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## OU/Pontiac Partners hip e-blast2

Dec 21, 2015



We are happy to report that there have been some very exciting and productive meetings between OU & various Pontiac-based groups since the Town Hall meeting in November. In January we will report out on the Town Hall follow-up planning session that produced many valuable projects for the upcoming year that align well with the economic development plan, Pontiac Moving Forward. We will also update you on the action that has been happening around education issues. The network is buzzing in many positive ways and we promise to keep you in the loop! If you want to share news about a partnership you've formed since the Town Hall, please email us and we'll feature it in an upcoming e-blast.



Happy Reading & Happy Holidays!

### **OUTV content soon to be broadcast on Pontiac's local access channel**

OUTV is a cable television station operated by Oakland University staff and students. Programming is intended to entertain, inform and promote Oakland University to the viewing public. Last week, the OU/Pontiac Initiative facilitated a meeting with OUTV staff and Clarissa Grisby, the Cable Director for the local access channel in Pontiac to discuss broadcasting to Pontiac. "I know our residents and I know they love our local access channel...they watch it," said Grisby with certainty, "and I want them to learn more about Oakland University." OUTV agreed to send OUTV content to Grisby so that she can start putting it on the air in Pontiac. "I'm looking forward to interacting more with OU and turning Pontiac into a college town," she added. Content varies but includes speakers, performances, OU sporting events and newscasts. Programs will air on Comcast channels 10 and 20 and AT & T channel 99, starting in January.

## One local business owner reports an immediate and positive impact after the release of the Spirit of Pontiac

What do *Crain's Business Detroit*, *The Detroit News*, *The Oakland Press* and *Easyriders* have in common? They are all major print publications that featured an article about the business Mad Cow Customer Leather in Pontiac. Mad Cow was also featured in the *Spirit of Pontiac* newsletter and according to owner, Jay Burgher, was the one that received the most immediate and positive response as compared to all the others. "I received four calls from Pontiac residents the day the Spirit of Pontiac was released, some of which lead to sales and service" said Burgher, "which makes it the most measurable, short-term response I've had from these types of articles." This means that residents are reading and acting on the information they received from the *Spirit of Pontiac*. "It tells you that whoever thought this (a newsletter) was a good way to reach residents was right," he added.

## Looking for an OU Intern?



Many attendees at the Town Hall meeting dropped notes in the green buckets stating that they were interested in knowing more about the Oakland University intern process. It's true that OU students value internships. In fact, 80.5% of OU freshmen reported that they plan to participate in an internship. Students can locate an internship site on their own

or get help from Career Services and/or their professors or departments. Local business owners, non-profits and other groups who want to start the intern process have a few choices:

- Visit the OU Career Services website to register your business or non-profit with OU Career Link. Registration is free and allows access to the Career Link tool to find a qualified intern; internships can be paid or non-paid. Free benefits of registering your business include job and internship postings, targeted email announcements and more. Call, email or visit the [Career Services](#) website to get started: 248-370-3250; [careerservices@oakland.edu](mailto:careerservices@oakland.edu). Don't forget to ask about the Internship Mixer held in February. *Some events like recruitment fairs and networking events have an employer registration fee.*
- Directly contact a department across campus
  - English Dept (Non-Profits, Publishing/TV, Corporations & Businesses, Media, Education): contact Annie Gilson, Internship Coordinator, [gilson@oakland.edu](mailto:gilson@oakland.edu)
  - Business School: Contact Andrea Mill, Career Coach, 248-370-3215, [amill@oakland.edu](mailto:amill@oakland.edu) or visit the [Business School website](#) to learn more.
  - Political Science (*law enforcement, government, non-profits*): Dave Dulio, [ddulio@oakland.edu](mailto:ddulio@oakland.edu)
  - Human Resource Development: Mike Maslyn, [maslyn@oakland.edu](mailto:maslyn@oakland.edu), 248-370-3063
- There are many more departments and majors than those listed here whose students need internship and capstone projects, so please let us know what you are looking for

and we'll get you connected: Bob Maxfield, [maxfiel2@oakland.edu](mailto:maxfiel2@oakland.edu) or Diane Baldwin, [baldwin2@oakland.edu](mailto:baldwin2@oakland.edu).

## Mad Cow Custom Leather seeking student intern

by Anthony Spak

Mad Cow Custom Leather is looking for a motivated marketing and social media intern for the upcoming winter and summer semesters. The intern would be expected to work at the shop, located in downtown Pontiac, for school credit. Compensation is offered to interns and is based on performance.



Jay Burgher, owner of Mad Cow Custom Leather, opened up his shop in the city in the summer of 2015 and is a member of the Downtown Business Association. As his business continues to grow, Burgher is choosing to expand his staff.

"Oakland University is doing a lot with the city of Pontiac and my decision to move our business to downtown Pontiac was a decision to be involved in the community as well," Burgher said. "My preference would be to work with an OU student, however, I wouldn't be opposed to working with someone from another school."

Burgher says he is looking for an intern who is proficient with a computer, skilled in Microsoft Excel and possesses good communication skills.

Most degrees at Oakland University require some sort of experiential learning and internships are common. Most internships count towards school credit and graduation requirements but must be approved by an academic advisor or internship director. Students who want more information on the internship process should consult their academic advisor and visit Career Services for tips on landing the right internship.

To apply for the Mad Cow Custom Leather internship, Burgher is requesting an email with contact information and a follow up phone call to arrange an in-person meeting.

Mad Cow Custom Leather, 248-253-0039, [Mad Cow website](#)

## Community Gardens

Community gardens are one way that residents and volunteers rally around revitalization in urban areas and it's happening in Pontiac. Pastor Jones of the Welcome Missionary Baptist Church believes in community gardens. He said that the [Welcome Garden](#) is an excellent example of how small gardens serve many purposes. It keeps kids involved and gives them a purpose, allows them one-to-one time with the senior citizens as they work

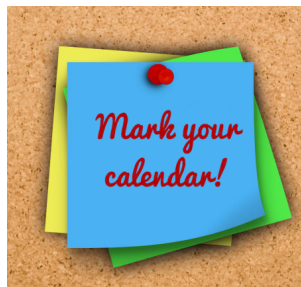


together, encourages kids to try new vegetables, exposes them to marketing and sales of the produce and beautifies lots, he said. Pastor Jones is part of Growing Pontiac, a community gardening group whose focus is on urban farming and includes projects such as clearing lots and turning them into community gardens. They are currently in the re-visioning process which will help them re-organize and focus more on projects for 2016. OU has chemistry students who need practice testing soil to determine if its safe for growing food, and OU

Chemistry professor, Dave Schlag is interested in learning how to get his students involved. Anyone interested in joining Growing Pontiac should contact Jill Robinson, [robinsonj@oakgov.com](mailto:robinsonj@oakgov.com).

## Posters on display at the Kresge Library

The posters from the Town Hall meeting gallery walk will be on display on the main floor of the Kresge Library starting January 6. Stop by and learn about the projects and outcomes from our successful first year. Copies of 'Uniting Urban Achievement and Academic Excellence', a Year in Review will also be available in the library.



Mark your calendars for the next OU/Pontiac Initiative Town Hall meeting:  
**Saturday, March 5, 2016**

## Contact us

### OU/Pontiac Initiative contacts:

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