Hello Readers,

HAPPY SUMMER! With preparations for fall semester underway, we have so many exciting updates, upcoming events, and system-wide thought pieces to share with you.

Thank you to our loyal readers and for those who have submitted thought-provoking campus stories. For this issue, we are pleased to highlight entrepreneurship. Most of the stories and events featured in this issue have an entrepreneurial focus.

We know and support the importance of keeping SUNY students engaged as entrepreneurial learners. For the 2016-2017 academic year, there were 29 SUNY-wide entrepreneurial programs, and 14 of them were centered on applied learning.

Happy Reading,

The Applied Learning Team
Connection to Chancellor Johnson’s Priorities as described in the State of the University System Speech

Chancellor Johnson identified Innovation and Entrepreneurship, Individualized Education, Sustainability and Partnerships as the four priority focus areas in her January 2018 State of the University System address.

“For SUNY to be a leader in this next century and realize the potential of artificial and augmented intelligence, we will need to increase cross-disciplinary research, scholarly work, entrepreneurship, and our outreach. I am setting a goal for SUNY to at least double all of these measures over the next decade. This includes expanding the opportunities we offer our students for research in emerging disciplines—and internships with innovators and entrepreneurs in fields that are changing our world.”

In addition to supporting entrepreneurship as one type of Applied Learning, Chancellor Johnson highlighted Individualized Learning as SUNY’s path forward.

“No matter what field a student decides to go into, you can bet that social networking, communication skills, and critical thinking will be required. So we will emphasize these adaptive skills in all we do. We also will give them the enormous advantage of entering the workplace having learned through experiences—with internships, apprenticeships, research projects, and other out of the classroom experiences that prepare them for their unique futures.”

Directly following the speech, Interim Provost Grace Wang presented an update to the Board of Trustees focused on applied learning as individualized student learning. Highlights of her presentation may be found here. Finally, Chancellor Johnson underscored the importance of partnerships in all of our work, stating that “SUNY benefits tremendously from its alliances with industry, government agencies, non-profit foundations, and international organizations.”

We are excited to see how our work with partners and students in applied learning will help move our university system forward.
Binghamton University School of Management students provide support to businesses looking to export

Students provide research support and consultation to businesses hoping to reach international markets
By Allen Wengert
Small- and medium-sized businesses from New York’s Southern Tier have a valuable asset to assist them in achieving their exporting goals: students from Binghamton University’s School of Management (SOM).

Begun in February 2018, the ExportNY “Launch into the Global Marketplace” program provides businesses from the region the knowledge and resources needed to export their products. As she was developing the curriculum for the program, Elena Iankova, founding director of the Center for International Business Advancement (CIBA) and an adjunct assistant professor in SOM, saw an opportunity for collaboration between the participants of the program and Binghamton University students in her global business risk-management class.

As participating businesses developed their own executable export plan during the program, SOM students provided research and consultation support. The collaboration provided benefits for both the students and business executives in the program. “It’s a two-way street,” Iankova said. “The students provide the companies research assistance and consultation, and the companies provide the students real-life experiential learning opportunities, helping them develop their management research and consulting skills.”

The beginning of the program coincided with the beginning of the new semester, so Iankova invited participating businesses to present their exporting goals and the international markets they were targeting to the students. She then assigned each group of students to a specific participating business and target market. The groups conducted research and presented recommendations throughout the semester.

“Everything is becoming global,” said Nino Kvaraia, an MBA student in the class. “Having a global mindset is very important. You need to be aware of what’s going on in the world around you in order to succeed.” Kvaraia, who is from the country of Georgia, said she was drawn to Iankova’s class because it was directly related to her career goals. She hopes to one day start her own import/export business and wanted the hands-on experience the class promised to provide. “This project has been very interesting. It’s a great way to find out what kind of implications exporting has, as well as learning about the challenges businesses of this size face as they explore this option,” she said. “Import/export can be perceived as tedious because there is so much involved. But it’s very important that you have everything perfect.”

Exploring international markets is what drew Daniel Shuster, a master’s in accounting student, to the class. “In my recent internship, we dealt with teams in other countries, so we had to learn about how business is conducted in those countries, as well as how to deal with those risks,” he said. “It was so interesting, and in today’s business world you never know where around the globe you’ll end up, so it’s important to know these things.”

The participating New York companies for the inaugural run of the program were CMP Advanced Mechanical Solutions from Binghamton, Awestruck Ciders from Sidney, and Cascun Farm from Greene. “We think it’s important to the local economy to expand our view of the market on a global scale. We’re fascinated by this idea of an international cultural exchange, and we think doing so commercially is very valuable,” said Patti Wilcox, co-founder of Awestruck Ciders. Awestruck Ciders produces hard ciders made from New York state apples. By targeting the South Africa market, Wilcox believes exporting could open up new opportunities. Furthermore, she stated, “There is a huge spectrum of knowledge needed, and having access to that is invaluable.”

And by having access to lankova’s class, the participating businesses have an opportunity to learn from teams of outstanding SOM students. “You know that exporting isn’t going to be easy, but you don’t really realize how many risks there are just to get something out of this country,” Shuster said. “We have an opportunity to help real businesses by looking into these risks and sharing our knowledge with them.”

