



Transportation and Logistics Partnerships in Education Program™ (PEP)™

The University of Wisconsin-Superior's Transportation and Logistics Program, in conjunction with professional organizations and companies, have developed a "Partnerships in Education Program" (PEP)™ for students pursuing careers in transportation and logistics management. This program is designed to provide multiple opportunities for interaction.

Value-added partnerships include opportunities for organizations to engage in recruitment, public relations, mentoring, and educational exchange. The PEP includes ten separate partnership levels, each requiring different levels of commitment on the part of the organization, student and faculty. Organizations are invited to participate in PEP at one or more of the following levels:

I. Company Sponsor of Students at Professional Meetings:

Objectives:

The Company Sponsorship Program provides an opportunity for students who are majoring in Transportation and Logistics Management to be introduced to professionals employed in the transportation field.

Time Frame: 2-3 hours

Organization Support:

1. Provide UW-Superior faculty with the date/time/location of the professional meeting and the fact that you would like to have a student join your table as a guest. Provide a name tag for the student.
2. At the event, help the student learn to network by introducing them to other members of your organization and others at the professional meeting.
3. Consider covering the cost of the student's meal or offering student rates for the event.

Students' Responsibilities:

1. Research the professional organization and the company that has invited you via their web site or additional information provided by the business.
2. Arrive on time and properly dressed for the meeting to meet your sponsor.
3. Ask questions about the professional organization, and enjoy the company of professionals at the meeting.
4. Send a thank-you note to your sponsor.
5. Provide your instructor a written summary discussing the learning experience that took place as a result of your participation in the professional meeting.

II. Guest Speakers:

Objectives:

Students studying transportation and logistics management at UW-Superior have opportunities for learning in the classroom that includes the use of textbooks, special readings, and case studies. It is also essential that they hear from practicing professionals in the field about a variety of topics. Incorporation of guest speakers with expertise in transportation and logistics management provides students with invaluable opportunities to learn about numerous aspects of the profession.

As such we invite transportation professionals into our classes to speak on selected topics throughout the semester.

Time Frame: 1 – 2 hours

Organization Support:

1. If you are interested in speaking to a group of students please contact a faculty member teaching with your area of interest. Please note that planning a teaching schedule is done months in advance but they are open to rescheduling for valuable opportunities.
2. You may also contact one of the officers in the Transportation and Logistics Student Club and speak at one of the T&L Student Club meetings.
3. Our faculty may contact you to schedule a presentation.

Faculty/Students' Responsibilities:

1. Prepare students for presentation including such actions as relevant reading assignments, homework and or lectures that may precede or follow the presentation.
2. Arrange parking, audio visual aids and other support for the speaker.
3. Prepare a press release about the speaker with company approval..
4. Send a thank-you note to the speaker

Specific Courses in the Program:

- Supply Chain Management (introductory and advanced)
- Land Transportation
- Marine Transportation
- Port and Terminal Transportation
- Air Transportation
- International and Intermodal Transportation
- Transportation Economics
- Environmental Law
- Urban Planning and Transportation Systems

III. Facility Tours:

Objectives:

Students gain the most when they are able to take what they are learning in the classroom and see it applied in the "real world". Each of our classes provide the opportunity for students to observe what local businesses are doing from a management perspective. In the past we have toured such facilities as Lake Superior Warehouse, Lake Superior Paper, Jamar, Cirrus, CN Docks, Midwest Energy Resources, BNSF rail yards, Upper Lakes Foods, Menards, Halvor Inc., Charter Films, Great Lakes Fleet and many others. We are grateful to each of the organizations for allowing us to spend 1-3 hours in their facilities so students can see how the organization is run. We welcome additional organizations to become involved in this Company Tour Program to assist in the student's learning and to allow them to ask questions.

If you are interested in setting up a tour of your facility, please contact us so we may set it up. Safety is our overriding concern in all activities and the T&L Research Center will give a safety briefing to students prior to the tour and require that students wear proper clothing. The T&L research center will provide hard hats, reflective safety vests, safety glasses, and gloves when required.

