Members Present: Meg Gaines, Susan Goelzer, Cindy Haq, Chris Holmes, Katherine Marks (phone), Doug Mormann, Greg Nycz, Pat Remington

Staff: Cathy Frey, Mary Jo Knobloch, Lorraine Lathen (phone), Tonya Mathison, Mike Mirer, Ken Mount, Eileen Smith, Steve Smith

Guests: Marion Ceraso (Population Health Sciences), Quinton Cotton (WPP), Susan Lampert Smith (Public Affairs), Thomas Oliver (Population Health Sciences)

1. Call meeting to order

Remington called the meeting to order at 1:05pm.

2. Decision on draft May 18, 2011 minutes

Nycz seconded a motion by Holmes to approve the draft minutes of May 18, 2011. Nycz shared his concern that the minutes had not completely captured all of OAC’s questions and concerns, including his direct questioning of the appropriateness and uses of the fees, following Michael Knetter’s presentation on the UW Foundation’s (UWF) management of the Wisconsin Partnership Program (WPP) endowment. Remington indicated that the minutes accurately reflect the general discussion, and are not meant to be a transcript. Eileen Smith added that an audio recording of the discussion was made available to the two committee members who were absent. Nycz asked that the minutes be revised to indicate that an audio transcript is available of the UWF’s presentation and follow-up questions and answers. After seeking clarification from Mount on the UWF’s fee structure, Nycz requested that the wording on the second bullet in the opening paragraph of section two of the minutes be revised for clarification from “expendable accounts” to “spendable accounts”. The motion passed with six affirmative votes. Gaines and Marks abstained because they were not present at the May 18, 2011 meeting.

3. Announcements

Introduce Quinton Cotton, LIHF Program Officer

Eileen Smith introduced Quinton Cotton as the Program Officer for the Lifecourse Initiative for Healthy Families (LIHF). He officially joins the WPP staff on July 5, 2011. As part of his orientation, he will be meeting with OAC members.

Community-Academic Partnership Fund Notices of Intent

Knobloch reported that the Community-Academic Partnership Fund (CAPF) 2011 Request for Partnerships resulted in 91 Notices of Intent for 58 development grants and 33 implementation grants. The Notices of Intent will undergo a technical review by WPP staff and experts who will
make a recommendation to OAC in July on which Notices of Intent warrant further development as full applications. Knobloch estimated that approximately 30-35 applicants will be invited to submit full applications (approximately 12 implementation grants and 20 development grants). Full applications are due in September. In December, OAC will award approximately 15 grants for a total of $2.5 million.

In order to encourage further integration and connection between the OAC and the Partnership Education and Research Committee (PERC), Remington suggested that future WPP Requests for Proposals be better connected to each other, including the CAPF, the LIHF, the New Investigator Program, and the Collaborative Health Sciences Program.

**UW Foundation**

Eileen Smith reported that the Wisconsin United for Health Foundation, Inc. (WUHF) is meeting on June 28 regarding discussions with the UWF.

**OAC meeting schedule**

Although a meeting of the OAC was not scheduled in August, Frey reported that a meeting may be necessary on August 17 focused on the LIHF.

4. **Presentation of and decision on Public Health Education and Training proposal, “Healthy Wisconsin Leadership Institute”**

Thomas Oliver, PhD, MHA, presented an overview of the Public Health Education and Training (PHET) renewal application for the Healthy Wisconsin Leadership Institute (HWLI), including progress to date. The purpose of the HWLI, which is jointly funded by the Medical College of Wisconsin (MCW), is to develop transformational leaders who engage in innovative community health improvement activities that effectively protect and promote the health of the public. This is accomplished through the community teams program, regional workshops, and online learning.

$476,666 is requested over a period of 21 months (July 1, 2011 through the end of the 2009-2014 Five-Year Plan in March 2014). This request will support annually up to seven community teams and at least two regional workshops. It will also support the expansion of the Wisconsin Public Health Leadership Online Learning Library, continued cultivation of a more diverse network of partnerships, creation of a development and sustainability plan, and implementation of a comprehensive evaluation.

Remington opened the meeting for questions. Ceraso clarified that the participants of the Community Teams program come from a wide range of leadership positions, and have included a local policy maker and a school principal. She added that the teams come into the program with an identified community need and seek evidence-based solutions. Nycz commented that the demand for the program is impressive with 15 teams applying for seven openings during the 2011-12 cycle. OAC members shared the following recommendations:
Ensure the availability of the University’s library resources to former HWLI participants. Knobloch noted the valuable web resources available through the Area Health Education Center’s “Informed Caring” web site.

Pursue connections of the HWLI with other WPP education and service programs, including the MPH program and the Population Health Service Fellowship Program. Haq added the importance of also linking with post-graduate residents across all primary care disciplines. Marks noted the importance of connecting with LIHF.

