

# RUTGERS

Rutgers Business School  
Newark and New Brunswick

## Public Private Community Partnership Program News

*Rutgers Business School PPCPP seeks to demonstrate the potential of enhancing opportunities of communities for sustainable strategic on-off campus partnerships for local income enhancement, sustainable livelihoods and participatory development across all sectors and topics.*



(Left to Right) Roundtable Executive Panelists: Dr. Jerome Williams, Mr. Ralph LaRossa, Moderator Mr. Michael Aron, Mr. Thomas Bracken, Mr. William Fiacco, and Dr. Roland Anglin

### Public Private Community Partnership Roundtable August 28, 2015

#### Restart, Sustain and Grow Newark's Economic Development

The Rutgers Business School presented its second annual community-based economic development roundtable event on Friday, August 28th. The aim of this roundtable was to sustain and grow the collaborations started at our first roundtable. These synergistic partnerships among the Greater Newark Community, City and State Officials, Business Leaders, and Rutgers

University—Newark, focus on generating new opportunities for economic development in Newark, creating opportunities for student employment, fostering faculty research and providing a platform for cross-unit initiatives. The distinguished list of speakers included: Dr. Kevin Lyons, Associate Professor of Professional Practice

RBS, Otis Rolley, President/CEO of Newark CEDC, and Baye Adofo-Wilson, Deputy Mayor of Newark. The executive panel was moderated by Michael Aron Chief Political Correspondent of NJTV and included distinguished representatives from Newark industry and academia. In an effort to help fuel economic development in Newark,

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building capacities through partnership

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## PPCPP Jersey Bound Project

The mission of Jersey Bound is to showcase the artistry and creativity of NJ artisans and businesses to visitors to the state and residents. Jersey Bound features locally sourced art, crafts and indigenous products. This representative

collection of commercial and artistic products is currently featured in a retail store in Terminal B at Newark International Airport. The store showcases goods including; handcrafted artwork and jewelry produced by area artisans, decorated apparel

manufactured locally, as well as an assortment of literature and collectibles that focus on the rich history of NJ.

ment) as a way to highlight NJ entrepreneurs and creative artisans to a broader array of people.

This project allows our students to be front and center on a project that gives them incredible experience while attending RBS - while also supporting the local Newark economy, students with autism, NJ artist, NJ manufacturers and all of our corporate partners. Our co-op students' work includes sourcing items for sale, price negotiations, marketing/branding, accounting, finance, leadership/management, inventory, shipping/logistics, MIS (for the point of sale and web development) and entrepreneurship.

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Jersey Bound is a pilot project initiated by Westfield Corporation in partnership with Newark Bound magazine, Newark Convention & Visitors Bureau, Green Distribution, Spectrum Works, Omni Distribution, Union Wear and Rutgers Business School (Center for Supply Chain Manage-

ment) as a way to highlight NJ entrepreneurs and creative artisans to a broader array of people.

For more information, please read the RBS article titled "[Rutgers students make a business of promoting New Jersey at airport store](#)"



Student Neel Sai standing by the Jersey Bound Display in Terminal B at Newark International Airport

## surbi : RUNwk

Combining the visions of Newark's Master Plan, manufacturing strategy and Sustainability Action Plan, the Sustainable Urban Industries collaborative seeks to facilitate inter/cross-disciplinary, data-rich investigation, industry engagement, and neighborhood-based partnerships and pilot projects focused on sustainable manufacturing. create a shared, interactive space in the heart of Newark that will advance pioneering research as well as networking, educational, and collaborative university / community activities focused on five Newark industries .

Stay tuned for more....

initiated by Westfield Corporation in partnership with Newark Bound magazine, Newark Convention & Visitors Bureau, Green Distribution, Spectrum Works, Omni Distribution, Union Wear and Rutgers Business School (Center for Supply Chain Manage-

## Rutgers Business School Supply Chain Educational Partnership Program High School Summer Program

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The Rutgers Supply Chain Education Partnership Program is a short course program that gives high school students an introduction to business, college life, and the cultural vibrancy of Newark. A Rutgers Business School Professional Education Certificate is awarded at the conclusion of the program at a Rutgers Business School Ceremony which was held this year on August 5th at our annual Business Round-table event.

