

SUBSCRIBE TO **The Macomb Daily**



Online Edition

SEARCH

Classifieds



SITE MENU:

Select...

[Home](#) > [Local News](#) > [Partnership with Motorola gives students 'real-world experience'](#)

THE MACOMB DAILY NEWS



Partnership with Motorola gives students 'real-world experience'

Armada science academy teens may in turn lend ideas to wireless products

PUBLISHED: March 28, 2006

By Frank DeFrank
Macomb Daily Staff Writer

Motorola and Armada's Macomb Academy of Arts and Sciences announced a partnership Monday that will bring the wireless company's expertise into the classroom.

In exchange, the students will share their thoughts on the future of wireless products, and the results of their research could one day contribute to the development of Motorola products.

Dubbed the "Partnership for Building Bridges and Futures," the program "will provide students with real-world experience in applied science," said Arnold Kummerow, superintendent of the northern Macomb County district.

"Students could participate in conceptual studies, market research, testing, writing software code -- whatever the school and company feel is the best fit," Kummerow said.

"The curriculum will be designed to excite and inspire students around potential future careers in business, technology and engineering."

Armada's Macomb Academy of Arts and Sciences operates as sort of a school within a school in which students spend half their day studying science, math and related programs. Enrollment is limited to 200 students, 100 from Armada and 100 from

Other News

TOP JOBS

YOU'VE S
COMMERC
PART OF T
Hansons is
Sales R...

MAINTEN,
Self-starter
electrical, pi
mechanical

All Entry I
Available Yr
Commercia
of the Te...

FRONT DI
full time. Bu
office. Bene
wk...

View all

TOP AU

CARS/TRI
Running or
586-943-31

View all

TOP H

View all

TOP R

View all

TOP M

View all

Merchandi

outside the district.

The Motorola program will be incorporated in the present curriculum for 11th- and 12th-graders.

Although academy students are interested in science when they walk in the door, Motorola's interest in them could pique their interest even more, said Rob Blume, who teaches a course in research methods among other assignments at the academy.

"That Motorola is interested in what these kids have to say, I'm hoping that's a grabber," Blume said.

Motorola began to form partnerships with schools about a decade ago, but the idea expanded the past three years, said Fred Ettinger, manager of university relations for the company.

Armada is the first school to partner with the company in the Midwest outside the Chicago area, where Motorola is based.

For Motorola, the outreach serves two purposes, Ettinger said: the promotion of education, and access to the next generation of innovators and customers.

Ettinger said teenagers spent \$26 billion on wireless products last year and half of the teens in the country own cell phones.

"Their feedback is invaluable to us," he said. "We're going straight to the source."

In some instances, Ettinger said, ideas generated by students have been used in the development of Motorola products.

"I'm not saying it happens all the time, but it happens," he said.

The company also has offered paid internships to selected high school students.

Elsie Ritzenhein, academy director, said Motorola and the academy share one important goal: to teach kids to develop innovative thought processes.

"Motorola encourages students to do a lot of outside-the-box thinking," she said.



[Email This Story to a Friend](#)



[Printer Friendly Version](#)



[About Us](#) | [Contact Us](#) | [Feedback](#) | [Advertising](#) | [Subscribe](#) | [Home Delivery](#) | © 2008 [Interested in a career at Journal Register Company, click here](#)