MINUTES

BOARD OF REGENTS’ COMMITTEE ON RESEARCH AND INNOVATION MEETING

FEBRUARY 11, 2016

I. CALL TO ORDER

Committee Chair Eugene Bal, called the meeting to order at 11:00 a.m. on Thursday, February 11, 2016, at the University of Hawai‘i at Mānoa, Information Technology Building, 1st Floor Conference Room 105A/B, 2420 Correa Road, Honolulu, Hawai‘i 96822.

Committee members in attendance: Committee Chair Eugene Bal; Committee Vice Chair Jan Sullivan; Regent Coralie Matayoshi; Regent Barry Mizuno.

Committee members excused: Regent Ben Kudo.

Others in attendance: Board Chair Randy Moore; Regent Simeon Acoba; Regent Wayne Higaki; Regent Lee Putnam; Regent Michelle Tagorda; Regent Ernest Wilson (ex officio committee members); President David Lassner; Vice President for Community Colleges John Morton; Vice President for Legal Affairs and University General Counsel Carrie Okinaga; Vice President for Research Vassilis Syrmos; Vice President for Budget and Finance/Chief Financial Officer Kalbert Young; Interim UH Mānoa (UHM) Chancellor Robert Bley-Vroman; UH Hilo (UHH) Chancellor Don Straney; Executive Administrator and Secretary of the Board of Regents Cynthia Quinn; and others as noted.

II. APPROVAL OF THE MINUTES OF NOVEMBER 5, 2015 MEETING

Regent Sullivan moved to approve the minutes of the November 5, 2015 meeting, Regent Matayoshi seconded the motion, and the motion carried unanimously.

III. PUBLIC COMMENT PERIOD

Executive Administrator and Secretary of the Board Cynthia Quinn announced that the Board Office received one late written testimony, and one individual signed up to testify:

1. Bob Cooney, University of Hawai‘i at Mānoa Faculty Senate (UHMFS) Executive Committee Chair, summarized his written testimony regarding a resolution recently passed by the UHMFS opposing the proposed re-organization of the UH Mānoa Office of Research Compliance and Office of the VP for Research & Innovation (VPRI).

IV. AGENDA ITEMS
Committee Chair Bal thanked Regent Matayoshi for providing copies of the Hawai‘i Tourism Authority newsletters recognizing the impact of the UH’s research and innovation on Hawai‘i (Attachment 1).

A. For Action:

1. **Recommend Approval of Office of the Research Compliance (ORC) Reorganization**

   VP Syrmos provided a slide presentation on the proposed ORC reorganization. Highlights included how the proposed reorganization is based, in part, on the recommendations of the Western Interstate Commission on Higher Education (WICHE) and aligned with recommendations from the Research Compliance Task Force (RCTF); background on the organizational structure and current status; how projected savings for the university are $1.1 million and $1.8 million for UHM because UHM will retain $1.8 million in Research Training & Revolving Funds (RTRF) to spend on strategic research investment rather than compliance and infrastructure, and reallocate to system $600,000 in general funds, and $1.1 million in savings comprised of $250,000 carryover of an existing account, less $150,000 in salary, fringe & benefits due to general fund transfer, $350,000 for 3 vacant positions, $100,000 reduction of casual hires, and $250,000 from better management of the special fund for laboratory animal services and human studies, and utilizing the system’s fiscal office to manage funds. Administration will report back in one year on the actual expenditures of the reorganized ORC.

   Regarding the consultation process, it was reported that there was no opposition received from the VPs, Chancellors, or the All Campus Council of Faculty Senate Chairs. Concern raised by the Hawai‘i Government Employees Association regarding job functions and relocation of the physical plant was provided; and responses to concerns raised by UHMFS were provided with no follow-up response other than the resolution opposing the proposed reorganization.

   Comments and questions were raised regarding impact on other campuses, rationale of relocation and designation of UH Mānoa and System Offices; justification for highly compensated staff at both the UH Mānoa and System levels; validating projected cost efficiencies questioned by UHMFS, and scope and breadth of new role of obtaining grants.

