



MICHIGAN STATE UNIVERSITY

Midland Research Institute for Value Chain Creation

JUNE 2015 UPDATE

OPERATIONS

Hiring an Executive Director: In mid-June, two experienced, well-qualified candidates visited MSU and Midland to interview for the MRIVCC executive director position. Both candidates possess solid leadership competencies and previous work experience in value chain management. An offer of employment is being finalized with one of the candidates, and the executive director is expected to start work in August. Russell Reynolds Associates is managing the executive director search.

State-of-the-Art Facility: After months of planning and construction, in December 2014 the MRIVCC office in Midland was completed. Positioned in a high-profile location adjacent to Dow's supply chain offices, the modern space includes offices for an executive director and three researchers and a conference room. The facility also includes a 49-seat classroom, which is furnished with modular tables, equipped with cutting-edge audio-visual equipment, and wired for the latest technology.

Charting a Research Vision: In March 2015, the Technical Advisory Board approved a research strategy/visioning document for the MRIVCC. The document details the institute's research application areas and methodologies and will guide the research agenda.

RESEARCH

Connecting Both Ends of the Value Chain: The MRIVCC's research strategy supports and builds on MSU's research strengths. Projects focus on four application areas: water quality and delivery, food safety and sustainability, global manufacturing, and value chain integration. The application areas synergize with four research methodologies: sustainability, security, and regulatory compliance; value chain optimization; value chain analytics; and value chain education.

Research Projects in Progress:

- [Building a Knowledge Value Chain to Support Global Water Safety: Part of the UNESCO Global Water Pathogen Project](#)
- [Self-Powered RFID Sensing Technology for Monitoring of Complex Product Supply Chains](#)
- [Methodology for Monitoring Efficiency of Supply Chain Network Designs](#)
- [State of Michigan Agriculture Logistics and Supply Chain Assessment and Strategy Recommendations](#)
- [Solving Multi-Level Problems using Multi-Objective Optimization for Robust Solutions](#)



EDUCATION

Launching a New Master's Degree: The new value chain creation track of the top-ranked Master of Science in Supply Chain Management launched in January 2015 with 20 students, a quarter of whom are from Dow and Dow Corning. Students began with online coursework and then met in late April at the classroom in the MRIVCC office in Midland for their first residency week of the program. The second residency will be held in August.

MS Growing in Popularity: The online master's degree in supply chain management will welcome its second cohort in August. The projected enrollment for the program is 35 students.

Educating Professionals and Executives in Midland: To reach a larger group of working professionals in the Midland region, a certificate program in value chain creation and an executive education program are in development. The proposed certificate in value chain creation, which is similar to the current Grand Rapids program, would include value chain case studies, lectures, discussions, and interactive simulations taught by Broad College faculty.

OUTREACH

Reaching the Midland Community: MRIVCC administrators and researchers have conducted several seminars and workshops in the Midland region over the past few months. In December 2014, Professor Joan Rose presented a seminar about her water research for Dow employees; MRIVCC Interim Executive Director David Closs spoke at the Midland Chamber of Commerce meeting in February 2015; and in March 2015 Closs partnered with Peter Anastor, then of the MEDC, on a seminar on supply chain and economic development. Additionally, this spring the MRIVCC office hosted a forum on supply chain presented by Midland Tomorrow and the MEDC and a meeting of the Mid-Michigan Innovation Center Board of Directors, key partners in the region.

Celebrating MSU in Midland: In March 2015, the MRIVCC office opened its doors to welcome alumni, friends, partners, and community members to the new facility. Attendees heard from honored guests and learned more about ongoing research projects, education programs, and partnership opportunities.

Hosting the 2nd Annual Value Chain Summit: Building on the success of the 2014 MRIVCC Summit, the 2015 Summit, scheduled for September 10–11 in Midland, will focus on two key areas of the research strategy: water quality and delivery and food safety and sustainability. Speakers at the event will include highly regarded experts and researchers in water and food.



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