

# SUNY and the PSM Degree:

## The New York Context

*CGS PSM Workshop*  
*December 2, 2009*

## **SUNY PSM Program: Context**

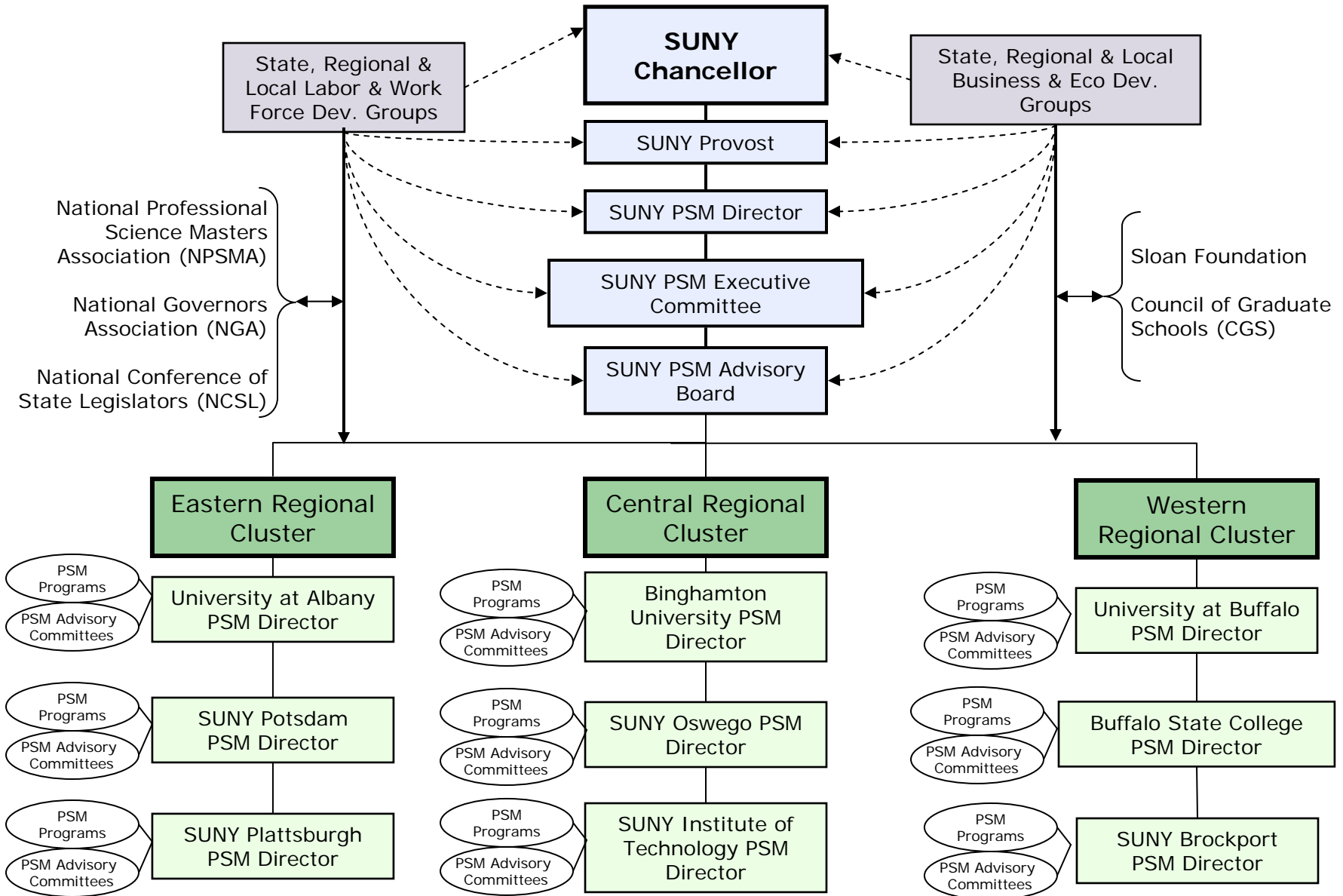
- **The State University of New York consists of 64 campuses and 427,000 students. Approximately 40,500 are graduate students.**
- **SUNY also operates SLN, the SUNY Learning Network, an on-line course delivery system that has ~100,000 students enrolled. SLN is expected to become a significant delivery vehicle for PLUS courses.**
- **The SUNY PSM Program is directed by Dr. David King, Dean of Graduate Studies and Research at SUNY Oswego, under the auspices of the SUNY Provost's Office.**
- **The SUNY PSM Program enjoys strong support among state and regional economic leadership.**