   It was explained how the reorganization and relocation combined the management and compliance services of the grants generated at all campuses to be housed under the system to allow campuses to focus on achieving targets and reflects research activities by distinct campus roles eg. biosafety, veterinarian sciences, versus systemwide roles eg. environmental health and safety that oversees all construction and teaching laboratories. Vacated space will be returned to the campus to determine utilization. It was recognized that administration views differ from UHMFS, and confident savings will be more evident when the administration reports back on the reorganization in one year.

   Regent Mizuno moved to recommend board approval of the ORC reorganization, seconded by Committee Vice Chair Sullivan, and the motion carried unanimously.
B. For Information:

1. Draft Report on Systemwide Long Range Plans and Goals for the University of Hawai‘i Strategic Directions, Hawai‘i Innovation Initiative (HII)

VP Syrmos summarized the draft report on systemwide long range plans and goals for the UH Strategic Directions, HII. Highlights included how elements of the strategic plan and the HII will be validated by utilizing strategies of (1) leveraging UH’s location, strengths and intellectual diversity; (2) advancing innovation and entrepreneurship with UH and the community; and (3) sustaining and advancing the UH research enterprise, through tactics and assessment for each strategy. Campuses will give examples of programs to validate assumptions of areas of research strength to determine resource investment and research infrastructure in order to make the research enterprise more vibrant. Specific board-approved metrics that align with each strategy will be monitored to determine success. This plan will be used to inform campus level specific, concrete actions, and will proceed for consultation with campuses, faculty, advisory boards, and councils on all campuses.

Questions and comments were raised regarding placing the Cancer Center under the Office of the VC for Research was consistent with the Cancer Center being an Organized Research Unit (ORU) within JABSOM; the need for a vision to inform targets and goals for total extramural funding, entrepreneurship, commercialization, and areas of excellence, as the system stands to lose its biggest international assets in astronomy; a time schedule and work plan going forward; revising the last line on page 22 of the report to read “make the world a better “and safer” place to live; including military research capabilities and balancing the importance of non-STEM research areas in the vision; and whether the $1 Billion a year as a research goal is realistic.

It was explained how the current status quo remains as the reorganization proposal is still under consultation, and likewise, that setting a vision will also need to be informed by the consultation process involving all campuses, and address all opportunities unique to Hawaii and UHM, including non-STEM areas. It was recognized that the $1 billion annual goal is achievable for the state as a whole, and require UH improving infrastructure physical limitations and investments in faculty and research to accelerate and exceed its historical trend of doubling funding every 12 years.

2. Strategy and Plan to Action to Maximize F&A Cost Rate

Committee Chair Bal explained how indirect cost allowances will be renegotiated and administration is providing an update on the strategy being implemented.

It was reported that based on projected increases in direct and administrative costs, assuming stagnant facility costs and research space usage and utilizing the formula that one point increase requires $1.07 million in facilities expenditures and $1.46 million in administration expenditures, the proposed rate is a conservative 53% with a baseline of 45.5%.
Comments and questions were raised regarding the extreme importance of setting a broader goal of capturing actual overhead for research and how will UH improve how true costs are captured (e.g. isolating research facilities); the need for a strategy with cohesive action items on the goals; and justification of the strategy to exceed the F&A rate cap. It was recognized how a better system to capture costs is needed and that actions steps are being taken to identify the errors and corrected through improved collaboration and understanding of needs to address issues to improve performance. The overall strategy for the proposal assumes the historical trend that the total recapture is achievable over time rather than in one round.

3. Regents’ Policies Updates

VP Syrmos reported that the proposed revisions to regent policies were made available on line and transmitted via email to faculty, APTs, and other staff. Administration received and is addressing concerns raised by the unions regarding RCUH, ORUs, and academic freedom. Upon conclusion, Administration will propose amendments to the committee and board for approval.

VP Syrmos also reported that two bills proposed by UH regarding faculty involvement in technology transfer activities and commercialization have been referred to the next committee.

It was requested that the next committee agenda include a report on research facilities.

