

☒ I have included an electronic copy of my complete entry.

For Office Use Only: _____



2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

Please complete this section for all entries.

Include 5 hard copies of the Entry Form and all supplemental information with your submission.

Organization: **Borough of Glassboro**

Contact Name: **Randi Woerner**

Email: **rwoerner@glassboro.org**

Project/Item Name: **A Perfect Public Private Public Partnership**

Category for Entry: **Partnership with Educational Institutions**

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) **<25K**

Date Project Began: **January 2000**

Date of Completion (if applicable): _____

For Entries in Categories 9 & 10, Enter Your Web Site URL: _____

PROJECT DESCRIPTION

*Please refer to the **Category Description and Judging Criteria Sheet** corresponding to your category when answering the following questions in the space provided.*

Select:

- ☐ Promotional Award Categories 1-8 – **See Sheet A** (page 9)
- ☐ Internet and New Media Categories 9-11 – **See Sheet B** (page 10)
- ☐ Program Award Categories 12-22 – **See Sheet C** (page 11-12)
- ☒ Partnership Award Categories 23-25 – **See Sheet D** (page 13)
- ☐ Leadership Award Categories 26-30 – **See Sheet E** (page 14)

Special Note: The below section is not required for the Leadership Award categories. Please complete a profile of the individual's achievements.

THIS SECTION IS INTENDED TO PROVIDE AN OVERVIEW OF THE PROJECT. PLEASE KEEP ANSWERS TO EACH QUESTION UNDER 200 WORDS.
YOU MAY EXPAND ON THIS INFORMATION IN A SEPARATE PROFILE OF NO MORE THAN 3 PAGES, DOUBLE-SPACED.

1. Please provide a brief description of the project.

In an effort to address negative economic and social issues surrounding a blighted downtown and deteriorating residential areas that borders Rowan University's campus, located in the heart of Glassboro, NJ, Glassboro's governing body partnered with Rowan University's administration to create the Rowan Blvd./Downtown Redevelopment project. The plan creates a roadway that directly links the University's campus to the existing downtown with the expectation to spur revitalization. The plan, adopted by Mayor and Council and approved by a redevelopment team including Rowan University officials/planners, downtown redevelopment planners, Borough, county and state code officials, as well as

SORA Holdings our master redeveloper and commercial marketing specialists; has initiated the renovation of the downtown without creating sprawl and is revitalizing the existing neighborhood with more efficient, updated housing, retail and commercial options. The partnership helped both entities realize the economic impact the students and University staff generate. They're the true financial catalyst for the redevelopment. Glassboro's Rowan Blvd./Downtown Redevelopment plan is an outstanding example of how a community/university based partnership utilizes this catalyst to restore its commercial core, enhance existing assets, utilize the creativity of students and create a walkable downtown where people live, work, learn, shop, play and dine.

2. What is the goal or purpose of this project?

There are several goals of this project. First, to create a roadway to provide a direct link from the University's campus to the downtown creating a seamless transition from the University to the downtown and visa versa. Second, to redevelop the downtown into a place where you can live, work, play, learn, shop and socialize--creating a true destination. Third, to increase the economic potential of the area using Smart Growth principals and partnering with the University to ensure that their expansion plans and the town's redevelopment plans compliment each other so the students as well as the local residents, business and property owners are all benefitting from these improvements/investments. To meet these goals, the University has leased the upper floors of the first retail building. The Honor Students Hall located in the Whitney Center, will house honor students, provide classes within one facility as well as provide living space for several professors. The Whitney Center will open for the September 2011 school year. In addition, the University is negotiating the lease of an additional building on the Boulevard where classes will be offered, making educational opportunities more accessible to the local and regional population.

3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?

The initial plans for the Rowan Blvd./Downtown Redevelopment project were initiated in 2000 by Rowan University's President, Donald Farish and Glassboro's Mayor, the late Alvin Shpeen and the governing body. Over the past nine years, several organizations participated in the project and in 2005 SORA Holdings became the Master Redeveloper and will invest over \$300 million dollars in the plans by the time the project is completed. NJDOT, NJDEP and NJDCA have also been engaged with the planning process. Glassboro's current Mayor Leo McCabe, members of the governing body along with the town's Business Administrator, Rowan University officials and the entire redevelopment team including SORA Holdings and our commercial retail specialists, meet on a monthly basis to review the progress, make changes/improvements and celebrate our successes as the plan moves forward. Glassboro's downtown redevelopment will affect the entire region, from the local 20,000+ residents, the 10,000 Rowan students and 2500 faculty members to the 346,000+ people who live within the 10 mile radius of Glassboro, by creating the quintessential downtown destination in South Jersey.

4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.

SORA Holdings is making a \$300 million investment to develop and construct this project. Rowan University donated \$1 million to the project to secure feasibility studies, like a retail marketing study and two studies on how to build a larger library. The money is also being used to create a downtown website and provide funding for the retail specialists. In partnership with Rowan, we secured grants for projects like creating two, three dimensional models of the downtown/University expansions, and a study to determine if/how we can implement a shuttle system throughout the town. Contracts are signed with Marriott Courtyard for a 100+ room hotel. A 36,000 sf Barnes and Noble opened on December 1, 2010. The downtown now has a new flower shop and restaurant and the local accountant and pharmacist partnered to build a new building. Rowan invested in a downtown art gallery and a private investor opened an art studio. There are also LOI's from several retailers. The Blvd alone is expected to attract as many as 60 new retail stores and boost the local economy by \$48 million annually. In addition, D'Ansastio Corp. is constructing 51 new townhomes in the downtown.

5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

This plan is replicable and transferable. It can work anywhere, specifically in other college/university communities as

well as communities with a specific economic catalyst as a captured market. This plan is a great example of a Smart Growth redevelopment project, creating a walkable green community. No one has to reinvent the wheel, our team has focused a lot of time and energy on its due diligence to construct contracts/LOIs/MOUs, develop realistic and cost effective relocation plans and strategies to work with state and local code agencies. Everything from the relocation process to the planning and implementation of the construction, press conferences to communication with stakeholders and the community can be replicated because it was thoroughly planned. There were many lessons learned to help save time and money including how and when to hold press conferences, how to relocate homeowners without using eminent domain, etc. and there are many other lessons to learn as we move forward but the concept can be duplicated it just takes a lot of creativity and thinking outside of the box and making sure all the partners' needs are addressed in the plan.

6. In what ways is this project innovative or creative?

Back in 2000, Glassboro's downtown was blighted and economically depressed. There was no direct link between the University and the downtown, where an estimated \$425 million in potential annual retail sales leak out of Glassboro each year. Many different ideas were discussed on how to connect the University to the downtown and ways to revitalize the downtown but the one that made the most sense is the Rowan Blvd. project. It places college student living quarters, University educational facilities and faculty and staff in a seamless transition from the campus to the downtown. With Rowan's investment to secure retail consultants, the Borough moves forward with the knowledge of what its community members, from University students to residents, need and want and what will be sustainable in the downtown. In addition, by using Smart Growth principals, the Rowan Blvd./Redevelopment project will increase the tax base from approximately \$200,000 a year to over \$1 million when the entire project is completed, and generate over 400 new permanent jobs all this without creating sprawl.

7. Are there any other relevant details not covered above or specific to your category?

In 2010, the Borough of Glassboro was able to realize \$523,000 in additional tax revenue, which was collected just on the Phase I part of the Rowan Boulevard student housing project. This allowed Glassboro to present a zero municipal tax increase to its residents. Prior to the redevelopment this portion of land only generated \$74,000 in property taxes annually. In 2011 the Borough will collect additional taxes on the Phase II of the Rowan Boulevard student housing along with the Barnes & Noble and Whitney Retail Center/Rowan Honor Hall. All of this extra tax income is due to a strong, well developed partnership between the Borough, Rowan University and SORA Holdings. It is a true testament of how a public/private partnership can work given the right players and the right venue.

CATEGORY DESCRIPTIONS AND JUDGING CRITERIA

A. PROMOTIONAL AWARDS

PLEASE REFER TO THIS SHEET WHEN COMPLETING THE PROJECT DESCRIPTION SECTION OF THE ENTRY FORM FOR A PROMOTIONAL AWARD.

These awards recognize innovative and effective marketing materials used for attracting, retaining and fostering business as well as communications vehicles used by economic development organizations.

Judging Criteria for Categories 1-8:

Promotional Awards will be judged by the following criteria:

- Effectiveness of the promotion
- Innovation/creativity
- Quality and completeness of information
- Contribution to the economic development profession

E. LEADERSHIP AWARDS

PLEASE REFER TO THIS SHEET WHEN COMPLETING YOUR PROFILE FOR A LEADERSHIP AWARD.

These awards recognize outstanding leaders in the public and private sectors who are advancing economic development in their communities. *Note that the Project Description section of the Entry Form is not required for these categories. Please submit a profile of the individual's achievements.*

26. New Economic Development Professional of the Year

This award recognizes outstanding achievements by a young, emerging leader in the economic development profession. Applicants must self-nominate and should detail their significant career achievements to date and the impact of those achievements on their economic development organization and the community as a whole, and also explain how they see these achievements contribute to the advancement of economic development as a profession. Each self nomination should be accompanied by a minimum of one, and not more than three, letters of endorsement on behalf of the applicant, from their supervisor, board chair, or other significant leader in the community who is actively involved with the applicant's organization (e.g., a mayor or senior elected official, a key business leader). Applicants must be no more than 35 years of age on the deadline submission date set by IEDC for that year's awards competition in order to be eligible for this award and must note their date of birth on their application.

- *Candidates must provide a profile of their professional achievements in economic development. Nominations must not exceed five typed double-spaced pages; letters of endorsement should be no more than two pages and must be submitted in conjunction with the application.*

27. Leadership Award for Public Service – Sponsored by



This award recognizes an elected official who has served as a committed advocate for economic development for at least 10 years in the public sector. Nominees must have demonstrated sustained and effective efforts to mobilize community groups and industry leaders in the development of programs and projects, played a key role in the planning and designing of new economic development activities, and displayed dedication and commitment to her/her constituency as a leader and advocate for economic development.

- *Candidates must provide a profile of their professional achievements in economic development. Nominations must not exceed five typed double-spaced pages; letters of endorsement should be no more than two pages and must be submitted in conjunction with the application.*

28. Citizen Leadership Award

This award recognizes a community or business leader, or an individual who is not an economic development practitioner, but who plays a key leadership role. Nominees for the award should have shown support for or been involved in a broad range of activities for at least 10 years and have been involved in economic development, primarily in the private sector, for the last 5 years. Nominees must have demonstrated sustained and effective efforts to mobilize leadership in the development of programs and projects, played a key role in the planning and designing of new and creative economic development activities and be deeply committed as a leader and advocate for economic development.

Candidate must provide a profile of their professional achievements in economic development. Nominations must not exceed five typed double-spaced pages; letters of endorsement should be no more than two pages and must be submitted in conjunction with the application.

29. Federal Leadership in Economic Development Programs Award (Entry fee waived)

This award recognizes an individual federal program director who has gone above and beyond in administering a federal economic development program.

Candidate must provide a profile of their professional achievements in economic development. Nominations must not exceed five typed double-spaced pages; letters of endorsement should be no more than two pages and must be submitted in conjunction with the application.

30. Congressional Leadership in Economic Development Award (Entry fee waived)

This award recognizes a member of Congress who has made significant contributions in the area of economic development. The award is given to a leader for his/her continuous support for economic development, and/or for intense work on a single piece of legislation.

Candidate must provide a profile of their professional achievements in economic development. Nominations must not exceed five typed double-spaced pages; letters of endorsement should be no more than two pages and must be submitted in conjunction with the application.

BORO**briefs**

AN UPDATE FROM THE BOROUGH OF GLASSBORO

SPRING 2011

Message from the Mayor: Borough Focused on Access, Transparency

Glassboro's governing body continues its focus on access and transparency as we strive to involve more residents in the local governing process.

Among our recent efforts is an upgrade to our web site. Changes provide more intuitive access to Borough departments, forms, meeting information and downtown redevelopment progress. The site, located at www.glassboroonline.com, is up and running following two months of reorganization based on resident and municipal employee feedback. The project was completed without a complete redesign of the site and at no additional costs to taxpayers. *(details on page 4)*

We are also enhancing community involvement in the downtown redevelopment process, including Rowan Boulevard. We know parking is an issue. We need to have enough parking, and spots have to be available when people need them. We also know the first step in setting a strategic direction for parking management is getting public input.

Downtown residents and businesses are included in a strategic planning process for parking management in the redevelopment zone. Two public sessions, held in February, kicked off the process, which is funded by a grant from Rowan University. A preliminary report released in March reflects the results and concerns learned from public input. A complete strategic plan is expected to be ready in June. *(details on page 5)*

Other efforts include development of a downtown glassboro web site as well as formation of a Key Communicators Group to share information and address rumors. Visit www.glassboroonline.com for details.

Leo J. McCabe
Mayor



Average Assessed Home to See \$1 Monthly Increase in 2011 Borough Budget

*Plan Maintains Municipal Services,
Reduces Size of Government to Control Costs*

Glassboro Mayor and Council has introduced its 2011 municipal budget that includes an increase of just \$1 per month for the average-assessed home in Glassboro, maintains all municipal services and reduces the size of local government through shared services agreements. Introduction took place March 22.

The \$24.4 million budget represents a 0.8 cent increase--or \$12 for the year--for the average Borough home, valued at \$187,926 according to the recently completed revaluation. It is a full \$238,525 below the state-mandated 2% tax levy cap.

"While the state would allow us to increase the budget by up to about 3 cents--or \$56 per year--we could not pass those costs on to the taxpayers of Glassboro," said Councilman Joe D'Alessandro. "This budget meets the needs of our residents in terms of maintaining services without adding to the financial stress they continue to face in the current economy."

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Book Donation to Rodgers School Highlights Barnes & Noble Grand Opening Celebration

Glassboro's new Barnes & Noble Collegiate Superstore was alive with children's laughter, warmed by the sumptuous aromas of a celebrity chef's favorite recipes and abuzz with Rowan University students returning for a new semester on January 19, as Rowan Boulevard's first retailer celebrated Grand Opening festivities.

Barnes & Noble highlighted the celebration with the announcement of a \$1,000 book donation to the J. Harvey Rodgers School library. The school, home to Glassboro's 325 Pre-K and Kindergarten students, participated in a morning reading hour with The Cat in the Hat. Interim Principal Malcolm Adler (*at right*) portrayed the legendary Dr. Seuss character, captivating the youngsters with some classic selections by the famed children's author.

"It is our hope that this donation will help spread the joy of reading to the youngest members of this community," said Max Roberts, President of Barnes & Noble College Booksellers during the ribbon cutting ceremony. "We look forward to many years of partnership with Rowan University and Glassboro."



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Pet Licensing Reminder

Anyone who has not yet renewed their pet license should do so. A \$10.00 late fee is imposed on all licenses issued after March 31. The rabies certificate must be valid through November 1, 2011 in order to purchase a license. If you have any questions, please call the Clerk's Office at 881-9230, ext. 88144.

School Election Details

This year the School Board Election will be held on Wednesday, April 27. If you are unable to vote in person, please contact the Clerk's Office at 881-9230, ext. 88144 to obtain a Vote By Mail Application. And remember, all voting for the School Board Election takes place in the schools. Please look on your sample ballot for your specific polling location. For information on the school district budget, please visit www.glassboroschools.us.

Biodegradable Bags Available

The Borough Clerk's Office has biodegradable bags available to purchase for lawn and leaf debris. The price is 5 bags for \$2.00.

HOLIDAY TRASH AND RECYCLING 2011 SCHEDULE

GOOD FRIDAY

Friday, April 22

No trash and recyclables will be collected on Friday, but will be collected on Monday, April 25

MEMORIAL DAY

Monday, May 30

No Monday recycling collection – to be collected throughout the week
NOTE: Trash collection begins at 6:00 a.m. until Labor Day. Highway Summer hours are 6:00 a.m.-2:00 p.m.

INDEPENDENCE DAY

Monday, July 4

No Monday recycling collection – to be collected throughout the week

LABOR DAY

Monday, September 5

No Monday recycling collection – to be collected throughout the week
NOTE: Trash collection begins at 7:00 a.m. until Memorial Day. Highway hours are 7:00 a.m.-3:00 p.m.

COLUMBUS DAY

Celebrated Monday, October 10

No Monday recycling collection – to be collected throughout the week

ELECTION DAY

Tuesday, November 8

Normal trash collection.

