Gabelli Business School Projects

[• Financial Feasibility Studies
• Operations Plans
• Marketing Initiatives
• Web Site Development and Analytics]
CPC: A Strategic Educational Experience

• Experiencial learning – crossing a threshold
• Powerful application of knowledge and skills
  ... and professional behavior
• Structuring ambiguous problems
• Crucible for mentoring
Walley School (Bristol) Feasibility Study

Context: Representing a “client” and developing community support
Complexity: The problem was not solvable by any one academic discipline

RWU Programs: Architecture, Historic Preservation, Business, Construction Management
Bristol Maritime Center Feasibility Study

Collaboration: Community Advisory Committee
Managing Ambiguity: Understanding outcomes, scheduling, meeting commitments
Interpersonal: Communicating, seeking knowledge and expertise

RWU Programs: Architecture, Historic Preservation, Business, Construction Management
Bristol Maritime Center Feasibility Study

Project Evolved - two phases – an academic year
Project Flexibility – multiple programs necessary for success

Results – Town of Bristol won a $900,000 grant for Amory restoration
Maritime Center Harbormaster Operations Plan

Implementation Planning – making it happen
Operations Plan - the details required to ensure performance

Fall 2014 Bristol Harbormaster – Processes, Methods, Procedures
Innovation: School of Architecture

Value: Cascading effects of positive change

Collaborating with diverse faculty
Problem v. Situation: Structuring a problem and a plan
Environment Scanning: Research, models and best practices
Interim Calibration: Presenting scenarios and client feedback
Critical Mass: Credible planning and communicating with partners

RWU Programs: Architecture, Historic Preservation, Business
Perspectives

• Strategic Differentiator for RWU
  • For Students
    – Application of Knowledge
    – Cross-Domain Collaboration
    – Client Contact Builds Confidence
    – Contextual Mentoring
    – Employment Interview Advantages
  • For Faculty
    – Powerful Teaching Environment
    – Rewarding but Time Consuming
• Operationally Awkward
  – Scheduling and Contact Time
  – Not for All Courses
• Summary
  – Experiment – an Opportunity
  – Consider Faculty Team Approach
CPC Student Comments
What was the most important thing you learned working on this project?

“Education is powerful, knowledge is powerful, and being able to communicate it, is vital.”

“I think it was a great learning experience that really showed me the importance of collaboration in the real world.”

“Working on a real-word project is much different than a typical school project. Projects of this scale take a large amount of coordination with various people. Be open to other's opinions.”
What was the best part about working on this project?

“It was exciting to work on a project with a real life client. I think that was one of the best parts about working on this project- having the interaction with a real world client.”

“I have greatly enjoyed both CPC projects I have worked on because you can see the impact of your efforts on the community or organization you are working for.”

“This project brought out my leadership skills, and that is something that I will be forever grateful for. This course is everything and more that I expected to get out of a masters class.”
How did your participation enhance your coursework?

“It was more diverse. I was able to work outside of the classroom on a project that actually helps the community.”

“It was a very different experience then a usual class project and it felt more of an accomplishment to have actually done something with my time to help the community”

“The sense of empowerment and both positive and negative feedback I gained from this project helped me gain confidence in the quality of my work. I definitely benefitted from this experience.”
How do you feel your work on this project will benefit the community partner?

“Hopefully the business plan will allow the organization to get the money necessary to set into action the arts and cultural school they seek.”

“We have saved the organization nearly $300,000 in environmental engineering costs by completing the land use evaluations and formulating CLUE reports and CLUE methodology for anybody who needs it in the future as a guideline.”

“The organization didn't have any sort of marketing in place and only 6 clients. Hopefully our work will increase that number.”

“The organization will have the knowledge of how to expand its services, especially when the organization has no budget to hire a private consulting firm.”
What advice do you have for future CPC students?

“Definitely participate in CPC. You'll gain valuable experience in your field of study and add an impressive line to your resume. Also, get advice and guidance from your RWU advisor!”

“I would advise them to make the most out of it that they can. It's a great learning experience and allows you the freedom to learn what research methods work best for you. It can be an extremely valuable experience if you work hard and allow it to be.”

“Get involved any way you can. I only worked on this project a very little bit, but I still learned some very great things from it.”