V. ADJOURNMENT

There being no further business, on the motion of Regent Sullivan and second by Regent Mizuno and with unanimous approval, the meeting was adjourned at 12:28 p.m.

Respectfully Submitted,

/S/

Cynthia Quinn
Executive Administrator and
Secretary of the Board of Regents
UNIVERSITY OF HAWAI‘I HONORED AS ‘ELELE ORGANIZATION OF THE YEAR

Meet Hawai‘i and the state’s tourism industry leaders honored the University of Hawai‘i (UH) as the ‘Elele Organization of the Year for its outstanding work in helping to attract convention business to the Islands. Since the Hawai‘i Convention Center opened in 1998, UH’s ‘Elele (ambassadors) have assisted Meet Hawai‘i in securing a half-billion dollars’ worth of convention business for the state.

UH President David Lassner accepted the award on behalf of the university system on December 15 at the Hawai‘i Convention Center. It is the first award from Meet Hawai‘i given to an entire organization.

The following individuals from University of Hawai‘i were also recognized for their efforts:

- Dr. Jeff Akaka – John A. Burns School of Medicine
- Dr. Wayne Shiroma – College of Engineering
- Dr. Magdy Iskander – College of Engineering
- Dr. Loren Yamamoto – John A. Burns School of Medicine
- Dr. David Karl – School of Ocean and Earth Science
- Dr. David Sanders – College of Natural Sciences/Institute for Astronomy

“We are honored to receive this award from Meet Hawai‘i. The faculty who work with the tourism industry to bring professional meetings to Hawai‘i show a deep commitment to their academic disciplines and to UH,” said Lassner. “Hosting conferences locally doesn’t just provide economic benefit to our state, but increases opportunities for our world-class faculty and students to interact with global peers and for professionals from around the world to appreciate what Hawai‘i offers beyond our superb visitor attractions.”

Using their lifetime of professional relationships, the ‘Elele have worked in cooperation with the tourism industry to attract dozens of important meetings and conventions to the state, including the Annual Meetings of the American Psychiatric Association, American Society of Plant Biologists, American Society of Human Genetics, Pediatric Academic Societies, the Ocean Sciences Conference, and more.

“The University of Hawai‘i has been a strategic ally in developing important business leads for the state,” said Brian Lynx, Hawai‘i Tourism Authority’s vice president of meetings, conventions and incentives. “Many of our distinguished UH partners are recognized as national and global leaders in their fields, and we deeply appreciate their continued support of Meet Hawai‘i’s efforts as we continue to position Hawai‘i as a global meetings destination.”
The quest to bring the International Congress on Mathematical Education-14 (ICME-14) to Hawai‘i has been enlightening to say the least. And like the theme that we chose for the event, “Ma ka hana ka ‘ike – the learning is in the doing,” we keep learning more about our island home along the way.

This journey started with a vision from Dr. Sandy Dawson, Professor Emeritus at the University of Hawai‘i at Mānoa’s College of Education. His life work was to make mathematics education more accessible and relatable to students across the Pacific and Hawai‘i and he initiated the charge to bring ICME-14 to the islands. Dr. Dawson passed unexpectedly in December, so we hope to honor and continue his legacy by accomplishing what he set out to do.

Hawai‘i is one of three destinations left in the competitive international bid, and if selected, will bring an estimated 3,500 top mathematics education leaders and researchers from around the world to the Hawai‘i Convention Center in July 2020. We often have to travel abroad to be able to interact with other colleagues, so this is a great opportunity for our local cohort of researchers, educators and most importantly our students, the future leaders of Hawai‘i, to connect with their global peer network to exchange ideas and research.

While Hawai‘i stands to benefit by hosting ICME-14, we believe that attendees have much to gain from our people, culture and the Aloha Spirit in return. We are ready to show the world that the Aloha State is more than just a beautiful, warm weather destination.

Throughout this entire process, we have discovered so much more about our islands, the wonderful resources and partnerships that Meet Hawai‘i and the state tourism industry partners contribute to our local community. Meet Hawai‘i has been an instrumental partner with us in this endeavor – helping us to connect all the dots on the travel side of the meeting – and we would not be as successful as we have been without them.