VETERANS DAY

Friday, November 11

No trash and recyclables to be collected on Friday, but will be collected on Monday, November 14

THANKSGIVING DAY and DAY AFTER

Thursday, November 24: Trash and recyclables will be collected Friday, November 25
Friday, November 25: Trash and recyclables will be collected Monday, November 28

CHRISTMAS DAY

Celebrated Monday, December 26

No Monday recycling collection – to be collected throughout the week

NEW YEARS DAY 2012

Celebrated Monday, January 2

No Monday recycling collection – to be collected throughout the week

For more Highway Department information go to www.glassboroonline.com/highway

2011 LEAF COLLECTION SCHEDULE

Spring

Week of April 4	East of Main St
Week of April 11	West of Main St.
Week of April 18	East of Main St.
Week of April 25	West of Main St.

Fall

Week of October 3	East of Main St.
Week of October 10	West of Main St.
Week of October 17	East of Main St.
Week of October 24	West of Main St.
Week of October 31	East of Main St.
Week of November 7	West of Main St.
Week of November 14	East of Main St.
Week of November 21	West of Main St.
Week of November 28	East of Main St.
Week of December 5	West of Main St.
Week of December 12	East of Main St.
Week of December 19	West of Main St.

Reminders...

- * Rake your leaves loose to the curb line.
- * Leaves should be free of any sticks, rocks, stones, trash, brush and other debris that could damage or clog leaf vacuuming machines.
- * Please keep leaves at least 10 feet away from storm drains.
- * Inclement weather does affect leaf collection.
- * The Borough is not responsible for damage to basketball backboards or other obstructions in the street.

NOTE: Leaves may be placed in biodegradable paper bags or yard debris containers at any time. Biodegradable paper bags can be purchased at Borough Hall or any lawn and garden store.

See www.glassboroonline.com for
SNOW REMOVAL INFORMATION

Borough of Glassboro Recreational Trail Survey

The Borough of Glassboro, with the help of Rowan University students, is conducting a survey to determine how a recreational trail incorporated into Glassboro's new downtown redevelopment project could benefit the public.

Please visit
www.glassboroonline.com
to complete this survey by May 1.

Budget: Tax Revenue, Shared Services Bring Tax Relief to Borough

continued from page 1

Rowan Boulevard Revenue

Brings Tax Relief

Revenues in the 2011 budget include more than \$5.1 million in contributions from downtown master redeveloper Sora Holdings toward the general budget and debt service. Sora will pay \$525,000 as part of the continuing PILOT (Payment in Lieu of Taxes) on the completed student housing complex and Barnes & Noble Collegiate Superstore on Rowan Boulevard in addition to about \$410,000 in other fees. Sora will also contribute \$4.2 million towards redevelopment debt service principal.

"Sora maintains ownership of all student housing as well as the bookstore and leases these properties to Rowan University. Because of this innovative public-private partnership, every square inch of retail and residential space represents tax revenue for the Borough and therefore tax relief for local taxpayers," said Councilman Hector Cabezas.

Revenues Offset Rising Costs

Added revenues in 2011 will help to offset major cost increases, including a state-mandated increase in pension contributions totaling \$262,312 and projected hikes in

healthcare costs. The reserve for uncollected taxes due to a lower collection rate--a sign of the down economy--is increased by \$111,535.

In addition, fuel costs are projected to be up in excess of \$20,000.

According to Glassboro Mayor Leo J. McCabe, there are no furlough days or layoffs included in the budget, while all municipal services are maintained. Mayor and Council have approved elimination of longevity pay for all Borough non-union employees. All employees will continue to contribute toward their healthcare.

Shared Services Cut Size of Government

Mayor McCabe said that the 2011 budget represents continuing efforts to share services, reduce the size of government and cut costs. Glassboro will save \$121,348 this year by moving the tax assessment function to the County, and \$164,021 next year. As of April 1, the Gloucester County Office of

Assessment assumed the duties of the Glassboro Municipal Assessor. The move will provide a fair assessment system that main-

tains a high equalization ratio, staying as near to "true value" as possible by implementing common sense rules and new technology.

Additional shared services agreements with Gloucester County include EMS, 911 dispatch, stormwater management and trash disposal.

"These combined efforts translate into more than \$2.3 million in savings to Glassboro taxpayers,

or 12.2 cents shaved off of the local purpose tax," said Councilman D'Alessandro. He noted that the Borough is about to launch a solar energy purchase agreement along with Glassboro Public Schools, a utility program that is expected to save energy dollars for both entities moving forward. In addition, the Borough is studying and negotiating with regional municipalities for shared services in other areas.

"Sora owns all student housing as well as the bookstore and leases these properties to Rowan University. Every square inch of space represents tax revenue for the Borough and therefore tax relief."

**-Councilman
Hector Cabezas**

'Main Street' Committee Changes Name, Focus

The Main Street Glassboro Advisory Board is no longer affiliated with the state Main Street program, and the group has changed its name to the Glassboro Revitalization Group

(GRG). The change took effect in January following four years as a designated Main Street community.

"The Glassboro Revitalization Group will provide guidance and assistance to all Glassboro businesses through educational programs and advocacy," said GRG Chair Les Vail. "We will also help non-profit organizations with activities that benefit our residents and continue to conduct community events."

Glassboro was designated by the state as a Main Street community four years ago. The Glassboro Main Street Advisory Board has been responsible for ongoing downtown

events, including the Cruise Nite Car Show, Unity Day and the Annual Tree Lighting Ceremony.

Due to the nature of the program, the state mandates that "Main Street" activities only target a community's downtown business district, which is why all past events have taken place downtown. In addition, the state does not monetarily support group activities or staff.

"With the support of Mayor and Council, we have transitioned to GRG in an effort to unify Glassboro's entire business community."

-GRG Chair Les Vail

"With the support of Mayor and Council, we have transitioned to GRG in an effort to unify Glassboro's entire business community, not just downtown," explained Vail.

Prior to the name change, the former Main Street Glassboro Advisory Board assisted the Glassboro Branch of the Gloucester County Library System by providing funding

to install a new floor in the meeting room and worked with the Glassboro Rotary to paint the meeting room.

"As important as it is for us to continue with the community events in and around the downtown, the library project are the types of things we want to be doing as well. We are making small, noticeable improvements in the town for our residents and business owners," noted Vail.

Over the past few years the former Main Street Glassboro group brought the Photos with Santa event to the High School and partnered with the Music Boosters to collect food for the local food bank and the Boys & Girls Club. In the summer months they have also partnered with the County to present Movies in the Park at the New Street Park and starting last year, Concerts in the Park at the South Delsea Drive Park.

For more information about the Glassboro Revitalization Group, visit www.glassboroonline.com.

Glassboro Traffic Safety Camera Reduces Intersection Crashes by 83.3% in One Year

Data Released by Rutgers and the State DOT Also Point to Zero Incidents Involving Injury at Dalton Drive and Route 47

Crash data released in March on Glassboro's traffic safety camera at the intersection of William Dalton Drive and Delsea Drive (Route 47) shows an 83.3% decrease in overall incidents comparing March 26-December 31, 2010 to the same period in 2009. There were zero injuries at the intersection in 2010, and citations continue to decline as driver awareness of the safety program increases. The data is provided by the Rutgers University Plan4Safety transportation support program, in conjunction with the New Jersey Department of Transportation.

Glassboro Police Chief Alex Fanfarillo said the data underscores the safety benefit of the intersection safety program installation a year ago. "If we can prevent the injury of even one of our family, friends or neighbors, then we have accomplished our goal. We have definitely seen that this is the case. There were no injuries at this intersection in 2010, while in 2009 there were four injuries. This is exactly why the safety camera program is an invaluable resource for residents and visitors in Glassboro," explained Fanfarillo.

According to Fanfarillo, six total accidents occurred at the intersection in 2009, with just one in 2010, an 83.3% decrease in overall crashes. The post-intersection safety camera period had the fewest crashes in the last six years during the same time period (March 26-December 31). Data for right-angle as well as rear-end crashes is even better. Right-angle crash incidents declined 100% from two in 2009 to zero in 2010. Similarly, there were no rear-end incidents at the intersection in 2010, compared to three in 2009.

Citations issued at the intersection have also declined significantly. On average, 1,880 citations were issued each month between April and September 2010. For the five-month period that followed--from October 2010 through February 2011--the average number of monthly citations dropped by 64% to 677 per month.

"What we can conclude from this data is that the intersection is now much, much safer for drivers and pedestrians. Drivers are coming to a complete stop before making a right turn on red, and they are making far fewer illegal left turns after the signal has changed," said Fanfarillo.

According to American Traffic Solutions, Inc., the manufacturer of the camera safety program, a NJ Department of Transportation study identified Glassboro's intersection as a prime location for one of the state's pilot red light cameras, in an effort to address number of annual accidents at the location.

"The objective of photo enforcement is to identify traffic law violators without depending on the presence of police officers. The program allows us to significantly increase intersection safety while at the same time making the best use of our personnel time," explained Fanfarillo. He added that the cameras are programmed only to photograph violators who meet objective criteria specifically designed to omit minor, unintended infractions. There is no potential for impermissible profiling or discriminatory enforcement.



Borough Web Upgrade Enhances Public Access, Transparency

Site Has Better Access to Departments, Forms, Meetings and Redevelopment Progress

Glassboro has completed a municipal web site upgrade in a continuing effort to provide more intuitive public access to Borough departments, forms, meeting information and Rowan Boulevard/downtown redevelopment progress. The site, located at www.glassboroonline.com, is up and running following two months of reorganization based on resident and municipal employee feedback.

"We have added another layer of convenience as well as transparency for our taxpayers. We want to encourage the residents of Glassboro to be better informed and engaged in the governance of the Borough," said Councilman Hector Cabezas. He added that Glassboro's Economic Development Department reorganized the site to better match visitor needs and make it more user friendly. The project was completed without a complete redesign of the site and at no additional costs to taxpayers.

"By talking to residents and working with our internal staff, we found that meeting agendas and minutes--for Mayor and Council as well as all departments and commissions--are particularly important tools for people," said Cabezas. The new site makes it easier to find this information for specific departments with the addition of an Agendas/Minutes library, located on the lefthand side of the home page. Each department and commission page also includes a link to current agendas and minutes, making navigation easier. Also accessible from the left side of the home page is a new Forms library (organized by department) and a link for Resolutions and Ordinances.

Located at the top of the homepage is the Rowan Boulevard flyover, a video that offers a birds-eye view of how the Rowan Boulevard area of downtown redevelopment will look and feel upon completion. Later this year, a separate downtown website will be linked to the main Borough web site, providing up-to-the minute redevelopment project updates for residents, visitors and existing and prospective downtown businesses.

Public Input Helps Set Strategic Direction for Parking Management

A Grant from Rowan University Is Funding a Process to Address Needs of Businesses, Residents and Visitors in Downtown Redevelopment Zone

Glassboro officials have invited downtown residents and businesses to participate in a strategic planning process for parking management in the downtown redevelopment zone, including Rowan Boulevard. Two public sessions, held in February, were led by internationally recognized parking consultants Kimley-Horn and Associates, Inc. and panelists from the International Downtown Association (IDA). Kimley-Horn released a preliminary report to the Borough in March reflecting the results and concerns learned from public input. A complete strategic plan is expected to be ready in June.

The process is funded by a grant from Rowan University for pre-construction costs affiliated with downtown redevelopment.

"We are revitalizing our downtown district and we realize that parking is an issue. We must have enough parking, and spots have to be available when people need them. The Borough is committed to conducting an open and transparent process to ensure we have adequately prepared for parking issues in a way that meets the needs of residents, businesses and the University alike," said Glassboro Councilman Joseph D'Alessandro.

"The first step in setting a strategic direction for parking management is getting public input. We must have an understanding for what concerns and constraints are out there before we do any planning," added Glassboro Councilman Hector Cabezas.

Frank discussions on parking concerns included a focus on key downtown issues, including local culture, needs and constraints. Among the primary issues were student and employee parking, questions about the pros and cons of paid parking and the need to maintain ease of access to existing downtown business and services.

Glassboro's community engagement process is led by L. Dennis Burns, CAPP, Regional Vice President with Kimley-Horn and Associates, Inc. He is a nationally-known expert in parking master planning and operations consulting. Burns was honored as the IPI Parking Professional of the Year at the 2010 International Parking Institute Annual Conference in Las Vegas, NV. Burns invited four panelists to be part of Glassboro's process, including parking experts who have worked with similar projects in Ann Arbor, MI and Cedar Rapids, IA. They also bring expertise in working around the unique circumstances of college towns and building parking management programs from scratch.

Residents and business representatives will be able to receive periodic email updates on parking planning and will have future opportunities to participate in other aspects of the redevelopment process.

For more information, please contact Heather Simmons, Public Information, at 609-221-0983.

County Assumes Duties of Municipal Assessor

As of April 1, the Gloucester County Office of Assessment has assumed the duties of the Glassboro Municipal Assessor. The move is part of a shared services agreement with the County that will shrink the size of local government and reduce costs for Glassboro taxpayers.

"County-based assessing will save Glassboro taxpayers approximately \$121,000 and about \$164,000 next year," said Councilman Hector Cabezas. "The County Assessor will also be able to sustain a fair assessment system that maintains a high equalization ratio, staying as near to 'true value' as possible by implementing common sense rules and new technology."

Beginning April 1, a representative from the County will be in Glassboro Borough Hall every Friday EXCEPT the fourth Friday from 8:30 a.m.-12:00 p.m. to assist the public with any questions, forms, etc. related to the assessor's department. The office is located in Conference Room #2 (upstairs next to the courtroom). Borough Hall is located at 1 South Main Street.

For immediate assistance, please call 856-307-6445 or visit the County Office of Assessment at 1200 N. Delsea Drive in Clayton between the hours of 8:30 a.m. and 4:30 p.m. daily.

Glassboro Earns Gold Award for Safety

The Borough of Glassboro has earned a Gold Award for outstanding safety initiatives in 2010 as part of the Safety Incentive Program through the Tri-County Joint Insurance Fund (JIF). The Borough will receive \$4,225 from JIF for the continued promotion of safety efforts. The award was presented at JIF's annual kick-off meeting in February.

JIF awards points to municipalities for conducting property inspections, holding regular safety meetings, attending safety classes, performing job site observations, and other safety initiatives. Glassboro earned a score of 97%, achieving a Gold designation in the large town category. Last year the Borough scored 94% of the points and earned Silver. Towns must score at least 85% to earn a Bronze award, a minimum of 90% for Silver and 95% for Gold.

Russell Clark, who has served as the Borough's Safety Coordinator for 20 years, was also honored by JIF in February as recipient of the John Wagner Memorial Award for outstanding contributions in safety.

Money Available for Home Repairs

The Borough of Glassboro offers low to moderate income homeowners the opportunity to apply for a \$20,000 Regional Contribution Agreement (RCA) grant to make health and safety repairs to their home. Income eligibility limits cannot exceed:

1 person	\$43,848	5 people	\$67,651
2 people	\$50,112	6 people	\$72,662
3 people	\$56,376	7 people	\$77,674
4 people	\$62,640	8 people	\$82,685

At least \$10,000 must be used for a major system repair, like a new roof, windows, siding, heating system, etc. The balance can be used for other health and safety repairs.

The funding is provided through the NJ State Council on Affordable Housing. Any Glassboro resident interested in applying for the RCA program can obtain an application at the Glassboro Economic Development Office located at 10 Poplar Street, or call 856-881-0500 for more information.

Get Healthy Glassboro: Annual Health Fair Combines Info with Fun

Save the date for Glassboro's Community Health Fair, a free event targeting healthy lifestyle choices from food to exercise, from entertainment to information. The third annual event is slated for Saturday, May 14 from 10:00 a.m.-1:00 p.m. at Renlund Park (Greentree Road and Market Place). The Health Fair is sponsored by Glassboro's Complete Care in partnership with the Glassboro Board of Health.

The day's events focus on development of a healthy lifestyle, and include free screenings for cholesterol, diabetes and blood pressure. Enjoy demonstrations by the Shotokan Karate Academy by Master Ray Owens, plus the Fit for Life Boot Camp by Ron Gross and

HEALTH FAIR
Saturday, May 14
10:00 a.m.-1:00 p.m.
Renlund Park
FREE and Open to the Public!

the Masala Bhangra Workout with Susette Jones.

Health-themed amusements and activities for children—including spray tattoos and rides—will be available, along with free refreshments provided by Rita's Water Ice, South Philly Pretzels and more.

Free raffles and drawings will take place throughout the fair, leading up to the Grand Prize drawing for an X-Box Kinect game system and free exercise game.

The Gloucester County Department of

Health, the Gloucester County Mental Health Administrator, the Southwest Council, Maryville Treatment Center and others are scheduled be on hand to provide information. Joining them will be the Glassboro Fire Department, the Glassboro Police Department and D.A.R.E. dog, Gloucester County EMS, the Rowan University Rec Center and more.

