Rutgers-Camden

New Nursing and Science Building

Getting it Together: Job Seekers, Business and Libraries
RCGC’s Stacking Credentials Add Up to Meet Employment Demands
Workplace Evolution: Furniture Meets Changing Demands
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President’s Message

More and more educational institutions (and I include libraries) are providing workforce services and job training that employers used to provide. Whether it’s a result of the labor market valuing college credentials or high costs for employers setting up training programs - collaboration between industry and higher education is creating new pathways for workforce ready graduates.

Rowan College at Gloucester County recently unveiled its “Work & Learn Consortium” designed to produce ready to hire graduates in eight high demand fields by Stacking Credentials to Meet Employment Demands.

For over 10 years, Rowan-Lockheed Partnership, One of Many at University, Bridges Gap between higher education and industry through an engineering clinic that turns out graduates with real-world experience in high-skilled, high-tech defense industry careers and offers other personalized programs in other fields.

Our cover story, Rutgers-Camden New Nursing and Science Building beautifully embodies the connection between public infrastructure investment, generating jobs and economic development, reshaping the city of Camden with state of the art training facilities needed to educate the next generation of nursing and science leaders.

The Gloucester County Library fills the need of assisting job seekers with computer and internet skills training and after-hours computer access with trained support for online job searching; and in partnering with the business community, provides research assistance and non-credit continuing education courses as outlined in Getting it Together: Job Seekers, Business and Libraries.

Collaboration is at the heart of Workplace Evolution: Furniture Meets Changing Demands, where office furniture provides a company with cross-functional, flexible workspaces that encourage collaboration and yet protects against future space demands.

And finally, we’re pleased to provide a sneak preview (authored by one of our Rowan interns) of our new young professionals’ program where we plan to offer the opportunity for our members to invest in their young professionals to gain experience representing their company, build their own network and develop soft skills – all in a low-risk environment.

We welcome your comments at marlene@snjdc.org. To learn more about the SNJDC, contact us (856) 228-7500 or visit our website sndc.org.

Sincerely,

Marlene Z. Asselta
President
Southern New Jersey Development Council
INTRODUCING THE RUTGERS NURSING AND SCIENCE BUILDING TO CAMDEN’S RISING SKYLINE

This significant new Rutgers University—Camden facility is solidifying Camden’s rising reputation as a global center for innovation and research in the biosciences.

The 100,000-square-foot facility stands four stories into the Camden skyline, complementing its neighbor, City Hall.

Supported by the citizens of New Jersey who approved the 2012 Building Our Future Bond Act in support of strengthening New Jersey’s higher education system, the Nursing and Science Building at Rutgers University—Camden includes an immersive learning classroom; patient simulation labs; physics laser research labs; and a two-story atrium with commanding views of Camden and Philadelphia. Retail tenants will locate on the main level.

camden.rutgers.edu
Strengthening Camden’s rise as a global center for innovation in the biosciences and health care, the 107,000-square-foot Rutgers University–Camden Nursing and Science Building, located at Fifth and Federal Streets, has opened.

A ribbon-cutting ceremony was held on September 25, officially dedicating the $62.5-million world-class teaching and research facility, which allows Rutgers–Camden to expand its ability to prepare a new generation of science and nursing leaders for New Jersey and the region.

“This is a transformative moment for Camden,” Rutgers–Camden Chancellor Phoebe Haddon told more than 200 guests in attendance.

Supported by funds from the higher education bond referendum passed by New Jersey voters in November 2012, the burgeoning education and medical corridor in Camden will connect the city’s University District – which includes the Rutgers–Camden campus – with the neighborhood populated by Cooper University Hospital, the Coriell Institute for Medical Research and the Cooper Medical School of Rowan University.

Rutgers University President Robert Barchi lauded the extraordinary “two-way street” that has enabled Rutgers and the city of Camden to thrive. He poignantly noted that the Nursing and Science Building is located within view of Camden City Hall, where – on the side of the building – the words of Walt Whitman are etched: “In a dream, I saw a city invincible.”

“No surprise that these words are looking out at Rutgers–Camden, and that Rutgers–Camden sees these words every day,” said Barchi. “It’s the two of us working together that is making that dream a reality.”

Camden Mayor Dana Redd echoed the sentiment, lauding Rutgers–Camden’s pioneering spirit and praising the university as a leading partner in the city’s transformation.

“This facility is yet another Rutgers symbol of excellence and pride that will be used for many decades to come,” said Redd, a 1996 graduate of the Rutgers School of Business–Camden.