Iankova said feedback from the participants regarding student involvement has been very positive. She indicated the student research was referenced multiple times in the final presentations and export plans. “We’ve gotten so much information from this program,” said William Hoover, product realization manager at CMP Advanced Mechanical Solutions. “And we’ll take this information back to our company and it’ll help us make better decisions when it comes to these opportunities.”

As for opportunities, lankova’s class is a testament to how the School of Management utilizes experiential learning to prepare students for future careers. “Companies are always looking to hire people with global mindsets,” Kvaraia said. “This class is a great example of how the School of Management helps us develop that mindset by giving us hands-on experiences.”

THE UMBRELLA NEWSLETTER
Student INC.Ubator Promotes, Supports Entrepreneurship

By Rayjenée Roberts

While college students may be interested in starting their own business, they often don’t know where to start. That’s where the Student INC.Ubator comes in. The organization provides students with tips on how to start a business and nurtures their ideas so that they can become successful entrepreneurs.

The INC.Ubator helps students evaluate their business skills, develop a plan, and learn aspects of entrepreneurship, such as taxes and methods of incorporation. It also provides students with mentors to help them pursue their business as a career before or after graduating. Students also can use the INC.Ubator space to develop their ideas and network with small-business owners, alumni, and local entrepreneurs who lead workshops on running successful businesses.

"All the consulting that I did has pushed my motivation to believe that I can get this done. It’s extremely motivating to be around other people who have the same goals of being a student entrepreneur,” said Jalessa Montaque,’17.

In 2015, Sue McCartney, director of the college’s Small Business Development Center (SBDC), and Rita Zientek, interim dean of the School of the Professions, got the idea for the INC.Ubator. And, Joelle Leclaire, associate professor of economics and finance, helped launch it. Dhannayia K. Johnson, ’14, joined the SBDC after she graduated, became certified as a business adviser in January of 2016, and now leads the INC.Ubator. “What led me to the INC.Ubator is that the resources for starting a business didn’t seem accessible when I was a student,” Johnson said. “Having the ability to provide a work environment that is a safe space to create is my way of giving back.”

The club helps students answer questions about their desired industry, any skills or knowledge they already possess, and how they want to work. Once they’ve established the answers to these questions, students can further develop their own business ideas. The INC.Ubator encourages students to gain the appropriate work experience before launching a business. If students don’t have that experience, the INC.Ubator leaders can point them to helpful resources. “I know talking about starting a business can be intimidating, but do not let that stop you from pursuing your dream,” Johnson said. “When you come to our meetings, everyone in the room is respected and honored.”

The club, open to all Buffalo State students, hosts regular meetings on Thursdays from 12:15 to 1:30 p.m. and occasional Friday workshops in Buckham Hall A107. To become a member, a student must attend three meetings. The final Friday workshop and discussion of the semester will be held on Friday, May 4, from 3:00 to 4:15 p.m. For more information, contact Olivia Harbol at smallbus@buffalostate.edu or call the SBDC office at (716) 878-4030.

Launch into the Global Marketplace

The six-month ExportNY “Launch into the Global Marketplace” program is provided by the Center for International Business Advancement (CIBA) in partnership with the Alliance for Manufacturing & Technology (AM&T), the Global New York Program of Empire State Development, the U.S. Commercial Service and the Small Business Administration.

Delivered through Binghamton University, the program is modeled on a similar ExportNY program that has been offered at Syracuse University for nearly 20 years with assistance from an Appalachian Regional Commission (ARC) grant. The goal of the program is to help foster economic growth and job creation in the Southern Tier as a result of increased exporting.

Entrepreneurial Students at Plattsburgh

Abhey Sharma, an international student, recently used an Applied Learning Grant from Plattsburgh for an internship with Dish One, a subsidiary/startup of Dish Network that was testing a new service in Atlanta, GA. He went through sales training, and engaged in product sales to new customers in the Atlanta region.

Rebecca Stewart, a graduate student, recently used an Applied Learning Grant from Plattsburgh to attend a national conference on speech and hearing so she could start an Aphasia Choir on campus for local community members.
SUNY Plattsburgh seniors Nicole Casale and Cole Reiss, Supply Chain Management majors, are getting a true understanding about how New York State helps state and local governments buy goods and services. They secured paid internships during the summer with the State Office of General Services (OGS) in the procurement division as part of the New New York Leaders Student Intern Program. New York is one of eight states to receive grant funding from the National Association of State Procurement Officials (NASPO) to hire students who are attending partner universities around the country.

New York State agencies like the Department of Health and Department of Environmental Conservation need to buy many things for their operations so they can provide services to people. So, do cities, towns, villages, schools, law enforcement and not-for-profit organizations. Just about anything you can name - from playground equipment, computers, and road salt to complex technology services and cleaning crews - can be obtained from one of over 1,500 centralized contracts created by OGS valued at $26.6 billion. These contracts are researched, written, bid-out, evaluated, and negotiated by OGS so that state agencies and over 7,500 authorized users made up of local governments and not-for-profit organizations can use them to buy the goods and services that they need.