In addition to course instruction by RBS faculty, the students had an opportunity to interact with local business executives as well as having an opportunity to practice sharpening their interviewing and career advancement skills with these executives.



High School Students and Instructors in front of Panasonic Headquarters

Students received a concentrated version of our standard Business School courses in the areas of Supply Chain Management, Procurement, Supplier Relationship Management, Inventory Management, Demand

Planning and Fulfillment, and Business Logistics and Transportation.

The course ran June 22–July 1, 2015, and each day's schedule consisted of breakfast and review, lecture on the day's SCM

topic, team assignments by Professor, lunch, team presentations, and finally the guest speaker and wrap-up.

The program was made available to 15 highly motivated rising seniors in Newark

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Students receiving their RBS-SCM Certificates, pictured with Schindler, Instructors, Chancellor Cantor and Dean Lei

**PPCP Roundtable continued from page 1**

Rutgers University— Newark as an anchor institution seeks to raise the current 13% postsecondary-degree status of Newark to an ambitious 25% by 2025. Central to this effort is the newly established Research Park at 494 Broad Street where academic research will be applied to

local businesses and entrepreneurs. The expansion of Port Newark was one of the topics discussed as being a perfect occasion for public private partnerships to establish training and employment opportunities for Newark residents. Read more [here](#).



Guest Speaker, Newark Deputy Mayor Baye Adofo-Wilson

**Special points of interest:**

- > PPCPP is working with Dr. Benjamin Melamed on an exciting new Telemedicine Project which could place a virtual doctor in every underserved community in NJ.
- > PPCPP is working with the City of Newark Procurement Department to revise and rewrite current contracts to reduce costs and include more Newark-based procurement .
- > PPCPP is working with Barnabas Health on a Supplier Diversity-Cultural Capacity Program.
- > PPCPP is developing the Newark Anchor Institution Procurement Guidelines.
- > PPCPP is working with Dr. Alok Baveja to develop a database for faculty research.
- > PPCPP is working on developing a tool for measuring PPCPP impact.

**RBS Professional Education Certificates were awarded to the students at the annual Business Roundtable Event.**

**High School Summer Program continued from page 3**

whose tuition was covered by a generous grant from Schindler Elevator Company.

The application package (submitted by the High School Guidance Counselor,

Teacher or Principal) consisted of a one-page written request from the student indicating why they would like to be admitted into the program, most recent transcript and a recommendation from

their teacher or school official.

For more information on this exciting new partnership, please read the [article](#).

## Rutgers University—Newark (RU-N), An Anchor Institution

Rutgers University—Newark Chancellor Nancy Cantor defines the anchor institution in the RU-N Strategic Plan 2014 as “... a place-based organization that persists in communities over generations, serving as social glue, economic engines, or both.” An anchor institution has: strong focus on economic development; educational and medical institutions that are permanently embedded in the community; and, is firmly rooted in the community offering employment and procurement opportunities for local businesses.

An action group was assembled to identify ways that RU-N can more fully and broadly develop our anchor institution ideal in five strategic areas: K-20 pipeline and pathways; science and the Urban Environment; Arts and Culture Districts and Initiatives; Economic Development and strong, healthy and safe neighborhoods. As a result, five

focus areas were identified in a draft report as follows:

- Increasing Postsecondary Attainment in Newark
- Promoting and Leveraging the Arts and Culture
- Science, Sustainability and the Urban Environment
- Entrepreneurship and Economic Development
- Strong, Healthy, and Safe Neighborhoods

In each of these focus areas, recommendations were made to reflect on what is currently being done through RU-N programs as well as to incentivize the creation of new programs.

*Increasing Postsecondary Attainment in Newark*—continued partnership with the Newark City of Learning Collaborative (NCLC), and creating an Honors Living-Learning Community,

*Increasing Promoting and Leveraging the Arts and Culture*— work with the Newark City of Learning Collaborative, the Fair-

mount Promise Neighborhood project, and Mayor Baraka’s Centers of Hope; and, develop “Express Newark: A University Community Collaboratory”.

*Entrepreneurship and Economic Development*—continued work on Newark Industrial Solutions Center (NISC); continued work with CUEED; and, continued work on The Halsey Street Initiative.

*Science, Sustainability and the Urban Environment*—develop the Rutgers University-Newark Working Group on Sustainability.

