



Report on PSM Activities Fall 2008

Since June 2008, the Council of Graduate Schools (CGS) PSM team has been engaged in a numerous activities to promote, grow and institutionalize the Professional Science Master's degree.

Meetings and Presentations

The 5th Advisory Board meeting was held on July 12, 2008 just prior to the opening of the CGS New Dean's Institute and Summer Workshop in Vail, Colorado. Carol Lynch provided an update and status report of CGS activities, highlighting recent presentations and/or sessions about the PSM at the 2007 CGS annual meeting, summer workshop and the regional graduate school association meetings. She noted that the PSM is a much more recognized degree now. She called attention to the PSM team's work with the Gates Millennium Scholars program noting that they now recognize the PSM as an accepted graduate degree program, the number of new PSM programs which had been approved by the CGS PSM team, provided an update on the system initiatives, summarized the CGS work with the National Governor's Association and the Mid-Atlantic Alliance of HBCUs. There was much discussion about the National Research Council (NRC) report *Science Professionals: Master's Education for a Competitive World*, and its very positive endorsement of the PSM. Bogdan Vernescu, President of the National PSM Association (NPSMA), provided a brief update on the current activities and future plans of the NPSMA and the new PSM Alumni Association. He noted they would hold their first annual meeting on November 13-14, 2008 in Atlanta. Nathan Bell directed a discussion of how best to communicate with the PSM community, including keeping the current listserv as is, switching to a blog, designing a forum for real-time discussions, replacing the listserv with an Outlook e-mail distribution list, or some combination of these options. After discussion, a majority wanted to keep the current listserv but CGS might want to experiment with a blog. The topic of Advisory Board terms and composition was discussed. It was decided that Carol Lynch and Donald Langenberg, chair of the CGS PSM Advisory Board, would develop a plan for term limits and the composition of the Advisory Board to be presented to the full Board at the next meeting. Patty McAllister provided an update on PSM-related legislation. Chris Sapita from Hobsons, a corporate partner of CGS, presented a proposal to develop a PSM recruitment guide. Further information on the proposal will be provided to the AB at its next meeting as well as to the PSM program directors.

On July 13, 2008 in Plenary I at the CGS Summer Workshop, Rita Colwell, Chair of the NRC committee on Enhancing the Master's Degree in the Natural Sciences, highlighted recommendations from their report that included a strong endorsement of the Professional Science Masters degree. Don Langenberg, chair of the CGS PSM Advisory Board and Phil Tuchinsky, a member of the CGS PSM Advisory Board, were respondents to the presentation. Both were members of the committee.

On July 15, 2008, at the CGS Summer Workshop, one of the "hot topic" sessions was on the PSM Degree. It was facilitated by PSM Advisory Board member Sally Francis, Dean of the Graduate School at Oregon State University (where there are four PSM programs), and David King, Dean, Graduate Studies and Research, SUNY Oswego, who is leading the system-wide adoption of PSMs in New York. The session was well-attended and lively.

Also on July 15, 2008, a townhall meeting on master's education was held. Carol Lynch provided the setting for the meeting by noting that master's education is the fastest growing sector of high education, including an increase in the number of PSMs. She specifically called attention to the strong endorsement of PSMs by the National Academies NRC report, *Science Professionals: Master's Education for a Competitive World*. Other topics discussed

included *Linking Master's Education to Workforce Needs*, *Benchmarking Master's Programs*, and *Lessons to be Learned from Professional Master's Programs*. This meeting was very well attended and recommendations which emerged were compiled, with the help of the CGS Master's Committee, and will be presented to CGS for possible action.

National Conference of State Legislators – On July 24, 2008, at the NCSL annual meeting, Eleanor Babco (CGS) provided an overview of the PSM addressing why the PSM is unique, the market needs it is fulfilling, and why the PSM should be of special interest to state legislators while Don Peters from BD Biosciences in California addressed how the PSM meets employment needs in biotechnology at a session entitled *Higher Education's Role in Meeting Emerging STEM Workforce Needs*. The session was well attended and resulted in a number of follow-ups with legislators in West Virginia and South Dakota.