Nicole spent her summer helping update the OGS procurement division’s process for improving customer service when vendors or contract users are having problems with a contract. This involved a close look at how problems come into the agency, what happens once a complaint has been received and how to improve communications to resolve an issue. “I’m getting a unique inside perspective on what procurement contracting is all about. I’m excited to apply what I have learned about procurement throughout my college experience in a real-world setting. It is also interesting to see how procurement is evolving and a career in this discipline is a greater opportunity than I had imagined,” she said.

Once a contract has been awarded, the people who use it to buy goods and services need to have a clear understanding of how to use that contract. To help make that easier, Cole took a deep-dive into how managing contracts and created a guidebook to be used by procurement staff at OGS and other New York State agencies. “This internship is proving to be a meaningful experience for me. The people I’m working with are true professionals and are treating me as an integral part of the team, which makes me excited to come to work every day. I’ve learned so much about government procurement in just the first month. I’m grateful to New York State and NASPO for giving me this opportunity to explore a career in public service,” he said.

Olivia Hook Frey, NASPO’s Academic Affairs Manager, said “NASPO’s internship program is in its second iteration this summer, with eight participating states and 14 Supply Chain Management student interns from academic partner schools. We have had great feedback from these students and their supervisors, and look forward to continuing our internship program.”

The New New York Leaders Student Intern Program offers opportunities in all fields during the summer, fall and spring semesters. Students can fill out an easy online application.
In April 2018, 14 SUNY Cobleskill students along with their advisor, Dr. Sophie Winter of the Agriculture and Food Management Department, attended the National Agri-Marketing Association (NAMA) Conference in Kansas City, Missouri. For the fourth straight year, the College fielded a team of seven students in the NAMA Student Marketing Competition. The competition was a chance to demonstrate months of work regarding their product: Altitude Protein Crisps, which uses Spirulina algae as a key ingredient.

The SUNY Cobleskill team conducted market research for Altitude Protein Crisps based on a set of target “consumer profiles.” They designed and administered online and in-person surveys; this research was used to determine packaging size, flavor, and price point for Altitude. The team prepared a six-page executive summary of their marketing plan, and submitted it one month before the conference. At NAMA, they delivered their live, twenty-minute presentation, which included a slideshow. SUNY Cobleskill is known for using videos to introduce a lighter touch and this year was no exception, as the team included two student-produced “testimonial” videos about Altitude. The event ended with a five-minute period of questions from the judges.

Over the course of the conference, SUNY Cobleskill students were able to meet with hundreds of Agriculture Marketing professionals, as well as with members of 28 other student chapters from around the country, including from Michigan State University, The Ohio State University, Purdue University, and the University of Wisconsin-Madison. Thomas J. Coene, Chair of the National Agri-Marketing Student Chapter at SUNY Cobleskill, observed: “For me, the best part of the conference is watching other student teams compete and hear their product ideas, as well as their tactics for marketing their exciting agriculture products. We are truly in the presence of our nation’s future agricultural leaders when we attend the conference each year.”

For more information about NAMA and the event, please visit: https://www.youtube.com/user/ExploreNAMA
By Debra Gelinas, UAlbany Assistant Vice Provost for Applied Learning

This summer, the University at Albany piloted a SUNY-wide internship program, called the SUNY Program for Experiential and Entrepreneurship Development (SPEED). The program provided students an opportunity to gain professional experience at a START-UP NY or Innovate 518 company. All internships took place in the Albany, NY-area, and the program was open to students who were currently enrolled at any SUNY institution.

Participants interned for a minimum of 150 hours during the summer term, and they enrolled in a 3-credit UAlbany online internship course, titled “Advanced Applied Learning Internship”. In addition to internship hours and course assignments, SPEED students were expected to attend bi-weekly leadership and entrepreneurship workshops on campus.

Both START-UP NY and Innovate 518 are programs administered by Empire State Development aimed at assisting early stage to growth stage companies with a technology or innovation focus to grow and prosper in New York State. These companies can offer a unique type of internship experience, allowing students to see firsthand the work entailed to scale an emerging industry venture and to be part of a formalized public-private partnership. This is an ideal internship for students exploring entrepreneurship or wishing to experience what it is like to work for a technology-based startup.

Six students participated in the Summer 2018 SPEED pilot program. Five are students at UAlbany and one is from Binghamton University. They interned at Nowigence, Innovation Hot Spot, and Case Window and Door (a Hudson Valley START-UP NY partner). The six internships were all paid and two UAlbany students received tuition scholarships sponsored by the UAlbany Office of the Provost. According to intern Cortney Alleyne, “Despite me knowing my interests, I wasn’t sure what path to pursue with my career. I was in the search of an internship that could give me a clearer understanding of what I would like to do with my life. I found that the SPEED program offered what I was looking for, technology and entrepreneurship inspired internships."

For more information, please visit https://www.albany.edu/experientiallearning/84071.php or email the UAlbany Center for Experiential Education at experientiallearning@albany.edu. Applications for the Summer 2019 program will be available in the fall semester and due in January 2019.