Time Frame: 1-4 hours

Organization Support:

1. Provide UW-Superior with company contact names for a tour.
2. Coordinate with the faculty to schedule the tour, topics to be covered and safety.
3. Provide a guide(s) for the tour and an opportunity for students to ask questions.

Faculty and Students' Responsibilities:

1. Access the company web site or other relevant resources.
2. Prepare and submit three written questions about the facility prior to the tour. Seek out the answers to these questions during the tour.
3. Give a safety briefing prior to the tour and provide: hard hats, gloves, safety vests and glasses for the students.
4. Engage in class discussion about the facility after the tour.
5. Prepare a press release, including obtaining company approval, about the tour.
6. Send a thank you note to your sponsor.

IV Company Orientations: “Job Shadowing”

Objectives:

The Company Orientation Program provides an opportunity for students who are majoring in Transportation and Logistics Management to be introduced to a transportation-related company. Local businesses and students gain from this program, which provides students with opportunities to become familiar with an overview of the day-to-day operations of a local business in the transportation and logistics industry.

Time Frame: 1 - 2 days

Organization Support:

1. Provide UW-Superior with company contact names for participation in the orientation program.
2. Coordinate with the student to schedule the orientation session.
3. Provide an overview of your organization by taking the students through all aspects related to day-to-day operations.
4. Provide UW-Superior with feedback on the organization of this program.

Students’ Responsibilities:

1. Research the company via their web site or additional information provided by the business.
2. Call the company to establish initial contact and to schedule the orientation.
3. Arrive on time and properly dressed for the orientation.
4. Participate interactively and fully to get the most out of the experience.
5. Send a thank you note to the orientation company.
6. Provide the instructor with a written summary regarding the learning that took place as a result of the orientation or make a presentation about the experience in class.

V. Advisory Board Membership:

The Advisory Board is composed of representatives from key sectors of the transportation and logistics industry and are uniquely able to assist in creating excellence in education. The UW-Superior Provost appoints the members of the Advisory Board. They will serve either two or three years terms and can, by mutual agreement be re-appointed. A chair and co-chair will be elected by the board and serve one-year terms. Meetings will be run according to Roberts Rules of Order. The Director of the Center is not a member and the Provost is a non-voting member.

Sectors Represented:

Rail, Trucking (LTL and TL), Marine, Pipeline, Air, Logistics: materials management and physical distribution, Warehouse, Purchasing, Ports, Terminals, Government, Academic research.

Advisory Board General Objectives

These general objectives are a guideline for actions of the Advisory Board however the board determines the weight given to each objective and may add objectives.

1. Assessment of Activities

The advisors review the activities of the Transportation and Logistics Management Major and Research Center on an annual or as needed basis. They provide the Director and University with constructive commentary on the value added of the recent activities. They suggest improvements to be made in specific or general operating procedures of the major and Center.

2. Strategic Planning

The Advisory Board will consider and provide input to the long-range direction of the program and Center. The Advisory Board will evaluate proposed five and ten year plans and recommend changes or additions to the plans or planning process. Members can recommend general and specific actions that the Director should undertake to carry out the strategic plan. Specific strategic issues such as funding resources, staffing, marketing and facilities in carrying out proposed plans can be addressed.

3. Expert Advice

The Advisory Board provides critical input from experts actively engaged in representative sectors of the Transportation and Logistics field. The input from these experts brings new ideas and an awareness of changes in the industry to the attention of the faculty. The experts evaluate the internship program and make recommendations so that its mission is focused on the needs of industry. The Board can also make recommendations on the training of incumbent workers and UW- Superior hosted seminars or conferences.

VI. Class Projects:

Invite teams of students, led by faculty, to participate in research projects within your organization that will benefit your organization and meet the requirements for a class project.

Time Frame: 2 - 8 weeks

Organization Support:

1. Meet with faculty member to discuss objectives, confidentiality, the suitability of the project for the class, assets that can be provide to assist in the project, and time frame.
2. Work with faculty and students during the term of the project.
3. Provide feedback to faculty and students on the process and results of the project.

