



09/30

SEPTEMBER RECAP

WELCOME!

Welcome i.d.e.a. Innovators! We are excited to work with you as we explore innovation, design, and entrepreneurship at Rutgers-New Brunswick. We have a great year planned ahead! In case you missed anything we are providing a recap of our September events.

MESSAGE FROM THE DIRECTOR

The Innovation, Design, & Entrepreneurship Academy (i.d.e.a.) is a four-year program that integrates entrepreneurial and design thinking into the Rutgers student experience. i.d.e.a. empowers students to strengthen their creative abilities, explore what issues they care about most, and learn about what problems they are most driven to solve. We will help students determine what they need to learn in order to design and implement solutions to those problems and then leverage the vast amount of knowledge and resources that Rutgers University has to offer.

At i.d.e.a. we recognize that diversity is a key driver of innovation and that unique experiences, perspectives, and backgrounds are crucial to the development of new ideas. i.d.e.a. is a place where students, faculty, alumni, and community partners from all disciplines and backgrounds can come together to share ideas and pursue common goals.

While our engagements are currently virtual, we are partnering with the Rutgers New Brunswick Libraries to create **The Hatchery**, a physical space where we can meet, design, and prototype. We will be engaging our very first cohort of students to help design this space which we will launch in 2021.

Best of luck in the year ahead. I look forward to taking this journey with you!

Sunita G. Kramer, PhD
Assistant Vice Provost &
Director for i.d.e.a.

YEAR 1 ROADMAP



SPRING SEMESTER

i.d.e.a. Seminars

Engage with our research Centers and Institutes through 1-credit seminars and learn how faculty researchers and industry experts are addressing society's most complex problems.

FALL SEMESTER

Design Sprints

You don't have to be an expert to think of new ideas. Using the power of design thinking, you will explore some of the biggest challenges facing society today, connect with the values that matter to you most, and learn how to ask the right questions along the way.



SUMMER

Authentic Projects

Work in teams and harness the power of innovation and design to tackle a real-world problem while receiving valuable mentorship from faculty, alumni entrepreneurs, and business and non-profit leaders.



WEEKLY MEETINGS

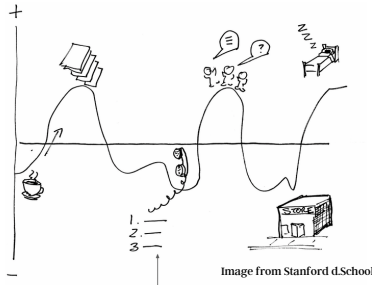
Until we can see each other in person, we have been meeting weekly on Friday afternoons via Zoom where we covered the basics of the program, and started on our journey to becoming good designers. Don't worry if you missed our first few meetings, we have a lot more to come.

When we meet: 2pm on Fridays

We will recap our Friday meetings at 3:45pm the following Monday and also be on hand to answer any questions you might have.



Key takeaways from September:



JOURNEY MAPPING

We learned about **Journey Mapping**, which is a great tool for designers and entrepreneurs to map an individual's relationships with a product/brand over time. It visualizes how a user interacts with a product and allows designers to see a product from a user's point of view

VIRTUAL HATCHERY NETIQUETTE



the-virtual-hatchery
the-virtual-hatchery.slack.com

We worked in groups to establish our rules for engagement in our Virtual Hatchery space on Slack. Common themes that emerged:

- Be open and accepting to new ideas
- Welcome collaboration
- Actively listen before offering advice or opinions
- Be mindful of cultural differences

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Every great design begins with an even better story.

— LORINDA MAMO
Designer

INNOVATOR TYPES

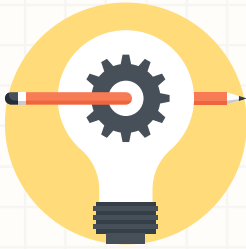
Diversity is a key driver of innovation. We learned about our own unique "Innovator Types" and how a diverse set of experiences, perspectives, and backgrounds is crucial to innovation and the development of new ideas.



IMPORTANT INFO:

- We want to get to know you better. We will be scheduling 1:1 meetings with each of you throughout the semester.
- Registration information for our Spring 1-Credit seminars will be available soon!
- Don't forget to join our virtual Hatchery space on Slack! Email us for a link!

FALL: DESIGN SPRINTS



Our Fall featured Design Sprints will enable you to learn about the basic elements of design and problem-solving. No previous experience needed! We encourage you to choose something that interests you. Our Sprints are about collaboration, not competition, so be prepared to work together and learn from your teammates. Participation in the Fall Design Sprints is optional but we encourage you to get involved to start building your professional network. The New Brunswick Libraries has created a resources page to help you learn more about these areas: <https://libguides.rutgers.edu/idea/welcome>

WOMEN'S GLOBAL HEALTH DESIGN LAB

This is an opportunity to participate in a 1-day design lab to address issues in women's global health and work alongside international partners. Collaborators: The Institute for Women's Leadership at Rutgers University and the Rutgers Global Health Institute

TOP SPRINT: AIR QUALITY

Helping the Public Understand the Effects of Emissions on Local Air Quality.

This Sprint is being organized by The Opportunity Project. Collaborators: U.S. Environmental Protection Agency and the Rutgers Energy Institute

HEALTH INNOVATION

Participate in the First Annual Black Tech Health Hack. Work on a team to address health disparities using technology. Collaborators: Johnson & Johnson

HATCHERY SPACE DESIGN

Help design our physical Hatchery Space that will open in 2021.

Collaborators: New Brunswick Libraries and Johnson & Johnson Innovation Centers

HULT PRIZE COMPETITION

Join a team of students addressing the 2021 HULT Prize challenge: Food for Good.

Collaborators: Rutgers Hult Prize Chapter



SPRING: I.D.E.A. SEMINARS

Engage with our research Centers and Institutes through 1-credit seminars and learn how faculty researchers and industry experts are addressing society's most complex problems. Stay tuned for the schedule of Spring Seminars and instructions for how to register.



SUMMER: INTERNSHIPS

We are busy coordinating the i.d.e.a. paid summer internship program. You will be working in groups on projects sponsored and mentored by alumni and industry partners. The match process will occur in early Spring.

OUR TEAM IS A UNIQUE GROUP OF PARTNERS AND THOUGHT LEADERS COMMITTED TO INNOVATION, DESIGN, AND ENTREPRENEURSHIP. WE LOOK FORWARD TO ADDING TO THIS GROUP AS OUR COMMUNITY GROWS.



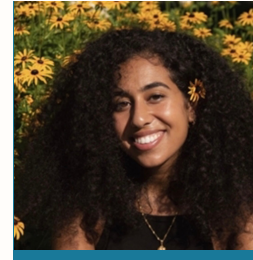
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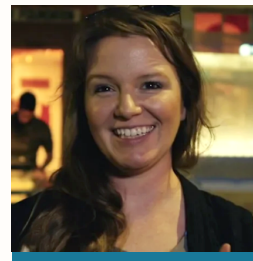
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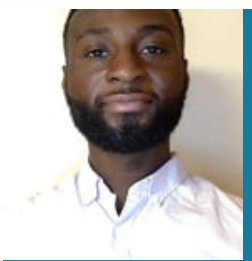
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