The Nursing and Science Building now serves as the primary research and teaching facility for Rutgers–Camden students and faculty in the areas of the

(continued on page 17)
Getting it Together: Job Seekers, Business and Libraries

Public libraries have always assisted job seekers, but recently, rapid changes in the economy, business and industry have caused libraries to be inundated with people who need help finding work. Skilled blue-collar workers, supervisors, and managers from refineries, manufacturing and other businesses are suddenly adrift. With plants closed and entire industries gone, the task of starting over is daunting, to say the least.

It comes as a surprise to some, but there are still plenty of folks who have never used a computer - often because their work does not require it. Many unemployed people with years of work experience are dismayed to find that filling out a job application can no longer be done with a pen.

Gloucester County Library System staff provides free training for anyone who needs help, meeting people “where they are”. If need be, we teach them how to turn a computer on; how to use the internet; and how to set up an email account; the basics of Microsoft Office. Classes are sometimes offered in resume writing, interview skills and networking.

At the same time, efforts of local and county governments to revitalize downtowns and spur economic development are resulting in the creation of new opportunities for small business growth. Business experts know that research and planning are essential to the success of a business. Library staff provide resources, research assistance and training for the business community, whether it be for an entrepreneur in the start-up phase or an established business looking to expand.

An important part of our efforts to support both the business community and job seekers has been the establishment of partnerships. Over time, GCLS has developed strong relationships with the Gloucester County Chamber of Commerce, Office of Economic Development, Workforce Development Board and America’s Job Center (One-Stop). One official referred to the library as the “after-hours One-Stop,” letting clients know that our public computers are available on evenings and weekends when the Job Center is closed. We have been awarded two grants from the New Jersey Department of Labor; Career Connections, which provides access to the Department’s online job search tools and librarians trained to assist; and the Adult Literacy Public Library Partnership, which funds ESL and High School Equivalency classes taught by RCGC instructors at the GCLS Glassboro Branch.

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Southern NJ Development Council

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Higher Education and Business Partner in New Jersey: RCGC’s Stacking Credentials Add Up to Meet Employment Demands

By Frederick Keating, Ed.D.,
President, Rowan College at Gloucester County

Higher education and business are “stacking the deck” in New Jersey thanks to the Rowan Work & Learn Consortium, a new initiative unveiled at a Statehouse press conference on Tuesday, Oct. 10, that addresses college affordability while meeting employment demands within the local job market.

Rowan College at Gloucester County (RCGC) and Rowan University are working in cooperation with the New Jersey Department of Labor and Workforce Development, along with Gloucester County’s Department of Workforce Development and Department of Economic Development, the Chamber of Commerce and the Gloucester County Institute of Technology to launch this new, customizable approach to higher education that produces graduates ready to be hired within high-demand positions. Bringing together vocational schools, county colleges, four-year universities and local businesses, State Senate President Steve Sweeney plans to introduce legislation that would establish programs similar to Work & Learn. The Consortium aligns with the “65 by 25” campaign, increasing the percentage of those within the State’s workforce who have a post-secondary degree by 2025.

“This unique and creative partnership serves as a model for how our community colleges should be working with our state institutions to create alternative pathways for students,” said Sweeney. “It addresses...” (continued on page 15)
While change can certainly be an uneasy concept, its necessity in workplace design is more imminent today than ever before. Company cultures, visions, and goals are constantly changing, and our office environments need to be highly adaptable to meet those changing demands. Selecting furniture that will embrace change, promote growth, and evolve over time are key concepts in the furniture-buying process.

Recently, office spaces have seen dramatic transformations, with greater emphasis placed on “ancillary areas.” Additionally, traditional panel-based workstations have recognized a shrinking role in office designs. This shift directly correlates to the evolving workforce that is recognized within organizations. In the coming years, offices will be filled with members of the Millennial generation. Understanding what motivates this generation in the workplace will be critical to the success of any organization.

Allsteel, a US-based furniture manufacturer within the HNI Corporation, conducted studies at 36 different colleges and universities across the United States to understand how and why students interact with one another. Realizing that these students will soon seek employment with organizations in which they feel comfortable and inspired to work, office furniture can, and should, play a major role in attracting this new talent.

Incorporating residential designs within commercial spaces delivers an atmosphere in which employees, guests and clients can feel comfortable and at home. By utilizing this design trend in office spaces, companies can create work environments that employees are already accustomed to in their lives outside of work, which makes the transition from home to office comfortable for individuals.