WICHE – Carol Lynch met with the officers of the Western Interstate Commission on Higher Education (WICHE) on July 9 to discuss the possibility of having PSM programs listed as Western Regional Graduate Programs (WRGPs) and received a very positive reaction. The advantage of listing programs is that any student in the WICHE region can take such courses at in-state tuition rates. Currently, there are only two PSM programs (nanoscience at Arizona State University and applied physics at Oregon State University) that are listed as WRGPs. As soon as WICHE opens new nominations for programs to be listed, (WICHE is doing an out-of-cycle invitation to accommodate adding PSMs) Carol will e-mail all WICHE-region program directors (about 25) asking them to nominate their PSM programs for inclusion. Additionally, Carol will probably organize a session highlighting western NGA/PSM state initiatives at the WICHE Northwest Academic Forum on April 23-25, 2009 in Anchorage, Alaska.

Howard University – Carol Lynch made a presentation on the PSM to a meeting of graduate faculty on September 23, 2008 and specifically has been helping William Eckberg, Associate Dean of Office of Educational and Research Affairs of the Graduate School, Howard University, in developing a PSM program.

Bio Human Resources Conference – Carol Lynch and Joan Bissell, California State University Director, Teacher Education and Public Schools Programs, worked unsuccessfully to have a session on the PSM at the BIO Human Resources Conference which would take place on October 26-28, 2008 in San Diego. They are continuing their efforts to secure a session at the BIO International Conference in Atlanta. If successful, Carol, Scott Winston and Linda Strausbaugh (both of whom are members of the CGS PSM Advisory Board) will participate.

Engaging Universities

The CGS PSM team approved the following PSM programs: **University of Illinois at Urbana-Champaign**: three new programs in 1) agricultural production, 2) bioenergy and 3) food science and human nutrition and a joint Georgetown University and Virginia Tech PSM program in biomedical technology development and management. Additionally, the CGS team continues to work with many institutions as they work to establish new PSM tracks. The attached sheet lists information about the approximately 80 programs the CGS team is pursuing for affiliation.

Michigan Site Visits – Carol Lynch made site visits to the three PSM programs at Grand Valley State University on August 25, 2008 and the seven PSM programs at Michigan State University on August 26, 2008. The visits (arranged by the graduate deans) were very productive with PSM directors noting that their PSM programs were strong and growing. Grand Valley State may follow the CSU lead in making PSMs their signature graduate programs. Michigan State may take the lead in attempting to get the state to recognize "PSM" as a degree title.

General System Initiatives

California State University – The CGS PSM team continues to work with the California State System PSM initiative as they bring additional PSM programs to fruition. An article entitled *Developing Professional Science Master's Programs in Partnerships with Industry* by Keith Boyum, Associate Vice Chancellor, Academic Affairs and member of the CGS PSM Advisory Board, and Joan Bissell, Program Director, California State University, appeared in the August/ September issue of the *CGS Communicator*. In addition to serving as an exemplar for industry partnerships, CSU is taking the lead in developing strategies to work with the military and veterans.

SUNY – The CGS PSM team continues to work closely with David King, Dean of Graduate Studies and Research at SUNY, Oswego and others as they develop new PSM programs in the SUNY system after receipt of Sloan Foundation funding.

Mid-Atlantic HBCU Professional Science Master's Alliance – Under the leadership of Beverly Karplus Hartline, Delaware State University, and with guidance and organizational support from Carol Lynch and Nancy Vincent of the CGS PSM team, a group of representatives from Historically Black Colleges and Universities in the Mid-Atlantic area have secured a six-month planning grant from the Alfred P. Sloan Foundation. During that time a full proposal will be developed detailing a plan to move the PSM into the HBCUs in the Mid-Atlantic area. A workshop will be held in December 2008 with help from the CGS PSM team. HBCU Institutions who are working on this project include Howard University, University of the District of Columbia, Delaware State University, and Morgan State University. Dorris Robinson-Gardner, President of the Council of Historically Black Graduate Schools, has indicated their willingness to help in this effort. Don Langenberg, Chair of the CGS PSM Advisory Board, is also serving as an advisor to the Alliance.

