partners to develop projects, provide communications, nurture scholarly efforts, provide faculty development, and loss of capacity to network with community partners.
  - It also eliminates some entrepreneurship events/competitions, but leaves the capacity to continue the curriculum minor and Pioneer Launch Lab

Other Documentation

- Talking points from UABC January 29 meeting
- History of Financing PACCE including gifts/grants (below) and Entrepreneurship events/competitions
- Letters of Support from Eric Steege, Idella Yamben and Lisa Johnson from the UW-Extension Center for Technology Commercialization, the Ideadvance Seed Fund, and Wisconsin Economic Development Corporation respectively
PACCE/Entrepreneurship Talking Points

PACCE By the Numbers:
- Launched in Fall 2008: Since then 7,606 total students
  - Students: 1,692 this last year
  - Projects: 98
  - Faculty: 106
  - Comm Partners: 204
  - $2,335,164 allocated since launch:

- Student impact is incredible. Assessment results show
  - Impact on improving skills: the 2 highest responses (of 15)
    - Communication
    - Responsibility
  - PACCE project was very influential in … the 2 highest answers were
    - Enhanced my UWP education
    - Improved my confidence to take on new challenges
  - If you spent more time than expected on this project – why
    - 40% said they had to get grade they wanted
    - 60% said they wanted to (As a teacher, I love it when my students “want” to spend time on class projects)

Entrepreneurship Planning, fundraising, etc. started in 2009. Full launch of the 3 part program occurred in 2012 and included 1) curriculum minor, 2) Pioneer Launch Lab (student incubator), and 3) events/competitions
- First year (2 years ago): 3 Minors and 9 in Launch Lab
- 2nd full year (last academic year): 40 minors and 27 in Launch Lab

- Interesting stat: Those earning their first dollar:
  - First year: 1  2nd year: 7

- Another stat is the new Ideadvance Seed grant fund from the state ($25,000/grant) which has been awarded to 9 undergraduate students in the UW-System over the last two years – 4 of them are from Platteville.
Finally, of the four cover stories on the UWP website this week –
- one is a PACCE project and the other about an Entrepreneurship student

Great programs, great PR, great connection with our local community, and I think a great foundation for future friend and fund raising.

NOW TO THE GREEN and YELLOW LIST:
On the Green list is elimination of all positions (both PACCE and ENTRP), except one half-time position.
- Reduction from 4.10 FTE to one half-time position
- Headcount/people from 10 to 1.

- Elimination of the Entrepreneurship program
- One casualty of elimination may be that as these 7 students who earned their first dollar become successful or the four student teams receiving Seed grant funds become successful - then as their future unfolds I think the opportunities for friend and fund raising are excellent.
- Currently we receive about 10,000-15,000 per year in gifts. A small number now, but I think one that has a bright future if cultivated.
- Question is do we want to throw the baby out with the bathwater

On the Yellow list is a review of that portion of the differential that goes to PACCE
- This is a revenue not an expense, so the effort I think would be in redirecting it to another use
- If it stays, then the next question is how much people power is needed to continue its impact
  o Something less- absolutely all must sacrifice
  o But is 1 person with a half-time appointment enough?
    ▪ 1,200 students/year, 106 faculty, 98 projects, 204 community partners, assessment, record keeping, spending, proposal review, documentation, community/faculty relations, PR
  o The question? Is one person with a half-time appointment enough?
History of Financing PACCE

PACCE has two distinct areas – service/experiential learning and entrepreneurship. The original plan for funding PACCE in 2008 was $960,000 per year and seven FTE positions. Funding for the plan was from three primary sources:

1. State via a DIN Request: $510,000/yr
2. Student Differential: $250,000/yr
3. Gift/Donation Support: $200,000/yr

The first two were being pursued simultaneously in early 2008 and the third would be a growing number over time.

By Fall 2008 the students and board of regents approved the student differential thus providing $250,000. However, an economic (and state) recession resulted in no funding for the DIN request. If was tried again a second year, but did not go through then either.

This resulted in a problem. There was $250,000 of student differential in place, but no people to manage it. As a stop-gap effort a half-time release was provided. Since then, a variety of sources have been used to provide funding for the two programs of PACCE. These sources are shown below and distinguished both by the source of the funds and its intended use.