Cross-functionality of office furniture used to promote collaboration is critical to emphasize in space designs. For instance, office cafés and breakrooms, which are spaces previously designed and furnished...
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Rowan-Lockheed Partnership, One of Many at University, Bridges Gap

The Henry M. Rowan College of Engineering and Lockheed Martin, which have collaborated for more than 10 years, developed a series of undergraduate and graduate programs that prepare students for a specialized workforce. These programs bring together higher education and industry to ensure that programs and training yield relevant industry-related skills and promote diverse educational opportunities for the state’s residents. Graduates of the programs obtain credentials that effectively, efficiently and quickly ensure that the state has a highly trained workforce that suits the hiring needs of aerospace and defense company Lockheed Martin, one of the state’s largest employers.

“Partnering with Rowan has been critical to our success as we meet our workforce needs in an extremely competitive environment,” said Robert Regensburger, Project Principal, NJ State Economic Development and Academia Programs for Lockheed Martin. “The leadership of the University has been helpful in removing barriers, the faculty were eager to collaborate, and the students are some of the brightest we have ever seen.”

As a part of the college’s signature Engineering Clinic program, students partner with Lockheed Martin engineers to design, evaluate and understand combat systems in order to develop the required skills needed for the workforce. The combat systems clinic gives students the opportunity to solve real-world engineering problems and creates a streamlined pathway for undergraduate and graduate students’ transitions from graduation to careers in the defense industry. Throughout the last four years, Lockheed Martin professionals have served as instructors in the College’s combat systems clinic. As the clinic programs continue to expand, the partnership will launch additional internship and co-op opportunities during the next year.

“Our partnership with Lockheed Martin is really about connecting the dots between the classroom and real-world experience to ensure our state has a highly trained workforce and that our engineers are able to seamlessly transition from being students to productive employees at one of the region’s largest high-technology companies,” said Dr. Anthony Lowman, Dean. “Our programs with Lockheed have been very successful with the students, as we’ve seen enrollment, participation and retention increase each year. I’m excited for the students because I believe this program helps prepare them for a promising career come graduation.”

During the past several years, Lockheed Martin has hired more Rowan engineering graduates than any other company. The partnership has benefited both students and the corporation, as the company continues to recruit students from these clinics to enhance its workforce with trained professionals.
The State of New Jersey honored Rowan University and Lockheed Martin with its inaugural Innovative Partnership Award during its recent “65 by ’25: Many Paths, One Future” campaign launch at the Robert Wood Johnson Foundation headquarters in Princeton. The award recognizes high-quality collaborations among higher education, business and industry.

The Henry M. Rowan College of Engineering-Lockheed partnership aligns with the “65 by ’25: Many Paths, One Future” campaign, as its goal is to help New Jersey reach the higher level of education and training that will be needed in the next few years for residents to secure rewarding careers. The campaign is led collaboratively by the New Jersey Office of the Secretary of Higher Education, the Department of Labor and Workforce Development and the Department of Education.

The Lockheed partnership is one of many at Rowan, some – like Lockheed’s – that focus on educating students and providing them with clinic and internship opportunities, and others that provide training for employees. Long touted and nationally recognized for exceptional undergraduate – and more recently master’s, doctoral and medical – programs, Rowan also offers extensive courses and degree programs for business and industry in the Garden State.

Those initiatives span diverse fields and can be personalized by Rowan’s Division of Global Learning & Partnerships in conjunction with the University’s nine colleges and schools for specific audiences, from engineers to nurses, support personnel to Ph.D.s. For instance, Rowan offers or has offered courses and/or degree programs onsite and/or via hybrid programs for ASRC Federal Mission Solutions in Moorestown, New Jersey (courses toward an M.S. in computer science), Cooper University Hospital (certificate of graduate study in data analytics), several hospital systems (RN-to-BSN program), Univision (customized leadership development program) and more.

For more information on partnering with the Henry M. Rowan College of Engineering, call (856) 256-5300. For more information on programs tailored to a business, contact Rowan Global at (856) 256-4747.

Rowan University - Environmental Engineering Lab: The Henry M. Rowan College of Engineering is known for its excellence in educating future engineers and for its engineering clinics, often held in conjunction with businesses or government agencies, that provide partners with R&D support and students with real-world experience.
with limited funds, have now become focal points in design schemes. Employees choose to collaborate in these environments, and therefore, increased demands are placed on the furniture investment. A café or breakroom’s sole purpose is no longer just a place to eat. Rather, these communal areas serve as conference spaces, small-group meeting areas, training spaces, and individual work areas, which is a lot to demand of the furniture selected. The furniture should be considered as an employee of the organization, with its number one job being to inspire and empower the organization’s employees.