Federal/Agency/Media Relations and Policy Initiatives

Patty McAllister (CGS) and her staff, in their work with the Congress, continued to advocate for securing appropriations for the PSM after the successful passage of HR-2272, the *America Creating Opportunities to Meaningfully Promote Excellence in Technology, Education and Science (COMPETES) Act* which was signed into law by the President on August 9, 2007. To date there has been no appropriations for the PSM or for any other program advocated in the HR-2272 legislation. However, the CGS PSM team, with help from Patty and her staff, continue to help set-up Congressional visits for PSM program directors and/or deans as appropriate. An updated set of “talking points” was prepared which is available on the sciencemasters.com website. These are very useful in discussion with Congressional members and staff. The team urged program directors to set up visits with their representatives in their home districts during the August Congressional recess in light of the strong endorsement of the PSM by the NRC report. In addition to providing the PSM Talking Points, the team provided a legislative update and the NRC report summary. The next set of Congressional visits will be after the CGS PSM Advisory Board meeting on December 3, 2008

Carol Lynch continues to work closely with Chris Hayter of the National Governors Association as they follow up with the five states who attended the NGA Center for Best Practices Policy Academy: State Strategies to Meet Emerging Workforce Needs Through the Professional Science Masters Program which was held in Sacramento, California on June 2-3, 2008. Carol was a presenter at the Academy and is involved in helping NGA do site visits – the first one planned is Oregon on November 19-20, 2008. Plans are underway for a site visit in New Mexico as well. Carol recently visited the University of New Mexico to better inform some of the faculty and administrators about the PSM and to help with coordination among the various institutions and constituencies within the state. Other site visits will be done as the states progress in their plans for establishing PSM programs.

Collaboration and Communication

SACNAS - As part of the national recruitment effort, CGS again secured a booth at the Society for Advancement of Chicanos and Native Americans in Science (SACNAS) conference from October 9-12, 2008 in Salt Lake City, Utah, and arranged for two PSM directors to attend and staff the booth – Dagmar Beck from Rice University and John Nishio from California State University, Chico. Additionally, a proposal to have a session at the SACNAS conference was submitted, but it was not accepted. Josh Mahler of the CGS PSM team collected recruitment materials from PSM programs for distribution at the conference. We thank all of those PSM programs who provided these informational materials. Dagmar and John both felt they were able to distribute a lot of information on the PSM to students and faculty, but had hoped that more programs would have provided their individual information.

PSM Conference Calls – Since July, these monthly calls, which are organized by Michael Teitelbaum at the Alfred P. Sloan Foundation, provide opportunity for organizations leading the PSM initiative to be appraised of what everyone is doing. Participants include Carol Lynch and/or Eleanor Babco of CGS, Heather Chikore of National Conference of State Legislatures, Chris Hayter from the National Governor's Association, Stephen Lemire and

Bogdan Vernescu of the NPSMA, Joan Bissell from the CSU system, and Sheila Tobias. CGS provides a member of the PSM team to write the minutes and distribute to all. Carol Lynch and Sheila Tobias have prepared a “talking paper” *From Advising to Partnering: Challenges in the Evolving Relations between PSM and the Business Community* which is being discussed during the PSM conference calls among other things.

NPSMA – We continue to work with the NPSMA providing assistance and advice. CGS is currently working with two regional associations – Northeastern Association of Graduate Schools (NAGS), which will be meeting at the University of Delaware, Newark, Delaware and the Conference of Southern Graduate Schools (CSGS), which will be meeting in Norfolk, Virginia - to hold satellite PSM meetings in Spring 2009. PSM deans and program directors from the appropriate regions will be invited to attend the meetings held in cooperation with NPSMA. Nancy Vincent of the CGS PSM team and Stephen Lemire of NPSMA have a monthly conference call to keep each organization apprised of their activities and plans.