SUNY Broome Community College collaborated with several local organizations to offer an Amazing Teen Entrepreneurs program this summer the new Koffman Southern Tier Incubator in Binghamton. At Amazing Teen Entrepreneurs, youth spent a week becoming an entrepreneur. During this action-packed week, they developed their entrepreneurial skills with experts in the field and met entrepreneurs incubating their businesses at the Koffman Southern Tier Incubator.

Youth ages 15-18 spent a week learning the following:

- What it takes to be a successful entrepreneur
- How to identify, develop and test your business idea
- How to organize and manage your business
- How to research and market your business
- How to determine the feasibility of your business
- How to understand your financials
- How and where to get funding for your business concept
- The importance of networking with other entrepreneurs

This collaborative initiative was made possible by bringing together experts from the SUNY Broome Entrepreneurial Assistance Program, Koffman Southern Tier Incubator, Binghamton University, Southern Tier Startup Alliance, The Greater Binghamton Chamber, the Greater Binghamton Educating Outreach Program, and The Agency.
Students display entrepreneurial spirit in competitions

The company also won $5,000, matched by an additional $5,000 from Cornell’s Center for Technology Licensing, and second place in the Cornell Venture Challenge, a competition run by Big Red Venture Fund for more fully formed startups. The winner of that competition, and $25,000, was Soundskrit, co-founded by Sahil K. Gupta ’15, M.Eng. ’16. The company makes smart microphones for devices and hearing aids, using a microphone that separates sounds coming from multiple directions and zooms in on the sounds the hearer cares about, providing improved speech recognition and higher-quality recordings. They use a bio-inspired design that measures a sound’s particle velocity instead of its pressure. Coming in third in the Cornell Venture Challenge was Crater, created by a Cornell Tech team to offer templates and tools for grassroots reporting on local issues.

In the Big Idea competition, where students pitch ideas as opposed to representing actual companies, Cowscope was the winner in the for-profit category, winning a $3,000 prize. Its idea is to target bovine mastitis contamination, which affects 30 percent of dairy farms each year. Their solution? A portable microscope system with fast analytics to help farmers quickly diagnose individual animals. A camera takes a picture of the sample slide and analyses it via smart phone. The technology could be used in beer brewing and other food and beverage industries, said founder Sachiy Koide ’18, a biological engineering major. “With my $3,000, I hope to continue building a prototype of my idea – maybe making it smaller and more useable for the farmers,” said Koide. The team included sisters Monica Ong ’19 and Amanda Ong ’19 and Swathi Chakrapani ’19.

AMPS won first place in the nonprofit category, and $3,000, for its idea for a faster, easier way to charge mobile devices in developing countries: a solar-powered hub where owners can swap out their discharged batteries for 50 cents. “We have even considered doing a pilot program at Cornell, to see how people interact with the system,” said team member Alex Li ’20, an electrical engineering major. Other team members are Rohan Patel ’20 and Shen Lee ’20.

Teams from eLab shared the stories of their ups and downs at eLab Demo Day in April. Brynne Merkley ’20 and Colby Triolo ’19 talked about launching their Worldwide Travel Network, a platform that matches travel partners who share the same schedule, budget or interests. Jamie Kim ’19, founder of granola company Bumble and Butter, told the crowd that her company has now sold 5,000 bags of sweet and savory granola and is being sold on Amazon Prime, selling out on their first day of launch. And, Antithesis launched a Kickstarter campaign for their Grabanzos, a chocolate-covered chickpea snack.

The founders of Dexter, a product to help people understand and acquire cryptocurrency, described how they discovered there wasn’t a need for their product – and how they are now exploring a completely different idea. “It’s not about persisting in selling the product that you want to sell, it’s about persisting in finding out what customers actually want,” said Tom Schryver, executive director of Cornell’s Center for Regional Economic Advancement and an eLab instructor. “When a team realizes they’re pushing the wrong product, stops at the right time and finds the right thing to do, that’s just as worth celebrating as every successful team you’ll see here today.”
Entrepreneurial Action Team Interns

SUNY Cortland’s Institute for Civic Engagement needed to build capacity, so in spring 2018 it created its entrepreneurial Action Team of interns. The Team’s “inverted-triangle” management design encourages intern innovation and initiative. Interns demonstrated those qualities as they helped the Institute complete planned projects and build on unexpected opportunities.

Each intern was assigned to one of four projects: the Cupboard (a pantry for food-insecure students), Voter Education, Publicity, and Promotions. During bi-weekly meetings, interns updated each other on their respective projects. By the third meeting, interns were already showing initiative by guiding the discussions. When the Institute’s director, John Suarez, asked an intern about the status of a project; the response was often similar to, “Oh, I met with Mariah and Austen and we took care of that last week. Now we’re working on…”

Interns received one to three credit-hours for their work. The nine interns donated more than 600 hours to the Institute.

