



August, 2020

**Dear Small Business CEO/Owner,**

**Invitation to Participate in the  
Rutgers Business School (RBS)/NJ-SBDC Student Experiential Learning Program**

As you may be aware, The New Jersey Small Business Development Center, in conjunction with the Rutgers Business School will once again offer the Student Experiential Learning Program. This Program is designed to provide undergraduate business students the opportunity to obtain experience in case study and consulting skills with live businesses. This form of experiential learning affords our SBDC clients an opportunity for third and fourth year undergraduate business students to assist in a problem-solution analysis of specific business issues. The student-team consulting projects will be the central component of a 3-credit elective course to be held each Fall and Spring semester. Our small business clients will be referred on a first come, first selected basis. **This may be an excellent opportunity to explore post COVID-19 marketing and outreach strategies.** Applications for the Fall, 2020 program should be submitted by August 31<sup>st</sup>.

This term all courses for this program will be delivered virtually. As a result, there will be an excellent opportunity to have meetings and consultations with the students via various electronic platforms, preferably Zoom. The term will begin the week of September 1<sup>st</sup>. However, the introductory meeting with the students might be scheduled beginning the week of September 14<sup>th</sup>. By the week of October 19<sup>th</sup>, there will be a follow up meeting to clarify your objectives and to provide feedback or input. Student presentations to your firm will be held the 1<sup>st</sup> and 2<sup>nd</sup> week of December.

Attached is a description of the program and the requirement criteria. If you are interested in obtaining a rigorous problem-solution analysis of your business, please complete the application below. This is a free technical assistance resource to your business. You will have a team of 4-5 students working with you for the term. Each team will have faculty supervision and direction.

If you would like to discuss the program further, you may contact me directly at 848-445-8788 or you may email [njsbdcnb@business.rutgers.edu](mailto:njsbdcnb@business.rutgers.edu).

Sincerely,

*Elayne P. McClaine*

*Regional Director-Middlesex County  
NJ Small Business Development Center  
at Rutgers New Brunswick*

*Rutgers Business School-Livingston Campus  
94 Rockafeller Road, Piscataway, NJ 08854*



### **Small Business Participation Criteria:**

1. Gross revenue: \$200,000-250,000 minimum
2. Number of Years: 2 years of business Operations
3. Employees : 2 Employees minimum
4. CEO engagement & commitment
5. 2-page Executive Synopsis
6. Support Documents: 2 Year Financial Statements
7. Business Location: North or Central NJ (Commercially Located Businesses)

### **Program Objectives/Outcomes:**

#### **For the Students:**

1. Students have the opportunity to engage in team consulting & peer learning;
2. Students have the opportunity to gain problem solving abilities by applying classroom knowledge to real-life business problems while assisting small businesses in solving crucial business problems;
3. Students have the opportunity to enhance their intellectual, analytical, research and practical skills while learning about the world of entrepreneurship and small business;
4. Allows students to gain soft skills, personal growth, discipline, communication skills and build on their civic engagement.
5. Students will strengthen their portfolio of job-relevant skills, thereby improving the students' value for career placement potential in the marketplace;

#### **For the Small Businesses:**

1. Have a team of 4-5 students helping you with a current business problem
2. Receive recommendations and business solutions to help your business growth
3. Have the opportunity to support and strengthen students for job relevant skills and experience
4. the opportunity to give students a practical knowledge of entrepreneurship and real life small business management
5. Have the opportunity to collaborate with Rutgers Business School in the development of our undergraduate students.

## CLIENT BUSINESS & PROJECT SYNOPSIS

<b>Name of Business:</b>		
<b>CEO/COO/Owner Contact Name &amp; Title:</b>		
<b>Best Contact Phone:</b> <i>(this is the number the program will use to contact you)</i>		
<b>Contact email:</b>		
<b>Physical Company Address:</b> <i>(this is the address where students will have the initial meeting)</i>		
<b>Company Website:</b>		
<b>Company Start Date:</b>		
<b>Employees:</b>	<b>#F/T:</b>	<b>#P/T</b>
<b>Gross Revenue*:</b> <i>(Criteria to participate is \$200-250,000 gross revenue)</i>		
<b>Specific Business Problem:</b> <i>(This is the problem students will work on during the semester)</i>		
<b>Specify Industry:</b>		
<b>Business Certifications</b> <i>(List all that apply)</i>		
<b>BUSINESS DESCRIPTION:</b>		