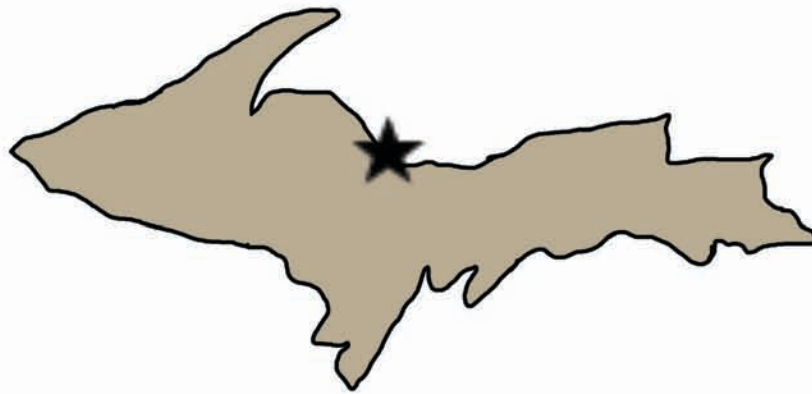




# Northern Michigan University List of Community and Economic Development Assets



2011-2012

Northern Michigan University Center for Rural  
Community and Economic Development



**Northern Michigan University**  
**Center for Rural Community and Economic Development**  
 1401 Presque Isle Avenue, Marquette, MI 49855  
*(last updated November 1, 2011)*

Commercialization, entrepreneurship and public and private enterprise initiatives at Northern Michigan University include: economic development, community outreach, public-partnerships, , university-industry commercialization programs, entrepreneurship education as it relates to economic development, technology transfer.

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## University-Wide Commitments to Community and Economic Development

These NMU assets involve a multitude of faculty, staff and students across majors, minors and disciplines.

### Center for Rural Community and Economic Development

[www.nmu.edu/rural](http://www.nmu.edu/rural)

Contact: Brian D. Cherry, [rural@nmu.edu](mailto:rural@nmu.edu), Ph.D. in Political Science and Public Administration

The Center for Rural Community and Economic Development at Northern Michigan University combines research, public service, education and training to enhance economic development and improve the quality of life in the Upper Peninsula and its surrounding region.

### Office of International Programs

<http://webb.nmu.edu/InternationalPrograms>

Contact: Marcelo Siles, [msiles@nmu.edu](mailto:msiles@nmu.edu), Dean of International Programs

The International Programs office supports and promotes Northern Michigan University's goals for academic excellence, diversity and citizenship by encouraging responsible and effective engagement with global issues and actions.

### Sam M. Cohodas Professor

Contact: Tawni Ferrarini, [tferrari@nmu.edu](mailto:tferrari@nmu.edu), Ph.D. in Economics

The Sam M. Cohodas Scholar for economic development in the Upper Peninsula facilitates partnerships between the members of the NMU campus community and external organizations. Research and projects on the economic activity of importance to the growth and prosperity of the regional whole is conducted.

### Superior Edge

Contact: Rachel Harris, [raharris@nmu.edu](mailto:raharris@nmu.edu), Superior Edge Director  
[www.nmu.edu/superioreedge](http://www.nmu.edu/superioreedge)

Other universities have leadership programs, but Northern Michigan University is the only university in the U.S. that packs community engagement, diversity awareness, leadership development and real-world experience into one life-changing program – Superior Edge. Superior Edge is a student

development program encompassing a wide range of experiential activities complementing classroom instruction to provide students with a distinct advantage by preparing them for lifelong learning, graduate school, careers and life as engaged citizens. It is open to all students, regardless of major, year in school or GPA. When the student graduates, the academic transcript will show each accomplishment in Superior Edge program.