1. Gifts/Donations and Grants: $488,063 to university plus additional $75,000 direct to students for total of $563,063
   - Gifts/Donations: $153,063
     - Used for funding events and competitions, short-term stop gap needs, and building an endowment.
   - Grants: Total $410,000 ($335,000 to university and additional $75,000 direct to students)
2. University source, 102 account
   - $20,000 per year for operations, student labor, S&E, etc.
   - Eliminated in 2014
3. Base engagement personnel, university source 136 account, $40,000/year
   - The original intent was that this would be funded by gifts/donations. That was not successful in the first year, FY 2009, and has continued from the university source ever since.
4. One-time funds, 136 account
   - One-time funds only of $145,527 spread out over three years
5. Block grant funding from university for strategic priorities, on-going funding intent, 136 acct: $44,600 in FY 2014 and $93,730 in FY 2015.
Since PACCE launched in fall 2008 there has been $81,947 in gifts and donations to Entrepreneurship Education. These funds have been used to support events/competitions, short-term stop gap needs, and building of an endowment. In addition there has been $335,000 of grants to the university plus an additional $75,000 in grants going directly to students.

The Entrepreneurship minor was approved on the proviso that permanent funding would be found within three years. After the approval campus leadership initiated a block grant type program for funding strategic priorities. PACCE submitted a proposal, part of which was to provide funding for personnel in the Entrepreneurship minor. That proposal was approved. It was confirmed by an email exchange that the approved funds were “… base funds (not temporary). That is, we can in good conscious hire people for an on-going position … notwithstanding “catastrophic” things happening.”

These funds provided the on-going funds sought for a half-time tenure track position and adjunct teaching in the minor. The on-going funds were internal (sourced from university funds) versus an external source. That distinction has been raised this past week. For the Entrepreneurship Council the source of funding was not a consideration as long as it was intended to be on-going and a national search could be conducted. An opportunity to garner on-going funding was available and the Entrepreneurship Council took it. Senior Administration agreed at the time and considered it a strategic priority to fund. Of course, the catastrophic thing has happened.

The Entrepreneurship effort started with nothing except an idea. Through many collaborative efforts over five years, a three-part education program was realized including a curriculum minor, Launch Lab, and events/competitions. On-going funding was secured for staff and teachers in the minor, Launch Lab, and events/competitions. Finally $416,947 in grants and gifts have been received plus an additional $75,000 going directly to students in the Launch Lab.

I felt this history was important because as the many conversations that will consider the merits of programs and people’s positions occur, I was concerned that conversation on Entrepreneurship programs might not have the full history. There has been a thread of conversation in the past two weeks that the Entrepreneurship effort did not meet the criteria set before it. I am, of course, biased, but my perspective is just the opposite and is that while the work is far from done, the Entrepreneurship effort has had a strong and successful start that has exceeded where I hoped we would be by this time both in terms of funding as well as in results.
February 8, 2015

Letter of support for UW Platteville:

We are writing in support of the high quality and leading edge work that the Pioneer Academic Center for Community Engagement is doing in entrepreneurship via their Entrepreneurship minor, Pioneer Launch Lab, and events, competitions, and workshops.

In our roles within UW-Extension managing and facilitating entrepreneurship programming across UW System Campuses, we are uniquely positioned to see what campuses are doing (or not doing) to promote entrepreneurial skills and build cross campus entrepreneurship communities. Through this perspective, we believe that the UWP Entrepreneurship program is one of top comprehensive four year UW campuses leading in entrepreneurship.

When we first connected with PACCE Director Kevin Bernhardt fall of 2013, we were excited by how entrepreneurial and committed the PACCE staff was in their endeavors to improve their entrepreneurship offerings. They sought out external consultation, thoughtfully assessed best practices, changed some offerings, invested in and trained faculty, and created statewide partners with SBDC, WiSys, UW-Extension, WEDC, and UW Law and Entrepreneurship Clinic. It is our opinion that they are modeling their entrepreneurship programming after national campus leaders like Stanford and MIT allowing PACCE to be one of the UW System leaders in teaching entrepreneurship. Better than any of the comprehensive 4 year campuses, UWP has used entrepreneurship to enhance experiential learning in technology disciplines like engineering.

