



# Professional Science Master's: Feasibility Planning

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## Determining Feasibility: Key Considerations

 Establishment of broad-based faculty support

Professional development component

Workforce relevance

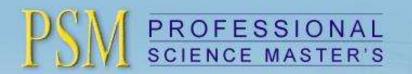






## **Approaches to PSM Program Development**

- Creation of entirely new program
  - gaining approvals more complex and takes more time
- "Professionalizing" existing program
  - adding professional development component
  - adding a professional track or
  - developing a program that builds on an existing related program

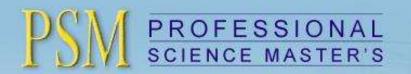






## Foci of Initial Planning Activities

- Employment projections
- The expertise, interests, background, commitment, and availability of qualified faculty members
- Departmental, collegiate, university, and/or system-level support
- University priorities and culture
- Advisory board prospects

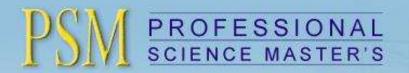






## Foci of Initial Planning Activities, Cont'd.

- Qualifications and requirements sought in new employees
- Prospective applicant pools
- Student demand
- Adequacy of available program resources (internal and external) and sources of student funding
- Sustainability







### **Garnering Support**

 Various groups—faculty, college & university administrators, and systemwide or state-level support.

 Garnering support includes conferences, meetings, and/or workshops aimed at building buy-in for the program.







### Garnering Support, Cont'd.

 Faculty buy-in is essential—"top down" approaches and administrative buy-in alone are insufficient.

PSM faculty member champion





## **Garnering Support Faculty Members**

#### Allaying concerns:

- Impact on research productivity
- External engagement
- Pedagogy
- Impact on doctoral programs
- Rigor





### Garnering Support College and University Administrators

- A dean or department head may be able to facilitate internal review process and secure provost/presidential support.
  - Likely to have external contacts at levels less accessible to faculty members.
  - Might be especially helpful in obtaining consensus support & backing of fellow deans or heads of participating colleges and departments.
- Graduate dean







### Garnering Support System or State Level Support

- Connect to established priorities and strategic directions.
- Demonstrate role of PSM in workforce development.
- System leaders in excellent position to engage state legislators in recognizing economic development value of PSM as an outcome of partnership between higher education and employment sectors.





### Developing a Financial Plan

- Costs vary among institutions & programs and include both start-up costs and recurring costs.
- Possible costs of feasibility planning
  - conference and meetings
  - workforce needs assessment
  - student demand assessment
  - external advisory board development
  - formal PSM affiliation
  - marketing and advertising





### Financial Plan, Cont'd.

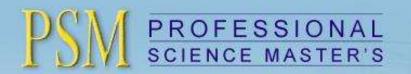
- Recurring costs
  - Personnel
  - Student support
- Potential sources of funding
  - internal university allocations
  - industry and business support
  - external grant funds
  - state legislative support
  - contributions from advisory board members
  - tuition and fee revenue





## Creating an External Advisory Board

- Actively involved with program faculty
  - clarifying program objectives
  - identifying expected learning and professional skills
  - developing learning outcomes
  - ensuring regional workforce needs will be met
- Regular meetings to provide ongoing advice.







### Identification of Advisory Board Members

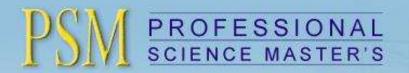
- About 8-12 representatives from the employment and community sectors
- One or two students





### **Advisory Board Roles**

- Advocate for PSM at local, state, and national levels
- Assist in development of internship sites
- Identify site-based student projects
- Provide financial support
- Hire graduates
- Send current employees to PSM programs and cover their tuition

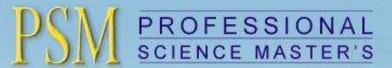






 Role will evolve over planning, implementation, and operational phases of program development.

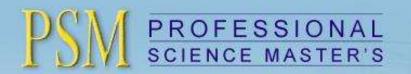
When program is operational, the advisory board will assume important role in ongoing evaluation and "fine-tuning" to maintain its currency and attractiveness to students and employers.





### **CGS PSM Project Team**

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