Members Present: Philip Farrell, Susan Goelzer, Cindy Haq, Tim Higgins (Regents liaison), Katherine Marks (phone), Greg Nycz, Pat Remington, Ken Taylor

Members Absent: Doug Mormann

Staff: Quinton Cotton, Cathy Frey, Mary Jo Knobloch, Tonya Mathison, Ann McCall, Ken Mount, Karen Roach (phone), Eileen Smith, Steve Smith

Guests: Lisa Brunette (UW Health Public Affairs), Rick Moss (UW School of Medicine and Public Health)

1. Call meeting to order

Remington called the meeting to order at 1:10 p.m. He welcomed Regent Tim Higgins, the UW System Board of Regents liaison to the Wisconsin Partnership Program.

2. Discussion and decision on draft December 21, 2012 minutes

Goelzer seconded a motion by Haq to approve the draft December 21, 2012 minutes. The motion passed by unanimous vote.

3. Announcements

Joint OAC/MCW Consortium meeting, February 7
The joint meeting of the OAC and the MCW Consortium is scheduled to take place on February 7. The agenda is being drafted and will be sent in advance.

February 20 OAC meeting to be rescheduled
Due to scheduling conflicts, the February 20 OAC meeting must be rescheduled. WPP staff will be in touch with an alternative date, most likely February 27 at 1:00 p.m.

4. Lifecourse Initiative for Healthy Families

Farrell reported on continued difficulties with the Milwaukee LIHF Collaborative. The OAC and the LIHF Steering Committee have been well informed of these issues through regular updates. With the support of both committees, the WPP recruited a temporary consultant, Lorraine Lathen of Jump at the Sun Consultants, to develop a process for selecting an anchor agency and to recommend the level of financial resources for the Milwaukee LIHF Collaborative to address staffing and capacity issues. In January, Ms. Lathen was introduced at meetings of the LIHF Steering Committee and the Milwaukee LIHF Steering Committee. At the Milwaukee LIHF Steering Committee meeting, the WPP requested the committee postpone the election of co-chairs until Lathen’s assessment was complete. The Milwaukee LIHF Steering Committee rejected the request. Farrell concluded that it has become clear there are irreconcilable differences between the WPP and the Milwaukee LIHF Collaborative.
After further discussion, Nycz seconded a motion by Haq to invoke the suspension and termination clauses in the Memorandum of Understanding of the March 2012 award to the Milwaukee LIHF Collaborative, “Milwaukee Lifecourse Initiative for Health Families (LIHF).” Haq added that the OAC remains committed to sustaining collaborative relationships with the Milwaukee community and addressing infant mortality in the city. Through Lathen’s work, the OAC may reestablish a representative Milwaukee LIHF Collaborative as soon as possible with a structure that will move Milwaukee LIHF into a successful implementation phase. The motion passed by unanimous vote.

5. OAC Strategic planning discussion on the 2014-2019 Five-Year Plan

Review purpose, discussion guide and background materials
Remington reviewed the purpose of the meeting: to discuss a funding strategy that reflects OAC’s defining values, mission and vision, and maximizes opportunities for impact. This discussion will build consensus on the strategic direction for the 2014-2019 Five Year Plan.

Staff presentation and review of strategic decision topics
Knobloch and Frey provided an overview of the strategic decision topics, OAC funding strategies, and timeline for the development of the next five year plan.

Discussion questions
Committee discussion focused on the following topics:

- **OAC/PERC collaboration**: Best to collaborate around targeted initiatives where each committee brings area of expertise. OAC took lead on LIHF, and PERC is taking lead on targeted obesity initiative.

- **Support of the school into an integrated School of Medicine and Public Health**: The WPP has been the “engine” of the school’s transformation by providing the resources to enable it to occur. In order to maintain an open dialogue with OAC and PERC on the transformation, Remington agreed to present annual updates on the transformation. In the meantime, he will provide to OAC the report from the 2012 meeting of the external advisory committee, and provide an overview of new opportunities. Several committee members noted a new commitment by school leadership to community engagement.

- **Community-Academic Partnerships**: There was continued support of the community-academic partnership model.

- **Targeted initiatives – support of LIHF and new targeted obesity initiative**: Agreement that large targeted investments can have the greatest impact on health, but that some funding should be reserved to take advantage of emerging opportunities in the state. Also, value in communities identifying problems and getting together to address it. OAC will continue its support of the LIHF in the next plan.

- **Opportunities for leveraging**: It will be important for OAC to show cost savings to the state through WPP’s investments. Acknowledged difficulty in collectively presenting outcomes related to health. Regardless, WPP must better communicate its successes.
- **Workforce development**: There was agreement that workforce development is an important part of the WPP’s mission. MPH noted as a great success of WPP’s investments in workforce requiring only start-up funding. There are opportunities to link the MPH program to the Healthy Wisconsin Leadership Institute and the Fellowship Program in order to build competencies in public health.

- **Balanced portfolio**: There was discussion of focusing on long term outcomes such as policy and systems change. There may be opportunity in OAC identifying what works and bringing those strategies to scale. The Population Health Institute could help inform OAC on such strategies. Sustainability and dissemination were mentioned as key concepts. A robust program-wide evaluation would be necessary.

**Next steps**
Based on this and earlier strategic planning discussions, WPP staff will draft the OAC section of the 2014-2019 Five Year Plan. The section on outcomes and accomplishments of the past five years is currently under development.

6. **Adjourn – Next meeting February 7, 2013**

Remington adjourned the meeting at 3:30 p.m.

Recorder, Tonya Mathison