We look forward to continuing to build on this partnership with Meet Hawai‘i and hopefully, welcoming the International Congress of Mathematical Education-14 to our islands in 2020!

Furuto and Venenciano are part of the committee for Hawai‘i’s bid for ICME-14. Other members of the committee are the University of Hawai‘i’s Dr. Michelle Manes, Dr. Thanh Truc Nguyen, and Dr. Lorraine Baron.

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Dr. Linda Furuto is an Associate Professor of Mathematics at the University of Hawai‘i at Mānoa College of Education. She is the founder of the statewide Ethnomathematics and STEM Institute, and sailed on the first international leg of Hokule’a’s Worldwide Voyage 2013-2017 from Hawai‘i to Tubiti as an apprentice navigator and education specialist.

Dr. Linda Venenciano is an Assistant Professor of Mathematics Education in the College of Education’s Curriculum Research & Development Group at the University of Hawai‘i at Mānoa. She has co-authored high school mathematics curriculum for the Hawai‘i Department of Education and is co-founder of a statewide professional development project, the Math Teachers’ Circle of Hawai‘i.
Many North American based associations have forged successful relationships with their European counterparts. Today, a growing number of these same associations are looking to strengthen their ties with Asia. Just look at these facts:

- The three countries with the greatest GDP are the U.S., China, and Japan.
- China’s population is more than three times greater than the US and their middle class is rapidly expanding.
- More than 30% of global R&D investment is now taking place in Asia.

Factoring in the Association of Southeast Asian Nations (ASEAN) integration, the region is certain to make increasing contributions to the world.

But let’s be honest. For most association executives there are more cultural differences working in Asia than Europe. The road to building East-West relationships can be less comfortable.

To help associations facilitate international relationships in the East, Meet Hawai’i draws upon local resources in our destination marketing for the Hawai’i Convention Center. These resources include:

- **The East-West Center.** Our most obvious asset, the East-West Center was established by Congress in 1960 and is the leading authority on the Asia-Pacific Region in the United States.

- **The Meet Hawai’i International Sales Team.** Hawai’i enjoys meetings representation in China, Japan, Taiwan, Korea, Australia, and New Zealand. I’m not aware of any other city or state offering this type of convention support. While our representatives are native to the countries in which they work, many have spent extensive time in the U.S. They can help bridge the cultural divide while simultaneously building travel packages and attendance building promotions.

- **The Department of Business and Economic Development (DBEDT).** Our State’s economic development agency has staff in Honolulu, China and Taiwan. With their help we are working synergistically, partnering with organizations like the China Council for the Promotion of International Trade to bring the world to Hawai’i.

- **Our ‘Elele.** Through their professional work, our ‘Elele – like Dr. Sandy Dawson from the University of Hawai’i at Mānoa’s College of Education – have established personal relationships in the Pacific Rim and around the world.

Working together we have the unique ability to connect the world and bring them to our magnificent island home where our host Hawaiian culture exudes tolerance, respect, and hospitality. Truly, Hawai’i is the “Ultimate Global Gathering Place!”

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Deborah Zimmerman leads Meet Hawai’i’s ‘Elele Business Ambassadors Program, which enlists the support of community leaders with ties to professional organizations who host national and international meetings. She has more than 17 years of convention sales and meeting planning experience.
Q: WHY IS IT IMPORTANT TO BRING MEETINGS AND CONVENTIONS TO HAWAI’I?

University of Hawai’i ‘Elele share their perspectives.

Some of the most important professional connections I’ve made in my career have taken place during conventions.

- Dr. Amy Brown
  John A Burns School of Medicine (JABSOM)

To me there are some topics where Hawai’i is world-class and we forget it. When groups come and they see our university and our city, they form a different, more sophisticated and mature impression of our destination.

- Dean Denise Konan
  College of Social Sciences

The more people learn Aloha through personal experience the better the world will be.

