



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, has 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 nine 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 an introduction to professionals employed in the transportation field.

Time Frame: 2-3 hours

Organization's Role:

1. Provide UW-Superior faculty with the date/time/location of the professional meeting and an invitation for a student join your table as a guest. Provide a name tag for the student.
2. At the event, mentor the student on networking with 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 or company that invited the student via their web site or additional information provided by the business.
2. Arrive on time and properly dressed for the meeting to meet the sponsor.
3. Ask questions about the professional organization and enjoy the company of professionals.
4. Send a thank-you note to your sponsor.
5. Provide the instructor a written summary of the learning experience because of the 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 including textbooks, special readings, and case studies. It is also essential that they hear from practicing professionals in the field. The incorporation of guest speakers in transportation and logistics management provides students with invaluable opportunities to learn about practical aspects of the profession.

Transportation professionals are invited into our classes to speak on selected topics throughout the semester.

Time Frame: 1 – 2 hours

Organization's Role:

1. Contact a faculty member teaching in your area of expertise. Note: The teaching schedule are done months in advance, but they are open to rescheduling for valuable opportunities.
2. Contact one of the officers in the Transportation and Logistics Student Club and speak at one of the T&L Student Club meetings.
3. Faculty may contact you to request a presentation.

Faculty/Students' Responsibilities:

1. Students will prepare for the presentation with 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 in the classroom when they see theory applied in the "real world". Our classes provide the opportunity for students to observe what local businesses are doing from a management perspective. 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 these companies allow us to spend 1-3 hours in their facilities. We welcome new organizations to become involved in this Company Tour Program to assist in the student's learning.

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

Time Frame: 1-4 hours

Organization's Role:

1. Provide UW-Superior with company contact names for a tour.
2. Coordinate with the faculty 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 and seek out the answers to 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 introduction to a transportation-related company. This provides students opportunities to become familiar with the day-to-day operations of a local business in the transportation and logistics industry.

Time Frame: 1 - 2 days

Organization's Role:

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

Students' Responsibilities:

1. Research the company via their web site or additional information provided by the business.
2. Establish initial contact and schedule the orientation.
3. Arrive on time and properly dressed for the orientation.
4. Participate interactively and fully to gain the most out of the experience.
5. Send a thank you note to the company.
6. Provide the instructor a written summary regarding the experience 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; they 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, by mutual agreement be re-appointed. A chair and co-chair will be elected by the board and serve two-year terms. Meetings will be conducted 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, Supply Chain Management, Academic Research.

Advisory Board General Objectives:

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 while recommending changes or additions to the plans or planning process. Members can recommend general and/or specific actions which the Director should undertake. Strategic issues such as funding resources, staffing, marketing and facilities can be addressed.

3. Expert Advice

The Advisory Board provides critical input from experts actively engaged in sectors of the Transportation and Logistics field. The input from these experts brings new ideas and an awareness of changes in the industry. 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.

Time Frame: 1 week spread over the years

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's Role:

1. Meet with faculty member to discuss objectives, confidentiality, the suitability of the project for the class, assets they 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, plus both student and business responsibilities are detailed.

Time Frame: 6 - 15 weeks

Organization's Role:

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, 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's or Individual's Role

1. Meet with a faculty member and UW-Superior Foundation to learn about scholarship options, such as endowed scholarship or 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 or gifts in support of specific and/or ongoing activities of the Transportation and Logistics program.

Time Frame: One time or perpetual

Organization's or Individual's Role:

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 supporters 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:

- Support the integration of transportation simulation in the classroom
- Support the education of faculty in rail operations
- Support students involvement and learning about intermodal operations
- Support Youth Summer camps for K-12 students
- Support outreach and educational programs

Endowed Chair for the Transportation and Logistics Program:

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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