

# BLUENOTES

*UM-Flint Campus News from the Desk of  
Chancellor Ruth J. Person*



April 2009



## **COMMUNITY ONE....A UM-Flint Collaboration to grow the economy**

The University of Michigan - Flint is assisting a variety of local businesses with the talents and expertise of faculty, administrators and students. "COMMUNITY ONE" is a new program that is offered in conjunction with a variety of classes to provide businesses with the information and research needed to make important decisions. This new program is a collaborative effort between our School of Management, UM-Flint administrators and staff with business expertise, students in the School of Management, the Michigan Minority Business Development Council, and local business owners who serve as mentors.

"COMMUNITY ONE" is making available the expertise of all of these groups to help move forward the economic development of the Flint area. Hopefully, this input will help create business expansion and new jobs.

Currently, 30 School of Management students are involved with 10 businesses and institutions in our region. They are working with these businesses to understand their needs and plans to expand into new products or new markets.

In such a short period of time, COMMUNITY ONE has already produced some great success stories. For example, MacArthur Corporation is a local label manufacturer. A group of students have been researching ways for the company to diversify into the medical industry. The students conducted interviews with procurement professionals at Hurley and McLaren hospitals and participated in an audit of label usage in their respective hospital facilities. This project will help MacArthur understand the needs and usage of the hospital industry so the company can create a new marketing plan. Besides helping the businesses, students get a real world experience that better prepares them for a business career. This experience could also lead to internships and perhaps a full time job.

This kind of effort - one that brings multiple parties together to solve real problems in a challenged economy - is a splendid example of my

### **Quick Links**

[UM-Flint Website](#)

[UM-Flint News](#)

[Chancellor's Website](#)

[UM-Flint Blogs](#)

### **Upcoming Events**

April 16 -  
Board of Regents  
(Ann Arbor)

April 17 -  
Inaugural Events

April 20 -  
Senate Higher  
Education  
Testimony

April 25 -  
Psi Chi Induction

April 30 -  
Genesee County  
Emergency  
Management Mock  
Drill

emphasis on the theme "compete, convene and connect".

We are bringing the competitive advantage of our skilled faculty and administrators to the table, convening a group of constituents around a problem that needs to be solved, and connecting our resources to the issue as we reach out to help our region move forward. The story will only get better as time goes on.

---

---

## Coming up in May.....

The Roads Scholars Trip May 4-8. Gary Pace, Bob Houbeck, Dana Dyson, and Guluma Gameda join me on the road!

---

---

*Thank you for reading "BlueNotes!"*

### **[Forward email](#)**

✉ **SafeUnsubscribe®**

This email was sent to [bluenotes@umflint.edu](mailto:bluenotes@umflint.edu) by [jhogan@umflint.edu](mailto:jhogan@umflint.edu).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

University of Michigan-Flint | 303 E. Kearsley Street | Flint | MI | 48502

Email Marketing |