Taking a step back for a moment, it is important to address the question WHY should UW-Platteville (or any college campus for that matter) invest resources into entrepreneurship and subsequent minors, labs, and programs/workshops? The national model is to treat entrepreneurship as a set of fundamental skills that are highly transferrable to any discipline and career pursuit. These skills include thinking critically and creatively, seeing problems to solve and testing effective solutions with limited resources, and being able to “sell” an idea. Many liberal arts colleges that are far less technology and STEM focused as UWP are incorporating entrepreneurship into foundational freshmen and sophomore courses.

Lastly, we wanted to provide some numbers on the positive impact PACCE has had on student entrepreneurship. Since June 2014, four (4) UWP undergraduate teams have been selected for a $25,000 Ideadvance grant to help turn their technology business idea into reality. This is a very competitive process and requires creative ideas and highly prepared students. More UWP undergraduates have been selected for this grant than any other UW campus. UWP’s high selection rate and quality of undergrad ideas speak to the entrepreneurship culture and campus support that has been cultivated as a result of the vision and hard work of PACCE.

We understand the recent budget challenges and sacrifices that must be made. We hope, though, that entrepreneurial learning continues to be a priority at UW-Platteville allowing students to not only create businesses that impact their community but also empowers students to be out-of-the box problem solvers.

Eric Steege, MBA
Program Manager, Wisconsin Big Idea Tournament

Idella Yamben, PhD
Program Manager, Ideadvance Seed Fund
February 4, 2015

Brock Waterman  
Launch Lab Coordinator  
508 Pioneer Tower  
280 Jay St  
Platteville, WI 53818

Dear Brock:

I am writing to express my thanks for your dedication and work on behalf of student, faculty and community entrepreneurs at UW-Platteville and the region. As you know, WEDC highlighted Pioneer Launch Lab on its “Entrepreneurship & Innovation” blog after my visit to your entrepreneurship event on campus last fall. The event left me truly impressed with the quality of your program and the student experience it provides.

Entrepreneurship is an increasingly desired career option for students and faculty of all academic disciplines. Whether they intend to start a business or simply have an innovative idea that they believe can positively impact society, the education, experience and resources you provide are critical to their success. This initiative is of paramount importance and should be emulated by campuses and communities throughout the state.

Your efforts are proving their value, with two UW-Platteville student teams having developed their ideas into successful awards from the statewide Ideadvance Seed Fund program administered by UW-Extension with support from WEDC. Under your guidance, UW-Platteville will see many similar success stories, adding both academic and economic value to the university and the community well into the future.

Again, my thanks to you and your colleagues for the tremendously important work you do.

Sincerely,

Lisa Johnson  
VP, Entrepreneurship & Innovation  
Wisconsin Economic Development Corporation
Entrepreneurship Events & Competitions

The PACCE Student Differential does not fund Entrepreneurship. The student differential is directed back to students through PACCE projects in the classroom, internships & independent study. PACCE/Entrepreneurship has raised $488,063 in grants and gifts since 2008. In addition, students have been directly awarded $75,000 in grants for total external support of $563,063. The spendable component of that funding has been used to offset costs for events/competitions (approximately $10,000 annually) and as stop-gap funding for short-term needs. The remaining funds have been directed to an endowment through the UW-Platteville Foundation.

2014/15 Academic Year
Meet ‘n Eat with an Entrepreneur – 34 students & 9 entrepreneurs
Elevator Pitch Competition - 25 students competed
Business Model Workshop – 33 students registered
Business Model Competition planned for April 2015

2013/14 Academic Year
Meet ‘n Eat with an Entrepreneur – 48 students & 11 entrepreneurs
Business Model Workshops - 24 students participated
Elevator Pitch Competition - 28 students competed
Business Plan Competition – 9 students competed

2012/13 Academic Year
Meet ‘n Eat with an Entrepreneur – 37 students & 8 entrepreneurs
Business Planning Workshops -34 students participated
Elevator Pitch Competition - 17 students competed
Business Plan Competition – 6 students competed

2011/12 Academic Year
Meet ‘n Eat with an Entrepreneur – 43 students & 10 entrepreneurs
Elevator Pitch Competition - 15 students competed
Business Plan Competition planned for April 2015

2010/11 Academic Year
Meet ‘n Eat with an Entrepreneur – 43 students & 10 entrepreneurs
Elevator Pitch Competition - 36 students competed