Some of the Team’s accomplishments are:

- The Cupboard intern worked as an entrepreneur by creating an inventory tool, designing a training program for volunteers, following-up on guests’ suggestions, and working with the director of the Cortland Fund to secure funding for the Cupboard. Team interns recruited 12 volunteer staff for the Cupboard, and they helped recruit 50 participants for a Wellness Wednesday health event at the Cupboard.
- Team interns reached-out to the Cru Club and the Entrepreneur Club, helping them fill rooms for a Hurricane Harvey Relief event and for a recruitment meeting. They also recruited a record 125 participants for the Institute’s State of Poverty Simulation and 87 participants for three Deliberative Dialogues, including 12 for a facilitator training session.
- Members of the League of Women Voters of Cortland County were so impressed with the Dialogues that they recently accepted three students into its Board of Directors. Two are Team interns (who have also created an eight-member Generation Vote chapter); the third is the 2017-2018 Young Republicans President.
- The interns co-conducted and refined the Team’s hiring process: They updated project descriptions, composed interview questions, reviewed twelve applicants’ cover letters and résumés, conducted interviews, recommended new interns, and suggested professional development activities for new Team members.

In April, the interns reflected on their experiences at an I Learned by Doing Sandwich Seminar. As a group, interns said that they appreciated the autonomy afforded by the program. A few interns had re-focused their career goals as a result of their work. Some recognized their ability to transfer skills, as did this Professional Writing major: “I’m applying my time management skills from this internship to my classes,” and in Team projects “I can use what I’ve been learning in my classes.”

A Communications major brought the whole experience “full circle” when she said that, “While promoting the Entrepreneurship Club, I realized that the Club is also all about learning by doing. I saw how important and cool learning by doing is.”
Innovation & Entrepreneurship at Genesee Community College

By Dr. Lina LaMattina
Director of Business Programs/Assistant Professor of Business at Genesee Community College

Innovation? Yes! As we all know, the way to achieve innovation is through the use and application of creative thinking and at Genesee Community College (GCC) we teach exactly that, *Introduction to Creative Problem Solving*. This course is required in a growing number of degree and certificate programs and has also become popular as an elective, with participation ranging from nursing students to criminal justice students, and beyond. Given the call from employers everywhere for individuals that can think creatively, this is a very good thing!

Entrepreneurship? Absolutely! GCC, while positioned in a rural community, operates in the center of a highly entrepreneurial region. As such, creativity and innovation is valued and is directly applied to entrepreneurship. GCC has embedded its Creative Thinking course in both its degree and certificate programs in Entrepreneurship, thus better preparing these students to succeed upon graduation.

To spotlight both Innovation and Entrepreneurship, we decided to celebrate a *Year of Entrepreneurship* during this past academic year (2017-18). We kicked off the fall semester with a speaker on Social Entrepreneurship and its global impact, then held an Agri-Tourism Conference that featured an Entrepreneur Panel discussion and included product samples from upwards of 20 ag-based entrepreneurs, and finally featured a young startup company living *The Van Life* while touring the U.S. and running their business online. These events started a buzz around campus and served to inspire our students and participating community members. The message was clear; *we are all creative and the opportunities to be entrepreneurial are endless*.

The spring semester served to build on this foundation with our 5th Annual Creativity Conference focusing on *Creativity in the Entrepreneurial Zone*. We used this conference to spotlight entrepreneur stories and help students to see this as a very doable career path. With entrepreneurs that ranged from award winning make-up artists to graphic designers and movie makers, the buzz transitioned into tangible excitement. The conference also served as a springboard to encourage students to consider and develop a business idea of their own, after all the message throughout the year had been *you can do this too*.

After the conference, students interested in developing a business idea, were invited to free workshops by our local Small Business Development Center (SBDC) that helped them to more fully think through their approach. I delivered a coaching session on how to develop and deliver a winning Elevator Pitch, and the students were ready to compete for cash prizes in our final event, our 1st Annual Business Idea Competition. Participation was strong and students delivered amazing Pitches that won the hearts of the judges and faculty present! Both students and faculty have asked that we continue to run these events, which of course we will.

This *Year of Entrepreneurship* has been both a wild ride and an inspiring journey! It was a team effort that included both faculty and staff on campus, as well as regional partners like the Small Business Development Center, the Genesee County Economic Development Center, the Genesee County Business Chamber, the University of Rochester, and many others without which this would not have been possible. I look forward to continuing this journey with our students, faculty, and regional partners as we work to expand entrepreneurship at GCC and subsequently contribute to economic development in our region.
Julia Tannenbaum paired art and business together throughout her time at Geneseo to help build economic development across Livingston and Wyoming counties. At Geneseo, she declared a major in business administration with a minor in communication and art history. “I paired a love of creativity, which is one of the most important skills, with a business outlook,” she said. “Business gives you a technical background, while art history looks at how creativity impacted different societies, and communications brought in how to create an effective team.”

Tannenbaum put those skills to work as one of the founding students of what evolved into Adopt-a-Business — a student intern program which provides local businesses with access to one-on-one support in social media and digital marketing. Students gain real-world experience in business consulting, and local businesses receive student support to enhance their online marketing presence and grow their business.