- Dr. Jeffrey Akaka
  JABSOM and Diamond Head Community Mental Health Center

International scientific meetings in Hawai’i allow people to stay current in their specialty, meet new colleagues, discuss potential collaborations, and encourage one another professionally.

- Dr. Whitlow Au
  Marine Mammal Research Program

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Join the ‘Elele Program

Please use your network to help us!
For more information, contact Debbie Zimmerman, ‘Elele Program Director, at debbiez@hawaii.rr.com or 808-202-0044.

Please use your network to help us!
HAWAII MEDICAL ASSOCIATION RESCUES AMA BOOKINGS FOR HAWAI’I

In the world of medicine, physicians are usually recognized for their brilliance in curing the sick and saving lives. So it may have been a first when a group of local Hawai’i doctors “killed” something and were lauded for their efforts earlier this year.

It was June 2015, right before the American Medical Association’s (AMA) Interim Meeting of the House of Delegates Meeting, when Dr. Jeff Akaka, M.D., an ‘Elele and member of the Hawaii Medical Association (HMA), learned that a delegation from Michigan planned to introduce a resolution to cancel all future AMA meetings in Hawai’i in the interest of being fiscally responsible.

AMA had already booked its December 2017 and 2022 Interim Meeting of the House of Delegates at the Hawai’i Convention Center with each meeting estimated to bring $14 million in economic benefits to the state.

Dr. Akaka wasn’t going to sit back and let this happen. Instead, he organized a delegation of HMA members, including Dr. Roger Kimura, Dr. Robert Sloan and Dr. Jone Flanders, and Dr. Christopher Flanders, who went to the House of Delegates meeting in Chicago with one goal: KILL THE BILL!

And they were successful! But it wasn’t easy. Dr. Akaka highlights the efforts it took to defeat the resolution and why the ‘Elele Program was critical in saving this important meeting for Hawai’i.

When did you learn about the Michigan Delegation’s resolution?
It was only a week prior to the House of Delegates meeting that we found out. The proposed resolution was submitted late by the Michigan Delegation. It was not in the original packet of resolutions we had previously reviewed.

How did the Elele Program help in your efforts to “kill the bill”?
Working with a partner like Debbie Zimmerman was a Godsend. In less than 24 hours, she provided me with the resources and data I needed to reverse the misconception perpetrated in the resolution through our testimony before the Reference Committee. It claimed meeting in Hawai’i would cost $1 million. However, our data proved it would cost AMA half that amount, including the use of the Hawai’i Convention Center.

Were there others there in support of Hawai’i?
A member of the AMA Board of Trustees, Dr. Carl Sirio of Pennsylvania, verified in his testimony that meeting in Hawai’i would cost $688,000 versus $1.2 million in Washington, DC. and that meeting in Dallas was comparable to the Hawaiian Islands. His testimony turned the tide for us. With momentum, the Hawai’i delegation lobbied the other states hard for the next two days.

How did it all end?
For Debbie and I, this was just like old times proactively and vigorously countering attacks to the challenges placed in our path. It reminded me of what we did together between 1998-2001 to secure the 2011 American Psychiatric Association Annual Meeting for Hawai’i. With our successful defeat of the resolution, we managed to retain the AMA meetings in Hawai’i for 2017, 2022, and hopefully a few more before someone challenges the bylaws again.
I remember the day I met Dr. Greg Moore, a professor of marine geophysics in the University of Hawai‘i’s School of Ocean and Earth Sciences and Technology, who told me he felt Hawai‘i had the potential to host the Asia Oceania Geosciences Society (AOGS) Annual Meeting. We were talking about which geoscience societies might be interested in having a meeting in the Islands. Dr. Moore was already aware that the American Geophysical Union (AGU) Ocean Sciences Meeting came to Hawai‘i every few years, but mentioned that he was planning to attend the AOGS meeting in Hokkaido in the summer and would check to see if they were interested. AOGS alternates meetings between Singapore in odd-numbered years with other venues in even-numbered years.