The Health Fair will kick off at 10:00 a.m. with a performance of the National Anthem by Glassboro Councilwoman Ingres Simpson.

"We are happy to have so many organizations geared towards the health of our Glassboro community," said Councilman Hector Cabezas.

For additional information, please contact the Glassboro Board of Health at 856-881-9230, ext 88140.

Important Numbers

Borough OfficesDial 881-9230

Board of Healthext. 88140
 Construction Officeext. 88310
 Court Officeext. 88119 or 88120
 Dog & Cat Licensesext. 88198
 Election Informationext. 88116
 Fire Department
 (Non-Emergency)ext. 88702
 Mayor's Officeext. 88155
 Neighborhood Watchext. 88156
 Overgrown Weeds/Grassext. 88140
 Planning Boardext. 88311
 Police Reception Deskext. 88112
 Tax Assessorext. 88137
 Tax Collectorext. 88143
 Vital Statistics:
 Birth & Marriageext. 88199
 W & S Billingext. 88142
 Zoning Board
 of Adjustmentext. 88310

Other Services

Board of Education652-2700
 Broken/Burned Out
 Street Lights800-833-7476
 Bus Schedule Info:
 NJ Transit800-772-2222
 Highway Department/Potholes/
 Trash & Recycling881-8422
 Mosquito Control589-1649
 Library881-0001
 Park & Recreation881-1515
 Power Outage:
 AC Electric800-833-7476
 Rowan University256-4000
 Samaritan Center863-9030
 Senior Citizens Center881-8504
 Stray Animals881-2828
 W & S Treatment Plant863-3612

Downtown Studio Hosts Young Adult Authors Event

Six young adult and middle grade authors participated in the first Author's Event at downtown Glassboro's Art Haven studio on April 2. The free event attracted children and families, and included book signings and discussions.

"This event was an effort to connect the arts and literacy into the Art Haven's offerings. I want to merge the two different medias," said Art Haven owner Monique Howard, herself and author and illustrator. Howard noted that Art Haven provides art classes for children and adults, including story illustration lessons that allow students to create art to match their words. The studio opened in December, 2010.

"Art Haven is a perfect fit for the East High Street section of downtown Glassboro, which makes up the Arts and Entertainment district of our downtown redevelopment plan. We are

proud to welcome Art Haven and support Monique Howard's efforts to encourage arts education in Glassboro," said Councilman Joseph D'Alessandro. He noted that the Glassboro Academy for the Performing Arts featuring Let's Dance Studio is nearing completion on High Street, adding to the artistic mission of this section of downtown. In addition, Rowan University operates the Gallery on High Street, providing space for rotating exhibits throughout the year. Moving forward, the district's mixed-use configuration will include entertainment venues and businesses, art galleries and studios, retail boutiques and office space on upper floors.

More information on Art Haven activities is available by contacting at 856-305-0995 or Arthaven.howard73@gmail.com. Art Haven is located at 13 East High Street, Suite N.

Let's Dance Studio at the Academy of Performing Arts
 in the Arts & Culture District is planning a

GRAND OPENING

on Memorial Day weekend

Doors are estimated to open on June 1 for all the businesses located on premises:

LET'S DANCE STUDIO
STUDIO 24 SCOOPS & MORE (ice cream shop & café)
ON POINTE DANCE & ACTIVEWEAR
PULSE FITNESS PROFESSIONALS
LAPIERRE BALLROOM & WELLNESS
THE MUSIC ROOM (all types of music & vocal lessons).

For information visit www.letsdancestudio.net or www.glassboroperformingarts.com

Gift of New Fire Truck Made Possible by Downtown Redeveloper

The fire protection and safety of the Glassboro community received a major gift in February, as the Glassboro Fire Department took delivery on a new 100-ft. Rear Mount Smeal Aerial Platform truck, made possible by Rowan Boulevard developer Sora Holdings.

Fire Department members are in the process of training on the new equipment, and the truck should see active service this spring.

"This is an excellent example of how a public-private partnership benefits the community. We have been discussing with Sora the need to upgrade our existing fleet of fire trucks, especially with the height of some of the new Rowan Boulevard buildings, and Sora's generous donation enables us to do this at no expense to the taxpayers," said Glassboro Councilman Joe D'Alessandro.

For Sora, the donation represents being a good neighbor. According to Greg Filipek and Tom Fore, principals of Sora Holdings, the donation represents an opportunity to enhance public safety, help Rowan Boulevard's growth and give back to the community.

The new \$800,000 apparatus--which features a 100' ladder--replaces an older, outdated truck with shorter ladders, aiding the Borough's safety and insurance classification.

"The new ladder truck and upgrading of the water supply in the area of Rowan Boulevard greatly enhances the fire department's capabilities and enables the Borough to maintain its good insurance ratings," said Glassboro Fire Chief Ralph Johnson.

The Glassboro Fire Department will host a parade and festivities to celebrate the new fire truck on Saturday, June 11 at 10:00 a.m.

Golf Tourney to Support Park & Rec Programs

The Glassboro Park & Recreation Department is looking for golfers and sponsors for the 22nd annual golf outing and dinner at Pitman Golf Course on Friday, June 10. The event provides funding for the department's athletic and community programming.

The tournament begins with a shotgun start at 1:00 p.m., followed by a buffet dinner at Bogey's Banquet Facility on the Course and prizes. The cost to participate is \$90 per golfer, including golf, cart, refreshments,

"goodie" golf bag and dinner. Corporate Gold (\$650), Corporate Silver (\$275) and Hole Sponsorships (\$100) are available. Sponsors will be recognized on the course and announced during the dinner.

For more sponsorship information or to sign up to golf, please contact Park & Recreation Director Lori Penn at 856-881-1515 or lpenn@glassboro.org or Pattie Owens at Sickels & Associates, Inc. at 856-848-6800 or pao@sickelsassoc.com


Police and Municipal Alliance Team Up to Educate Teens about Drug Impairment

The Glassboro Police Department has teamed up with Glassboro High School and the Glassboro Municipal Alliance to provide a unique tool to educate teenagers about the effects of drug and alcohol impairment. A pair of "Drug Buster Goggles" is being used in Glassboro High School driver education classes prevention programming to provide a realistic--and graphic--simulation of driving under the influence of drugs and alcohol.

"These unique goggles simulate effects of impairment, including reduced alertness, slowed reaction time, confusion, visual distor-

tion, alteration of depth and distance perception and all of the other effects that occur with intoxication," said Glassboro Police Department School Resource Officer David Burns. "We hope through our efforts they will think twice about putting themselves and other lives at risk."

The Glassboro Municipal Alliance funds events and activities that support drug and alcohol awareness. The funding comes from the County through the New Jersey Governor's Council on Alcoholism and Drug Abuse.



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An Update from the Borough of Glassboro

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www.glassboroonline.com

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Anthony Fiola, President

Ingres Simpson

Joseph D'Alessandro

George Cossabone

Ed Malandro

Hector Cabezas

BOROUGH ADMINISTRATOR

Joseph Brigandi, Jr.

DELIVER TO:

POSTAL CUSTOMER

SHRED DAY EVENT

Protect Yourself and Your Family from Identity Theft!

Saturday, April 16 / 9:00 a.m.-12:00 p.m. / at East New Street Park

Made possible through the Glassboro Clean Communities Grant

Meet the Easter Bunny! Bring Your Camera!

11:00 a.m.-12:00 p.m. Donations of canned foods encouraged
sponsored by Glassboro Park & Recreation Department

Welcome New Businesses!

Annointed Hands Hair Salon

50 South Academy Street 856-264-0900

Art Haven

13 East High Street 856-305-0995

Barnes & Noble

at Rowan University 856-881-5860
on Rowan Boulevard, including a retail store
and café serving Starbucks™ products

The JPH Group (All State Insurance)

710 A North Delsea Drive 856-589-2550

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70 Sewell Street
Unit H & I 856-881-0826

Ry's Bagels

Double Tree Shopping Ctr. 856-270-2370
800 North Delsea Drive

Salon Loyale

323 Mullica Hill Road 856-863-0400

Walgreens

201 North Delsea Drive 856-881-5945
Across from the Intermediate School

Under New Management

NY Italian Deli

408 North Delsea Drive 856-442-0202

MARK YOUR CALENDARS!

HEALTH FAIR

Saturday, May 14 10:00-1:00
Renlund Park
See page 6 for details

MEMORIAL DAY PARADE

Monday, May 30 11:00 a.m.

PARK & RECREATION GOLF TOURNAMENT

Friday, June 10 1:00 p.m.
Pitman Golf Course
See page 7 for details

GLASSBORO FIRE DEPARTMENT NEW TRUCK PARADE & FESTIVITIES

Saturday, June 11 10:00 a.m.

CONCERTS IN THE PARK SERIES

Sunday, July 31 7:00 p.m.
South Delsea Drive Park
A partnership between Glassboro and
the Gloucester County Board of
Chosen Freeholders

ANNUAL CRUISE NITE CAR SHOW

Friday, September 2 5:00 p.m.
Downtown Glassboro

ANNUAL UNITY DAY CELEBRATION

Saturday, October 8 10:00 a.m.
Downtown Glassboro

ANNUAL TREE LIGHTING CEREMONY

Friday, December 2 6:00 p.m.
Downtown Glassboro

ANNUAL PHOTOS WITH SANTA

Saturday, December 10 8:00 a.m.
Glassboro High School

More details online at
www.glassboroonline.com
under events



April 2009. This aerial shows the proximity of Rowan's campus to the downtown area and how the Blvd. will connect the two.

This aerial also shows the new neighborhoods being developed in the downtown, including:

ROWAN BOULEVARD

The Rowan Boulevard District will host a 100+-room Marriott Courtyard and conference center which will offer banquet facilities for 300 guests and may be used for a university hospitality management educational program. A 5,000 SF restaurant will be located adjacent to the hotel. The boulevard will also host a 36,000 SF Barnes & Noble, which opened on December 1, 2010, serving both the university and public, complete with a 6,000SF Starbucks Café.

Behind the hotel, four-story, apartment-style housing to accommodate 884 students, provides immediate access to both downtown and Rowan's campus.

Five, four-story mixed use buildings with a total of 40,000 SF of office space, 185,000 SF of retail space and 307,000 SF of residential space will line the boulevard and include the construction of 340 residential condominiums above retail stores and 46 upscale townhomes. More than a dozen restaurants are expected to locate along the boulevard and throughout downtown, with plans for ethnic restaurants, seafood, a steakhouse, sandwich shops, pubs and taverns.

WEST HIGH STREET-Neighborhood retail and service area

Glassboro's West High Street District, to the immediate south of Rowan Boulevard, is being transformed into a neighborhood retail corridor where residents can shop for their daily needs, run their errands and meet neighbors, patronizing local venues such as a grocery store, bakery, post office, barber shop, beauty salon, pharmacy, coffee shop, and more. The district also includes Summit Square, a new 51-townhouse development along Lake and Poplar Streets.

EAST HIGH STREET-The arts and entertainment district

On East High Street, from Academy Street to Rt. 47/Delsea Drive, is Glassboro's Entertainment District, which will feature a cluster of mixed use buildings with entertainment related retail at street level and office uses on the upper floors, forming a shared environment where office workers can use the parking lots and support area retail stores and restaurants during the daytime, and providing parking for entertainment-seekers on weeknights and weekends. Plans call for a performing arts center with a 500-800 seat live performance theater hosting as many as 150 performances annually, along with smaller black-box theaters and rehearsal/meeting rooms, as well as entertainment-related businesses occupying the office space and back-lot areas behind the theater. It can also serve as a community center during non-theater hours and may also host Rowan University theater-related classrooms. The district will further offer nightclubs, taverns, pubs, entertainment-related retail, a sports/recreation center and a movie theater with two to three screens.

Extending along both sides of High Street running from Main to Academy is Glassboro's Arts District, the site of studios, galleries and arts and crafts retail. The ground floor properties are expected to be artist studios, art galleries, jewelry stores, boutiques and other specialty retail uses. Recently, a local property owner donated space to create Rowan's satellite Art Gallery, located at 11 East High Street. The space is used to display the works of Rowan University students and staff.

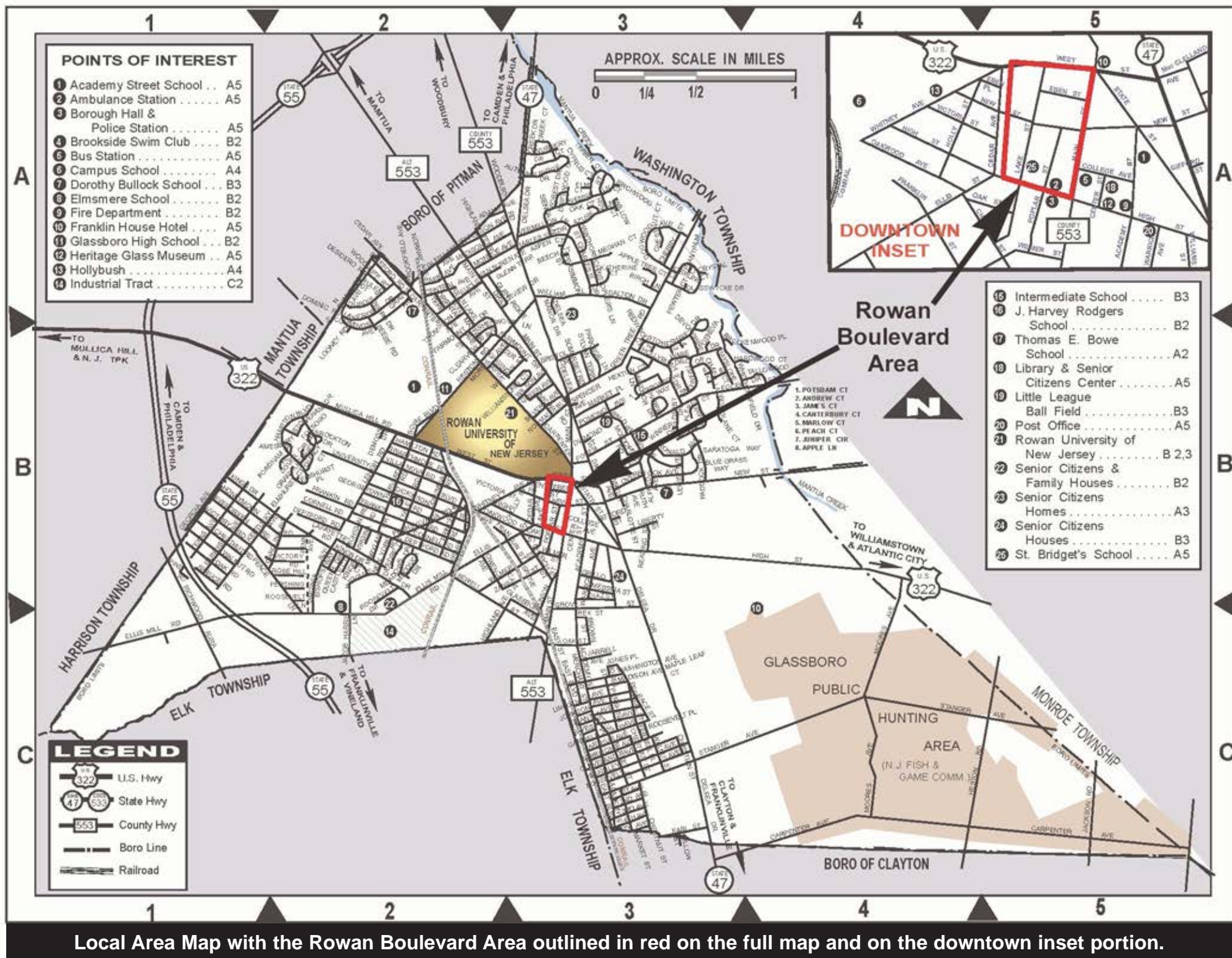
AND THERE'S MORE

In the center of downtown, at the southern edge of Rowan Boulevard, old buildings and a closed gas station are being transformed into a one and a half acre town square.

A feasibility study has been completed and a RFP issued for the architect of a new larger library downtown. In addition, there are several plans in the works for Center Street, including converting it into an 18,000 SF public piazza. Restaurants with outdoor dining will flank the piazza, which will host community events and activities providing ongoing lunch hour entertainment, and kiosks will dot the piazza as part of a Retail Incubator.

And finally to tie it all together, a feasibility study is investigating establishing a trolley system to loop throughout downtown and link with parking areas and the university, connecting the various neighborhoods and promoting pedestrian circulation.

As envisioned by Mayor and Council, SORA and Rowan University, at completion, Glassboro's revitalization will be brimming not just with new businesses, but with the people who are bringing it alive, establishing a renewed social and cultural identity with a feeling of community and interactivity among everyone who lives, works, studies and visits here.☺



UNDER CONSTRUCTION

The following photographs show the most recent Rowan Boulevard construction activity. . .