“It really lets students see other things that are out there,” she said, and helped her understand what it means to run a business. Tannenbaum’s Adopt-a-Business client base includes David Mann Jewelers on Main Street in Geneseo, as well as Sundance Books, for which she helped run a very successful textbook buy-back program. Tannenbaum is now the student coordinator for the program, overseeing six other student interns. Adopt-a-Business is housed under SUNY Geneseo’s Center for Inquiry, Discovery and Development (CIDD), in partnership with the Livingston County Downtown Partnership Program, and the Letchworth Gateway Villages Initiative (LGV). Such experiences, Tannenbaum said, were transformational for her.

Tannenbaum cites Professor of Economics Chris Annala as well as Lecturer and Internship Director for the School of Business Robert Boyd, professor of accounting Harry Howe, and Department of Art History Chair and Professor of Art History Lynette Bosch for really opening a new way of thinking, and discovering a new envisioned future. “Professors at Geneseo really care, and are easy to talk to,” said Tannenbaum. “They bring real-world issues and bring them into the classroom.”

After graduation, Tannenbaum is exploring different opportunities in digital media and cultural consulting. She hopes to pair her love of innovative thinking with her analytical background. “You have to find your spot and make your home,” said Tannenbaum. “Look at the offerings and the outcome after graduation, and most importantly can you see yourself growing and developing into the person you want to become?”

with the resources and opportunities that Geneseo had to offer, Tannenbaum is leaving Geneseo with a changed worldview and career goals.

“By having the ability to be a cross-departmental student and developing ties with the community, I was able to see a different side of the ‘college experience,’” said Tannenbaum. “I expressed my passion for local business through Adopt-a-Business and created relationships that I know will last past my time here at Geneseo. I am able to see what everyday life of a sole proprietor entails. This has transformed the way that I look at businesses, as well as where my future career path may go.”
I’m Michelle Soria, a Communication Major: Professional & Personal Track with a Museum Studies and Art History Minor at SUNY Geneseo. My goal was to enjoy my last semester at SUNY Geneseo. I had worked hard to build myself into a student leader on campus throughout all four years, and I was enrolled in a less heavy course load; however, something was missing.

I knew I was the type of individual who loved to be productive, so I decided maybe an internship would fill in the gap. The career center suggested a few places, and I began to reach out to see if any would have me be their intern with no need for credits or pay. Paul Morrell from Small Business Development Center reached back to me and that is when my semester took a turn for the best. He gave me the chance to embrace some of the skills I had learned in my communication classes and to expand my creativity through graphic design ideas.

In class, they tell you that public speaking is a skill you’ll need in any field but during my internship, I was given a once in a lifetime opportunity to run a marketing strategy meeting with a client. My public speaking skills were being tested as I organized a PowerPoint presentation of my ideas for the business to market better than brand through their flyers, logo, and website. Not only did I run a meeting during my time at Small Business Development Center; I was able to learn how to use Content Contact (which throughout my job searches have found is highly required by business) and improved my designing graphics for prints.

This experience changed the way I am looking into my future, as I had been struggled to figure out how to use my major and my skills. Now leaving SUNY Geneseo, I am looking for a position that helps me do some of the tasks I was able to learn working at Small Business.
William Turano, student at Farmingdale State College discusses his entrepreneurial experience through competition.

The light bulb about growing food for a living went off in William Turano’s head in 2013, while sitting in an anthropology class at Suffolk Community College, engaged in a discussion about the negative effects of large-scale commercial agriculture. Coincidentally, he was also developing a taste for gardening at home. It was the confluence of these two things that prompted Turano to create Lifted Roots Vertical Farms, a service that provides a hydroponic agricultural system that is versatile, mobile and sustainable, to meet the demand for farm-to-table foods.

Now a business management major at Farmingdale State College, Turano has seen his brainchild emerge as an award-winning small business. And the awards have come one after another. First, last year at Farmingdale, where he nailed the LI regionals of the NYS Business Plan Competition, and then a People’s Choice award at the state finals. Most recently he presented at the Schulze Entrepreneurship Challenge’s e-Fest, where he and a fellow student were one of only 25 teams from institutions across the country.

“I never went into a competition with the intent to win,” Turano said. “I used the competitions as a channel to spread awareness about the challenges in our current food supply chain. It’s always a great feeling to win anything. But knowing that I’m winning while competing against some of the greatest minds, entrepreneurs, innovators, and creators in the country makes it really special.”

Now, to take it to the next level, Turano is looking for a mentor and business advisor to tutor him. “For me, it was never about the money. Obviously, as a business owner and a person I need to make money to help support my family and the business. For me, founding Lifted Roots was about doing what I love and what I’m passionate about, which is growing clean, healthy, real food.”
By Tim McCabe
Professor & Chair, Entrepreneurship AAS

As a result of the discussions on our campus about the SUNY Applied Learning initiative, Tompkins Cortland Community College created a Project Based Learning experience course for our students. The course was first offered in Spring 2016, and we have since run several sections of the course each semester, affording the opportunity for engagement in applied learning experiences to dozens of students in a variety of degree programs.

The course was designed to emphasize activities and techniques that demonstrate adaptability, independent and collaborative problem-solving skills, enhanced communication, and greater digital fluency. Students receive instruction and participate in experiential activities in the areas of project management, personal and workplace skills, oral and written communication techniques, and networking.

