

**THE UNIVERSITY OF WYOMING  
BOARD OF TRUSTEES MEETING**

**May 15-17, 2019**

**Marian H. Rochelle Gateway Center; Laramie, Wyoming**

*Additional materials provided for discussion during work session Thursday, May 16, 2019.*

**AGENDA ITEM TITLE:**

**Proposed directive to review Wyoming Business Council business unit functions and relationships, Pishko/Synakowski/Sprott**

**SESSION TYPE:**

- Work Session
- Education Session
- Information Item
- Other:

[Committee of the Whole – Items for Approval]

*Attachments are provided with the narrative—see attached.*

**APPLIES TO STRATEGIC PLAN:**

- Yes (select below):
  - Driving Excellence
  - Inspiring Students
  - Impacting Communities
  - High-Performing University
- No [Regular Business]

**EXECUTIVE SUMMARY:**

A presidential directive has been drafted in concert with the Wyoming Business Council (WBC) and is presented to the Board for information. It serves two related purposes. The first is to direct the rebranding of the Wyoming Technology Business Center (WTBC), part of the Business Resource Network (BRN) supported by the WBC, to be the incubator of the Institute for Innovation and Entrepreneurship (IIE). The second is to launch a review of the functions and relations of all of the economic development units of the Business Resource Network that are managed by UW, and to provide advice to inform creating a new organizational structure for these units. Goals of this new structure are to optimize how they the BRN units work together, and to ensure that BRN services and the IIE presents a coherent whole to business and entrepreneurs in the state. This review is to be conducted in partnership with, and even with the urging of, the Wyoming Business Council. Overall responsibility for the review will reside with the Office of the Vice President for Research and Economic Development.

**PRIOR RELATED BOARD DISCUSSIONS/ACTIONS:**

This topic has not been discussed with the Board of Trustees before

**WHY THIS ITEM IS BEFORE THE BOARD:**

The issuance of the directive and the subsequent review will receive public attention.

**ACTION REQUIRED AT THIS BOARD MEETING:**

N/A. Information only.

**PROPOSED MOTION:**

N/A. Information only.

**PRESIDENT'S RECOMMENDATION:**

N/A. Information only.

PRESIDENTIAL DIRECTIVE  
THE UNIVERSITY OF WYOMING

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DATE: May XX, 2019

SUBJECT: 1) Rebranding the Wyoming Technology Business Center (WTBC) to become the incubator for the Institute of Innovation and Entrepreneurship (IIE); and,  
2) Integrating and streamlining programs and services offered within the Business Resource Network (BRN).

1. **General Information and Purpose**

To rebrand the Wyoming Technology Business Center as the incubator for the Institute of Innovation and Entrepreneurship (IIE), and to maximize efficiency and functionality of the programs and services offered within the Business Resource Network (BRN).

2. **Wyoming Technology Business Center**

- a. The Wyoming Technology Business Center will be rebranded as part of the IIE and serve as the incubator function for economic development activities originating at the University of Wyoming.
- b. This rebranding includes monument signage, print publications, and internet sites/publications.
- c. A press release will be issued outlining the integration of WTBC functions into the IIE.
- d. This directive pertains to the Laramie incubator only and excludes WTBC facilities in Casper and Sheridan. WTBC facilities in those communities will continue to be supported by the WBC, UW, and other sources through currently established mechanisms.
- e. Personnel reporting lines and financial administration will be unchanged at this time.

3. **Business Resource Network Administrative Review**

- a. The Business Resource Network (BRN), including the WTBC incubator function, will be subject to an administrative review to assess the following:
  - i. Mission and vision of BRN units.
  - ii. Actual function of BRN units and identification of overlap and/or gaps in service to economic development efforts.
  - iii. Review of efficiencies and/or duplications of BRN units together with other existing programs and services offered by the Wyoming Business Council (WBC).
  - iv. Opportunities/obstacles to integration including government/funding agency requirements.

- v. Develop recommendations for simplification, integration, and enhancement of BRN functions, considering the establishment of the IIE and new not-for-profit entities dedicated to economic development in Wyoming.
- vi. Consider and assess needs for BRN programs and services within the state and delivery of the same.
- b. This review, to be completed by September 1, 2019, will be presented to the IIE Board of Deans, the President's executive team, and the Wyoming Business Council (WBC).
- c. The review team will be comprised of six members as determined by the President (3 members) and the Chair of the Wyoming Business Council (3 members). These will include a minimum of three external evaluators and the Vice President of Research and Economic Development. The chair shall be appointed by the President, in consultation with the Chair of the WBC.

4. **Responsibility**

General responsibility for implementation and administration of this Presidential Directive rests with the Vice President of Research & Economic Development.

Approved

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Laurie S. Nichols, President