Although the WPP is leveraging MCW’s funding of the HWLI, Remington noted that the budget does not indicate other support from MCW. Mormann also noted that the budget narrative reflected year 1 only. Remington asked that Oliver revise the budget and narrative to address those comments. Mormann seconded a motion by Nycz to award $476,666 over 21 months beginning July 1, 2011 for the Healthy Wisconsin Leadership Institute. The motion passed by unanimous vote.

5. Education and Research Committee quarterly report

Moss provided a quarterly report on the activities of the Education and Research Committee. After considering the comprehensiveness of its investment portfolio, which encompasses the spectrum from basic science to applied public health research and public health education, the committee decided in May to change its name to the “Wisconsin Partnership Program Education and Research Committee (PERC)”. The name more clearly reflects the committee’s activities directed toward improving the health of the people of Wisconsin.

Moss presented the WPP’s support for public health education and research, looking specifically at 2004-2010 grant expenditures by type. OAC’s grant programs make up 34 percent of the expenditures. PERC’s public health education initiatives make up 12 percent and include the MPH program, Transforming Medical Education, and the Wisconsin Academy for Rural Medicine (WARM). Applied public health research makes up 18 percent and includes Targeted RFA grants such as the Survey of the Health of Wisconsin (SHOW) and the Wisconsin Smokers Health Studies; a Collaborative Health Sciences project addressing vitamin D deficiency; and a New Investigator project estimating asthma prevalence across Wisconsin. Clinical and translational research makes up 26 percent and includes the Targeted RFA Institute for Clinical and Translational Research (ICTR), most of which supports ICTR’s Community Academic Partnerships. Basic research projects make up 10 percent and include disciplines such as biostatistics and informatics.

At its May meeting, PERC heard an interim progress report from Byron Crouse on WARM. The program, designed to improve the supply of physicians in rural Wisconsin, was initiated with a 2004 OAC Community-Academic Partnership Fund planning grant, followed by a 2005 PERC Targeted RFA planning grant and a 2007 implementation grant. PERC’s support for WARM ends in June 2011, and the program will be sustained with support from the School and the recapture of tuition. WARM is an excellent example of the OAC and the PERC coming together to support an education project which has the expectation of significant impact on access to
health care in the rural areas. The establishment of regional rural teaching sites in Rice Lake, Marshfield, La Crosse, and most recently Green Bay has resulted in increasing numbers of applicants from those regions. 2011 is an important year for WARM with the first two students graduating in May, and the first full class of 25 students beginning in August 2011.

Moss reported that PERC will be considering two major initiatives in the coming months. In July, PERC will consider a renewal application for the “Development of a Centralized UW School of Medicine and Public Health Biobank”. With a Targeted RFA grant from PERC, the program has successfully established a fully operational centralized biorepository for the UW Comprehensive Cancer Center. The renewal request aims to expand the biobank to meet the biospecimen needs of all investigators in the School, including those of SHOW, which was referred to earlier in Moss’ presentation as an important example of PERC’s support of applied public health research. The program’s leaders have developed a business plan with a funding model that requires decreasing annual support from PERC and the School. PERC will also consider a proposal on the recruitment of a faculty leader for the LIHF, which addresses PERC’s Five-Year Plan goal of community engagement and comments shared at the joint meeting of OAC and PERC in November 2010. The proposal will request an allocation of funds to support an endowed chair with a focus on faculty leadership of LIHF. This provides an opportunity for joint OAC/PERC support for this major initiative and will result in considerable enhancement of the UW School of Medicine and Public Health’s faculty involvement in the LIHF initiative and, thus, make a major contribution to the achievement of the goals of the program.

Moss reported that PERC will dedicate a portion of its meetings in October and November to strategic and policy planning.

Mormann thanked Moss for the informative presentation. Haq shared her enthusiasm for all the PERC has accomplished, and her excitement for its next steps. Remington added that it will be important to share the depth and breadth of PERC’s initiatives as part of a WPP communications strategy.


Eileen Smith presented an overview of the draft WPP 2010 Annual Report. The report has been restructured by grant type rather than by program structure. OAC members shared the following recommendations:

- List the organization contact for each of the Community-Academic Partnership Fund grants
- The draft report focuses on new and concluding projects; it would be important to also describe the status of ongoing projects, such as WARM
- Align grant type in financial tables with the major sections of the report
- Balance sheet and/or income statement should reflect the 1 percent recapture fee assessed by the UWF
- Consider using the annual report as a marketing tool by including a one-page insert outreach document
These recommendations will be worked into the current draft, if feasible, given upcoming deadlines. Eileen Smith requested that any additional feedback be provided within the next two weeks so that it can be incorporated into the final draft. In July, the OAC will be asked to approve the final draft, along with the appendix with grant outcome reports, and the non-supplanting attestation.

