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# The Professional Science Master's Degree:

A University-wide collaboration  
in alignment with State-wide efforts to promote  
economic and work-force development

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**SUNY**

THE STATE UNIVERSITY *of* NEW YORK

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# Eliot Spitzer - Governor-Elect

## (March 2006)

“ In the knowledge economy, colleges and universities are one of the most important engines of economic growth that exist. Not only are they the largest employer in many communities, but with the right policies, colleges and universities can be a major source of new companies and industries.

Supporting the growth and increasing the excellence of colleges and universities is a central part of my overall vision for economic development.”

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# Elliot Spitzer – Governor

May 29, 2007

- Announced the creation of a one-year commission of leaders in public and private higher education to create a new and integrated higher education system in New York.
  - “It will move with speed and give us a blueprint to move an institution that is already doing wonderful work, but will make it a world-class institution,” Spitzer said. “Making the SUNY system a world-class institution is an economic imperative.”
  - “It is very much a question of how do we turn our SUNY system into an economic engine and make sure that it attracts the best students, the best faculty, and the most jobs for New York state,” Spitzer said.
  - The commission will also seek ways to expand the number of degree offerings to serve state and regional economic development, prepare community college graduates for easier transition to four-year colleges and enhance research at SUNY’s university centers
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# New York State's Investment in the Economy and Higher Education

- “Centers of Excellence”
    - Promote collaboration between university research, advanced technology and economic development in the State. Focused on critical emerging technologies that are anticipated to become major high-tech growth areas.
  - “Empire Innovation Program”
    - Adding senior and promising new faculty to SUNY
  - “High Needs Workforce Program”
    - Bridging the “workforce gap” by increasing capacity in academic programs that lead to employment in high shortage areas (engineering; information science; health professions; nursing)
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# Chancellor John Ryan – Spring 2007

## “The Listening Tour”

### ■ Partners

- The State University of New York
- NYS Empire State Development Corporation
- NYS Department of Labor
- The Business Council of New York State
- NYS Economic Development Council

### ■ Participants

- Invited members of the business, economic development and SUNY community
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# Listening Tour Sites

- Mid-Hudson – Orange Community College
  - Capital Region – University at Albany
  - Mohawk Valley – Institute of Technology
  - North Country – Plattsburgh State College
  - Southern Tier – Corning Community College
  - Central New York – College of Environmental Science and Forestry
  - Finger Lakes – Monroe Community College
  - Western New York – Buffalo State College
  - Long Island – Stony Brook University
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# The Listening Tour

## Next Steps for SUNY

- Educate and train students to be the highly skilled workers of tomorrow
  - Promote a SUNY-wide culture that encourages and nurtures innovation and entrepreneurship
  - Recruit renowned faculty who will attract research funding and other activities that result in new inventions, discoveries and innovations
  - Move quickly in the area of research, development and deployment (RDD) of new technologies and inventions
  - Establish and foster incubators, startups and other venues for entrepreneurship and innovative start-ups
  - ***Establish and cultivate university-industry partnerships***
  - Promote and participate in partnerships for regional economic development
  - Develop and sustain strategic initiatives that promote economic development
  - Enhance the quality of life in the campus' community and surrounding region
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# The Professional Science Master's Initiative

## Purpose/Goals

- Reversing the “brain drain”
  - Strengthen master's level education across SUNY
  - Help to solve the national shortage of domestic students in the sciences and mathematics pipeline
  - Create a second center of gravity in graduate education that would articulate a distinctive purpose for more of its master's degree programs
  - Revitalizing the career potential for students who do not wish to pursue the doctorate
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# Unique Features

- Establish 3 regional clusters
  - Create synergy and efficiencies by supporting collaboration between campuses, multiplying the opportunities available to any single campus acting alone
  - Leverage the resources and talent of business schools within our research universities to provide support to its comprehensive colleges in meeting the needs of their local and regional business and industry partners.
  - Plus courses packaged and delivered as menu options through technology enhanced education
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# Infrastructure Elements

- Leadership from the System Provost's Office
  - Creation of a short-term (2-year) PSM Director's position in the System Provost's Office
  - Coordination from the System Office to develop web-enhance "Plus" courses
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# PSM Director

- Consult and plan with SUNY faculty developing the programs
  - Work with the State Education Department to get the degree approved in New York State
  - Primary liaison to system-wide PSM advisory group
  - Plan and coordinate system-wide and regional meetings
  - Facilitate the development of appropriate business and industry partners within each region
  - Seek financial support from business and industry partners
  - Lead the development of recruitment and marketing materials
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# Phase I

November 2006 – August 2007

- Letter of invitation to graduate campuses
  - Survey regarding readiness to begin PSM program development – graduate deans
  - Organize regional focus groups to assess industry hiring and skill needs
  - Assess business and industry interest
  - Establish SUNY-wide PSM Advisory Counsel
  - Work with SED regarding degree authorization
  - Identify 8-10 existing master's programs on 4-6 campuses that can be readily adapted to a PSM program track
  - Establish regional clusters
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# Phase II

## September 2007 – August 2008

- Create and deliver “Plus” web-based course modules
  - Develop graduate certificate focused on “Plus” courses for students already holding a master’s degree
  - Design and manage a SUNY-PSM web portal
  - Recruitment and marketing
  - Develop an assessment plan
  - Expand partnerships with business and industry
  - Develop campus advisory boards
  - Develop combined degree programs (B.S./M.S.) to recruit first year students into PSM program tracks
  - Develop articulations with Community Colleges
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# Phase III

## September 2008 – August 2010

- Expand regional clusters to include more campuses
  - Continued program development and partnerships with business and industry
  - Establish job placement services for PSM graduates
  - Expand focus groups to identify additional workforce needs
  - Assess existing skill needs to determine which PSM programs might be part of a magnet to attract industry to New York State
  - Implement the assessment plan to collect longitudinal data
  - Develop vertical articulation agreements with community and technical colleges
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# Outcomes – 2010

- 18-24 degree programs across 10-12 campuses
  - An average of 300 students enrolled
  - 10-12 business and industry affiliates associated with each regional cluster
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