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 Rutger 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 C. Kramer, PhD
Assistant Vice Provost &
Director for i.d.e.a.

i.d.e.a.
SEPTEMBER RECAP

Year 1 Roadmap
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.

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.

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.

idea.hatchery@rutgers.edu / https://nbprovost.rutgers.edu/idea
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

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

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!

Every great design begins with an even better story.
— LORINDA MAMO
Designer

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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.

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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.

SUNITA G. KRAMER
Assistant Vice Provost
Director for i.d.e.a.
Industry & Alumni Partnerships
Design Thinking Enthusiast
Scientist & Educational Innovator

DEE MAGNONI
Associate University Librarian
Rutgers University-New Brunswick
i.d.e.a. Partner & Lead for Hatchery
Industry & Alumni Partnerships
Passionate Learner

SALMA ELAKBAWY
Program Coordinator
i.d.e.a. Program Designer
Political Scientist
DJ & Podcaster
Social Media Connoisseur

VERONICA ARMOUR
Design Consultant
Instructional Designer
School of Communication & Information
Sassy Sewist, Creative, Outdoorsy

HAJAR SHIRLEY
Health Innovation Experience Designer
School of Communication & Information
Passionate Connector, Lifelong Learner, and Culinary Enthusiast

CARRIE SCHNEIDER
Graduate UX Research & Design Specialist
Mason Gross Visual Arts MFA
Survival Creativity, Artist
Queer Tango

TOBI ODEFEMI
Graduate UX Research & Design Specialist
Graduate Student in Master of Information Program
Mold Breaker, Uplifter, Espresso Lover

ANN MARIE MOONEY
Executive Assistant
i.d.e.a. Team Coordinator

HENRY TURNER
Associate Vice Chancellor
Professor of English
i.d.e.a. Byrne Seminars
Shakespeare-lover, Conversation-maker, and Collaboration-builder

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