Faculty and Students' Responsibilities:

1. Access the company web site or other relevant resources.
2. Prepare students to work on the project
3. Establish grading policy for project.
4. Engage in class discussions with students about the project.
5. Prepare a press release about the project with company approval
6. Send a thank-you note to your sponsor

VII. Internships:

Provide opportunities for students to complete their internship requirement with your organization. A detailed description of each partnership level with a structured format is available from the T&L faculty and staff. Objectives, time frames, and both student and business responsibilities are spelled out in detail.

Time Frame: 6 - 15 weeks

Organization Support:

1. Provide UW-Superior with internship information and method for students to apply.
2. Jointly complete required internship paperwork for student to register for credit.
3. Provide an overview of your organization by taking the students through all aspects related to day-to-day operations.
4. Complete performance evaluation and provide UW-Superior faculty with any additional feedback.

Students' Responsibilities:

1. Contact the company and apply for an internship following company procedures.
2. Interview with company for the internship and if accepted jointly fill out internship paperwork and register for credit.
3. Provide professional, friendly, and creative service as an intern.
4. On-time submission of required weekly reports and final report to the course instructor.
5. Mentor other students about the internship experience.
6. Send a thank-you note to your sponsor.

VIII. Scholarships or Student Research Fellowships:

Time Frame: One time or perpetual

Organization Support

1. Meet with a faculty member and UW-Superior Foundation to learn about scholarship options such as an endowed scholarship or an annual scholarship.
2. Determine how the donor wants the scholarship to be named.
3. In coordination with T&L faculty establish guidelines for student(s) on: eligibility, use of scholarship, term (time frame) of scholarship, and award process.
4. Establish a scholarship account that will be managed by the UW-Superior Foundation.
5. If schedules permit attend the annual awards ceremony and dinner in the spring.

Faculty and Students' Responsibilities:

1. Faculty are to advise students of availability of scholarships and support the donor's objectives.
2. Students apply for scholarships
3. Students meet terms of scholarship.
4. Students attends award banquet to receive scholarship.
5. Send a thank-you note to the donor

IX. Sponsorship and Gifts to Support the Transportation and Logistics Program:

Objectives: Supporters can provide sponsorships for specific events and or gifts in support of specific and/or ongoing activities of the Transportation and Logistics program.

Time Frame: One time or perpetual

Organization Support:

Gifts

1. Meet with a faculty member and UW-Superior Foundation to learn about gift opportunities.
2. Determine how the donor wants the gift to be named. For certain levels of giving the Foundation has opportunities for naming the gift, classrooms and or buildings.
3. In coordination with T&L faculty. establish guidelines for the use of the gift, term (time frame) of gift and award process.
4. Establish a gift account that will be managed by the UW-Superior Foundation.

Sponsorships

1. Be placed on the T&L contact list for sponsorship opportunities.
2. Determine level of sponsorships supporting T&L events. Note: sponsorships may not need to come through the foundation

Faculty Responsibilities:

1. Faculty are to collaborate with the organization and the UW-S Foundation to support the donor's objectives.
2. Coordinate press releases with supporters.

Examples:

Gifts and Sponsorships have been given to the UW-Superior Foundation supporting the T&L Program to:

1. Support the integration of transportation simulation in the classroom
2. Support the education of faculty in rail operations
3. Support Youth Summer camps for K-12 students
4. Support outreach and educational programs

X. Endowed Chair for the Transportation and Logistics Program

Organization Support

1. Meet with a faculty member and UW-Superior foundation to learn about endowing a chair.
2. Determine how the donor wants the endowed chair to be named.
3. In coordination with T&L faculty and UWS foundation establish guidelines for eligibility and the award process.

Contact us for more Information:

If you would like additional information about any of the Partnerships in Education Program (PEP) opportunities please contact a Transportation and Logistics staff, faculty member or student club officer directly.

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For gifts, endowments and scholarships you may also contact the UW-Superior Foundation.

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