Protecting the future of an organization through sustainability is a prevalent design trend in office spaces today. As demands change and goals shift course, investing in furniture that can serve multiple purposes is necessary. Movable walls, flex-spaces, and easily reconfigurable furniture allow a company to protect itself from the changes it will inevitably face. Private-office footprints are shrinking, panel heights are dropping, and our demands for spaces are constantly changing. Spaces dedicated to private working environments may tomorrow need to serve as open, collaborative areas. By investing in furniture that can easily accommodate these changes, an organization is provided with the adaptability it needs.

The individual user work-space has evolved dramatically to incorporate natural light through glass panel options.

Lounge areas have become inspirational spaces for employees to work in highly desired settings.

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Looking Ahead: Preparing the Next Generation for Success

By Steven Perez, Southern New Jersey Development Council

The hierarchy of a company is usually that of a triangle – entry level at the bottom and executive officers at the top with mid-tier management in between. This hierarchy is proven to work; however, each company must develop a process by which its young professionals gain experience and skills effectively to become more valuable team members. SNJDC is creating the opportunity for these young professionals to develop professionally outside of their company.

As an entry or mid-level professional, compiling the experience to take the next step in any company can be challenging. Having the confidence to relate to supervisors and C-Suite executives and developing soft skills to network, follow up, lead up, and effect change within a company takes time and practice. Skills like these are developed and honed through mentorship. The new SNJDC young professionals program committee aims to do just that: providing opportunities to engage in content geared towards you, to enable you to grow your own network and to build confidence within your field of work.

SNJDC has defined a young professional as an individual who is 40 years and under or having less than 10 years’ experience in their current field of work. This program is designed to cultivate an environment for aspiring individuals who strive to advance within their company. Aside from developing soft skills, participants would be able to gain crucial experience representing their company at various events while building and expanding their network.

By participating in the program’s activities, young professionals would be given the opportunity to network with individuals who have “been there, and done that” as well as engage on topics geared towards them in a low-risk setting. These events are made for professional growth, an excellent way to gain the confidence to build a circle of influence and stretch beyond one’s comfort zone.

Our program is Looking Ahead – looking ahead towards career development and advancement setting up young professionals and their organizations for success.

For more information or to nominate a young professional for the program, contact Alyssa Hart at (856) 228-7500.
several critical issues, including the affordability of a college education, access to a four-year degree program, vocational skills and workforce preparation. This approach is consistent with our commitment to vocational education and workforce development and can serve as a model for others in New Jersey.”

The Rowan Work & Learn Consortium was created in direct response to the State’s campaign to accelerate the pace of establishing a skilled labor workforce for employment positions needing to be filled within New Jersey. The areas to be addressed include: Advanced Manufacturing; Financial Services; Transportation, Logistics & Distribution; Biopharmaceutical Life Sciences; Construction Management; Health Care; and Hospitality, Retail & Tourism.

Rowan Work & Learn represents the first packaged consortium between a two-year college and a four-year university in the state of New Jersey. What makes this initiative distinct is the concept of two partnering, higher-education institutions stacking industry-valued credentials to allow students to become marketable faster and provide flexibility for “stop out” points if necessary. Each academic year completed will result in credentials verified by industry leaders as well as the Workforce Development Board of Gloucester County and the New Jersey Department of Labor and Workforce Development. All academic paths included in the Consortium will support an industry-specific certification, an associate degree, a certificate of undergraduate study and culminate in a bachelor’s degree.

The Rowan Work & Learn Consortium will not only help to prepare graduates with the education, experience and credentials they need to enter a high-demand field, but it will strengthen the local workforce by making it easier and more rewarding for talented students to remain in the state after graduation. This new program offers a perfect opportunity for both traditional and non-traditional students alike. Traditional college students benefit from accumulating industry-valued credentials enabling them to begin working within their desired career long before graduation. High school students, who may have previously considered going directly into the workforce after graduation and not attending college, can now pursue programs in an industry with future educational growth. Non-traditional students can take advantage of prior learning assessments that award college credit for previous work experience. Paid internship opportunities further prepare students to work within their chosen field.

RCGC will provide the first two years of coursework, with the second two supplied by Rowan University. All of the Work & Learn courses will be offered on RCGC’s campus or online. An advisor assigned to work with the students will ensure they remain on the right academic path and are placed in the internship that best prepares them for their future career.

For more information about the Rowan Work & Learn Consortium, visit RCGC.edu/WorkandLearn.