# **The Professional Science Master's Initiative**

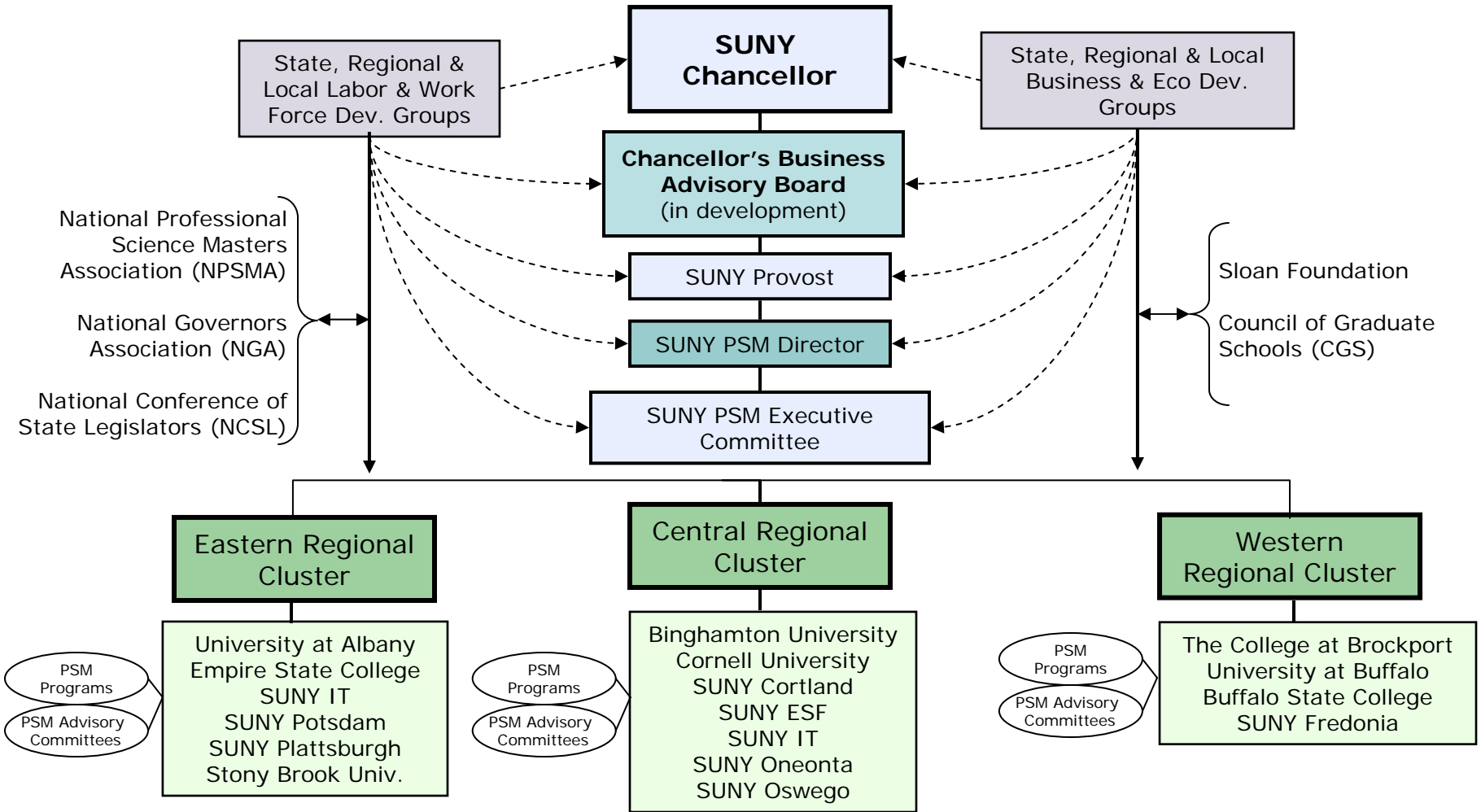
## **Purpose/Goals**

- **Reverse the "brain drain"**
- **Strengthen master's level education across SUNY**
- **Help to solve the national shortage of domestic students in the sciences and mathematics.**
- **Create another major focus in graduate education that would articulate a distinctive professional emphasis for more master's degree programs.**
- **Revitalize the career potential for students who do not wish to pursue the doctorate.**

