

# The Center for Automotive and Mobility Studies at Northwood University

Driving Forward



An Initiative of the Northwood University  
*When We Are Free Campaign*



# President's Message



**Dr. Kent MacDonald**

The automobile industry is on the move.

Today's automotive industry is a fast-paced, diverse, global environment in which new players can quickly rise to the top and established leaders must continually embrace change and innovation. The stakes are high, uncertainty is the new normal, and innovation is a requirement. Waiting for others to figure it all out is not an option.

And this is only the beginning.

Today, the rules are being rewritten by developments such as autonomous guidance, electric drivetrains, big data marketing tools, 3D-print manufacturing, hyper-connectivity, and much more.

Opportunities abound for those with ambition. Although people and organizations are drawn to the industry at this moment in time, great success is only possible by combining top-level knowledge and experience with an education that develops a new generation to lead.

To help individuals and industry to succeed, Northwood University is leveraging our decades-long leadership in the field of automotive education to catalyze the creation of a new center of industry expertise. The Center for Automotive and Mobility Studies (CAMS) at Northwood University will combine undergraduate and graduate education, non-credit and professional training for industry-focused organizations, cutting-edge research by renowned faculty, and unrivaled understanding of free enterprise to empower any person or group seeking to find success in this dynamic environment.

Within the framework of a University-wide Strategic Plan that charts a path for sustained institutional excellence, CAMS will cement Northwood's standing as the pre-eminent destination for auto industry insight and education.

The groundwork for CAMS has been built over more than 60 years of Northwood's close connection to the auto industry. The next step, possible only with the backing of insightful supporters who share our long-term vision of Northwood leadership, will be a historic transformation. The plan laid out in the following pages makes it easy to visualize how success will be achieved. As you read the details, please think about where you fit into this exciting future.

Dr. Kent MacDonald,  
President, Northwood University



# Executive Summary

The Center for Automotive and Mobility Studies (CAMS) will be a holistic home to Northwood University's myriad activities that strengthen the future of the industry. It will bring together undergraduate, post-graduate, professional, and continuing education programs; research initiatives; and the rich tableau of experiential learning activities that have long been characteristic of the Northwood experience.

Building on more than 60 years of supporting the automotive industry, Northwood will establish CAMS as an interdisciplinary automotive institute providing education and training to advance the mobility sector and develop its future talent and leadership.

A key ingredient in the success of CAMS will be attracting renowned faculty, groundbreaking researchers, and the most talented and motivated learners. They will assemble within CAMS because of its standing as the premier place to develop excellence. Significant support will be in place to encourage the best of the best to join the effort.

CAMS will be housed on Northwood's scenic Michigan campus, which boasts an impressive suite of education, conference, accommodation, and media facilities. Enhancing the quality of the existing infrastructure will set the stage for sustained excellence.

It is an exciting plan, but CAMS can only realize its full potential with support from individuals and organizations who share in its vision and want to have a role in making it a reality. Impactful philanthropic and naming opportunities have been developed to make that process as open and efficient as possible.





# The Road to Excellence



The plan for making the Center for Automotive and Mobility Studies the epicenter of industry excellence leverages insightful reinvention.

CAMS builds on Northwood's decades of success in automotive education. It is guided by countless alumni who have become respected leaders. It anticipates what is ahead because it is driven by people who are already heading there at top speed.

Here are some of the elements of that plan:

## SYNERGY

CAMS will bring together academic, experiential learning, and research activities that will all strengthen each other. This includes:

- **Automotive Marketing and Management (AMM) Program**, offering two-year and four-year degrees
- **University of the Aftermarket (U of A)**, offering extensive non-degree education, professional training, and certifications
- **Professional & Continuing Education**
- **Executive Education**, including master's degrees focused on the automotive industry
- **Northwood University International Auto Show**
- **Northwood University Aftermarket Club**





## CURRICULUM REINVENTION

Under the umbrella of Automotive Studies, the existing programs of Automotive Marketing and Management and Automotive Aftermarket Management will continue to be degree options in educating the industry's future talent. Renewing and expanding the Automotive Studies curriculum is essential to serving future industry talent needs. Educating today's and tomorrow's industry leaders requires cutting-edge curriculum and educational materials.