The new Barnes & Noble Collegiate Bookstore on Rowan Boulevard.



The new Barnes & Noble Collegiate Bookstore with student housing buildings in the background.



Student housing along Route 322 looking west towards the new Whitney Center/Rowan Honor's Hall.



Student housing along Main Street looking south towards the center of the downtown.



View of the project from the round about on Route 322, the entrance to Rowan Boulevard. To the left is the completed student housing, Center is the new Barnes & Noble and right is the Whitney Center/Rowan Honor's Hall.

Over the next year the left side will have the new Marriott Hotel and an additional mixed use building with a garage to the rear. The building will host storefront retail and the upper levels will be leased by Rowan for community educational purposes.

Description: _____

☐ Website:

☒ I have included 5 copies of the entry form (pages 7 & 8) AND supplemental information.

(Only one copy of the payment form - page 6 - is required)

☐ I have included an electronic copy of my complete entry.

For Office Use Only: _____



2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

Please complete this section for all entries.

Include 5 hard copies of the Entry Form and all supplemental information with your submission.

Organization: Department of Community & Economic Development, City of York, Pennsylvania

Contact Name: Shilvosky Buffaloe

Email: sbuffaloe@yorkcity.org

Project/Item Name: City of York and York College of Pennsylvania SIFE's York Business Academy

Category for Entry: Partnerships with Educational Institutions

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) 25 - 200K

Date Project Began: 2004

Date of Completion (if applicable): ongoing

For Entries in Categories 9 & 10, Enter Your Web Site URL:

PROJECT DESCRIPTION

Please refer to the **Category Description and Judging Criteria Sheet** corresponding to your category when answering the following questions in the space provided.

Select:

- ☐ Promotional Award Categories 1-8 – **See Sheet A** (page 9)
- ☐ Internet and New Media Categories 9-11 – **See Sheet B** (page 10)
- ☐ Program Award Categories 12-22 – **See Sheet C** (page 11-12)
- ☒ Partnership Award Categories 23-25 – **See Sheet D** (page 13)
- ☐ Leadership Award Categories 26-30 – **See Sheet E** (page 14)

Special Note: The below section is not required for the Leadership Award categories. Please complete a profile of the individual's achievements.

THIS SECTION IS INTENDED TO PROVIDE AN OVERVIEW OF THE PROJECT. PLEASE KEEP ANSWERS TO EACH QUESTION UNDER 200 WORDS. YOU MAY EXPAND ON THIS INFORMATION IN A SEPARATE PROFILE OF NO MORE THAN 3 PAGES, DOUBLE-SPACED.

1. Please provide a brief description of the project.

Collaboration between City of York and York College of Pennsylvania designed to spur entrepreneurship among city residents who need basic information and guidance about business upstarts.

2. What is the goal or purpose of this project?

To provide resources from the City and the College to program participants enabling them to have business and economic self sufficiency skills and the networks needed to start or improve a business and become part of a robust and growing economic engine in the City of York

3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?

175+ program participants over 7 years. City Community and Economic Development department staff, college professors and business students. The entire community is affected and benefits when such collaborative programs result in business growth in our city.

4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.

This program has fostered the growth of local business and is a well-spring for entrepreneurship among a diverse group of local citizens. When the business community grows, so too, does the positive impact on the quality of life in a municipality.

5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

Yes. This is a model program for any size community where a municipality and a college campus community can combine forces to create economic progress through education and sharing of resources with each other and the greater community

6. In what ways is this project innovative or creative?

It addresses the need for business education for people from all walks of life. The collaboration between those in Government and Education is innovative and captures skills from professionals and future professionals who are playing an active role in creating a more robust local economy. It also offers college students hands-on work experience, augmenting classroom learning and building necessary "soft skills" that will be needed after graduation.

7. Are there any other relevant details not covered above or specific to your category?

Mayor C. Kim Braceley sees this as an opportunity to continue to build relationships that bring together volunteers who are willing to share their talents and skills with an appreciative group of diverse prospective business professionals. It will grow the business base and help drive the economic engine of change and growth in a city which is ready for more of such successful collaborative efforts.

CATEGORY DESCRIPTIONS AND JUDGING CRITERIA

Category 24: Partnership with Educational Institutions

City of York and York College of Pennsylvania SIFE

Summary

The City of York has maintained a partnership with the Students in Free Enterprise (SIFE) organization at York College of Pennsylvania over the past seven years. Through a variety of outreach projects, the City and York College's SIFE have improved the quality of life and standard of living in the City and surrounding communities by increasing the knowledge base of residents who comprise the local economy. Although there are several examples to demonstrate the strength and success of the partnership, the **York Business Academy (YBA)** is one of its best and unique examples.

Background

York Business Academy's inaugural class of 13 students received diplomas in November 2004. The goal of YBA is to introduce small groups of entrepreneurs to the challenges, intricacies and promise of business ownership and development in the City. This program was designed as a tool of local government with the purpose of attracting interested individuals to become invested as small business entrepreneurs in our community. Although the City of York's Department of Economic Development represents less than one-half of one percent of the annual city budget, the York Business Academy has continually exceeded expectations on its promise to deliver a solid return on investment. YBA has enabled the City of York to partner and effectively provide cost-effective, yet vital, business resources to city residents with limited financial resources.

Over the past seven years, scores of participants have taken coursework prepared by York College of Pennsylvania faculty and the SIFE organization. The courses covered concepts, details and advice related to operating and owning a business in the City. In addition to receiving business assistance packages, program participants immersed themselves in classes taught by remarkable volunteer professionals who shared their expertise and motivated program participants to continue to pursue economic self-sufficiency through entrepreneurship.

Each successive session of the York Business Academy has brought a fresh crop of interested program participants who have eagerly applied their new skills in the York marketplace, boosting the local economy. If not for this partnership with YCP/SIFE, the City would have been hard-pressed to respond to the changes and growing needs of local residents participating in this program. The York Business Academy is, indeed, an integral collaboration to jumpstart city entrepreneurship, which dovetails the City's Department of Economic and Community Development mission and goals.

Description of the Program

The York Business Academy (YBA) is a six-week program that provides new and prospective business owners with the concepts, details, and advice concerning operating and owning a business in York. YBA is run by SIFE students from York College of Pennsylvania. The content has been developed by the SIFE organization, with support and assistance from

the York College's Business Department faculty, based on needs identified with the City, then later updated based on feedback after each six-week session.

YBA sessions focus on strategic planning, leadership, financial assessment, promotional strategy, business and professional writing skills, legal and government concerns and developing a business plan. Classes have been running for the past seven years, with sessions held during the fall and spring semesters. Over the life of the program more than 175 program participants have graduated, with 25 of those students currently running their own businesses. The most recent class was the most successful to date, with 26 students, including two high school students, completing the six-week program.

Nature of the Partnership

A City contract and partnership with the Association for Helping Entrepreneurs Achieve Dreams (AHEAD), Community First Fund and York's chapter of Service Corps of Retired Entrepreneurs (SCORE), made the first Academy possible. From that initial class until today, York College and SIFE have been the backbone of the YBA program bringing municipal government's policy vision to reality through their dedication, direction and leadership with the York Business Academy program. This asset to provide a forum of fellowship and idea-exchange among business-minded people who face the same challenges is unique in our community from the standpoint that it pulls together residents from many walks of life, skill levels, and socio-economic ranks for an intensive period of time. The focus is primarily on entrepreneurship in the local economy but the residual benefit is overall community development. The fact that a small business proprietor may not have a college degree or an opportunity to take formal business classes should neither negate nor minimize a participant's capacity to learn nor their ambition to succeed. The York Business Academy is a forum that fosters, encourages, and enlightens small business proprietors so they can plan and grow with knowledge and confidence.

Over the past several years that relationship has continued to expand and further bridge the York College campus and the York City Community. As the program has grown, the City has dedicated personnel from within the Department of Economic and Community Development to work directly with the SIFE students. Together the City personnel and SIFE students have developed and executed the marketing communications, updated program topics, solicited prospective participants and worked within the community to build awareness of the programs and growing interest among prospective YBA program participants.

Both partners are also contributing economically to the YBA program. From the City, in addition to the personnel investment, funds have been allocated to marketing and execution of the courses. From York College, the SIFE students have raised money and found business sponsors to help pay the cost of the program materials, acquired access to the building where the classes are held, copies of the session materials and other miscellaneous expenses.

Spin-offs and Future of the Program

The YBA program has evolved over the past seven years, including changes and improvements to the topics offered, and mentoring between the SIFE students and the program participants after completion of the program. In addition, with the most recent class, two high school students participated at the request of the city. The intent of including high school students is to explore development of a YBA for secondary school students - both to help the students understand available opportunities and to provide them with mentors to encourage them to graduate from high school and consider attending college.

There is also a potential link to e-York, a separate program offered by the SIFE students. This program is focused on helping high school students understand business through the development of a business plan, including discussion on all the aspects that feed into that plan. Those plans can then be entered into regional and national competitions. The difference with e-York and the YBA program is that the YBA program is much more focused specifically on the City of York, while the e-York program attracts participants from many of the school districts across York County.

Looking ahead, the City will continue to offer two YBA sessions in English and plans to roll out a Spanish intensive class using the same YBA curriculum for the City's growing Latino population. Additionally, there are plans to launch a "graduate" course in small business finance with YCP/SIFE and the local banking community. The goal is to help new and existing business owners better understand how to obtain access to capital to start and grow their respective businesses. Further, the City would like to continue to partner with YCP/SIFE on expanding the York Business Academy curriculum to address subject-specific issues that arise for local businesses.

A York Business Academy Alumni Association will be launched to keep in touch with program graduates and be responsive to their future needs as they launch or expand their businesses. An annual networking event will be held to bring together all members of the greater business community, including York Chamber of Commerce members and other business drivers, creating networking opportunities for the YBA alumni. Further, the City would like to continue to partner with YCP/SIFE to expand the York Business Academy curriculum to address subject-specific issues that arise for local businesses.

Lastly, under the direction and leadership of the current administration, Mayor C. Kim Bracey has challenged YBA's leadership to increase the diversity of the program to include more minority- and women-led enterprises. The city of York will be launching an MBE/WBE registration for city residents and will maintain a resource directory for local vendors of those respective businesses and updating the local ordinances to make the procurement policies of local government more inclusionary and competitive.



York City Presents...

Want to start a new business, but not sure where to start?

Do you want to grow your business but not sure how?

Attend the York Business Academy

6 Saturday mornings starting on March 12, 2011, from 9:30 to 11:30 am at the J.D. Brown Center for Entrepreneurship, 410 Kings Mill Road, York, PA 17401. The cost for this series is \$35.00. York College professors, their respective MBA graduate students, student members of York College Students in Free Enterprise (SIFE) organization and other local business professionals teach each session that focus on a major aspect of opening, owning, and operating a successful business in the City of York or York County. No formal education or prerequisite knowledge is required to participate in this session.

Topics Include:

Managing Your Business/Strategic Planning
Business and Professional Writing Skills
Personal Readiness and Financial Assessment
Legal Issues
Marketing Research and Promotional Strategy
Developing Your Business Plan

Upon completion of the course, the \$35 will be refunded to those who attended the majority of the sessions. Please contact Tonya Thompson-Morgan at 717-843-4948 with any questions about the program.

Registration is limited, so be sure to sign up immediately to ensure a spot.

Applicants can register by calling
Tonya Thompson-Morgan at (717) 843-4948
Or
Please visit 1 Marketway West, 3rd Floor
York, PA 17401



Business academy, put on by York City and York College, draws a few young entrepreneurs

By ANGIE MASON
Daily Record/Sunday News

Updated: 05/20/2011 11:07:17 AM EDT

Tweet

York, PA - Nasan Jamison would like to start a counseling business someday, a place people could come to talk to him about their problems.

"I need somebody to talk to once in a while," he said, and he thinks others do, too.

A sophomore at New Hope Academy Charter School, he has a few years and plenty of school ahead before starting his business, but he got a head start through the York Business Academy.

Nasan and Elijah Williams, a freshman at New Hope, were the youngest participants in the academy, a joint effort of the York City economic development department and the J.D. Brown Center for Entrepreneurship at York College.

The academy is aimed at people who want to start businesses and at business owners who need more information. Over six Saturdays, the participants learn basic information about starting and running a business, said Jay Azriel, an assistant professor of entrepreneurship who works with the center.

They talk about business plans, marketing, leadership, legal forms and so on, he said. At the end of the course, the students should be ready to make a business plan.

Saturday was the final class. York Mayor Kim Bracey stopped in to hand out certificates to the 25 participants.

The city absorbed the cost of having the two students participate, and they faithfully attended, said Tonya Morgan, who works for the economic development department.

Nasan said he was shy at first, but then figured that his classmates were his age once.

"I just kind of blended in," he said.

"Don't look at their age," his mom, Tamika Rascoe, told him. "Look at the common goals."

Elijah said the academy was very informative. It seemed like it might be better for older students, he said, but he understood the material.

"I would like to start a business someday," he said. He wants to do something related to computer science or graphic design.

Nasan said he liked meeting new people and learning how they could work on ideas.

"Maybe I have a job in the future," he said.

The academy classes are taught by York College students who are members of the group Students in Free Enterprise.

Tom Dignacco, a junior finance major from Connecticut, said the students spend weeks planning the material for the course and making sure it is relevant for the future business owners.

"It was cool," he said. It was nice to see business owners gathering information they can apply to their work, he said.

Rossie Edwards, a York resident, said he signed up for the academy to see how it could help him. He

drives a tractor trailer and wants to start his own trucking company.

"I got to meet a lot of people who have some good ideas," he said.

Online

Learn more about the York Business Academy. Another session of the academy will be planned for the fall.

Program developed to draw college students to downtown York

By Dan Fink



E-mail |



Print |

This section

--Share

York College and downtown York begin a new relationship today with the first York College in the City program.

York College and downtown York begin a new relationship today with the first York College in the City program. About 250 students will ride a rabbittransit bus into York, where they will receive walking tours, do a little shopping and sample food from downtown restaurants. Stops on the tour, which runs from 5 p.m. to 10 p.m., include the Strand-Capitol Performing Arts Center at Philadelphia and George streets, Martin Library at Market and Queen streets and Sam & Tony's restaurant and Sparky & Clark's coffee shop on West Market Street.

The college's Students in Free Enterprise (SIFE) developed the program as a practical application of class work. But the effort hopefully will also address another issue: that York College students don't go downtown.

One of the goals of the program is to have more students see what York has to offer and to generate more foot traffic for downtown businesses, said Mary Meisenhelter, SIFE advisor and chairwoman of the Business Administration department. Participating retailers have agreed to offer discount cards to encourage repeat business, and SIFE will conduct a follow-up survey to assess how many people returned to York after today's program and how much money they spent on their return trips. SIFE members are primarily business and marketing students.

For Office Use Only: _____



2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

Please complete this section for all entries.

Include 5 hard copies of the Entry Form and all supplemental information with your submission.

Organization: **Virginia's Region 2000 Technology Council**

Contact Name: **Jonathan Whitt, CEcD**

Email: **jwhitt@techcouncil.us**

Project/Item Name: **Growing Our Own Workforce in Virginia's Region 2000**

Category for Entry: **Partnerships with Educational Institutions**

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) **200K-500K**

Date Project Began: **2003**

Date of Completion (if applicable): **N.A.**

For Entries in Categories 9 & 10, Enter Your Web Site URL: _____

PROJECT DESCRIPTION

*Please refer to the **Category Description and Judging Criteria Sheet** corresponding to your category when answering the following questions in the space provided.*

Select:

- ☐ Promotional Award Categories 1-8 – **See Sheet A** (page 9)
- ☐ Internet and New Media Categories 9-11 – **See Sheet B** (page 10)
- ☐ Program Award Categories 12-22 – **See Sheet C** (page 11-12)
- ☒ Partnership Award Categories 23-25 – **See Sheet D** (page 13)
- ☐ Leadership Award Categories 26-30 – **See Sheet E** (page 14)

Special Note: The below section is not required for the Leadership Award categories. Please complete a profile of the individual's achievements.

THIS SECTION IS INTENDED TO PROVIDE AN OVERVIEW OF THE PROJECT. PLEASE KEEP ANSWERS TO EACH QUESTION UNDER 200 WORDS. YOU MAY EXPAND ON THIS INFORMATION IN A SEPARATE PROFILE OF NO MORE THAN 3 PAGES, DOUBLE-SPACED.

