

## **Advisory Council charter**

*Approved April 30, 2020*

*Last Updated September 5, 2024*

*Purpose statement.* The advisory council fosters two-way communication and idea generation between Wisconsin's dairy community and university partners.

### *Operating principles.*

- Ensures collaboration between three campuses
- Brings ideas to the leadership committee
- Advises funding priority areas
- Shares outcomes with broader community
- Maintains transparency and accountability
- Curates a culture of mutual trust and honesty
- Creates focus and balance; prevents mission creep
- Honors talents; supports leadership and program structure

*Overview.* Members of the Dairy Innovation Hub advisory council will represent stakeholders and faculty across the three campuses. An 11-member advisory council will provide guidance to the faculty director and leadership committee of the Dairy Innovation Hub. The council will help to ensure that resources being spent on Hub activities are consistent with the four focus areas identified in the proposal that was made to the legislature and listed above.

*Membership.* The advisory council will be made up of five members from UW, five members representing industry partners (Dairy Business Association, Professional Dairy Producers of Wisconsin, Wisconsin Cheesemakers Association and Wisconsin Farm Bureau Federation) and one DATCP-designated member. The group will begin with staggered terms to ensure continuity and institutional knowledge going forward. After the initial staggered terms, all terms will be three years in length. No member may serve more than nine consecutive years on the advisory council. Term start dates are Jan. 1. The council will choose its own chairperson, who will convene the council. UW–Madison Division of Extension will serve as an *ex officio* member of the council. The faculty director of the Hub will serve as an *ex officio* member of the council and will advise the council chair on informational items for the agenda.

*Proxies:* When a council member is not available to attend a council meeting, proxies are allowed as long as prior notice and proxy name are given to Dairy Innovation Hub staff. Proxies are eligible to vote.

UW-Madison will appoint two of the five UW positions. UW-Platteville and UW-River Falls will each appoint one of the five positions. The remaining UW slot will be filled on a rotating basis by each of the three campuses in an order agreed upon by the leadership committee. Each of the four industry partners named above shall appoint one of the five industry positions. The remaining industry slot will be filled on a rotating basis by each of the four industry partners in

alphabetical order. An outline of the initial staggered terms and appointment authority is below:

1-year term

UW-Madison appointment  
DBA appointment  
DATCP appointment

2-year term

UW-Platteville appointment  
UW-River Falls appointment  
PDPW appointment  
WFBF appointment

3-year term

UW-Madison appointment  
Rotating UW appointment  
WCMA appointment  
Rotating Industry appointment

*Chairperson.* The chairperson is voted on by the full advisory council at the council's January meeting. The chairperson serves a one-year term. There is a maximum of three terms. The chairperson will be a designated industry representative. A university representative may not serve as chairperson. The chairperson is responsible for leading the advisory council meetings and designating work that should be addressed in steering committees, leadership committee or other adhoc working groups.

The chairperson also maintains a critical relationship with the faculty director and program manager. He/she acts as a sounding board for emerging issues or potential challenges. The chairperson has a responsibility to report back critical information or issues to the advisory council. He/he should help 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). The chairperson works with the faculty director and program manager to establish meeting agendas.

The chairperson actively engages advisory council members, encouraging them to participate and share information. Using the agenda as a guide, the chairperson keeps the advisory council focused on the agenda, any decisions that need to be made and closes the meeting on time.