Northwood's faculty members will lead a comprehensive analysis of automotive industry needs, both current and emerging, through mining input from industry leaders on the issues they are addressing as well as others that are on the horizon. The outcome will be a curriculum that incorporates the complementary areas of the AMM and AAM programs with topics that

serve both parts of the sector, such as core business skills mastery, cybersecurity, mobility, supply chain, alternative fuels, digital marketing, customer experience, and data analytics.

Potential new academic programs include:

- Mobility Leadership
- Motor Vehicle and Mobility Sales
- Supply Chain Management
- Mobility Economics
- Industry Partnerships

Northwood students build competitive advantage by studying topics not found in textbooks. Because of the specialized and quickly evolving nature of the industry, an important aspect of the CAMS initiative is the constant renewal of the curriculum and the educational materials that support it.



## INDUSTRY-FOCUSED EXPERTISE

Qualified, exceptional, internationally renowned faculty are critical to Northwood's ability to provide the automotive industry with capable and ambitious talent. Concurrently, CAMS will serve as an ideal environment for faculty and visiting fellows to conduct relevant industry-related research. CAMS research will explore many of the most pressing issues facing companies, other organizations, and policymakers involved in the manufacture, sale, and maintenance of motor vehicles.

CAMS will attract and engage the highest level of talent in a variety of roles, including:

### ENDOWED CHAIRS

An Endowed Chair is the highest position available to a Northwood faculty member, and once created the position remains in place through a succession of holders chosen for their academic prowess and industry-leading expertise. Thus, an Endowed Chair is at once an honor to the current holder, an enduring tribute to the donor who establishes it, and a permanent investment in the growth of knowledge and talent preparation for the mobility industry.

Endowed Chairs will be a key component to the success of CAMS. They will be international thought leaders committed to a wide range of industry topics. Working alongside faculty from other Northwood academic departments, cross-discipline researchers in the field, and Northwood students, Endowed Chairs will explore the complex policy problems and business issues related to the global motor vehicle industry.

### LEADERS IN RESIDENCE

CAMS will host executives and entrepreneurs who will have a presence on campus throughout the academic year. These industry thought-leaders will conduct seminars and forums on cutting-edge industry topics and issues. This will provide students with the opportunity to learn from industry leaders and allow these leaders to gain access to Northwood student talent. The Leaders in Residence program will lead to substantive projects through which students contribute to shaping the future of the industry by collaborating with these industry leaders on addressing pressing issues.

## THOUGHT LEADERSHIP AND ORIGINAL RESEARCH

Northwood's vision is to become the industry's go-to resource for information on emerging issues in the industry. Through Endowed Chairs, Leaders in Residence, industry forums and related programs, CAMS will provide insight and tools for industry leaders to stay current and get ahead of the curve so they can proactively address emerging issues in their own businesses. Endowed Chairs will create industry briefings, publications, and webinars on real-time emerging topics such as supply chain, cybersecurity, FinTech, alternative fuels, mobility, and others. A subscription model is being evaluated as a way for industry leaders to charter original research on emerging topics to develop competitive advantage.





## **SUPPORT FOR STUDENTS**

A Northwood education can change students' lives in many ways and prepare them for successful and fulfilling careers. As the cost of higher education at colleges and universities across the country continues to increase, Northwood is making a concerted effort to provide access to more students by keeping its costs as affordable as possible so that all qualified students are able to attend. As part of that commitment, the University seeks to expand scholarship support for CAMS students.

## **ENHANCED LEARNING SPACES AND TECHNOLOGY**

Tying into the renovation of the NADA Hotel and Conference Center, the vision for upgrading learning spaces and technology includes the potential for creating spaces similar to those in

dealerships – such as showroom space, sales desk, and finance and insurance desk – with associated technology. Learning spaces will include upgrading classrooms as well as spaces for seminars and executive education.

## **EXPERIENTIAL LEARNING AND INDUSTRY ENGAGEMENT**

CAMS will build on Northwood's long-standing commitment to real-world connectors in preparing students for success. Activities such as the Northwood University International Auto Show, the IPC Show in China, NUCARS, NADA, AAPEX, SEMA, and many others provide contextual learning that no other institution can match. The result will be a widening pipeline of students who are fully prepared to thrive in internships, leadership development programs, and entry-level opportunities. These leaders will be ready to make an impact from Day 1.

