

Create a comprehensive "Business Resource Center" that provides one stop consultation service with local businesses to help them solve real-world problems.

CURRENT CHALLENGE:

Providing our students with real world skills they can be directly applied in the world of work. Students receive enormous "content" through academia, but they also need to know how to apply that content in commerce. Also, the challenge of putting our University at the forefront by partnering with employers in providing cutting edge consultation and innovative services and solutions in the San Joaquin Valley.

PROPOSED SOLUTION:

Creating a comprehensive "Business Resource Center" at Fresno State that provides a one stop consultation service using our vast resources in business, engineering, medicine, counseling, just to name a few. Faculty and students could work together in consulting with businesses in our region by helping them solve real world problems they are facing in their operations. For the last 35 years, I have been providing such services on a micro level to valley businesses and this could be expanded to many more specialties using our tremendous faculty and students!

BENEFITS TO FRESNO STATE:

1. Students would gain practical skills for empowerment and future employment.
2. Faculty will directly experience the challenges that businesses face in real time. This can further define research agendas and curriculum that are applicable to real world problems/solutions.
3. We could use this in our Marketing efforts to seek contributions/donations from businesses that acquire our services.

ADDITIONAL INFORMATION:

This bold idea complements the innovative work that is currently being conducted through our wonderful business department- the Lyles Center. There are many additional areas that we can expand to assist businesses with our skills and expertise!

For example, the Counselor Education and Rehabilitation department could collaborate with the School of Business/Human Resource department to offer Valley businesses "Employee Assistance Programs" to provide valley workers with personal counseling, substance abuse treatment, and disability management to help with job retention! This would truly benefit the community, especially small businesses that cannot afford expensive "employee assistance programs" for their workers. As a second year Assistant Professor, I am also interested in exploring potential grants to carry out and implement this idea with the support and direction of the University.