The course gives our students a venue to more effectively experience the job world, and it provides them with experiences and contacts that will be invaluable in their future employment search upon graduation. It also provides our local businesses the opportunity to engage our students in activities that they didn’t have the time, knowledge, and/or resources to pursue. Another objective in developing an applied learning course was to further enhance the relationship between the members of our community college (both students and faculty) and the local business leaders in our community.

A coordinator of the project was assigned to help identify internship opportunities and to help identify students who had the interest and skills needed to succeed in the internship. During the past two years nearly 150 students have taken the Project Based Learning course and approximately ten faculty members (who serve as mentors for the internship) have offered sections of the course designed around a variety of projects. Students receive college credit for the course, ranging from 1 to 3 credits depending on the number of hours dedicated to the internship.

One of the earliest projects involved a class made up primarily of students in the Graphic Design program. They worked with various government agencies and officials in the planning and marketing of an exhibit to celebrate the bicentennial of Tompkins County.

Our students have provided social media services to various organizations through the applied learning course, including a local tea company, a local café, and a local bluegrass music festival, to name a few. They have also provided accounting, customer service, marketing, and construction services for other local employers and agencies.

Tompkins Cortland Community College looks forward to expanding this program as it matures, and we are continuing our curricular work to embed more applied learning opportunities within our degree programs.

If you would like additional information please contact Professor Tim McCabe at tjm@tc3.edu
LI STUDENTS REVIVE HOUSES IN PUERTO RICO

About 50 Long Island college students are headed to Puerto Rico to help with recovery efforts more than a year after Hurricane Maria devastated the island. They joined about 500 SUNY and CUNY student volunteers who focused on fixing roofs and repairing damaged homes. The students were selected to take part in Gov. Andrew Cuomo’s summer-long Recovery and Rebuilding Initiative. There were more than 1,500 applicants within the SUNY system.

Five waves of volunteers, including those from Farmingdale State College, went to Puerto Rico for two-week spans that began in June and ended in August. Gideon Sherry, 20, is one of the Farmingdale students who was “willing to do whatever it takes to make the situation better.” Sherry is also in the Navy and wanted to put his military training to good use in the summer. “My job in the Navy is an engineering aide, so I already do construction on the civilian side,” he said. “I work as an electrician, so all the tools I have. I would be happy to lend a helping hand.”

COMPARING SECURITY ABROAD

Teaser: Three CEHC students are the first to participate in the “CEHC in Israel” program.

Though Nancy Kreis is not limiting herself to one career path, she envisions joining law enforcement after graduating from UAlbany’s College of Emergency Preparedness, Homeland Security and Cybersecurity next year.

There’s no better way to gain experience than learning from one of the world’s security powers. Kreis, who is concentrating in homeland security, is one of three students who participated in the inaugural “CEHC in Israel” program. The students spent six months immersing themselves in all Israel has to offer – including its unique approach to national and cybersecurity.

The program is a partnership between CEHC and Ben Gurion University of the Negev (BGU), a public research institution in Beersheba, Israel. BGU is at the center of the country’s cybersecurity research and development. Its Cybersecurity Research Center is currently partnered with The Israeli Computer Services Directorate, who leads Israel’s cyber defense efforts. Students returned in July, on track for graduation.

“My experience has been outstanding,” Kreis said. “Israel is by all accounts a world leader in security, which makes it an immensely desirable place to study abroad for CEHC students. Both inside and outside of the classroom, I learned something new every single day. Some days it was simply learning where the best falafel shops were; other days it is learning how national security was approached by Israeli military/police/fire forces. This was an opportunity to step outside of my comfort zone and grow academically, professionally and personally.”
Joining Forces

CEHC and BGU have been discussing the creation of a dual degree program. It would not only strengthen the relationship between New York State and Israel, but also provide students with international experiential learning experiences that are directly in line with their mission of CEHC. One hundred hours of field training is required for students to complete the college’s undergraduate major.

“CEHC strongly believes in the value of international learning for all of our students,” said Emily Barrett, CEHC’s Director of Experiential Learning and External Partnerships. “This semester’s ‘CEHC in Israel’ program serves as an example of the wealth of knowledge available far beyond our classroom walls. We hope it serves as a building block for a stronger relationship with BGU going forward.”

Regardless of location and discipline, Kreis encourages all students to consider a study abroad opportunity before graduating. “Studying abroad provides such a unique journey regardless of your academic/career field,” Kreis said. “My advice is to challenge yourself. Financially, there is an abundance of options for scholarships and assistance worth inquiring about. It’s an outstanding way to meet new people around the world and uncover yourself.”

You learn more about the College of Emergency Preparedness, Homeland Security and Cybersecurity here.
Yalitza Sabio  
**Fall 2017 London, England**

During my first year of college, I became interested in studying abroad after attending a presentation given by two students regarding their own study abroad experiences. With the help of financial aid and the SUNY Diversity Award, I was able to spend the fall semester of my junior year in London, England. This opportunity provided me with the chance to grow as an individual while forcing me out of my comfort zone and teaching me the importance of independence. Traveling throughout the United Kingdom and Europe taught me how to embrace different cultures, how to be open minded and to think critically. While abroad, I studied the European Union and how certain components such as immigration could have led to the U.K’s Brexit vote. I hope to use what I have learned to create a better understanding of the United States immigration policies. With an ultimate career goal of becoming an immigration attorney, I aspire to be a strong advocate for those who seek to improve their lives. The adventure of studying abroad was worth every essay written and every dollar spent because I was not only able to expand my intellect, but I was able to turn a thought into a reality.