*Strong, Healthy, and Safe Neighborhoods*— participation in Safe Neighborhoods (through the established analysis unit within the Newark Police Department); continue the work of Rutgers University’s Police Institute (PI) on The Newark Violence Reduction Initiative.

**Stay tuned for more....**

## Newark Industrial Solutions Center



The Center for Supply Chain Management (CSCM) at Rutgers Business School, located in Newark, New Jersey, was awarded a second year grant from the Garfield Foundation to enhance and sustain the resource-based and collaborative capacity of

the Newark Industrial Solutions Center (NISC) which was successfully launched in December 2014 with Phase I funding from the Garfield Foundation. Housed at Rutgers-

**NISC  
companies  
increased  
their profits  
by 10%!**

CSCM, NISC's mission is to develop, strengthen, and promote Newark's industrial competitiveness and economic development utilizing Rutgers-CSCM applied and embedded supply-chain and business development tools and hands-on capabilities. This mission is informed by a demonstrated vision for civic engagement, capacity building and problem solving with local and regional collaborators, including the City of Newark, Newark Regional Business Partnership, Newark Work-

force Investment Board, New Jersey Institute of Technology, the Rutgers Academic Research Community (Rutgers Energy Institute, Rutgers EcoComplex), the Rutgers Business School Public Private Community Partnership Program, the **Initiative for a Competitive Inner City (ICIC)** Newark Anchor Institutions and the New Jersey Manufacturing Extension Program.

New Jersey Manufacturing Extension Program, Inc. (NJMEP) is a not-for-profit company that works with New Jersey's small to mid-sized manufacturers to help them become more efficient, profitable and globally competitive.

**ICIC** - Founded in 1994 by Harvard Business School Professor Michael Porter, the Initiative for a Competitive Inner City is a nonprofit research and strategy organization and the leading authority on U.S. inner city economies and the businesses that thrive there.

## RBS—Center for Urban Entrepreneurship and Economic Development

This summer CUEED partnered with the NJ Mayors Association, NJ Public Policy Research Institute, Thomas Edison State College and Rutgers Cornwall Center for Metropolitan Studies to host the Urban

Innovation Symposium. This symposium brought together organizations and individuals who are concerned about economic development of

NJ's urban areas to discuss best practices that can develop long lasting transformation in NJ's urban areas.

In the fall, CUEED will launch the Newark Media and Arts Hub program. The Hub is a community initiative to enhance the entrepreneurial ecosystem in Newark, NJ by providing educational resources, inspiration and collaboration opportuni-

ties that will help creative individuals start and expand profitable businesses, create wealth and jobs. Using the EPI model, CUEED will teach media and arts professionals how to have sustainable

commerce for creative entrepreneurs, CUEED is offering classes to help craft makers establish an online business to sell their products to a wider market and earn extra income. The target



and profitable businesses.

In partnership with the Rutgers Law School and School of Public Affairs and Administration, planning has commenced to launch the Entrepreneurship Clinic where students from the law school and MBA program will work together to provide legal guidance to entrepreneurs in the community.

In partnership with Etsy, a leader in e-

audience for the Etsy Craft Entrepreneurship Program is low to middle income individuals, providing them with an opportunity to generate additional income. The program will run from September - October 2015 with a graduation ceremony in November where the participants will showcase their online stores. Recent relevant [article](#).

## Rutgers Business School PPCPP

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### Runway to Cuba Fashion Show

Rutgers Business School's new course, "Supply Chain Management for Fashion and Other Creative Pursuits", hosted its first fashion show at the Barat Foundation's Gallery in Newark's Gateway Center on May 4, 2015. Inspired by the culture, art and spirit of Cuba, these local designers, models and photographers were enlisted by the students to participate in this ground-breaking collab-

Designers Marco Hall and Monika Zabel followed by Kevin Wilkins.



Dr. Kevin Lyons with the Students from RBS's new SCM in Fashion Course pictured at the event.

oration of talent and community to produce the highly successful fashion show.

The students applied all of the skills learned in class to pull off such an intricate event that required painstaking problem-solving, time-line management and negotiation.

Responding to a priority in the new strategic plan for

Rutgers University—Newark, the successful collaboration of Newark small businesses, artists and industry is a testament to how future Public Private Community Partnerships can benefit the Newark community as well as set a precedent for other communities. Read more about the [event](#).