PSM Listserv – The CGS team continues to use the PSM listserv to provide regular detailed updates of PSM activities to all programs, and to solicit feedback. From our last report until this one, CGS used the listserv many times to:

- Notify all that the NRC would be releasing their report *Science Professionals: Master’s Education for a Competitive World* on Friday, July 11, 2008 and that there would be a webcast viewable from the Academies home page; notified all of the press that resulted from the NRC report, including the Chronicle of Higher Education, Inside Higher Ed, etc; that there was a PDF available of the report and where to get it; provided a two-page summary of the report; and urged all to contact their representatives during the August Congressional recess to advocate for PSM funding as authorized in the America COMPETES Act after the strong endorsement of the PSM in the NRC report..
- Notify all program directors that programs which are approved as PSM degrees by CGS are eligible to be listed on GradSchools.com with an associated hot button and that the cost is covered by CGS.
- Circulate a job announcement looking for a PSM graduate that CGS had received
- Request recruiting materials and pertinent information about the various PSM program(s) for distribution at the SACNAS conference.
- Notify all that CGS had updated a PowerPoint presentation for use in faculty presentations and that it was available for downloading on the sciencemasters.com website.
- Ask PSM Program Directors to check the accuracy of PSM program related information for their listing on www.sciencemasters.com, to insure that it is correct and to send all corrections to the CGS team.
- Remind program directors of the benefits of including the PSM logo in all program promotion materials.

Hobson’s – Nancy Vincent and the rest of the CGS PSM team are working with Hobson’s (a global leader in student recruitment marketing and technology strategies) on a joint project to develop marketing resources promoting the PSM Degree. Phase one of this joint PSM project includes the development of an offline (print) and online (web) network of resources to promote enrollment into PSM programs. A survey of the PSM community will be done to ascertain their receptiveness to such a project.

Media Coverage – Carol was interviewed by Celia Henry Arnaud, a reporter for *Chemical & Engineering News* a journal of the American Chemical Society, for an article that appeared in the June 16, 2008 issue. In addition to quoting Carol, the article *Masters of Industry: Professional Science Master’s Programs Take Root* quoted Keith Boyum regarding the CSU system adoption of the PSM and Kavita Pandit regarding how the SUNY system will incorporate the PSM. Other PSM program directors/coordinators who were interviewed and quoted included Elizabeth Friedman from IIT and Shoshann R. Coon from University of Northern Iowa. T. Gregory Dewey, Vice President for Academic Affairs at the Keck Graduate Institute and Sheila Tobias were also interviewed and quoted.

We continue to work with Gehrung & Associates to aid in the promotion of the PSM nationally.

Promotional Materials – The CGS PSM team continues to distribute the three flyers on the PSM (one for students, one for employers and one for policymakers). Bulk copies of each of these flyers are distributed to the program directors of all newly approved PSM programs. They are also available electronically from the sciencemasters.com website.

In an effort to provide necessary information to those who are just developing PSM programs, the CGS PSM team has updated the PSM Start-up Checklist which is available on the sciencemasters.com website. Additionally, the staff, primarily Josh Mahler, maintains and updates the sciencemasters.com website.

The CGS PSM team updated a PowerPoint presentation that is available for use in faculty presentations which is easily downloadable from the sciencemasters.com website and developed a new one directed toward employers.

Grants

CGS submitted a proposal on the PSM to the U.S. Department of Education Fund for the Improvement of Postsecondary Education's (FIPSE) FY 2008 Comprehensive Program grant competition as did a number of other PSM programs and systems. However, only two proposals were funded – the University of Maryland University College and Rutgers University. Congratulations to both.

Future Activities

The CGS PSM team has secured a meeting location for the **2009 PSM biennial program directors meeting**. It will be held on Thursday, November 5 and Friday, November 6, 2009 at the Washington Court Hotel, located 3 blocks from the Capitol and 2 blocks from Union Station in Washington, DC. There will be a session on the PSM at the annual meeting of the Council of Graduate Schools in December as well as at the four regional graduate association meetings in 2009. Eleanor Babco and Nancy Vincent are working on an article for the AWIS Magazine featuring women PSM graduates.