## **University-Industry Commercialization Programs**

**The following describe efforts at NMU that connect the university and industry/high technology companies. Through jointly innovative, industry-driven applied projects, research opportunities and programs mutually beneficial outcomes result. Most programs involve students.**

### **NMU College of Arts and Sciences**

#### **School of Art and Design**

<http://art.nmu.edu/department/seed.html>

Contact: Professor Peter Pless, Director of the Studio for Experimental and Eco Design, [ppless@nmu.edu](mailto:ppless@nmu.edu)

**Studio for Experimental and Eco-Design (SEED)** Through special projects, joint ventures, lectures and educational resources, students are involved with relevant design projects that impact our world. Through the SEED initiative students are developing strategies, concepts and brand identities that not only affect our environment, but the economy as well. SEED was designed with a multifaceted paradigm in order to enhance the relationship between the School of Art & Design and the community within Michigan's Upper Peninsula and beyond. The Studio for Experimental & Eco Design functions as an educational resource as well as collective design consultancy that address the needs and requests of the community through proposed service projects.

#### **Entrepreneurship Education related to Economic Development**

**NMU provides numerous opportunities for students to gain "hands-on" experience outside the classroom to develop entrepreneurial skills, gain work experience, and learn about dynamic markets.**

**They include, but are not limited to: internships, mentorship, team projects to assist start-up businesses, consulting experience with start-ups, and business plan competitions involving coaching and evaluation from regional entrepreneurs and local investors.**

### **NMU College of Arts and Sciences**

#### **Center for Economic Education and Entrepreneurship**

[www.nmu.edu/ceee](http://www.nmu.edu/ceee)

Directors: Hugo Ezyguirre or Tawni Ferrarini, [ceee@nmu.edu](mailto:ceee@nmu.edu)

Northern Michigan University's Center for Economic Education and Entrepreneurship (NMU-CEEE) advances K-16 understanding of market economics, entrepreneurship and personal finance. It is

primarily a student-based center and provides K-12 educator training programs, summer institutes in market economics and entrepreneurship for kids, and young adult programs. The NMU-CEEE director and associate professor of economics, Tawni Ferrarini, provides professional development workshops, graduate courses, outcomes assessment, standards-based educational materials and peer-reviewed products to education professionals and community members across the U.P. She consults nationally in these areas. The NMU-CEEE is affiliated with the Michigan Council on Economic Education and National Council on Economic Education.

### **Department of Political Science and Public Administration**

[www.nmu.edu/department/politicalscience](http://www.nmu.edu/department/politicalscience)

Department Head: Brian D. Cherry, [bcherry@nmu.edu](mailto:bcherry@nmu.edu)

The Department of Political Science and Public Administration at Northern Michigan University combines research, public service, education, and training to enhance the quality of life, support economic development, and improve the delivery of services in the Upper Peninsula and surrounding region. The Department works hand-in-hand with local government, non-profit, and private sector leaders to develop innovative solutions to complex policy issues. The Department also provides hands-on experiences for future leaders to prepare them for the challenges facing rural communities in the Upper Peninsula.

### **Students in Free Enterprise**

[www.nmu.edu/ceee](http://www.nmu.edu/ceee)

Main Faculty Advisor: Hugo Eyzaguirre, [heyzaguir@nmu.edu](mailto:heyzaguir@nmu.edu)

This university-based student organization provides opportunities for its students to teach about the market system and entrepreneurship. It is experience based and has a community service component at NMU. Projects range from developing K-12 educational materials, using the game of Monopoly to teach about entrepreneurship, market economics and personal finance, and hosting community-wide forums on how to feed the hungry through personal action.

## **NMU College of Business**

### **Business Plan Competition**

Contact: [bizdean@nmu.edu](mailto:bizdean@nmu.edu)

<http://webb.nmu.edu/Colleges/Business/SiteSections/Programs/NewBusinessPlan/NewBusinessPlanOverview.shtml>

Northern Michigan University students, irrespective of their major, are invited to participate in the inaugural New Business Venture Competition. Students, working individually, or in teams of up to five, can submit a plan to start a new business and compete for \$10,000 in cash prizes. Students must be enrolled at the University during the 2007-08 academic year.

This Competition is designed to encourage entrepreneurial activism among students by recognizing and rewarding those who present detailed plans on designing and creating new business enterprises, drawing on their own ideas and inventions or those of others. The Competition provides a forum for these students to present their new venture plans to investors, receive meaningful feedback, have the opportunity to start a new business, and apply classroom learning to real world projects. The business plans must propose ventures that will be financially profitable, create new jobs, and be lawful.