Joseph M. Jablonski  
**Winter Session 2018, Cuba**

The trip to Cuba was amazing. There is nothing like getting to experience a different country or culture when you are actually there. The entire experience was deeper than an immersion. In our classes and one-on-ones with professors, we would learn about a concept, only to walk out our doors and down the streets of Matanzas, Cienfuegos, Trinidad, and Havana and see it right there in front of our eyes. In Matanzas and Cienfuegos, we were able to experience art exhibits in the streets and among the people demonstrating the rich history of the Afrocuban culture present throughout the country. We not only saw different dance styles of Afrocuban culture but were able to experience, in person, a real Afrocuban religious ceremony, not unlike the ones that African slaves brought with them to Cuba hundreds of years ago. In addition to these very vivid academic concepts, we have to experience a completely new and different country from our own. There is nothing like being able to experience the life of the people in a totally different place. From the hosts in the casas where we stayed, to the people in the park, to the waiter and the taxi driver, each person showed us a new, unique, undiscovered side of the Cuban story. There are lessons that visiting Cuba can teach us both as Americans and as humans. As Americans, we learned that the country is one that is welcoming and open, and has drastically changed from the one it was years ago. We saw surprising things, things that you can only be there to truly experience. It is a place where community can be built, and a new unity is possible between the two nations.
5TH ANNUAL SUNY APPLIED LEARNING CONFERENCE

November 1st and 2nd, 2018

Double Tree by Hilton Hotel Tarrytown, NY

The theme of the Fifth Annual Applied Learning Conference will be Thrive at Five: Amplifying the Learning in Applied Learning. SUNY is building capacity and best practices for individualized education featuring campus and student leadership/models/methods.

This conference will offer a range of interactive sessions and workshops for a variety of audiences including faculty, staff, students, administrators and community and industry partners. Both SUNY and non-SUNY participants are welcome to attend.

Registration is $150 for SUNY Faculty/Staff, $200 for non-SUNY partners, and $50 for students. Registration and other details to come.

Student Poster Presentations

This year, we are incorporating a student poster presentation into our conference. Please encourage ALL students to submit a proposal to present their work either individually or with a faculty/staff person.

To propose a poster presentation, please complete the following form in its entirety and submit through this link: https://goo.gl/forms/urNsEucLf688VLgx2
UPCOMING EVENTS

National Intern Day Video Competition
National Intern Day is a day to celebrate and recognize the hard work of interns around the globe. This year, SUNY hosted a video competition to celebrate the unique internships students participate in throughout the system, which was released on July 26th, 2018 for National Intern Day.

New York State Cooperative and Experiential Education Association (NYSCEEA) One-Day 2018 Conference
When: Thursday, September 20th
Where: SUNY Empire State College, Saratoga Springs, NY

National Society of Experiential Education (NSEE) Annual Conference
When: Thursday, September 24th-26th
Where: Savannah, Georgia

College Student Personnel Association-NYS Annual Conference
When: October 14th-16th
Where: Albany, NY

SUNY Community of Practice Student Success Summit
When: October 25th and 26th, 2018
Where: University at Albany, Albany, NY

2018 Applied Learning Conference
When: November 1st and 2nd, 2018
Where: Tarrytown, NY

HIPS in the States Conference
When: February 20th-22nd, 2019
Where: Western Kentucky University (WKU)
FUNDING OPPORTUNITIES

Improving Undergraduate STEM Education: Education and Human Resources National Science Foundation

Grant Webinars: To assist applicants in preparing applications, EPA will be offering the grant webinars shown below on Wednesday, March 21. There will be an EPA headquarters national webinar, followed by an EPA Region 2 webinar targeted to audiences in for New Jersey, New York, American Indian tribes, Puerto Rico and the U.S. Virgin Islands.

Alliances for Graduate Education and the Professoriate National Science Foundation

USDA Agriculture and Food Research Initiative Opportunities

Do you have ideas for the next newsletter?

Our next newsletter will be focused on undergraduate research! If you have any interesting campus stories or events surrounding Entrepreneurship, please send them to appliedlearning@suny.edu.

Journal of Experiential Education

The Editor and Editorial Board of the Journal of Experiential Education (JEE) invite article submissions for a special issue on Social Justice in Experiential Education, tentatively scheduled for publication in March, 2019. Associate Editor Dr. Karen Warren (Hampshire College) will be acting Editor for this special issue. Submissions from established and emerging scholars are welcome.

Journal of Higher Education Outreach and Engagement

The Journal of Higher Education Outreach and Engagement has published its latest issue, Volume 22, No. 2 (Summer 2018). JHEOE is an open access, peer-reviewed journal focused on advancing theory and practice related all forms of outreach and engagement between higher education institutions and communities.

CALL FOR SUBMISSIONS