1. Please provide a brief description of the project.

Region 2000 Technology Council and Central Virginia Community College (CVCC) have formed an ongoing dynamic partnership in an effort to cultivate a workforce appropriate to regional employers' future needs. Since 2003, this effort has reached thousands of area youth and adults in K-20 via activities and initiatives in the "Grow Your Own Workforce" initiative, an innovative use of the career pathways model. The primary design philosophy of the "Grow Your Own" comprehensive workforce development strategy was to create well-defined, regionally relevant career path pipelines with activities and opportunities which extend from elementary school through graduate education.

2. What is the goal or purpose of this project?

The "Grow Your Own" project seeks to provide area youth and adult students with activities and educational opportunities that foster skills specifically matched to area employer needs. The project theme, "Grown Your Own Workforce," acts as a focal point for a seamless continuum whereby students can access engaging educational activities, career technical education, post-secondary education, and hands-on work experience with area employers. The Initiative has as its main focus the nuclear technologies career pathways, however the components of the pathway provide an effective regional pipeline for all STEM (science, technology, engineering, and math)

careers. By providing local talent for local companies, the region seeks to retain existing technology-focused businesses and to attract new high-tech employers to the region. This partnership provides activities throughout the education continuum to 1) promote energy awareness/conservation; 2) develop elementary through post secondary STEM programs; 3) develop workforce pipelines for STEM careers in the region; and 4) provide R&D support to develop and expand energy resources in the Commonwealth.

3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?

Region 2000 Technology Council and CVCC have partnered with area employers such as AREVA NP and Babcock & Wilcox to assess workforce needs. The Center for Advanced Engineering and Research (CAER) plays a key role in the post-secondary and R&D components of the project, while area K-12 schools work closely with the partnership to provide strong foundational STEM skills to area students. CVCC and the Technology Council are the key planners and implementing parties in the project. The project meets needs of area employers and region K-12 students and educators as well as post-secondary students and employed workers seeking continuing educational opportunities.

4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.

The "Grow Your Own Workforce" partnership has provided an effective bridge between economic development and education in Virginia's Region 2000. By providing for employers' future workforce needs and bringing students together with area employers at an early age, the region is working proactively to produce a workforce appropriate to the region's projected strong growth in technical jobs. Data collected from activities and events associated with the campaign reflect increased awareness of and interest in STEM career clusters in the region.

5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

The "Grow Your Own" project is replicable for use in other communities nationwide. The Summer Academies component of the project has been replicated in other parts of Virginia, and the entire "Grow Your Own Workforce" initiative is currently being used as a model by a Florida community college.

6. In what ways is this project innovative or creative?

The "Grow Your Own Workforce" project reflects an innovative approach to career pathways, providing seamless transitions for students via a combination of in-school and extracurricular activities and opportunities beginning as early as elementary school. The partnership chose to extend the scope of the project to reach to elementary students in an effort to engage students early, and particularly to engage girls and at-risk youth in activities that teach and foster the critical thinking and design skills necessary for success in STEM careers. Area employers are involved in each component of the project, beginning as early as elementary school, when local companies provide volunteers for Junior FIRST LEGO League.

7. Are there any other relevant details not covered above or specific to your category?

Components of the project include: Junior FIRST LEGO League (elementary); FIRST LEGO League (middle school); Technology Challenges (middle school); Summer Career Academies (middle and high school); Future Focus EXPO career exploration event (middle and high school); Get Set magazine and website (middle school and high school); dual enrollment courses (high school); AREVA summer apprenticeships (high school); Technology Fair (high school); VEX Robotics (high school); job shadowing (K-12 educators); CVCC engineering and technical programs (post-secondary); University of Virginia "Engineers Produced in Virginia" program (post-secondary); educator professional development; Summer Apprenticeships; Industry Certifications; CAER Research & Development and Commonwealth Graduate Engineering Program (post-graduate).

2011 IEDC Excellence in Economic Development Awards

Submitted by
Virginia's Region 2000 Technology Council
Jonathan Whitt, CEcD, Executive Director



Grown Your Own Workforce Partnership with Central Virginia Community College

Partnerships with Educational Institutions Category

Supporting Material:

1)Project Profile

2)Appendices:

a) Grow Your Own Flyer

b) 2011 *Get Set* Magazine

2011 IEDC Excellence in Economic Development Awards

Virginia's Region 2000 Technology Council Grown Your Own Workforce Partnership with Central Virginia Community College Partnerships with Educational Institutions Category Project Profile

For the past eight years, the Region 2000 Technology Council and Central Virginia Community College (CVCC) have joined forces to cultivate a comprehensive workforce development model to meet the current and future needs of area employers in high-growth STEM (science, technology, engineering, and math) career clusters. The multi-faceted workforce development initiative, known as "Grow Your Own Workforce," now reaches students starting in elementary school and continues to offer opportunities through post-graduate education. The educational components of the initiative are closely linked and responsive to the needs of the region's employers, creating a model project that stands firmly at the intersection of education and economic development.

In 2003, CVCC received a project grant from the National Science Foundation (NSF) entitled "Priming the Pipeline." These funds were to be used to expand K-12 STEM activities related to nuclear technologies and wireless communications. The Region 2000 Technology Council became a partner in the "Priming the Pipeline" effort in order to institutionalize and provide sustainability to the private sector partnership opportunities provided by the project. Since the inception of the project, CVCC and the Technology Council have been able to merge and grow existing programs and implement new programs under the umbrella project which came to be known as "Grow Your Own Workforce" through a 2007 marketing effort. The project resulted in a unique program to expose students to career paths available in the region, and remains the centerpiece for STEM workforce development in Virginia's Region 2000. Additionally, the project resulted in a spin-off organization, the Future Focus Foundation, a non-profit 501(c)(3) organization, which provides sustainable funding for the STEM youth programs incorporated into the "Grow Your Own Workforce" initiative.

The primary goal of this initiative is to create well-defined career pathways for area students that are linked to the needs of local employers. Regional companies such as AREVA NP, Dominion Power, Babcock & Wilcox, and Centra Health provide information on employee skill sets critical to their current and future workforce needs. That, in conjunction with the economic forecasting data provided by the Region 2000 Economic Development Council, provides a framework for creating a seamless continuum of career readiness opportunities.

Grow Your Own Workforce

How We Cultivate a STEM Workforce in Central Virginia



GRADUATE PROGRAMS: REAP

Continually improve the workforce through local graduate engineering degree programs available and professional development, research, and tech transfer opportunities.

4-YEAR UNIVERSITY: CULTIVATE

Increase opportunities for students to obtain bachelor's degrees through articulation with universities and innovative programs such as the CVCC/UVA "Produced in Virginia" engineering program.



COMMUNITY COLLEGE: GROW

Bridge the gap between school and work by developing customized degree programs for S&T areas such as electronics and nuclear support technologies. Develop industry certifications and provide work-based learning opportunities through internships and work-study programs.

HIGH SCHOOL: FEED

Prepare students to enter the STEM workforce through industry involvement in STEM classes, increased dual enrollment opportunities for science and engineering programs at the community college, and work-based learning opportunities with local industry.



MIDDLE SCHOOL: PLANT

Engage students in STEM activities designed to increase interest in these disciplines. Activities include Lego League Robotics, summer technology career academies, industry engagement in science and math classes and professional development for science and math teachers.

PLANTING THE SEED

In technology-based economic development, knowledge is the seed that fuels all growth. In Virginia's Region 2000, public and private organizations have joined hands to ensure a bumper crop of homegrown talent—by offering innovative opportunities to our students at all stages of their growth.

ABOUT THE PLANTERS

Virginia's Region 2000 Technology Council is fostering an environment that stimulates innovation and growth within the region's technology sector with a special emphasis on increasing K-12 STEM programs in the area's five school systems.

The Center for Advanced Engineering and Research (CAER) is charged to create a science and engineering research hub in the region to foster knowledge creation, facilitate technology transfer and improve the region's scientific and engineering workforce.

Central Virginia Community College (CVCC), with the support of the National Science Foundation (NSF), provides students in the region's middle schools and high schools with the relevant STEM skills needed to have successful careers in science and engineering, and provide teachers with the resources to successfully teach these STEM skills.

REAPING THE REWARDS

- 1,200 middle school students and teachers engaged in extracurricular STEM activities over a three year period.
- 500 high school students dual enroll in courses in CVCC's Nuclear Support Technologies degree programs annually.
- 107 employees enrolled in customized industry degree programs at CVCC.
- 500% increase in the number of undergraduate engineering students in the region over a three year period.
- \$7.6M grant obtained to construct a research and education facility that supports partner universities and organizations.



FOR MORE INFO:

Central Virginia Community College
Workforce Development & Continuing Education
3506 Wards Rd, Lynchburg VA 24502
343-832-7610 • www.cvcc.vccs.edu

The “Grow Your Own Workforce” project has a geographic scope that encompasses all of Virginia’s Region 2000, defined as Lynchburg City and Amherst, Appomattox, Bedford, and Campbell Counties. Historically, the area’s strong technology industry base has bolstered the regional economy. The “Grow Your Own” project responds to employers’ needs in the technical, scientific, and healthcare industries, particularly given the region’s aging workforce. Notably, according to economist Fletcher Mangum in his May, 2010 review of Region 2000’s economic position, the most significant gains forecast in employment growth are in STEM industries, and this growth is estimated at 20.9% by 2016. Dr. Mangum concludes his report of the region’s economic state by focusing on STEM sectors, noting that “the Technology Council is planting the seeds that will guarantee that these sectors have access to the human capital that they will need to continue to move Region 2000 into the new economy.”

The partnership provides a continuum of activities to engage, prepare, and educate youth and adults so that they can capitalize on the high-growth, high-wage jobs of the region’s future while providing current and prospective area employers with a ready pool of skilled labor. Table 1 illustrates the educational opportunities provided by the partnership. Over the past eight years, the “Grow Your Own Workforce” partnership has reached more than 6,000 individuals in the region and has served the needs of over 100 area employers.

Funding for the programs was initially provided by NSF through the “Priming the Pipeline” grant award. The Technology Council became a funding partner early in the project by providing financial and administrative support to several existing K-12 programs such as the Summer Career Academies and *FIRST* LEGO League. In 2007, the Technology Council initiated and executed the Future Focus EXPO career exploration event that provides middle school and high school students and their families the opportunity to meet with area STEM employers to learn about career opportunities and educational requirements. In 2008, the Technology Council founded the Middle School Technology Challenge program, which brings together over 500 area students with industry representatives to judge student-designed solutions to engineering design challenges. And, in 2009, the Technology Council initiated the first elementary level STEM program in the “Grow Your Own Workforce” project by introducing Junior *FIRST* LEGO League, a foundational science and engineering program for elementary age students. CVCC continues to fund the post-secondary level components of the project through grant funds from NSF and the Department of Labor (DOL).

In 2009, the Technology Council founded the Future Focus Foundation, a 501(c)(3) organization whose mission is to prepare and encourage Region 2000 students in K-12 and beyond to seek careers in STEM fields and to provide a pipeline for a technically and scientifically proficient workforce in Virginia’s Region 2000. Through the foundation, the Technology Council is able to garner private and industry foundation funds in support of the “Grow Your Own Workforce” K-12 projects. Since its inception, the foundation has been able to raise more than \$50,000 to support existing programs and initiate new programs to provide area youth with access to career-relevant STEM skills.

Table 1

Central Virginia Community College/Region 2000 Technology Council “Grow Your Own” Educational Continuum/Industry Participation Local Talent for Local Companies				
Elementary/Middle School ⇨	High School ⇨	Community College ⇨	4-year University ⇨	CAER
<i>Junior FIRST LEGO League</i> <i>FIRST Lego League</i> <i>Get Set Magazine</i> and website Summer Career Academies Professional development for educators Future Focus EXPO Technology Challenges	Dual Enrollment Summer Career Academies <i>Get Set Magazine</i> and website Future Focus EXPO Professional development for educators Summer Apprenticeship Program Technology Fair VEX Robotics	AAS/AS Degrees Industry Certifications Work-based Learning WorkKeys/CRC STEM Scholarships	Bachelor’s Degrees Engineers Produced in Virginia - UVA	Research & Development Commonwealth Graduate Engineering Program - GMU - ODU - UVA - VCU - VT

TOTALLY FREE

NEW **2011** EDITION!

GET SET

THE STUDENT'S GUIDE TO AWESOME CAREERS IN CENTRAL VIRGINIA

LAUNCHED IN LYNCHBURG:
**THE VERY
LIGHT CAR**



**INVASION OF THE
ROBOTS**



COLLEGE IN HIGH SCHOOL?!

GO! GET READY! GET SET!



You're never too young or too old to think about your next life adventure.

We all want to find that path, that talent, that profession which will give us—and those around us—contentment and the access to the good “stuff” in life.

Can you find the good “stuff” in Central Virginia? With a little searching and the right tools, the answer is a most definite yes! When I graduated from Lynchburg College back in the 80's, I wasn't so sure, but then I received a phone call from

Babcock & Wilcox (B&W). I was introduced to a company with over 2,000 diverse, high-tech, and well-paying jobs. Who knew? And now, twenty five years later, every chance I get, I try to convince young people that they have the same opportunities.

Whether it is at B&W or another company in the area, most careers today require an education beyond high school. The highest paying and most in-demand careers will require technically skilled employees with specialized knowledge in Science, Technology,

Engineering, and Math (STEM). We need qualified applicants. You can graduate from high school and just hope you are lucky enough to get a call from our company, or you can do something about it. By going to a community college and getting a 2-year degree, your employability increases dramatically. By getting a 4-year degree, in engineering for instance, your chances are even greater. B&W and other companies in the area also hire accountants, chemists, police officers, inspectors, and a number of other positions that

require specialized training.

How bad do you want the good “stuff”? Jobs that will give you access to the good life are available in Central Virginia. You need to prepare now for your future.

So go—take that class, get that degree. Get Ready—be a qualified applicant for that next position. Get Set!

By Nat Marshall

*B&W Human Resources, and
Chairman of the State Board for
Community Colleges in Virginia*

Inside

GET SET

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15 Look Out! Robots are Everywhere!

16 Healthy Career Choices

17 Customize Your Career Path

18 Getting Ready

19 Say YES to success

Check us out online www.getset.cc

10

Did You Know They Make it Here?



16

Healthy Career Choices



15

**LOOK OUT!
ROBOTS ARE
EVERYWHERE!**



4

Central Virginia had
everything it took to
create the Very Light Car

**WINNER of
\$5 MILLION
X-PRIZE**





WINNER of
\$5 MILLION
X-PRIZE

The VLC crosses the finish line in one of the many trials involved in winning the "X Prize" competition.

CAR OF THE FUTURE

Could someone actually build a car that runs 100 miles on a single gallon of gas? Yes, they could. And they did it right here in Lynchburg.



What if a car could go 100 miles or more on a single gallon of gas?

That would change everything! Not only would this "car of the future" save drivers a lot of money—it would save a whole lot of energy around the world.

With that goal in mind, Progressive Insurance offered \$10 million in prizes—called the Automotive X Prize—to the first team who could design and build a car that achieved excellent performance and safety while being able to go 100 miles per gallon of fuel.

More than 100 teams from all over the world competed

for the prize. And, in the mainstream class, only one car won: the **VLC from Edison2**.

BUILT IN LYNCHBURG

"We entered the competition thinking success would require an electric or hybrid engine," said the car's design engineer Ron Mathis, "but we found that light weight and low aerodynamic drag (cutting down wind resistance) were the most important keys to optimum energy efficiency."

Because an electric battery made the car too heavy, the Edison2 team opted instead to use a gas-based engine,

running on "E85," a gas mixture that's 85% ethanol and 15% gasoline.

The final design of the VLC looks like a small jet on wheels. Surprisingly, though, this little vehicle weighs less than 800 lbs. (less than one-third the weight of most cars today) and can seat four tall adults. It even has room for luggage!

And while it looks really high-tech, the structure is made of common aluminum and steel.

WHY LYNCHBURG?

One reason the winning

X-Prize car came to be built in and around Lynchburg is that there are so many specialized **machine shops** in the area—companies like **Brown Machine Works** and **Accutech Fabrication**.

Mathis said that the Lynchburg area offers a lot of "world-class technical workers" and "pockets of expertise" that proved critical to the success of Edison2. He said he wishes more local students would pursue technical careers.

"Things are changing," he said. "Technical careers are vital, and the value of technical skills is on the rise. For



Technicians have developed what may be the next generation of automotive technology from their shop in Lynchburg.

anyone who enters a technical field and works at it, life will be good to you."

A TRUE "GET SET" STORY

Perhaps the biggest reason the VLC was built in Lynchburg is Oliver Kuttner.

The driving force behind Edison2, Kuttner is both the owner of the car and the leader of the team. He grew up in Germany and has lived in the U.S. ever since going to college at Boston University.

Though Kuttner lives in Charlottesville, a few years ago he bought an abandoned textile factory on Kemper Street in Lynchburg. With so many industrial resources available nearby, he knew the Kemper Street building would be an ideal place to design and build the car of the future.