7. Discussion and decision on allocation for public health and health care provider education and research

Remington reviewed the OAC’s December 2010 vote to defer a decision on the allocation percentage for six months, or until discussions by the UWF and the WUHF regarding the UWF one percent annual recapture fee have concluded, whichever is sooner. Since six months have passed and discussions between the UWF and the WUHF are ongoing, in accordance with OAC’s resolution in December, the committee must decide on whether to vote on the allocation percentage today.

Although acknowledging OAC’s frustration with the UWF’s response at the May OAC meeting regarding its recapture fee, Goelzer encouraged the committee to make a decision on the allocation percentage independent of action related to the UWF recapture fee. She added that changing the allocation percentage is not the correct venue through which OAC should address the UWF fee as both the OAC and the PERC are proportionally disadvantaged by the fee.

Gaines agreed that the allocation percentage and the UWF recapture fee are independent issues, but indicated that the question for OAC is whether it is more appropriate for the communities of Wisconsin to absorb the fee, or for the School to absorb the fee as it is part of the University as a beneficiary of the uses of the fee by UWF. Since there has been general agreement by the OAC that the WPP is paying more than the fair market value for the UWF’s services, Gaines emphasized that consideration has to be given regarding which committee should pay for it. She added that public perception must also be seriously considered. Goelzer responded that even if the PERC were to absorb the full cost of the UWF fee, the WPP as a whole would still be at a disadvantage. To ensure a fair market price, she proposed that the WPP explore the option of releasing a call for proposals from investment firms for management of the WPP endowment.

Mormann seconded a motion by Haq to retain the allocation of 35 percent for public health initiatives and 65 percent for education and research initiatives as indicated in the Insurance Commissioner’s Order and the Grant Agreement between the WUHF, the UWF, and the University of Wisconsin System Board of Regents. Remington asked for discussion related to the motion.

Haq requested formal written communication from the WPP to the UWF on OAC’s continued concerns related to the UWF recapture fee on the WPP endowment as it is beyond what is considered fair and appropriate for these unique funds. She added that the OAC will hold the
UWF accountable for regular and timely in-person and written reports ensuring that the UWF maximize the value of the WPP’s investments. Although acknowledging the risks of doing so in the current political climate, Gaines considered whether the communication with the UWF could indicate the consequences of charging the recapture fee, namely that it could result in the funds being withdrawn from the UWF. Remington clarified that such action would likely require an opinion of the Insurance Commissioner as fund management is addressed in the Order. Mount added that the Grant Agreement is a three-party agreement involving the UWF, the WUHF, and the UW System Board of Regents.

Nycz spoke in support of maintaining the current allocation, and recommended revisiting the UWF recapture fee once discussions between the UWF and the WUHF have concluded. If the fee stays in place, he proposed OAC’s consideration of recommending PERC’s support of the Healthy Wisconsin Leadership Institute and the Population Health Fellowship Service program. Moss indicated that PERC would consider such a proposal given its commitment to broadening its education portfolio. Remington noted the ongoing discussions of the joint OAC/PERC subcommittee on the funding of the Fellowship program.

Mormann noted that a change in the allocation percentage must result following a thoughtful and deliberative process with the consideration of many options. He wondered if the vote on the allocation percentage must take place again in 2011 since today’s vote resulted from a deferred vote in December 2010.

Gaines shared her concerns that the OAC discovered the extent of the UWF recapture fee as a result of an external audit, seemingly a failure of the committee to exercise its fiduciary responsibility and, thus, putting the committee at risk. She indicated that although she is impressed with the work of the PERC, she would vote against maintaining the allocation percentage in order to prevent the communities of Wisconsin from paying for the recapture fee. Holmes spoke in agreement and indicated that she came onto OAC with concerns related to the allocation percentage and wanted to understand it better with experience on the committee. She was impressed with PERC’s activities and awards, but shared concerns over PERC’s consideration of endowing a chair position related to LIHF as this could be perceived by the public as a benefit to the University over the community.

Marks spoke in favor of maintaining the allocation percentage and considered the timeline for a future vote. She questioned how PERC would cover its current commitments if the allocation percentage were to change. Eileen Smith clarified that as part of the approval of the first Five-Year Plan, OAC’s vote on the allocation percentage must take place once each year (i.e., within a 12 month period). And, that a change to the allocation percentage could not take effect immediately as PERC must honor its contractual agreements with the grantees. She considered that an increase in the value of OAC’s portion of the endowment would correlate to an increase in its proportion of the UWF recapture fee. While Gaines and Nycz acknowledged Smith’s comments, both responded that a change in the allocation percentage would result in more funding for community grants to ensure Wisconsin’s communities get access to their full share of the 35 percent of the endowment. Gaines proposed charging all of the UWF recapture fee to
PERC’s proportion of the endowment. Goelzer commented that such action would be premature given that the discussions between the UWF and the WUHF are ongoing.

