

University of Wisconsin – Madison JASONS
Annual Report
Academic Year 2008-2009

Enclosures:

- (1) UW-Madison JASONS: Program Growth, 2008-2009
- (2) Vision Statement for the UW-Madison JASONS
- (3) UW-Madison JASONS Directory
- (4) Rethinking the Public University (RPU) Collaborative Proposal
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I. Introduction. This report presents the accomplishments of the UW-Madison JASONS project for the academic year (AY) 2008-2009, its first full year of operation. During this period, the UW JASONS achieved significant progress towards fulfilling its vision through extraordinary growth in its networks, programs and resources (as depicted in enclosure (1)).

In April of 2008, a group of faculty at the University of Wisconsin – Madison gathered to discuss concrete implementation of ideas emanating from the university's recent reaccreditation and strategic planning process. Inspired by the original "JASONS" who advised the U.S. Defense Department during the Cold War and beyond, this group embraced a broader mission to help solve real-world challenges in a variety of areas: economic, social, environmental, as well as international security. Thus was born the UW-Madison JASONS project.

Today the UW-Madison JASONS comprise a growing network of people, ideas, information and resources, all focused upon a practical result: real-world problem solving. Strongly multi-disciplinary in nature, the UW-Madison JASONS foster solid working relationships between faculty and others, across the campus and beyond. Several of our participants and partners have strong connections to the Wisconsin business community. In addition, the UW-Madison JASONS work closely with individuals having extensive Wisconsin government experience, such as former Speaker of the Wisconsin Assembly and U.S. Ambassador Thomas Loftus (please see enclosure (6)).

II. Purpose and Vision. As outlined in its vision statement (enclosure (2)), the UW-Madison JASONS serve two fundamental purposes:

First, we collaborate to tackle problems of significant societal importance at the state, national and/or international levels, in a collaborative fashion. Second is our educational mission: we strive to involve students in our projects, encouraging them to think about societal problems and to use multi-disciplinary methods for solving those problems.

Inspired by the Wisconsin Idea, originally articulated in 1904 by UW-Madison president Charles Van Hise, we the UW-Madison JASONS choose to make a difference:

The Wisconsin Idea serves as an important touchstone for our effort. Our solutions are intended to affect real change and improve people's lives in our state and beyond.

III. Participation and Activities. During the 2008-2009 academic year, the UW-Madison JASONs grew from some 14 participants to include 38 faculty, administrators and citizens from diverse university schools and organizations, and the local community (see enclosure (3)). This group came together formally at regularly scheduled meetings (listed below) and also in various informal forums and venues.

UW-Madison JASONs: Plenary Meetings, AY 2008-2009	
<u>Date</u>	<u>Topics and Themes</u>
10 Oct 2008	JASONs vision & purpose; organization & plans for AY09-09; ISS working group
12 Nov 2008	funding initiatives; plans for 2 nd semester; discussion on potential issues to consider
12 Mar 2009	new collaboratives (ISS & RPU); CISCO initiative; discussion on virtual classroom
9 Apr 2009	network development; ISS & RPU updates; discussion on education innovation
6 May 2009	program updates; discussion on education innovation

IV. Office, Staffing and Web Site. In October 2008, the UW-Madison JASONs opened its office at 2130 Grainger Hall. The office provides a well-situated workplace for the JASONs staff and an ideal "headquarters" for all UW JASONs activities. We are grateful to the people and campus organizations that made the office possible: the Dean of the UW-Madison Business School provided the office space, the Department of Computer Science outfitted the office with IT equipment and WARF provided operating funds.

The JASONs staff consists of a part time (30%) program coordinator, who is responsible for network and program development. Various program assistants and volunteer staff assist the Coordinator from time to time, as available.

The UW-Madison JASONs web site debuted in January 2009, at URL: <http://jasons.wisc.edu/>.

V. Collaboratives. UW-Madison JASONs formed two collaborative teams during 2008-2009: International Strategic Studies (ISS) and Rethinking the Public University (RPU).

Rethinking the Public University. The RPU collaborative, formed in January 2009, is a multi-disciplinary working group that considers contemporary issues faced by institutions of higher education. The team aspires to develop innovative solutions that will allow public universities to thrive in the 21st century. Enclosure (4) includes a detailed description of the RPU team goals and membership. The team met biweekly during the Spring 2009 semester, and developed the following initiatives:

- **Online Cross-Cultural Education for Wisconsin Companies.** In the finest spirit of the Wisconsin Idea, we are developing partnerships with leading Wisconsin companies to design and conduct online cross-cultural education, with emphasis on the historical, economic, political and social factors that shape business relationships between the United States and other nations. Because of its large and diverse faculty and breadth of multi-discipline expertise, UW-Madison is uniquely situated to provide this type

of education, tailored to meet the specific needs of Wisconsin companies with overseas operations. Recent discussions between executives at Harley-Davidson, Inc. and the UW-Madison RPU team revealed a requirement for enhanced cross-cultural education of Harley-Davidson employees in the United States and Japan. Responding to this need, the UW JASONS submitted a proposal to Harley Davidson in June 2009 to develop an appropriate course. The proposal envisions participation of both American and Japanese employees, thus fostering an intra-company, as well as cross-cultural, dialogue. Pending concurrence from Harley-Davidson, course development could begin as early as January 2010. In the meantime, we continue to discuss similar course offerings with other Wisconsin companies.