Like others on the Edison2 team, Kuttner said he's been preparing for this project his whole life—even though school was a struggle for him.

"To this day, I'm a slow reader," Kuttner said. "I was always pretty good at math,

but I was never that great in school. It was really hard for me." In fact, though he worked hard every year, he never made straight A's until his senior year of college.

But something happened when he was younger that inspired him and taught him not to give up: Around the age of 11, he entered and won a physics competition sponsored

by a magazine publisher.

"That was the first time in my life that somebody said to me you're good at something," Kuttner remembers. "Winning that prize was very important to this mediocre student."

Holding a copy of **Get Set magazine** in his hand, Oliver Kuttner said something remarkable that every Get Set reader should note:

The German magazine that inspired him as a young student **"was just like this magazine! I love what Get Set magazine is doing—we need more things like it. For our country to be successful in the future, we must get more and more kids excited about science, technology, engineering and math!"**



Part of the Edison2 team's credentials:

This Daytona Prototype Grand Am race car guards the entrance to the Edison2 Shop. The VLC team brings years of Grand Am racing experience to their passenger car development.

STEM STEPS

(Science, Technology, Engineering, Math)

START!

Junior FIRST LEGO League



Junior FIRST LEGO League is a program that introduces the youngest students, 6-9 year-olds, to the exciting world of science & technology by challenging them to use research, critical thinking and imagination to solve a real-world challenge. Teams work with LEGO elements and moving parts to create solutions to the challenge and present those solutions.

Lynchburg Regional FIRST LEGO League Tournament



FIRST LEGO League is a robotics program for 9-14 year olds. The Lynchburg Regional LEGO Tournament is the largest in the state. FIRST LEGO League is A STEM activity that teaches programming, mechanical design, problem solving and teamwork through a unique challenge.



Science, Technology, Engineering, and Math (STEM) studies can help you advance toward a great career. There are also some really fun activities you can try—from elementary school through high school—that will help you explore new frontiers in STEM.

It's a pathway that can lead all the way to your career.

Get Set



The Region 2000 Technology Council and Central Virginia Community College work together to publish this magazine each year. Be sure to check out more cool stuff online at www.getset.cc.

Summer Career Academies



Each summer, area middle-school & high-school students can participate in one of a number of technology camps, including Women in Engineering, Aviation Technology, Health Technology, Advanced Manufacturing, Building Trades, Information Technology and Motor Sports. It's all organized by CVCC's Workforce Development Office. *Photo courtesy CVCC Workforce Development.*

See more
STEM STEPS
on next
page...

Future Focus EXPO



Held each October, the Technology Council brings together industry and education in a trade-show format where students can explore career opportunities within Region 2000. Students from more than 25 area middle and high schools and over 50 companies participate each year. The EXPO also includes tech challenges that attract more than 1,000 area students.

Central Virginia Governor's School Regional Science Fair



Held each May, the area-wide science fair is for 5th-through 8th-grade students.



VEX Robotics



VEX Robotics is a program designed to help high-schoolers discover how interesting and rewarding the work of engineers and researchers can be.

Technology Fair



Held each May at CVCC, students from area high schools compete in a variety of technology competitions.

YOU CHOOSE YOUR NEXT STEP!

**Personalized Pathway:
College...apprenticeship...
or both?**

**The next STEM step
is up to you!**

(See "Personalized Pathways" p. 17)

YOUR CAREER!

These guys are on the STEM path:



Michael Anderson

Age 14, from Altavista, Liberty Christian Academy

Michael's STEM activities began with FIRST LEGO League. After that:

- VEX Robotics
- Engineering Summer Career Academy
- Nuclear Technologies Summer Academy

Michael says: "This year I got to build the robots, do the challenges, and even control the robots in the VEX competition. But, best of all, after the competition was over, we battled robots. Parts were flying everywhere—it was great!"

Andrew Norton

Age: 15, from Daleville, Home School

Andrew's STEM activities started out with FIRST LEGO League, which led to:

- VEX Robotics
- Conducting demonstrations and coaches' workshops for FIRST LEGO League
- Traveling to Maryland to judge a FIRST LEGO League competition
- Developing his own website ([www. RoboDesigners.com](http://www.RoboDesigners.com))

Andrew says: "I like programming robots and being able to apply what I learn in school to an actual robot. It gives me a better idea of how engineers work to solve a problem with limited resources and time, as in a real-world scenario!"

Collin Trepanitis

Age 17, from Lynchburg, E.C. Glass High School

Collin's STEM activities launched with a Health Technologies Summer Career Academy. From there, he went on to:

- Nuclear Technologies class at E.C. Glass
- VEX Robotics
- CVCC Technology Fair
- A summer high-school apprenticeship program at AREVA

Collin says: "The AREVA apprenticeship was really fun. It was considered an apprenticeship, but it was almost like getting paid to go to school!"

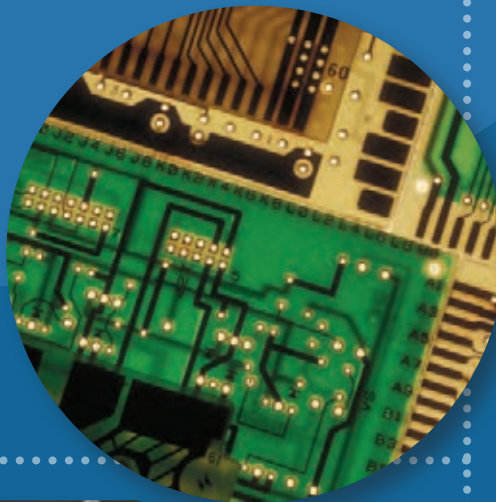


Racing Engines

Sonny's Automotive in Lynchburg builds high-performance engines and components for some of the biggest names in drag racing.

Circuit Boards

Several local companies create printed circuit boards for products ranging from phones to satellites.



Generic Drugs

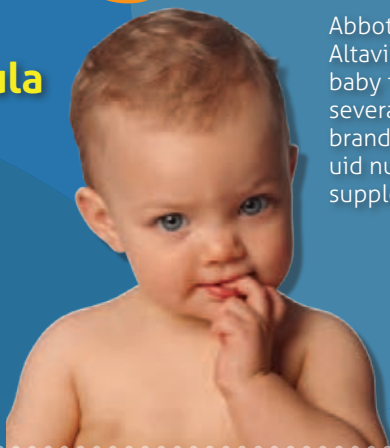


Police Radios

Law enforcement officers in many major cities carry mobile radios made in Lynchburg by Harris Communications.

Did you know they make it

Baby Formula



Abbott Labs in Altavista makes baby formula and several famous brands of liquid nutritional supplements.

Snack Foods



Frito-Lay makes some of your favorite potato chips and tortilla chips at their Lynchburg factory.

M-1 Abrams Tank Parts



Wegmann USA in Lynchburg makes ammunition racks and specialized gearing for the M-1 Abrams tank, one of the main battle tanks produced in the U.S. The separated ammo storage system is one of the more distinctive features of this heavily armored, highly mobile vehicle. Photo Courtesy of U.S. Army

Chemical Sensors

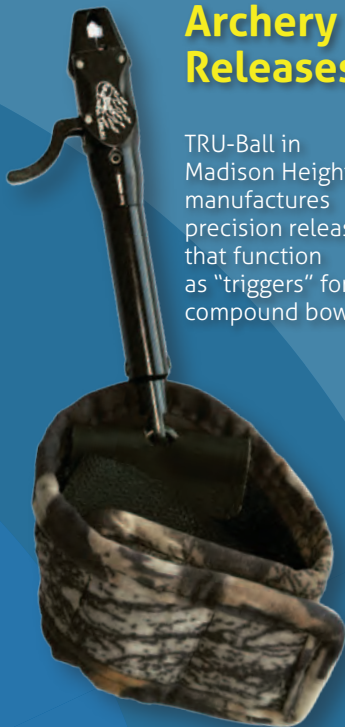
Advanced Manufacturing Technology, Inc. (AMTI) in Lynchburg has developed a sensor system that detects the in-air presence of hazardous chemicals and biological warfare agents. AMTI is working with the U.S. Department of Homeland Security to keep Americans safe at home.



Teva in Forest makes a wide range of generic medicines, helping make prescriptions more affordable for millions of people.



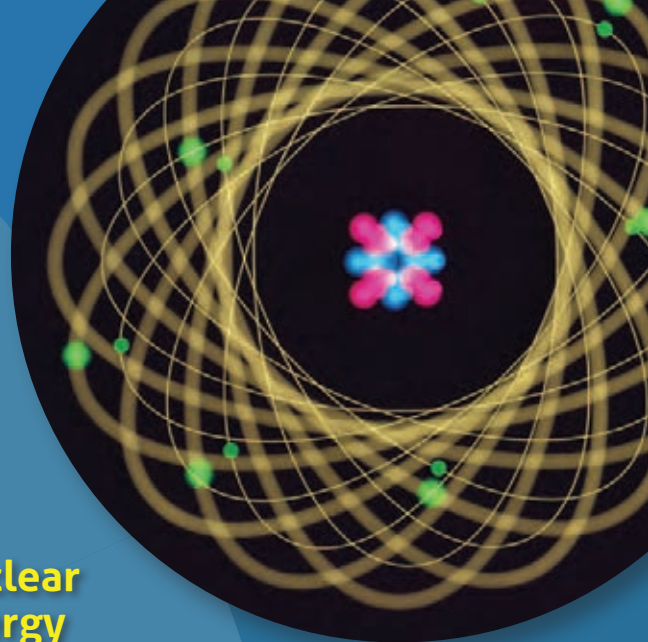
Archery Releases



TRU-Ball in Madison Heights manufactures precision releases that function as "triggers" for compound bows.

Nuclear Energy

AREVA, a French corporation with four locations in Central Virginia, is the world's leader in finding new ways to make and use nuclear energy. B&W in Lynchburg supplies nuclear fuel and services to the U.S. Navy and other high-profile customers.



here?!



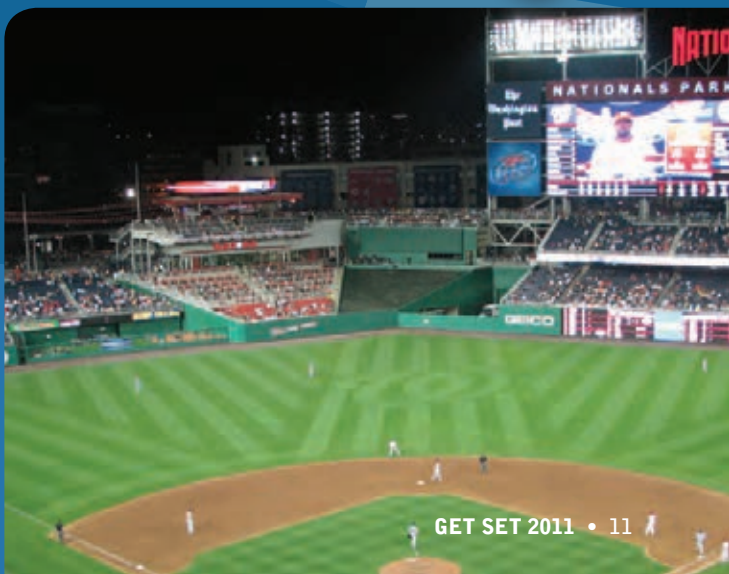
Military Armor

BGF Industries' fabrics woven from Kevlar® fiber are used in "bullet-proof" panels for jets and armored vehicles. *Photo courtesy U.S. Airforce.*



Nationals Park

Banker Steel in Lynchburg provided the steel beams used in building Nationals Park, home of the Washington Nationals pro baseball team. The 41,888 seat venue features an innovative design of steel, glass and pre-cast concrete to create a facility that uniquely reflects the architecture of Washington, DC.

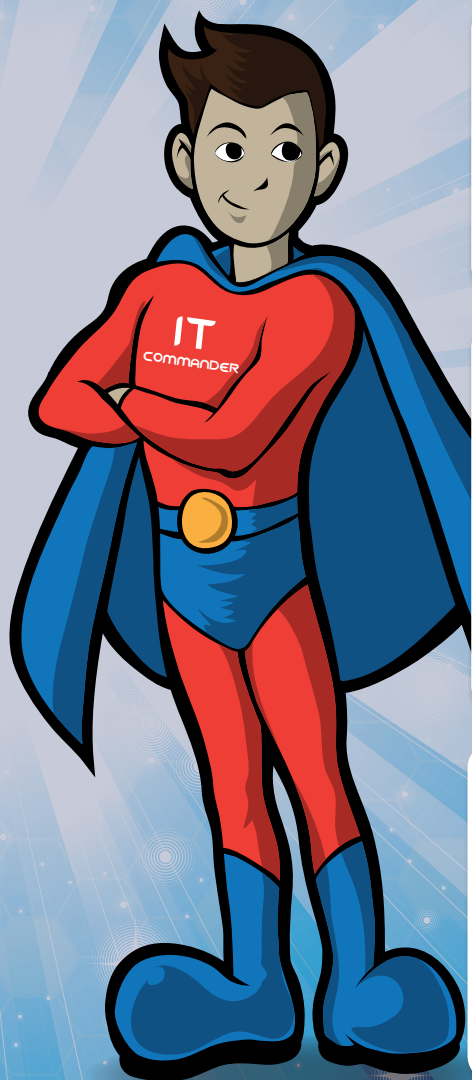


Plastic Bags

The sandwich bag in your lunch may have been made in Amherst by Glad Manufacturing, a division of Clorox. (And the trash bag you threw it into when you finished may have been made there, too!)



SUPER OPPORTUNITIES WITH INFORMATION TECHNOLOGY!



Has anyone in your family ever asked you to come to the rescue with their computer? If so, then you may have already started your career in Information Technology (IT) — the field of computers, software and data.

In big companies where hundreds of employees have computers on their desks, the technicians who provide desk-top PC support keep things running smoothly.

But tech support is just one tiny part of information technology. There's also:

DATABASE MANAGEMENT

Databases are the programs that collect and sort all kinds of information. For example, when you shop online, databases control everything from the pictures you see on the screen to the shipping of your order. Someone has to help develop and manage all those databases; it could be you!

PROGRAMMING

You might enjoy programming computer software, or coming up with new applications for devices like smart phones and e books.

WEB DEVELOPMENT

And, of course, there are thousands of new websites being created and launched every day. Those are all essential IT activities.

NETWORKING AND SYSTEM ENGINEERING

In schools and businesses, most computers are connected to one another by a network... which was devised by (you guessed it) IT personnel.

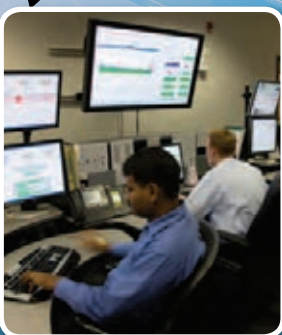
SECURITY

This is a huge area in the IT world. One part of it relates to the operation of building security systems, such as surveillance cameras and access control systems.

But an even bigger part of this area is the security of data: guarding against hackers and identity theft.

The fact is that computers are involved in virtually every field you can name, so a career in IT could take many forms. Here in Central Virginia, major employers such as insurance companies, government organizations, energy companies, colleges, and hospitals all rely heavily on their IT teams every hour of the day. Local IT firms like **ABS, ALI, 5th Order, and ITGS** help customers create systems to store, manage, and retrieve all kinds of information.

Best of all, you can start preparing for IT career opportunities in middle school and high school by looking for computer-related classes. And even if you don't enter the IT field, you'll still be better-equipped to help friends and family with their PCs!



Be Your Own Commander in Information Technology (IT)



The computer field attracts many people who want to be their own boss. Know why? You don't need a big factory to start—just a lot of knowledge.

Cathie Brown is such a person and owns **IT Governance Solutions** in Concord...one of the companies that began with one person and a big idea.

Cathie started working at a hospital as a PC support person, then worked in programming, networking, systems engineering, and security.

Then she became the Deputy Chief Information Security Officer for the state of Virginia. While that was a good job, she had a long commute to Richmond. Cathie says "after three years, I needed more flexibility for my family."

So she stepped out on her own. "I had lots of contacts, and other entrepreneurs encouraging me, so I went for it." Now she can work from home in Concord, and still help state government offices improve the security of their data and guard against "cyber

attacks" (where thieves steal or disrupt computer files).

Cathie says IT is a very "portable" career. "I can work from anywhere...if my family takes a vacation, I can take work with me."

As an independent IT consultant, she stays current with changes in technology ("I replace my computers every year...and I have to make sure I have backup, too"), and the entire IT field. "I go to conferences, I read constantly; it really is lifelong learning."





Finishing college ahead of schedule.