Individuals and teams proposing new ventures can have advisors and coaches, who may be faculty members, business executives, or entrepreneurs. While this is encouraged, it is not required. However, it is students who must present their own original ideas and participate in the various activities connected with the Competition.

### **Executive Education**

Contact: [bizdean@nmu.edu](mailto:bizdean@nmu.edu)  
[www.nmu.edu/business](http://www.nmu.edu/business)

The College of Business has historically offered a variety of continuing education opportunities to respond to local needs and interests. These events occur either through a need recognized by the College, such as offering timely and relevant topics in the speaker series, or at the request of the community or industry. The CPEs for CPAs is an example where the College has provided continuing education credits for accounting professionals, at their request.

To inquire about executive education opportunities, or to request a particular executive education topic, contact the College of Business Dean's office at 906.227.2949.

### **The Superior Fund**

Contact: [bizdean@nmu.edu](mailto:bizdean@nmu.edu)  
<http://webb.nmu.edu/Colleges/Business/SiteSections/Programs/Majors/SuperiorFund.shtml>

In the fall semester 2006, the College of Business launched the Student Managed Investment Fund. The Fund provides students with hands-on, real world experience by enabling them to apply financial and investment concepts learned in the classroom to corporate equity analysis, portfolio management, and group decision making.

The Fund is an innovative experiential learning program where business students in two upper division finance courses (Investment Analysis and Portfolio Theory) meet regularly to evaluate national and international economies, industry conditions, and corporate performances. Using this information, students select buy and sell stocks and bonds with the goal of increasing the long run value of the Fund. The students also develop the investment policy that guides their decisions on where to invest the monies.

The Fund started with an initial sum of \$200,000 – provided by the College's alumni and friends and Northern Michigan University.

## **Economic Development/Outreach**

**These programs leverage the university's assets and skills to assist in economic development in their communities. Examples include: Michigan's Small Business & Technology Development Centers (SBTDC), Product Centers, and Business Resource/Assistance Centers.**

### **NMU College of Arts and Sciences**

#### **Department of Psychology - Training and Human Performance Improvement Services**

Contact: James Suksi, jsuksi@nmu.edu

<http://psychology.nmu.edu/pytdcert.php>

The Psychology Department through its program in Training and Human Performance Improvement provides assistance to local and regional organizations in optimizing human and organizational performance. Areas of specialization include, but are not limited to, human resource development, human capital management, knowledge management, and leading organizational change. Assistance provided is accomplished through facilitation of training, human performance technology, needs and performance analysis, leadership development, and executive and personal coaching.

### **NMU College of Professional Studies**

#### **Continuing Education and Workforce Development**

Contact: Robert Eslinger, reslinge@nmu.edu, Director of Continuing Education and Workforce Development

<http://webb.nmu.edu/ContinuingEducation/>

#### **Community College and Meeting Needs of Business and Industry**

NMU serves the community college role for the citizens of Marquette and Alger Counties. NMU's community college programs offer students an array of associate degrees, certificate programs, diploma programs, and certifications in 50 areas of study.

Northern maintains extensive partnerships with K-12 schools through outreach activities, student teaching positions, and professional development for teachers and administrators. Nearly every school district in the Upper Peninsula has recently hosted NMU student teachers. These partnerships with schools provide experience with all class-levels in public, private, and charter educational settings. To further the value of these experiences, NMU has extended its wireless signal to student teachers in K-12 schools. The Center for Economic Education and Entrepreneurship and the Seaborg Mathematics and Science Center provide a wide variety of professional development opportunities for teachers and administrators across the Upper Peninsula. NMU also works with a number of schools in Michigan's Lower Peninsula, Northern Wisconsin, and Chicago. Additionally, NMU works with five public school academies (charter schools) in Michigan.

## Partnerships with Business and Industry

Northern has a variety of **partnerships** to meet the needs of existing businesses, emerging industries, the public schools, and working adults. Among our current corporate partners with on-site or specially designed education programs are Cliffs Natural Resources, Pioneer Surgical Technologies, WE Energies, NewPage Corporation, Neenah Paper, Manistique Papers, Hoover Precision Products, Precision Edge Surgical, and Peninsula Powder Coating.