**ALUMNI PERSPECTIVE:** “I draw on my education and experience at Northwood every day of my professional and personal life. While I originally was attracted to NU for the automotive program, it really was the ‘ancillary’ lessons that have had the most impact. For example, lessons on free enterprise, entrepreneurship, and economics were vital.”

**– Tammy Darvish, '85**

# Philanthropic and Naming Opportunities

## **NORTHWOOD UNIVERSITY CENTER FOR AUTOMOTIVE AND MOBILITY STUDIES**

The Northwood University Center for Automotive and Mobility Studies will lead the University's iconic programs into the future and will provide Northwood students with the most relevant education preparing them for future industry leadership.

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*\$10,000,000 - Naming of the Center for Automotive and Mobility Studies*

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## **ENDOWED CHAIRS**

Endowments to establish and fund chairs for academic programs will allow for continually improving the quality of instruction and the content and rigor of coursework. Northwood seeks support to create two named Endowed Chairs:

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*\$5,000,000 - Endowed Chair in Automotive Marketing*

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*\$5,000,000 - Endowed Chair in Automotive Aftermarket*

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## **ENDOWED PROFESSORSHIPS**

Endowed Professorships will allow Northwood to attract industry experts to spend time on campus, teach students, conduct research with Northwood faculty, and represent CAMS at appropriate automotive forums and in appropriate media. Northwood seeks support to create two named Endowed Professorships:

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*\$1,000,000 - Named Professorship in Automotive Economics*

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*\$1,000,000 - Named Professorship in Automotive Leadership*

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## **ENDOWED SCHOLARSHIPS**

Northwood University believes that any qualified student should be able to receive the life-defining experience of education regardless of economic means. The CAMS initiative seeks generous benefactors who will provide endowed and named scholarships at the following levels:

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*\$5,000,000 - provides \$225,000 annually*

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*\$2,500,000 - provides \$112,500 annually*

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*\$1,500,000 - provides \$67,500 annually*

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*\$1,000,000 - provides \$45,000 annually*

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*\$750,000 - provides \$33,750 annually*

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*\$500,000 - provides \$22,500 annually*

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*\$250,000 - provides \$11,250 annually*

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*\$100,000 - provides \$4,500 annually*

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*\$75,000 - provides \$3,375 annually*

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*\$50,000 - provides \$2,250 annually*

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*\$25,000 - provides \$1,125 annually*

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## **UNIVERSITY OF THE AFTERMARKET ENDOWMENT**

*\$1,000,000 - Establishes an endowment to support the University of the Aftermarket, providing funding to sustain current programs and provide additional funding for expansion of the program.*

## **MARKETING AND STUDENT RECRUITMENT ENDOWMENT**

*\$5,000,000 - Establishes an endowment to support focused recruitment and resources for additional media, conference, and convention and industry participation.*





## NADA HOTEL AND CONFERENCE CENTER RENOVATION

A renovation of the Center improves Northwood's ability to provide experiential learning opportunities for students, enhances academic learning spaces, and establishes a state-of-the-art facility capable of hosting industry conferences and corporate retreats.

*\$6,000,000 - Supports renovations and establishes an endowed maintenance fund*

Scan or photograph this code to access an online video that provides a detailed look at the plans for renovation of the NADA Hotel and Conference Center.



**ALUMNI PERSPECTIVE:** “NU gave me the tools necessary to be successful from an academic standpoint, but it has been the lifelong friendships forged during my time at NU that have most positively impacted my life.”

**- Alan Wildstein, '89**  
President, Alan Jay Automotive Network





**ALUMNI PERSPECTIVE:** “Northwood significantly affected my life. I lost my father and mentor at the age of 16, and although I had made some commitments to him, I wasn’t sure about my direction. Northwood helped confirm my career choice in automotive.”

**- Dick Garber, '78**  
President, Garber Automotive Group





“I’m delighted that there exists a university like Northwood, dedicated to the truth that democratic capitalism is truly what’s lifted up the world more than any other force in human history. There are a lot of universities around the country, around the world, that are telling students the opposite. It’s really encouraging that there’s a university that’s teaching this without shading the truth, without worrying about the consequences or worried about getting canceled, without all the nonsense that we’re seeing in other places. It’s really great. I’m glad that Northwood University exists, that’s the bottom line. The world needs it.”

**- Arthur C. Brooks**

Former CEO of the American Enterprise Institute  
and current Bloomberg Professor at the Harvard Kennedy School

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