# SUNY Professional Science Master's Program Organizational Chart #1



# SUNY Professional Science Master's Program Organizational Chart #2



# **State-Wide PSM Advisory Board Organizational Membership**

**Business Council of New York**

**New York State Economic Development Council**

**NY Association of Training and Employment Professionals**

**New York State Foundation for Science, Technology and Innovation**

**Brookhaven National Laboratory**

**Business Incubator Association of New York State**

# **State-Wide PSM Advisory Board Organizational Membership (Cont'd)**

**Central New York Biotechnology Research Center**

**New York State Center for Excellence in Bioinformatics and Life Sciences**

**Medical Society of the State of New York**

**HealthNow Foundation**

**The American College of OBGYN**

**Waters Global Group**

**Fusion Market Group**

# **SUNY PSM Executive Committee Membership**

**Director of the SUNY PSM Program**

**Associate Provost for Engineering and Technical Education,  
SUNY System Administration**

**Dean of Graduate Studies,  
University at Albany, State University of New York**

**Associate Provost and Executive Director of the Graduate School,  
University at Buffalo, State University of New York**

**Chief Academic Officer (Vacant)**

**Dean of Graduate Studies,  
The College at Brockport, State University of New York**

**President,  
MedTech**

**Director of Talent Initiatives,  
CNY Metropolitan Development Association**





# SUNY PSM Brochure / Website

### History of the PSM Program

In 2007, the Alfred P. Sloan Foundation awarded SUNY a large grant to develop and establish PSM degree programs on nine different SUNY campuses. The original goals of the program were to reverse the "brain drain" of STEM talent in New York State; strengthen master's level education in New York; help to solve the national shortage of domestic students in the sciences and mathematics; create another major focus in graduate education that would articulate a distinctive professional emphasis for more master's degree programs; and, revitalize the career potential for students who do not wish to pursue a doctorate.



## Bringing Science & Business Together

SUNY Professional Science Master's Program

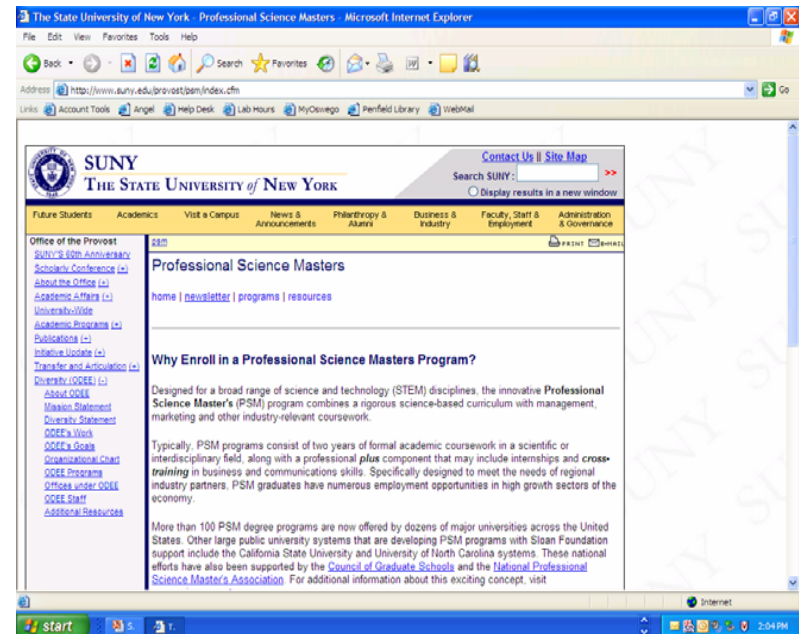
— Funding by the Alfred P. Sloan Foundation