Sarah Hankey is 18 years old. She just finished her senior year of high school last semester, and this semester she's starting her first year at Liberty University.

As a junior!

Meanwhile, as her 16-year-old brother Bryan enters his junior year of high school, he's also starting his freshman year at Central Virginia Community College (CVCC)!

Sound crazy?

Maybe. But it actually makes a whole lot of sense.

The program that Sarah just finished and that Bryan just started is CVCC's Early College program. It allows junior and senior high school students to attend college while they finish up high school.

"Academically, this is a

unique and awesome program," Sarah said. "I loved it on many different levels!"

Want to be a high school junior and a college freshman at the same time? And then be a high school senior and a college sophomore at the same time?

The program's not for everybody, but most who go through it say they really enjoy it. And they really like coming out of high school with an associate's degree already in hand!

You know a program must be really good when younger brothers and sisters follow in the footsteps of older siblings who've already gone through it.

Ross Zabloski just started as a junior at UVA. He graduated last semester from Amherst County High. "UVA

accepted all the college credits I earned at CVCC over the past two years," he said, smiling big.

Ross's younger brother Taylor is a senior at Amherst right now. He's in his second year of the program. "We both still had time for extracurricular activities in high school. The amount of work seems similar to taking AP classes."

Connor Edelman agrees. A junior at Jefferson Forest, he's swimming on the swim team and working at McDonald's as he tackles his first year of the program.

Connor's confident he can still do these things because he saw his older brother Tyler (not pictured) do similar things the last two years. Tyler just started as a junior at JMU. "Tyler loved the program,"

Three students who are just beginning their Early College studies (sitting, L to R: Bryan, Connor, and Taylor). Plus a big sister and a big brother who have already finished (standing: Sarah and Ross)!

Connor said.

CVCC's Early College program is also available to area home-schoolers. In fact, Sarah and Bryan Hankey were both home-schooled in Bedford and were able to attend CVCC's Bedford campus.

Students can participate in the program in a variety of ways: online, on site at CVCC's main campus in Lynchburg, or on site at one of CVCC's satellite centers around the region.

And yes, it means some extra work in high school...but imagine graduating from college two years sooner!



LOOK OUT! ROBOTS ARE EVERYWHERE!!



In factories, robots often look like mechanical arms. They're programmed to perform tasks like placing parts on an assembly line, or welding pieces together. Some of these robot arms are designed and built here in Central Virginia!

**REAL-LIFE ROBOTS
MAY NOT LOOK
LIKE THEY DO IN
THE MOVIES, BUT
THEY'RE AT WORK
ALL AROUND YOU.**



Robots are busy every day right here in Central Virginia, doing jobs that are either too dangerous, too precise, or just too boring for people to do.

You might not recognize some of them right away, because in factories the robots are often just computer-controlled arms. They're usually programmed to pick up little parts and place them on an assembly line all day long.

Some robots don't have to stay in one place, though. Robots known as Automated Guided Vehicles (AGV) have sensors that enable them to move around factory floors, following signals transmitted from beacons throughout the factory, or traveling along the path of guide wires hidden in the floor. Those AGV robots can read bar codes of containers on shelves—so if employees in a factory need a box from their warehouse, they can just send an AGV robot to go get it!

Others work more like remote-control cars, traveling around in tiny areas (like the inside of pipes) where humans could never work. Some of these little remote-controlled robots aren't so very different from the LEGO robots that compete in local schools!

Here in Lynchburg, companies actually design and build robots that do tough jobs like inspecting and cleaning the insides of super-hot steam boilers and nuclear reactors.

So if you've ever wondered why there are so many robotic competitions in Virginia schools, it's because those LEGO robots have "cousins" on the job in lots of different factories. That means your LEGO competitions could help you prepare for a career working with real robots!

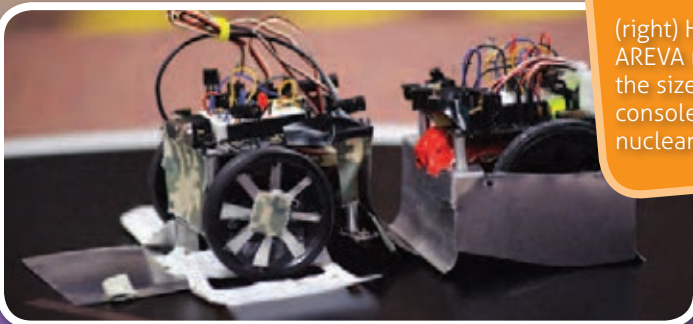
And while they don't always look like robots in the movies, at least they're not trying to take over the world or whisk you away in a flying saucer. Not yet, anyway...



(left) AREVA summer interns square off in a "Robot Wars" competition.



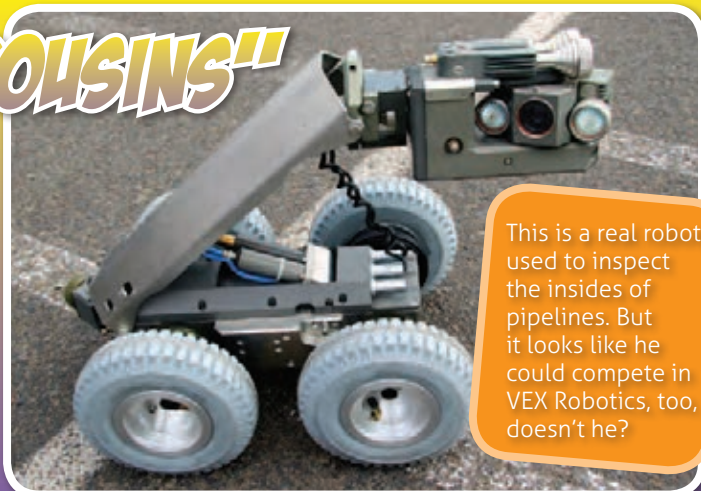
(right) Here's a real AREVA robot, about the size of a Wii console, at work in a nuclear power plant.



CLOSE "COUSINS"

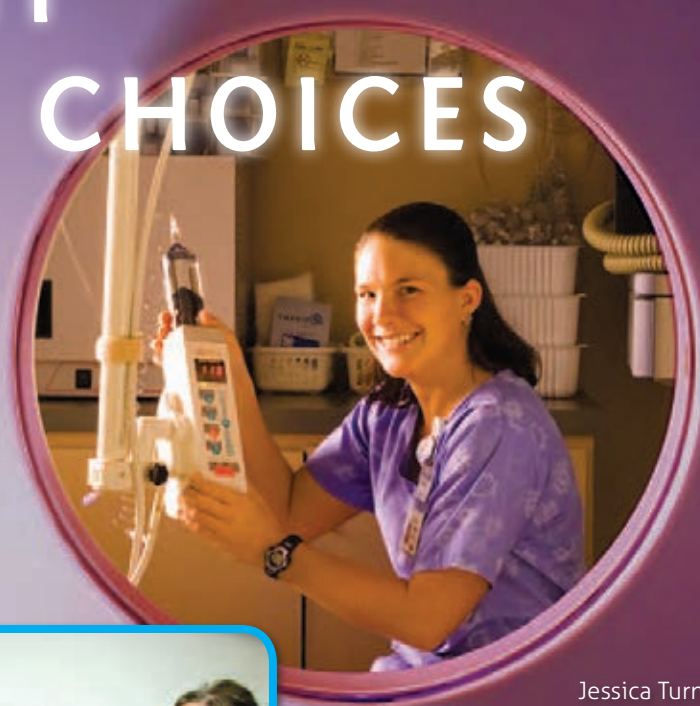


Here's a Lynchburg student's robot, used in VEX Robotic competitions. It's designed to fight other robots for control of a plastic ball!



This is a real robot, used to inspect the insides of pipelines. But it looks like he could compete in VEX Robotics, too, doesn't he?

HEALTHY CAREER CHOICES



Jessica Turner studied Radiology at Central Virginia Community College.



Students from CVCC's respiratory therapy program observe a machine demonstration at Lynchburg General Hospital



You already know that you don't have to be a doctor or nurse to have a rewarding career in healthcare. But, you may not realize just how many different opportunities are waiting for you in the medical field.

Think about it: **Centra** is one of the region's largest employers, but of all the people who work at Lynchburg General, Virginia Baptist, and Bedford Memorial hospitals, only a portion are physicians and registered nurses.

So, what do the other employees do?

Well, the list on the right shows a few of the many healthcare careers you could choose, along with minimum education levels for each position* and a typical top statewide salary.

There are also dozens of administrative and support positions in hospitals, from computer specialists, to food

service workers, to gift shop employees! (And don't forget that the Lynchburg area also has many senior-care facilities that offer many of the same types of jobs found in hospitals.)

So where do you study?

High schools here in the region offer a variety of health-related courses that can give you a head-start into a health-care career—including Health & Medical Sciences exploratory programs and Dental Career studies.

Central Virginia Community College (CVCC) has strong programs in respiratory therapy, radiology, EMS, and dental hygiene. And Lynchburg General Hospital School of Nursing has instructional programs that will enable you to become either a registered nurse (RN), or a licensed practical nurse (LPN).

And, of course, you could still become a medical doctor!

HIGH SCHOOL DIPLOMA AND SPECIALIZED TRAINING:

- Licensed Practical Nurse, \$40,100
- Nursing Aide or Orderly, \$23,300
- Paramedic or EMT, \$33,800
- Pharmacy Aid, \$21,500

WITH AT LEAST AN ASSOCIATE'S DEGREE:

- Dental Assistant, \$33,200
- Dental Hygienist, \$67,000
- Dietetic Technician, \$27,600
- Laboratory Technician, \$37,200
- Medical Assistant, \$29,000
- Medical Transcriptionist, \$32,700
- Physical Therapy Assistant, \$46,300
- Radiologic Technician, \$53,200
- Registered Nurse, \$65,100
- Respiratory Therapy Tech, \$43,700
- Sonographer, \$54,700
- Surgical Technologist, \$40,100

WITH AT LEAST A BACHELOR'S DEGREE:

- Athletic Trainer, \$41,600
- Biomedical Engineer, \$81,100
- Dietician, \$51,500
- Recreational Therapist, \$39,900

**Some occupations also entail ongoing professional studies and/or re-certifications.*

◀ DEGREE PROGRAMS ▶

◀ SPECIALIZED TRAINING ▶

◀ APPRENTICESHIPS ▶

Personalized Pathways



There are more paths to great careers than ever before. Which ones are best for you?

You can customize ring tones. You can customize screensavers and web pages. Did you ever stop to think that you can also “customize” your education? Right here in Central Virginia, there are more education and training options to choose from than ever before. And here’s the best part: you’re not limited to just one—you can mix and match them to create a customized career path that leads wherever you want to go!

Here are just a few of the options you can consider:

Mentorships and job shadowing: Visit actual job settings to learn more about what it’s like to work in a particular field.

Registered apprenticeships: You can actually work as a part-time employee and, at the same time, go to school part-time to study courses directly related to your job. When you graduate, you automatically become a full-time employee!

Career and technical programs: There are many training and certification programs designed to equip you with the exact skills you need for specific technical careers. Some programs begin in high school, so that by the time you finish 12th grade, you’ve already earned college credits.

Early college: If you’re willing to work hard, you can spend your junior and senior years earning 62 hours of college credit while you’re finishing high school. When you graduate from high school, you’ve already earned a two-year college degree!

Associate’s degree programs: There is an incredible variety of two-year degree programs available through community colleges, covering everything from general studies to such specialized fields as healthcare and nuclear power.

Four-year college programs: A bachelor’s degree is still a requirement for many careers and professions. With a CVCC transfer associate’s degree and the required GPA, you can earn guaranteed admission to over 30 Virginia colleges and universities.

“Two plus two” programs: If you’re pursuing a traditional four-year college degree, consider earning two years of college credit at a community college (where the cost per year is about one-third the cost of a university). You’ll have just two years on the university campus before you get your degree.

Distance learning: With new programs like CVCC’s partnership with the University of Virginia, it is possible to earn a UVA engineering degree through CVCC without ever having to ever leave Lynchburg!

Community college...in your community.



If you live in Bedford, Altavista or Appomattox, a college education may be closer to your home than you realize.

Central Virginia Community College now has a satellite campus in each of these communities—giving you a convenient place to connect with CVCC, and get the help you need to begin (or finish) a degree or certification program.

If you’re a high school student living outside of Lynchburg, you may be able to earn college credit through dual enrollment or early college

at a nearby satellite center. If you’re a graduate, you can use your local CVCC campus to affordably earn credits that you can then transfer to four-year schools such as Virginia Tech.

And did you know that you can actually earn degrees from other colleges through CVCC? CVCC’s offerings are continuing to grow through partnerships with Old Dominion University, Virginia Tech and the University of Virginia.

Drop by the satellite campus in your community, and find out more about how you can save time and money by taking classes close to home.



Central Virginia Community College

cvcc.vcccs.edu
3506 Wards Road
Lynchburg, VA 24502
Phone: 434.832.7600
VTDD: 434.832.7701
FAX: 434.832.7626



Altavista Center Altavista Office Park

701 5th Street, Suite 100
Altavista, VA 24517
434.309.1225



Amherst Center

Mountainview Plaza
200 Richmond Highway,
Suite 103 Amherst, VA 24521
434.832.7897



Appomattox Center Carver-Price Educational Center

136 Carver Lane
Appomattox, VA 24552
434.352.5266



Bedford Center for Business

1633 Venture Blvd.
P.O. Box 925, Bedford, VA 24523
540.586.7901



Some area high school students are now equipped with instruments similar to those used in local industries.

GETTING READY

NOT ALL HIGH-TECH JOBS REQUIRE FOUR YEARS OF COLLEGE.

How many years of school do you need to prepare yourself for an exciting high-tech job? Maybe not as many as you think. While there are many of great opportunities out there for those who earn four-year college degrees, not all high-tech work takes that much schooling. In fact, did you know that eleven of the Top 20 most in-demand jobs in Virginia require only a certification or a two-year associate's degree? That's more than half of the most popular jobs in the state!

What kind of jobs are we talking about?

Well, here are five examples, with the average national salary for each:

- Surveying Technicians, \$39,470
- Biological Technicians, \$41,400
- Nuclear Equipment Operation Technicians, \$66,700
- Nuclear Monitoring Technicians, \$66,700
- Computer Support Specialist, \$47,360

Not one of these exciting hi-tech jobs require a four-year college education—just a two-year associate's degree or a comparable certification. And hands-on high-tech workers like electricians, machinists and heating, ventilation, and air conditioning (HVAC) technicians can earn as much as \$25 per hour, plus much more for overtime work!

Websites like www.knowhowvirginia.org and vaview.org can give you information about many more careers like these that are available right here in Virginia—along with schooling you'll need and the salary you might expect for each.



SAY Y.E.S. TO SUCCESS!

Unique program introduces students to media technologies



Here's one way you can get ready!

If you enjoy making things and you think you'd like to be a machinist, there's a new program that could help you. The Region 2000 Machine Industry Program is a partnership between **Central Virginia Community College**, **The Babcock & Wilcox Company**, and **Old Dominion Job Corps Center** that helps students learn the skills needed to become machinists and quality inspectors.

The program, which launched in the fall of 2010 with 37 students, was started because so many employers in this region need skilled machinists and quality inspectors. If you're interested, contact the **Workforce Development and Continuing Education office at CVCC (434-832-7606)**.

Leading by example is the goal of one Central Virginia native, Ashley Banks. "My vision is to teach and guide young students—to give them the recipe for success and how to become an entrepreneur at a young age."

That's how Ashley, a college student, describes the **Young Entrepreneurial Spirits (Y.E.S.)** program—a program she started in Lynchburg in 2009.

The 12-week program is held several times a year on Saturday mornings and is available to students age 11 to 19 who are interested in marketing, advertising and graphic design.

By the end of the program, each student should be able to create a variety of print and audio/visual communications. "They will create newsletters, radio

ads, commercials, posters and flyers showcasing their talents," Banks says.

The program teaches practical technical skills like photography, audio and video production, and graphic design, which young people can then use immediately to improve their business, church or community communications.

The Y.E.S. program also emphasizes education and spiritual awareness. "We're equipping students with the knowledge and resources available to learn leadership skills to benefit their communities, churches and schools."

For more information about the Y.E.S. program, visit YesToOurSuccess.org, email director@yestooour-success.org, or call (434) 420-5708.

Get more of GetSet at www.GetSet.cc!

The magazine you're holding in your hands is the **fourth issue** of Get Set magazine—but it's only the tip of the Get Set iceberg. **Go to www.GetSet.cc** to discover more great things under the surface!

Students, you can get:

Cool
articles!

Past
issues!

Great
links!

Parents and adults,
there's even stuff for you, too:

Get
involved!