**Internships** for NMU students with business, industry, and service providers are critical to quality employment preparations. Among NMU's most well-known internship sponsors are American Express Financial Advisors, General Motors, Hudson's Corporation, Dendreon, Mayo Clinic, Marquette General Health Systems, Marshfield Clinic, Michigan State Police, Michigan DNR, Northwestern Mutual Life, Six Flags Great America, State Farm Insurance, the U.S. Marshall Service, and WalMart. Additionally, internships are also sponsored by major construction firms across the nation such as Whiting-Turner, Mortenson, Michels Corporation, and Power Construction. Additional highlights follow.

### *Marquette General Hospital*

Northern Michigan University has entered in a partnership with Marquette General Hospital in order to offer an associate degree program. New accreditation standards require that all hospital based training programs form a partnership with an academic institution. The Respiratory Therapy Program represents a collaborative effort between Marquette General Hospital and the Clinical Sciences Department which will result in students being awarded an associate's degree.

### *Cliffs Natural Resources*

The School of Technology and Applied Sciences works closely with Cliffs Natural Resources to prepare entry level technical employees for both the Tilden and Empire mining/processing operations. Associate Degree programs in Industrial Electrical and Industrial Maintenance, along with baccalaureate degree programs in Mechanical Engineering Technology, Industrial Technologies, and Electronics Engineering Technology; prepare graduates for employment with this major local company. Management at Cliffs Natural Resources views the technical programs at NMU as virtually a sole source provider of entry level technical talent to their mining/processing operations.

Additionally, NMU staff and faculty are in the beginning stages of developing a company specific apprenticeship program that will serve the mining operations as well as the proposed nugget processing plant expansion.

Cliffs Natural Resources is committed to continuing their partnership with Northern Michigan University by leasing additional space within the Jacobetti Center in order to provide state-of-the-art training for their employees. NMU Continuing Education and Workforce Development facilitates these training events by often coordinating the training agenda and securing training expertise.

Cliffs Natural Resources further relies on NMU to provide on-going factor testing and skill upgrade training for existing workers. This testing and training requires working labs equipped with the industry's highest technology manufacturing and processing components. The company partners closely to assist NMU in acquiring much of the needed lab equipment. This level of cooperation is dependent on, and evidence of, a close working relationship between academics and industry.

### ***American Eagle Airlines (AMR)***

An excellent working relationship exists between the NMU School of Technology and Applied Sciences and the AMR Sawyer Maintenance facility resulting in 30-50% of the students graduating in the NMU Aviation Maintenance program being hired by AMR.

### ***Regional Organized Labor Unions***

Apprentice training for four area trade unions is located in the D.J. Jacobetti Center at NMU. The Local 7 Sheet Metal Workers, Local 8 Iron Workers, in addition to the Local 506 Plumbers and Pipefitters, have all located their regional training base to the Jacobetti Center. In addition to the apprentice training, journeyman upgrade sessions within each trade jurisdiction will also be offered. Each year, from August through June, nearly 700 hours of instruction takes place.

The Operating Engineers Local 324, located in Howell, Michigan, has chosen Northern Michigan University as its regional training center for their annual January session. Thirteen different units of instruction are offered, ranging from asbestos and hazardous material awareness to welding certifications.

### ***Food Service Industry***

In response to changes in Michigan's food safety laws, NMU conducts mandatory food safety certification courses. All food service industry businesses including those closely linked with the critical regional tourism industry are able to have local access to regulatory training.

### ***TeamTech Motor Sports***

TeamTech offers students internships and is a major supporter of the NMU Society of Automotive Engineers (SAE) student club which builds mini Baja vehicles to compete with other national and international universities.

### ***Pioneer Surgical Technology***

A close working relationship continues between NMU and Pioneer Surgical Technology, a Marquette based designer and manufacturer of orthopedic implants. Entry level production employees are prepared in a one-year CNC program offered by NMU in the Jacobetti Center along with seminars at the nearby Pioneer facility. Other ongoing cooperative programs between NMU and Pioneer Surgical include undergraduate internships and continuing education seminars for Pioneer employees offered by NMU faculty.