### Resources

[www.suny.edu/psm](http://www.suny.edu/psm)  
[www.professionalsciencemasters.com](http://www.professionalsciencemasters.com)  
[www.cgsnet.org](http://www.cgsnet.org)  
[www.npsma.org](http://www.npsma.org)

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 Design by Malchoff

[www.suny.edu/psm](http://www.suny.edu/psm)



The screenshot shows a web browser window with the address <http://www.suny.edu/provost/psm/index.cfm>. The page header includes the SUNY logo and navigation links such as "Future Students", "Academics", "Visit a Campus", "News & Announcements", "Philanthropy & Alumni", "Business & Industry", "Faculty, Staff & Employment", and "Administration & Governance". The main content area is titled "Professional Science Masters" and includes a search bar, a "Why Enroll in a Professional Science Masters Program?" section, and a list of links for "Office of the Provost" and "SUNY's 80th Anniversary".

# SUNY PSM Campuses

## **University at Buffalo**

Biophysics  
Natural and Biomedical Sciences

## **Buffalo State College**

Applied Mathematics/Computational Science

## **The College at Brockport**

Biological Sciences (enrolling)

## **Binghamton University**

PSM Certificate Programs:  
Geographic Info. Systems (enrolling)  
Materials Science and Engineering (enrolling)  
Integrated Watershed Studies (enrolling)  
General Science

## **SUNY Institute of Technology**

Applied Mathematics  
Advanced Physics  
Health Informatics

## **SUNY Oswego**

Human-Computer Interaction  
Chemistry (enrolling)

## **SUNY Plattsburgh**

Environmental Policy

## **SUNY Potsdam**

TBD

## **University at Albany**

Computer Science  
Forensic Molecular Biology  
Biodiversity, Conservation and Policy

# SUNY PSM Campuses (Continued)

## **SUNY College of Environmental Science and Forestry**

Paper and Bioprocess Engineering  
Conservation Biology

## **SUNY Cortland**

Sustainable Energy Systems  
Advanced Materials  
Conservation Biology/Biomedical Sciences  
Pharmaceutical Chemistry

## **SUNY Fredonia**

Green Business

## **Stony Brook University**

Chemistry  
Instrumentation

## **Empire State College**

"Plus" Coursework

## **Cornell University Graduate School**

Applied Statistics

## **SUNY Oneonta**

Lake Management

## System-wide PSM “Best Practices”

- **Begin with leadership “buy-in” early at all levels: system, campus, and program.**
- **Develop clear lines of communication by establishing a regular newsletter, PSM specific website, system-wide brochure, and a listserv to promote discussion.**
- **Lessen bureaucratic tensions and “turf issues” by naming a system-wide PSM director, naming point people on each campus, establishing a system-wide advisory board and encouraging campuses to develop program-level advisory committees.**
- **Avoid complex bureaucratic structures by establishing a decentralized administrative model that encourages “scale-up.”**

## **“Best Practices” (Cont’d)**

- **System-wide PSM Program infrastructure must be built top down and bottom up.**
- **Establish a timeline for PSM development and create metrics to benchmark progress.**
- **Early PSM development should focus on adapting existing master’s degree programs.**
- **Encourage campuses to build CGS accreditation into program design.**
- **Develop an assessment regime to monitor program outcomes.**
- **Solicit internship placements from employers.**

## **“Best Practices” (Cont’d)**

- **Build a “sustainable” infrastructure to maintain PSM programs for the long term.**
- **Emphasize the PSM brand by highlighting placements of graduates, employment opportunities, and success stories.**
- **Do a market study regarding workforce needs and encourage faculty to “listen” to business partners.**
- **Seek external funding to promote PSM development, scholarships, etc.**
- **Ensure success by soliciting faculty “buy in” early, identifying business collaborators and engaging business/industry leaders.**

# Impediments toward System-wide Collaboration

- **Complex bureaucratic structures and poor lines of communication may result in loss of stakeholder support.**
- **The scarcity of institutional resources and competition among various initiatives can place the PSM on the “backburner”.**
- **Even small delays on the system-level can result in severe delays on the campus level.**
- **Potential for “pushback” from traditional science faculty.**
- **Potential resistance from traditional MBA faculty.**
- **Strategic Persistence will frequently counter the “pushback.”**

## **SUNY PSM: Contact Information**

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