- Summit on the Future of Higher Education. Envisioned for Spring 2011, this will be a major event with big thinkers from around the country, interdisciplinary faculty and high-level administrators. In workshops, brainstorm sessions and other venues, participants will lay out their ideas on the direction of higher education over the next 50 years and how UW-Madison might play a leadership role in the 21st century, as it has in the past. This event will be a natural follow-up to the reaccreditation and strategic planning process and will help begin concrete implementation. WARF the UW Foundation, and WID/MIR are obvious partners for the Summit.

International Strategic Studies. October 2008 marks the inception of the International Strategic Studies (ISS) collaborative. As described in enclosure (5), the collaborative seeks to facilitate programs and activities at UW-Madison that can shape leaders – both present and future – by teaching them to think innovatively and strategically. The complexity and inter-linkage of issues that confront our global community in the 21st century demand new, multidisciplinary insights to support formulation of policy and grand strategy. To this end, the ISS collaborative seeks to harness the large and intellectually diverse faculty of UW-Madison in ways that will contribute to the development and teaching of new “holistic” approaches to strategy. Specific projects include:

- Online Grand Strategy Course. As a pilot effort for the strategic studies program, the ISS collaborative created an online course on the “*History of U.S. Grand Strategy since 1901*” during the summer session of 2009. The course was offered by the College of Letters and Sciences, with support from the Division of Continuing Studies and private grants. Led by history professor Jeremi Suri, this innovative eight-week course examined how grand strategy shaped America's interaction with states, peoples and cultures throughout the 20th century, offering a fresh perspective on America's foreign policy successes and failures. The course consisted of two sections: undergraduate (100 students enrolled) and graduate (29 students enrolled, including 22 military officers/officials). In view of the strong response to the course, the ISS team intends to move ahead with plans to develop a Strategic Studies certificate and master's degree programs at UW-Madison.
- Hertog Distinguished Visitors. During AY 2008-2009, the UW-Madison JASONS/ISS collaborative initiated the Hertog Distinguished Visitor series, which hosts prominent strategic thinkers on campus for symposia with UW-Madison faculty, graduate students and local community members. Topics relate to various facets of grand strategy and are discussed within a multidisciplinary forum that offers both contemporary and historical perspectives. Enclosure (6) provides a list of symposia held by the four Hertog Distinguished Visitors for AY 2008-2009.
- Review of the U.S Army Capstone Concept. The UW-Madison JASONS ISS collaborative is performing an academic review of the army's new Capstone Concept. The Capstone Concept in as a theoretical

expression of the way the U.S. Army expects to fight in the no-too-distant future. This “proto-doctrine” guides that development of national strategy and helps the army prioritize the capabilities it wants to develop and apportion resources. We have undertaken this review at the personal request of Brig. Gen. H.R. McMaster, Director of Concept Development and Experimentation for the U.S. Army. One of the army’s leading intellects and most celebrated combat commanders, General McMaster (a UNC Ph.D. and author of *Dereliction of Duty: Johnson, McNamara, the Joint Chiefs of Staff, and the Lies That Led to Vietnam*) is an outspoken critic of the way this process has operated in the past. He has increasingly turned to the academic community to lend sophistication to the army’s corporate thinking on subjects important to national security and defense policy. We are pleased that, through the UW JASONS’ participation in this review, UW-Madison scholars are playing a vital role in shaping the nation’s future grand strategy and international policy.

- GGSS Workshop. Along with co-sponsors UW-Madison Global Studies, WAGE, and the African Studies Program, JASONS/ISS hosted the *Global Governance and Shifting Sovereignties* workshop on April 10-11, 2009. The workshop brought 19 distinguished scholars from across the nation to discuss the human and social elements that shape today’s global governing schemes, including economic principles, legal matters, social policies, humanitarian efforts, religious beliefs, and cultural ideals. Through a series of five discussion sessions that included 14 papers/presentations, the workshop nurtured an intensive, interdisciplinary discussion on how international society and regimes of governance have evolved in recent decades. Please see enclosure (7) for the workshop agenda.
- Global Challenges Course. This course will investigate a series of vital issues (political, social, environmental, etc.) that have vital strategic implications in today’s world. The course will be taught by a multidisciplinary team of faculty with potential involvement by several “big thinkers” (Bill Gates, etc.). Students will not only examine the issues: they will also develop strategic insight that might offer long term solutions. Delivery of course content will be leveraged by state-of-the-art technology already existing on campus and later by the Experimental Education Laboratory (see above). Our intent is to cross-list the course with several diverse departments, at the 400+ level to attract senior/junior undergrads as well as graduate students. If successful, this course will lead to development of a menu of courses designed to prepare students to grapple with issues of 21st century. The course will be offered initially in the Fall of 2010.

VI. Action Strategy for AY2009-2010. The UW JASONS strategy for AY 2009-2010 builds on our past accomplishments while emphasizing concrete results. We will focus in the coming year on (1) expanding our network of faculty, business, and state partners, (2) advancing on promising initiatives already in progress and (3) encouraging the creation of new innovative policy-relevant initiatives.

Progress on initiatives. Our top three priorities are: (a) creation of global leadership program (with emphasis on grand strategy and strategic thinking), to include an expanded curriculum and a graduate certificate and degree; (b) development of cross-cultural programs to support leading Wisconsin businesses, starting with Harley-Davidson; and (c) development of the Global Challenges course. Other initiatives will be addressed as staffing and resources permit.

Coordinating Committee. Establish a small group (6-10 people) from within the JASONS membership to advise and work with the JASONS staff on achieving this action strategy and fulfilling the UW-Madison JASONS vision.