Be a
speaker!

Explore
GetSet!



Look us up on Facebook, too! Search for 'Get Set'.

To plug into the exciting career and technology exploration activities in Central Virginia, visit www.GetSet.cc or go to the following:

- **FIRST LEGO League**
- **VEX Robotics**
- **CVCC Summer Academies**
- **CVCC Early College**
cvcc.vccs.edu/workforce
- **Sweet Briar Engineering Camp**
www.engineering.sbc.edu
- **Future Focus Expo**
www.futurefocusexpo.com
- **Central Virginia Governor's School for Science and Technology**
www.cvgss.k12.va.us
- **DOLI Registered Apprenticeships**
www.doli.virginia.gov/apprenticeship/sponsors_occupations.html
- **CVCC Technology Fair**
- **Summer High School Apprenticeships**
See your school guidance counselor

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2011 IEDC EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS ENTRY FORM

Please complete this section for all entries.

Include 5 hard copies of the Entry Form and all supplemental information with your submission.

Organization: **University of Maryland / Maryland Technology Enterprise Institute (Mtech)**

Contact Name: **Martha J. Connolly, Ph.D.**

Email: **marthac@umd.edu**

Project/Item Name: **Maryland Industrial Partnerships**

Category for Entry: **Partnerships with Educational Institutions**

Population Category (<25K, 25-200K, 200K-500K, >500K): (Choose One) **>500K**

Date Project Began: **1987**

Date of Completion (if applicable): **on-going**

For Entries in Categories 9 & 10, Enter Your Web Site URL: _____

PROJECT DESCRIPTION

*Please refer to the **Category Description and Judging Criteria Sheet** corresponding to your category when answering the following questions in the space provided.*

Select:

- ☐ Promotional Award Categories 1-8 – **See Sheet A** (page 9)
- ☐ Internet and New Media Categories 9-11 – **See Sheet B** (page 10)
- ☐ Program Award Categories 12-22 – **See Sheet C** (page 11-12)
- ☒ Partnership Award Categories 23-25 – **See Sheet D** (page 13)
- ☐ Leadership Award Categories 26-30 – **See Sheet E** (page 14)

Special Note: The below section is not required for the Leadership Award categories. Please complete a profile of the individual's achievements.

THIS SECTION IS INTENDED TO PROVIDE AN OVERVIEW OF THE PROJECT. PLEASE KEEP ANSWERS TO EACH QUESTION UNDER 200 WORDS. YOU MAY EXPAND ON THIS INFORMATION IN A SEPARATE PROFILE OF NO MORE THAN 3 PAGES, DOUBLE-SPACED.

1. Please provide a brief description of the project.

Maryland Industrial Partnerships (MIPS) provides matching awards for collaborative research and development (R&D) between Maryland companies and University System of Maryland (USM) faculty to develop innovative technology products that create jobs in Maryland. This award winning program, unique among US states, leverages the world-class expertise and facilities of Maryland's public universities, putting them to work for the state's economy.

2. What is the goal or purpose of this project?

The mission of MIPS is three-fold: (1) to provide a well-understood mechanism for Maryland companies to gain access to knowledge and expertise of faculty and graduate students and to facilities associated with the extensive research base in engineering, computer science, physical sciences, and life sciences; (2) to provide faculty and students with opportunities to transfer technology through product-oriented projects for Maryland companies; and (3) to enhance the economy of Maryland by helping Maryland companies to be more competitive and thus to create jobs.

3. Who are the participants in this project? Who was involved in planning/implementation? Who is affected?

Any company that has operations in the state of Maryland can partner with faculty and graduate students from any University System of Maryland institution, as well as Morgan State University and St. Mary's College to participate in the MIPS program. MIPS has engaged nearly 500 Maryland companies in every part of the state in developing products across the technology spectrum, from biotechnology to clean energy, homeland security, communications, information technology, aerospace, and many others. The company and university participants in the MIPS Program enhance

communities throughout the state of Maryland from the Eastern Shore to Frostburg. This technology transfer and economic development program promotes the development and commercialization of products and processes through industry/university research partnerships.

4. What has been the impact of the project? How effective has it been in furthering economic development in your community? Identify any tangible and/or intangible results and value added.

There are currently over 2,700 jobs in the state of Maryland directly attributed to products whose early development was enabled by MIPS projects. A conservative estimate of the return to the Maryland State Treasury from jobs enabled by MIPS projects, assuming a 3X jobs multiplier effect, an average salary for all those jobs of \$50,000 and a 5% effective tax rate covering income, sales, and property taxes, shows \$20 million annually in Maryland tax revenues. That represents a 10 to 1 annual direct return on the state's investment in MIPS and makes MIPS one of the most cost effective job creation programs in Maryland, creating jobs at a cost of \$3,700/job. With over \$21 billion in cumulative product sales from MIPS-generated technologies, the results of the program are impressive. Because of the significant impact the program has made in the past 24 years, the state of Maryland has continued to fund MIPS even in this challenging economic climate. The significant leveraging of state funds with private sector funds are a major reason for this commitment. The outcomes for companies in terms of products sold, jobs created and further funds raised are significant impacts well recognized by the state of Maryland.

5. Is this project replicable or transferable? Can it be adapted for use in other communities? What lessons have been learned?

There are three programs in California, Georgia, and Florida similar to the MIPS program. If matched by state funds, MIPS-like programs could be established in other states that have an active research university system. Because the MIPS process can support R&D in any technology, other states could use MIPS-like programs to advance the product technologies most relevant to their local economy. One lesson of MIPS is the importance of allowing local companies to determine what technologies are most important to them, a technology pull rather than a push approach. Another lesson: MIPS' success has proven importance of assessing proposed projects from both technology and business-related criteria. By creating successful university-company linkages, states can compete more effectively in the new global economy. Ideally, Federal funds could be matched not only by state funds, but also by corporate funds from participating companies. MIPS processes (application process, guidelines, contracts, evaluations) are well established (www.mipstrack.umd.edu) and could be applied to new programs.

6. In what ways is this project innovative or creative?

Historically, MIPS funds have been leveraged by a 5:1 ratio (total project value to MIPS funds). Since 1987, cumulative MIPS funding for R&D projects has been more than \$35.9 million, and the total, including company matching funds, has exceeded \$174 million. By creating jobs at a cost of less than \$3,700 per job, MIPS is one of the most cost effective job creation programs in the US. The direct jobs created are typically above average in salary (\$75,000-80,000), and carry an economic development multiplier of at least 3:1. The actual return to the state treasury versus the cost of the MIPS program is 10 to 1 on an annual basis and 29 to 1 cumulatively since the start of the program. These are real jobs, real tax dollars, and an extremely cost effective job creation incentive program. Every project MIPS sponsors is innovative and the MIPS program itself is innovative.

7. Are there any other relevant details not covered above or specific to your category?

Diverse MIPS projects in areas such as: biotech, software, environmental, energy/ sustainability, etc., have contributed to the economic success of a wide array of technology-based companies in Maryland. MIPS thereby contributes to the state's technology strategy in biotech, cyber security, and sustainability, positioning the state to compete and succeed nationally and internationally. MIPS-participating companies reside in all areas of the state, from Western Maryland to the Eastern Shore. This broad reach of the program helps connect rural areas to university expertise throughout the state. In 2005, MIPS was recognized by the United States Small Business Administration for "Best Practices in Technology Transfer" as an unique, model program that encourages economic development through technology initiatives. MIPS has provided matching funds for more than 683 projects covering a wide range of technologies in engineering, computer, physical and life sciences worth a total of \$174 million in R&D expenditures. In 2007, MIPS was recognized by the State Science and Technology Institute (SSTI) as a best practice economic development program. MIPS' award was for enhancing existing industry in technology-led economic development. These two national awards have recognized MIPS as a best practice program, which is novel and unique among US states.

I. Name, Location, Nature of Business

The Maryland Industrial Partnerships (MIPS) Program was established in 1987 at the University System of Maryland's (USM) flagship campus in College Park, Maryland to promote commercialization of new technologies, and to create partnerships between USM institutions and Maryland businesses. MIPS accelerates the commercialization of new technology by jointly funding commercially directed collaborative research and development projects between USM faculty and company researchers. The mission of MIPS is three-fold: (1) to provide a well-understood mechanism for Maryland companies to gain access to knowledge and expertise of faculty and graduate students and to facilities associated with the extensive research base in engineering, computer science, physical sciences and life sciences; (2) to provide faculty and students with opportunities to transfer technology through product-oriented projects for Maryland companies; and (3) to enhance the economy of Maryland by helping Maryland companies to be more competitive and thus to create jobs.

II. Types of Projects

MIPS projects have covered a wide range of technologies in engineering, computer, physical and life sciences. Since 1987, MIPS provided matching funds for more than 683 projects worth a total value of \$174 million in R&D expenditures. MIPS-supported projects have increased product sales, provided jobs to the region, and infused state-of-the-art technology into the global marketplace. MIPS is an effective technology commercialization program using a unique, but well established and successful model for university-industrial collaborations. The resources of the university are effectively leveraged to benefit businesses in the state of Maryland.

III. Partnership, Planning, Development, Finance

The MIPS program receives funding of \$1.4M per year from the state of Maryland. These funds are used to provide matching funds which are awarded twice a year on a competitive basis for proposals submitted jointly by Maryland companies and university researchers. The level of commitment in the partnership is further strengthened with a financial contribution from the company. While the maximum MIPS award for any single project is \$100,000 per year for projects with large and small companies, and \$90,000 for projects with start-up firms, companies are expected to contribute an additional percentage of cash funds to the project based on the company size and years in business. All funds go to the university researcher to conduct the project. Faculty, postdoctoral fellows, and graduate students have the opportunity to perform research that directly leads to commercialization of new products. Companies are able to access expert university faculty and state of the art facilities to conduct cost effective research and development.

IV. Significance of Partnership and Benefit to Community

The Maryland Industrial Partnerships (MIPS) Program serves the state of Maryland, and is a technology transfer and economic development program that promotes the development and commercialization of products and processes through industry/university research partnerships. Two features that distinguish this program from other research programs are that (1) MIPS proposals are evaluated not only on technical merit, but most importantly on potential for economic benefit, and (2) projects are jointly funded by the companies and by MIPS.

Companies are asked to provide data on product commercialization and product sales, job creation, export revenue, and other relevant data for up to five years after the project ends. The return on investment is assessed using sales and job creation data. Job creation data derived from MIPS applications reveal that forecasted high technology jobs are created at a cost of

\$3700 per job. To date, companies have reported sales of MIPS-derived products of over \$21 B. Last year, follow-on venture investment of more than \$30M was reported by MIPS participating companies.

V. Spin-off Impact

MIPS-supported projects have enabled product sales (\$21B), provided over 2700 direct jobs to the region, and infused state-of-the-art technology into the global marketplace. Major commercial products aided by MIPS projects include MedImmune's Synagis® for infant respiratory disease, Black and Decker's Bullet Speed Tip Masonry Drill Bit, Hughes Network Systems' DIRECWAY satellite internet product, Martek Biosciences' Formulaid® infant formula additive, and Quantum Sail Design Group's off-wind sails for performance yachts. MIPS is an effective technology commercialization program using a unique, but well established and successful model for university-industrial collaborations. The resources of the university are effectively leveraged to benefit businesses in the state of Maryland.

VI. Innovation in Organization

The technology community in state of Maryland is described as a region rich in R&D resources. The presence of many federal laboratories (NIH, FDA, NASA, NSA, etc.) and a robust university base (University of Maryland's 13 member institutions, Johns Hopkins University, etc.) has led to an emergence of many small technology-based firms. Access to funding for early stage commercialization is critically important for these companies. In conjunction with other state of Maryland's initiatives MIPS funding fills a critical gap that acts to promote this technology-based cluster of companies.



**Quantum Sail Design Group & Dr. Jewel Barlow of Aerospace Engineering
at University of Maryland College Park**



**Sustainable Systems Inc. & Dr. Yizun Wang of Physics and Engineering
at Frostburg State University**



**AviHome, LLC & Dr. Jeannine Harter-Dennis of Agricultural Sciences
at University of Maryland Eastern Shore**



**Coil, LLC & Dr. Patrick O'Shea of Electrical and Computer Engineering
at University of Maryland College Park**



**Black and Decker, Inc. & Dr. M. Appa Anjanappa of Mechanical Engineering
at University of Maryland Baltimore County**



**American Dynamics Flight Systems & Dr. James Humbert of Aerospace Engineering
at University of Maryland College Park**



**Martek Corporation & Dr. Richard Calabrese of Chemical and Biomolecular Engineering
at University of Maryland College Park**



**CSA Medical & Dr. Bruce Greenwald of School of Medicine/ Department of Medicine
at University of Maryland Baltimore**



**MedImmune, Inc. & Dr. Daniel Stein of Microbiology
at University of Maryland College Park**

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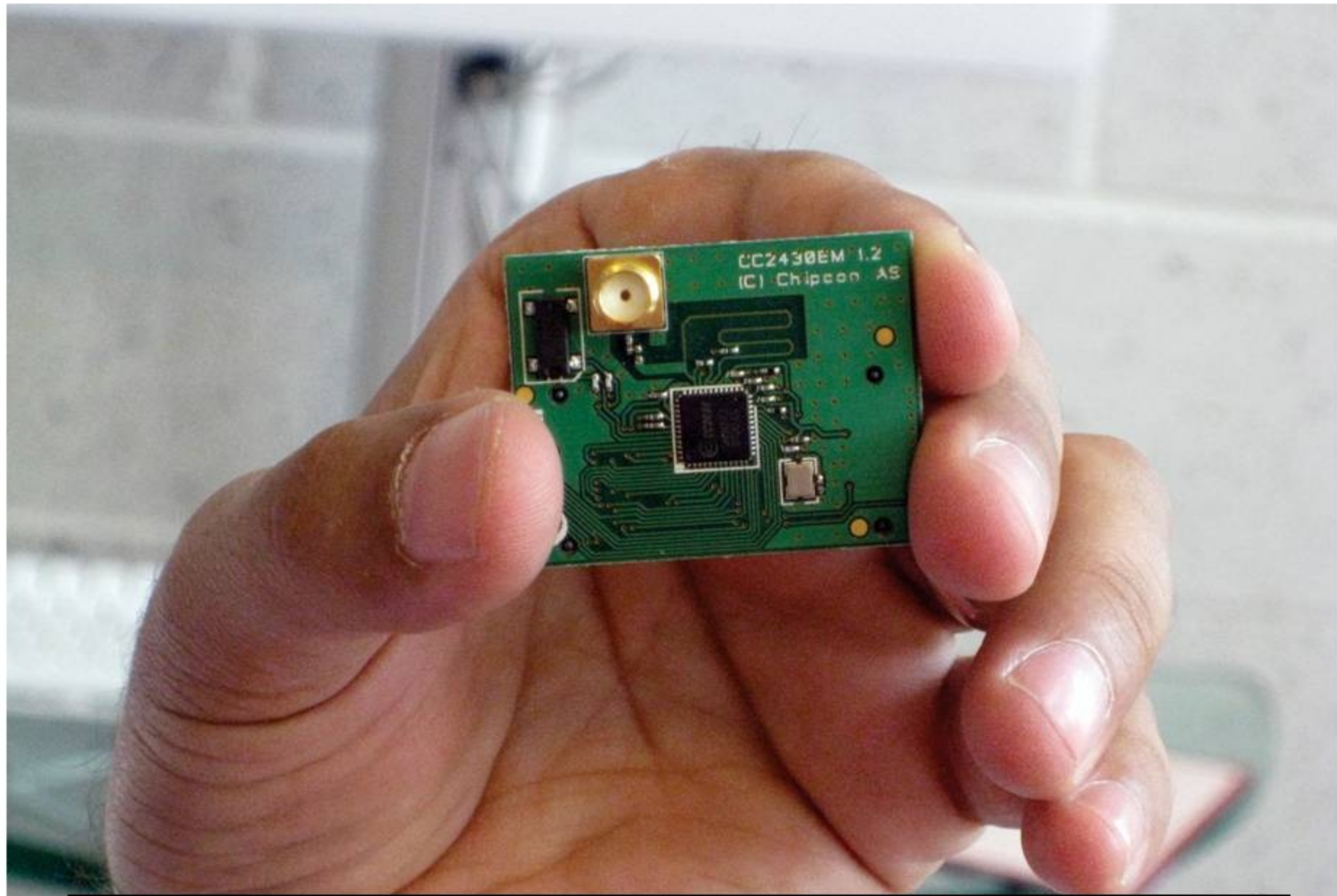
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**Resensys LLC & Professor Martin Peckerar of Electrical and Computer Engineering
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**Hughes Network Systems & Dr. John Baras of Electrical and Computer Engineering
at University of Maryland College Park**