

Dairy Innovation Hub Advisory Council

April 30, 2020

Meeting minutes

Participants: Mitch Breunig, Dave Daniels, Aric Dieter, Dale Gallenberg, Angela James, Steve Kelm, Shelly Mayer, Tera Montgomery, Rami Reddy, Scott Rankin, John Umhoefer, Kate VandenBosch, Wayne Weber, Kent Weigel, Heather White, Maria Woldt

Absent: None

WebEx webinar

Mitch Breunig called the meeting to order at 10:02 p.m.

Approval of Minutes: (1.30.20 meeting) A motion to approve the minutes as presented was made by Scott Rankin, Angela James seconded. All were in favor. The minutes were approved.

Mitch provided the meeting overview and welcomed everyone.

Council member updates: Beginning with Mitch, each council member provided an update of how their work has been impacted since the last meeting in January. All agreed that COVID-19 has changed the course of their work, but all were also optimistic about the future.

Hub overview and grounding: Heather White provided background and a review of the original charge of the Dairy Innovation Hub. The funding amount, four priority areas and the org chart were discussed to aid in the conversation about the advisory council purpose statement.

Advisory council purpose statement: Mitch referenced the draft advisory council charter and purpose statement that was provided as a pre-read. The draft language was also presented on the webinar screen.

Overall, the council agreed on the language for the purpose statement and operating principles.

Discussion was had about the need to review the charter on an ongoing basis. Angela James brought up thoughts on the chairperson's ability to be nimble and raise important issues, should they arise. Instead of "decision making", the council thought that the chairperson should be invested in reporting back critical things to the council, versus making decisions themselves. The council also agreed that the role of the chairperson will mature as times goes on and the work of the Hub continues. Being the chairperson isn't really about making decisions, it's about helping the council make the best, most informed decisions through robust discussion. The chairperson should also have interaction with the Hub leadership committee (the three deans).

A few suggestions were made for the section of the charter pertaining to the role of the chairperson:

1. John Umhoefer recommended that there be a term for the chairperson. Three, 1-year terms were agreed as a change to the draft language.
2. John also recommended that the charter explicitly state that the chairperson must be an industry rep from the council, versus one of the university reps.

3. The council suggested that there be a more robust explanation in the charter about the chairperson's reporting expectations to the rest of the council.

Dave Daniels made the motion to approve the advisory council charter with the three listed amendments about the role of the chairperson. Rami Reddy seconded the motion. All were in favor. The motion passed.

Campus updates: The three deans provided an update from their campus on Hub activities as well as overall operations and budget issues during the pandemic. Each dean talked about the change from in person instruction to online instruction, plans for graduation, enrollment for the fall semester and the unknown of the current public health crisis. Each campus is being asked to come up with cost savings measures such as budget cuts and in some cases furloughs for faculty and staff. An in-depth budget conversation as it relates to the Hub will be had during a special meeting if necessary.

Related to the Hub, the following updates were given:

Madison:

- Activities to date:
 - Postdoctoral fellows (13 submitted, 6 funded)
 - Capacity-building equipment (10 submitted, 7 funded)
 - Short-term, high-impact projects (19 submitted, decisions in progress)
 - Developing faculty-hiring procedures and four faculty positions
 - Call for graduate student assistantships (due June 12)
 - Call for collaborative graduate student assistantships with UW-River Falls and UW-Platteville (due June 12)
- Four faculty positions were presented:
 - Nutrient and contaminant transport through soil and water
 - Clinical Nutrition of Dairy: physiologic, metabolic, or immunologic impacts of dairy products
 - Rumen microbial physiologist: Integration of rumen and gut microbiome and host physiology
 - Dairy Economics & Agricultural Business: dairy farm and business management; markets, trade and policy for milk and meat products

Platteville

- Activities to date:
 - Working to enhance research, teaching and outreach opportunities for on-farm dairy robotics
 - Faculty search for ruminant nutritionist (interviews in progress)
 - Faculty search for agricultural or biosystems engineer (interviews in progress)
 - Call for faculty research fellowships (10 submitted, decisions in progress)
 - Call for supplies and equipment proposals (due May 15)
 - Developing research technician and postdoctoral teaching fellow positions

River Falls

- Activities to date:
 - Continued consultations with departments chairs and UWRF administration
 - Call for faculty research fellowships (9 submitted, 6 funded)

- Call for proposals for supplies and equipment (decisions in progress)
- Staff search for dairy herd research manager (applications were due May 1)
- Developing faculty positions in dairy welfare, soils and environmental management, food science & technology, and agricultural economics & rural sociology

A few questions were asked pertaining to reports and plans for the fall semester.

Administrative update: Heather provided an update of the organizational progress made by the Hub since the last meeting. Highlights include:

- Templates and protocols for budgeting, tracking and reporting
- Discussion across deans and faculty to create synergies, collaboration and open sharing of calls for proposals, priorities and best practices
- Released collaborative graduate student assistantship RFP, discussion about the role of research and teaching faculty at each campus, best practices for hiring Hub faculty
- Communication with stakeholders and trade associations
- Developing communications strategy, brand and logo
- Creating agenda, budget and plan for Dairy Summit

Maria Woldt discussed the high points from communication planning that she has been doing for the Hub. Organizational aspects like mission, vision, values and communication tactics to best promote the Hub were discussed as being developed.

Dairy Summit: The tentative date, host and work plan was presented for discussion. Overall, the council was in favor of the agenda as presented. The date will be November 18 at UW-Platteville, and will be a mixture of large group, breakout and research presentations. There will also be a virtual farm tour of the Pioneer Farm.

Given the uncertainty of in-person events, discussion was had about whether or not to have an event at all given the climate. The council felt strongly that we needed to push forward with planning as if the event was “a go”. It’s important to keep the Dairy Innovation Hub top of mind, and even if the event was forced to pivot to a virtual format, there is value regardless.

It was also discussed that there should be a virtual progress update this summer for stakeholders and legislators to show the public what has been done thus far. This could include overview talking points and possibly one or two researchers that talk about their research.

Even if an in-person Dairy Summit was not possible, we need to get it on the calendar to keep the Dairy Innovation Hub top of mind.

Aside from the Dairy Summit, there should also be a public presentation of the annual report this fall, possibly in webinar format.

Logo presentation: Two logo options for the Dairy Innovation Hub were presented. The choices represent the favored options of a larger suite of choices that moved through campus communicators, campus steering committees and the leadership committee. The advisory council was given the final choice. Discussion was had about how the logo would be used and tools that would be given to funding

recipients to help them use the logo and integrate it into their workflow. The council voted via Slido. Option 1 was chosen.

Future meetings: The advisory council will meet quarterly. The next meeting will be in August at UW-Platteville. The main discussion item at that meeting will be the annual report and dairy summit. A doodle poll will be sent around asap to confirm meeting dates for the rest of the year. Once meeting dates are confirmed, Maria will send calendar invites to confirm the details.

The meeting was adjourned by consensus at 12:07 p.m.