

CGS Summer Workshop

Professional Master's Programs:
Perspectives from a Graduate
Dean at a Research University

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Challenges and Opportunities

- **University and disciplinary environments differ**
- **Resources vary....**
 - **student, faculty funding;**
 - **professional development;**
 - **Community opportunities for internships;**

Challenges and Opportunities

- **Faculty champion**
- **Top down? Bottom up? Mixture?**
- **“Support” from College Dean, Dean of the Grad School, Provost**
- **Competition pressure from doctoral programs**

STATEMENT BY SENATOR LIEBERMAN ON INNOVATION AND COMPETITIVENESS

- **Committee on Commerce, Science, and Transportation, March 15, 2006**
 - ...“In December, Senator Ensign and I - along with 22 bipartisan cosponsors - introduced the National Innovation Act, which is based on the Council's recommendations in three key areas: Developing talent; targeting investment, and creating infrastructure.

- **This bill, which, among other things, would also:**
 - **Encourage students to train for technical professions by increasing federal support for graduate fellowships and trainee programs in science, math, and engineering.**
 - **Create a Professional Science Master's degree program that couples business or legal training with a traditional science or engineering discipline to create a cadre of new professionals with broad skills in both business and science.”**

2005-2006 Business Management and Communication Skills Certificate Program

- **Designed to give participants the broad business management and communications background critical to managerial success in any organization**
- **Completion is recognized on the University transcript**
- **Required of all Professional M programs and is shared amongst all of them**

- **Completed in 9 two-day modules and one additional special etiquette workshop. Friday evening, 4:30-9:30 p.m., and Saturday, 8:30 AM-4:30 p.m. An “executive management” experience**
- **One on-line module**
- **Program is completed in one academic year**

Certificate program faculty:

- **The program was developed for the College of Natural Science by Michigan State University's The Eli Broad Graduate School of Management and the College of Communication Arts with input from business and industry**
- **The instructors for the program are the faculty members who teach in MSU's MBA programs and/or in the graduate programs in the College of Communication Arts and Sciences**
- **In addition to their classroom and research expertise, these faculty members have industry experience as well as experience in executive education and consulting.**

EXAMPLE from MSU: Industrial Math

- **1998 support from Sloan Foundation, begun in 1999-2000**
- **Most successful of our ProMS programs—57 graduates, 12 currently enrolled**
- **Industrial internships—Pfizer, GM, SteelCase, Delta Dental, Johnson Controls (auto), Daimler-Chrysler, MDOT, Ford, hospitals, county and state government**

- **Certificate in Business Management and Communication Skills**
- **Placement**
- **WHY/HOW?**
 - **Faculty champion, persistence, leadership, state needs, resources**

EXAMPLE from MSU: Food Safety

- **Online program started 2002**
- **One 10-day summer module (course):**
 - **Business and communications**
 - **Community of learners**
 - **Special applied project**

- **Students are actively employed:**
 - **2/3 in business/industry, 1/3 in government**
- **60 total enrolled, 20 graduated**
- **International participants**
- **Certificate program being added**
- **WHY/HOW?**
 - **Faculty champion, persistence, leadership, state needs, dedicated resources**

Program Evaluation

Assessing outcomes:

- Intellectual coherence
- Community of learners (options)
- Student learning
- Online portfolios
- Value-added: students, employers, internship sites

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