### ***Electrical Line Partnership***

A joint venture between Northern Michigan University, The Lake Superior Community Partnership, Michigan Works, and numerous electrical companies (both utilities and contractors) developed the Electrical Line Technician Program to help fill an employment void within the Electrical Power Distribution industry. The curriculum received all equipment through donations, and is located at Sawyer.

### ***Marquette Food Co-op & Northern Initiatives***

The establishment of the Hoop House involved the collaboration of several partners. Funding for the structure came through Northern Initiatives, NMU provided land and utilities near the Jacobetti Building, Construction Management students erected the structure; and the Marquette Food Co-op manages the operation. Produce from the Hoop House supplies, in part, the needs of the Hospitality Management culinary program. The Hoop House is available for research of production techniques which can be shared with the area's gardening and farming community.

### ***Continuing Education for Business Professionals and Personal Enrichment***

Continuing Education and Workforce Development has developed various local, state, and national relationships that provide business, professionals and the public with quality education and training.

#### **Personal Enrichment**

NCLL is an organization that plans and offers informal educational programs and activities to enrich the daily lives of its members through mini-courses, regular programs, outdoor activities and social events. Member-directed, self-supporting and nonprofit, it is affiliated with Northern Michigan University and the Elderhostel Institute Network.

With the Elderhostel Institute Network one can discover more than 8,000 learning adventures in all 50 states and more than 90 countries abroad. Road Scholar offers in-depth and behind-the-scenes learning experiences for almost every interest and ability: history, culture, nature, music, outdoor activities such as walking and biking, individual skills, crafts, study cruises. Enjoy these and many more with the not-for-profit leader in educational travel for older adults.

Northern Michigan University is one of 14 state sponsored regional training agencies providing motorcycle safety training funded through a grant from the Michigan Department of State. New riders with little or no experience seeking a license endorsement enroll in this course. *If successful riders receive a completion waiver, good for one year, for the riding skills portion of the state motorcycle endorsement test.*

#### **Professional Education**

The University is committed to the provision of high quality professional development programs in its service region through both the creation of such activities within its academic departments and through collaboration with outside providers who meet University approval standards. Recognizing the need for and value of continuing professional development in order to keep abreast of constantly changing demands and possibilities in the workplace, and in order to

encourage practicing professionals to participate in various activities directly related to their job NMU CE provides the following:

*Educators* - The 900 level program offers for-credit educational opportunities to over 400 teachers each year. Teachers use these courses towards their teacher Licensure recertification or upgrade. In addition, NMU CE also offers non-credit State Board Certification Units that teachers use towards these same purposes. Many teachers use a combination of both 900 level courses and SBCEUs during their teacher recertification.

*Social Workers* - NMU CE is a course sponsor for the National Association of Social Workers and partners with numerous local entities to provide Social Workers with educational opportunities. These opportunities are used by Social workers to maintain their Social Work License.

*Bus Drivers* - Northern Michigan University is the state-approved Pupil Transportation Bus Driver Training Agency for the central and western Upper Peninsula. The purpose of school bus safety instruction is to promote safe, efficient pupil transportation programs, using Michigan Department of Education approved curriculum.

*Appraisal Education* - Northern Michigan University offers a full range of residential and non-residential continuing education appraisal courses to thousands of appraisers each year at sites located throughout Michigan and via webinar to over twenty other approved states. These courses are used by appraisers to retain their individual appraiser licenses.

*Off-campus, Individualized programs, seminars and training* - NMU CE recognizes that adult students require programs that deliver results specific to their professional needs with course schedules and delivery methods that allow participation outside the traditional semester format. Continuing Education's goal is to provide these vitally important lifelong learning opportunities to individuals and groups in the Upper Peninsula and beyond.

## **Technology Transfer**

**The formal office that manages all issues pertaining to intellectual property (IP), including: IP rights, patenting, licensing, conflicts of interest, copyright protection, sponsored research programs, federal policies, human subjects policies, grants and contracts is the NMU Academic Affairs Office.**

- The NMU Academic Affairs Office oversees Intellectual property policy and procedures, which can be found at: [http://www.nmu.edu/grad\\_research/intellectual\\_property.htm](http://www.nmu.edu/grad_research/intellectual_property.htm)



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