Rowan College at Gloucester County is located at 1400 Tanyard Road in Deptford, just off Exit 56 of Route 55.
Getting It Together... (continued from page 4)

GCLS cardholders have access to online tools that can not only help them land a job but expand their skills in ways that can help them advance in the workplace.

Visit our website at www.gcls.org to view these resources:

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Demographics Now – Information and statistics that can help an entrepreneur select a site, or help a growing business plan for expansion.

Learning Express Library – Explore careers, take practice occupational exams, use self-guided tutorials for popular software programs, and more.

Universal Class – Over 500 free, non-credit continuing education courses led by qualified instructors who communicate with participants via email. Topics include Entrepreneurship, Management, Finance, Office Skills, general math and writing skills, and many topics for leisure activities and personal enrichment.

The Gloucester County Library System forms relationships and provides services that can help entrepreneurs get started, local businesses grow, and job seekers be successful in their search. Education and self-improvement are core values of America’s public libraries, and we offer these opportunities to everyone. After all, a quality workforce is essential to a successful business. Successful businesses create strong communities. And strong, healthy communities support strong libraries.
Rutgers-Camden New Nursing and Science Building

(continued from page 3)

sciences and physics at the undergraduate and graduate levels.

Brooke Trigiani, a junior nursing student and Vice President of the Student Nurses Association at Rutgers-Camden, applauded the new facility as a place for nursing and science students to develop not only their skills and expertise, but a sense of community with one another.

“We now have the opportunity to better build relationships with one another as students and to create a support structure that will last well beyond college,” said Trigiani. “This new building is more than just space for more classrooms; it is a resource to develop future nursing and scientific leaders in our community.”

More than 1,000 students in undergraduate and graduate programs will benefit each year from the facility’s array of cutting-edge computer labs, classrooms, conference rooms, lecture halls, student work and study stations, and faculty and administrative offices.

“Developments such as this building are what make Rutgers-Camden students passionate about coming to school, learning new things, and being more engaged,” said Daniel Miranda, a sophomore mechanical engineering major, Resident Assistant, athlete, and student leader at Rutgers-Camden. “I am personally looking forward to this year and seeing how the new Nursing and Science Building becomes a new hub for students to learn and grow.”

Among the many innovative features of the new building, Rutgers School of Nursing-Camden students thrive with “hands-on” instruction via two nursing lab stations: the Simulation Lab and the Basic Clinical Competencies Lab. Together, these labs comprise 9,160 square feet that provide students with realistic hospital, outpatient, and home care settings to refine their skills and develop “muscle memory” in a variety of challenging environments.

Students and faculty are also defining new concepts in physics through the use of laser technology in the Physics Laser Materials Lab. This new lab space

(continued on page 20)
Workspace Evolution... (continued from page 12)

“14 East,” the photos pictured throughout the article, developed by the Holly City Development Corporation in Millville in partnership with WB Mason Interiors, embraces the changes the workforce is demanding. This co-working space offers a home for startups, remote workers, and flex-space users. They addressed the needs of turning “I” spaces into “We” spaces instantly, which improves the efficiency of shared information amongst workers.

Relying on dealers, such as WB Mason Interiors, as experts in the furniture-buying process, can greatly assist organizations in creating spaces that reflect company cultures and visions. Furniture designs will play prominent roles in sending messages to employees that an organization truly cares about their well-being. Empowering employees through furniture generates a level of trust in the individual and supports a collaborative relationship because the ideas of one will always be vital to the success of many.

Creating “touchdown” stations within office footprints allow companies to deliver flexible spaces for multiple users.

WB Mason and Holly City Development Corporation created dedicated individual spaces along with shared areas for collaboration.
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incorporates significant equipment that has been funded by National Science Foundation awards to Rutgers University–Camden and supports a wide range of physics research studies.

Camden’s “eds and meds” corridor is continuing to grow. On Oct. 19, New Jersey Governor Chris Christie helped to break ground on a new Joint Health Sciences Center, an innovative facility that will provide unique opportunities for breakthrough research in the biosciences, as well as training for health-care providers. The $72 million Rowan University/Rutgers University–Camden Board of Governors project is set to open in Spring 2019 at the intersection of Martin Luther King Boulevard and Broadway in downtown Camden.

Planning has begun for the construction of a 100,000-square-foot Rutgers University–Camden Business School Building, which is slated to be located in the “eds and meds” corridor near City Hall. The new facility will allow the Rutgers School of Business–Camden to meet the increasing demand for a Rutgers business degree in South Jersey and the Delaware Valley.
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