Haq and Mormann accepted an amendment to the motion by Goelzer to retain the allocation of 35 percent for public health initiatives and 65 percent for education and research initiatives until the next vote takes place in December 2011.

Mount clarified that the OAC has been aware of the recapture fee since the funds were allocated to the UWF, long before the release of the audit. What was not well understood until the release of the audit was that the recapture fee was in addition to the external fund manager fees of approximately 40 basis points. In order to make an informed decision on the allocation percentage, Nycz asked Mount to provide a tally of the annual amount charged to the each committee related to the recapture fee and the external managers’ fees. Goelzer also reminded the committee that the WPP staff brought the issue of the management fee to the committee well before the audit and, in fact, the WPP staff had informed the committee of a letter to the UWF leadership and a subsequent meeting to request reduction of the fee. The meeting was held in December 2009 and the outcome was reported to the OAC in January 2010.

Haq recommended public relations efforts to clearly articulate that the WPP, in particular the PERC, although part of the School, is distinct from the UWF. And, to clarify that PERC’s investments are made to ultimately benefit the health of the people of Wisconsin. She agreed with an earlier proposal by Nycz to recommend PERC’s support of the Healthy Wisconsin Leadership Institute and the Fellowship program.

Discussion also included the responsibilities of the Development Officer, Ed Manuel, who has been assigned by the UWF to work with the WPP on fundraising. Nycz raised questions about the assignment of the cost of a Development Officer for the WPP and asked for clarification. In addition, members asked if Mr. Manuel had other development responsibilities beyond the WPP. Smith responded that he is working with the Associate Vice Chancellor for Diversity and Climate, and that she was seeking information on this assignment.

Holmes requested that discussion be discontinued and called for the question. Four members were in favor of ending the discussion, short of the two-thirds required. Remington allowed further discussion.

Eileen Smith emphasized that the recapture fee is not charged to each committee. It is charged to the WPP. She expressed concern that the discussion was pitting the OAC against the PERC and, consequently, adversely affecting the collaborative relationship between the two committees and the objective of joint support of initiatives. She noted the mission, vision and guiding principles of the WPP which were developed and implemented by both the OAC and the PERC. She spoke in favor of the two committees coming together regarding the fee rather than the approach of OAC passing the fee onto PERC.
Remington called the question after restating the amended motion to retain the allocation of 35 percent for public health initiatives and 65 percent for education and research initiatives until the next vote takes place in December 2011. The motion passed with six affirmative votes. Gaines and Holmes opposed the motion.

Remington indicated that WPP staff will follow-up on recommendations made during the discussion, as appropriate. He clarified OAC’s decision during the development of the first Five-Year Plan to allocate at least 51 percent and up to two-thirds of its portion of the funds to community-academic partnerships. Given the WUHF’s upcoming meeting to discuss the UWF recapture fee, Nycz clarified that communication from the OAC on the fee should be directed to the WUHF instead of the UWF.

8. Financial report: OAC endowment value and cash balances

Mount presented the financial projections for the WPP through May 31, 2011. The projected value of the endowment is approximately $320 million, 13.5 percent above its original value, with a remaining cash balance of $32 million. This represents a slight decrease in the value of the endowment since April. Mount reported that the decrease is expected to continue given the status of the financial markets in June.


Frey presented and recommended OAC’s approval of a no cost extension request by the Stateline Community Foundation, Inc. for “Pathways to Healthier African American Families in Beloit” for $53,688 over a period of two months beginning June 1, 2011. Nycz seconded a motion by Gaines to approve the no cost extension as submitted. Gaines and Nycz accepted an amendment to the motion by Haq to extend the period of the no cost extension over a period of six months. The amended motion passed by unanimous vote.

10. Discussion of role of UW Foundation development officer

Eileen Smith reported on a recent meeting with Ed Manuel, the UWF development officer, to discuss the scope of his responsibilities for the WPP. He will be working with WPP leadership to develop a fundraising strategy for the WPP, in particular the LIHF. Smith clarified that some proportion of Manuel’s overall duties at the UWF are dedicated to the Associate Vice Chancellor for Diversity and Climate. OAC members shared the following recommendations:

- Develop a position description detailing the development officer’s role and responsibilities
- Clarify the percent effort of the development officer dedicated to the WPP
- Development officer to attend monthly OAC meetings, and report quarterly on fundraising efforts for the WPP
- Specify fundraising goals and metrics for success
- Calculate the cost of the development officer to the WPP through the assessment of the one percent recapture fee by the UWF

11. Adjourn – Next meeting July 20, 2011

Remington adjourned the meeting at 4:15pm.

Recorder, Tonya Mathison
Secretary, Chris Holmes