“I knew that the AGU Ocean Sciences meeting always had good attendance, so I asked the people familiar with the AOGS organization about the possibility of coming to Hawai‘i,” Moore said. “They thought it was a long shot, but said that with some lobbying and good justification, they would at least consider it. I told Debbie that I could coordinate a local committee made up of SOEST people to start the ball rolling.”

When bids for the June 2018 AOGS meeting were announced, Dr. Moore put together a Local Advisory Committee consisting of other SOEST faculty, including Dr. Bin Wang from the Department of Meteorology and International Pacific Research Center, Dr. Yuqing Wang of the Department of Meteorology and International Pacific Research Center, Dr. Bo Qiu from the Department of Oceanography, Dr. Peter Mouginis-Mark from the Hawai‘i Institute of Geophysics and Planetology, and SOEST Dean Brian Taylor.

The ‘Elele team met with Meet Hawai‘i to collaborate on a customized marketing piece on Hawai‘i’s scientific points of interest for AOGS. This greatly enhanced the bid, but unfortunately the proposal was rejected due to cost. We decided to try again, this time sharpening our pencil and getting a little more aggressive. We leveraged Hawai‘i Tourism China’s relationship with AOGS’s president in Beijing who spoke to him about the benefits of having the meeting in Hawai‘i and how it would allow AOGS to attract more North American and European scientists.

The president agreed and allowed Hawai‘i to make a formal presentation to the Council during its Annual Meeting in Singapore this past August. Dr. Moore and Janet Kowata, Director of Accounts for the Asia Pacific for the Hawai‘i Convention Center, delivered the winning presentation beating out two cities from Korea. This meeting will bring roughly 2,000 scientists from around the world to Hawai‘i in June 2018 and is estimated to have an economic impact of more than $9 million.

When asked how does securing a meeting like this for Hawai‘i’s benefits the university and the state, Dr. Moore said “It brings people here and many of the scientists bring their families with them. UH benefits because it allows us to showcase our facilities and research in a way that we can’t do with meetings outside Hawai‘i. Many of our students can attend and make contacts that will be valuable for them in the future.”

Like other pitches between the ‘Elele and Meet Hawai‘i teams, we were able to show the decision-makers the positive benefits of meeting in Hawai‘i and the numbers proving the cost was in line with other destinations.

“It will be a pleasure to host our geoscience colleagues from Asia and Oceania, especially given their many collaborations with faculty from UH and our shared interests,” said Brian Taylor, Dean of SOEST.

Meet Hawai‘i is excited to announce the 2018 IEEE Engineering in Medicine and Biology Science meeting in Hawai‘i. The meeting is estimated to attract 3,000 participants and generate $14 million in economic impact.

Discussions about meeting in Hawai‘i first surfaced in December 2014 during the group’s board meeting at Turtle Bay Resort. They were interested in doing a site of the Hawai‘i board meeting at Turtle Bay Resort. They were interested in doing a site of the Hawai‘i board meeting at Turtle Bay Resort. They were interested in doing a site of the Hawai‘i board meeting at Turtle Bay Resort. They were interested in doing a site of the Hawai‘i board meeting at Turtle Bay Resort. They were interested in doing a site of the Hawai‘i board meeting at Turtle Bay Resort. They were interested in doing a site of the Hawai‘i board meeting at Turtle Bay Resort.
Visitor industry representatives from Hawai’i recently met with Congressman Mark Takai in Washington, DC to begin discussions about bidding on a future National Guard Association of the United State Conference. Hawai’i last played host to this prestigious gathering in September 2013 when it was held at the Hawai’i Convention Center. The citywide meeting drew more than 3,000 attendees, their families, and industry vendors and had an economic impact of $14 million in Hawai’i. From left, Vickie Omura, Vice President of Citywide Sales and Marketing, Hawai’i Convention Center; Epooni Perkins, Director of Sales for National Accounts, Hilton Hawaiian Village Beach Resort and Spa; Congressman Takai; Charlene Nakamura, Director of Sales, Starwood Hotels Waikiki Complex; Sherri Thadeus, Regional Director of Accounts, East, Hawai’i Convention Center; and Debbie Zimmerman, ‘Elele Program Director for the Hawai’i Tourism Authority.