Organizing and Managing a Statewide PSM Initiative

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Vision

- Create PSM programs that will contribute to workforce and economic development in 5 key industry sectors, identified by our workforce and economic development agencies as crucial to Florida:
  - Biotechnology
  - Environmental sciences/sustainability/energy
  - Healthcare
  - Simulation
  - Homeland Security/Forensics
- Create programs that would contribute to the regional needs
The following universities are participating:

- Florida A&M
- Florida Atlantic
- Florida Gulf Coast
- Florida International
- Florida State
- U of Central Florida
- U of Florida
- U of North Florida
- U of South Florida
- U of West Florida
- Embry-Riddle Aeronautical University

**PSMs in Florida**

- 10 campuses
- 302,513 students
- 56,872 graduate students
- 44,428 master’s students
- 70,659 degrees awarded, 14,614 master’s degrees awarded
Getting Organized

- Graduate Deans are the governing board for the initiative – decisions made collegially.
- Universities were welcome to participate as much or as little as they chose.
- Explored the vision with partners
- Submitted a modest Sloan proposal – funded
- Submitted NSF proposal
Getting Organized

Agreed:

● To share courses with each other, particularly professional and online
● Timeline for delivering the programs
● All programs would satisfy CGS requirements for PSM programs and would apply to be certified
Organizational Chart

- Economic Development Agencies
- Board of Governors
- Workforce Agencies
  - CGS, NPSMA, Sloan, NGA, NCSL
- Statewide Coordinator
- Statewide Advisory Board
- University Liaison (graduate dean) at each institution
- Program Directors
Organization of those involved

Key groups that require constant communications

- Workforce agencies (both state and local), Chamber of Commerce (both state and local), economic development agencies, employer groups (disciplinary and more general), BOG, lobbyists—full-time job
- Graduate deans and program directors. Right now graduate deans at their universities serve as conduit for information to/from faculty
- Immediate need to develop communication materials (website, brochures, posters)
- Level of interaction is still fairly informal, hasn’t addressed specific issues of how to share courses, etc.
Employer Brochure

Elements of PSM

The two-year degree includes four key elements:
1. Industry advisory board
2. In-depth study in a science domain
3. Industry internship
4. Professional development courses that integrate written and oral communication, leadership, business, and teamwork skills.

Quick Facts
- There are over 120 PSM program sites nationwide.
- The number of PSM programs has grown 30 percent in the past decade.
- In academic year 2007-2008, 18,000 students were enrolled in PSM programs.
- The American Recovery and Reinvestment Act of 2009 has provided funding for the development of PSM programs through the National Science Foundation.

www.FLPSM.org
Management of Statewide Initiative

Sloan deliverables:
1. Employer Survey
2. Student Survey
3. Proposals submitted
4. Programs have had to meet with employers and develop curricula and advisory boards
6. Implemented employer brochure

- In absence of statewide coordinator, UCF has served as central site for website, brochure development, IRB approvals, proposal development, listserve maintainer, etc.
- UCF solicits input from other universities on all key steps as we move forward and asks for volunteers as need arises
Budget includes money for expenses, graduate assistant at $15K, and travel

- Interim statewide coordinator – night job; UCF pays for graduate dean’s time
- Graduate assistant to coordinate and communicate – pay for 20 hrs/wk
- UCF pays for design work, computers, space for graduate assistant
- Expense and travel monies for universities either subcontracted to them or they were free to simply send UCF receipts of their expenses, up to amount
Still to do

- Develop mechanisms to register students in the shared courses
- Develop listservs for the program directors and campus liaisons to communicate
- Plan statewide events for students, employers, and faculty focused on best practices and career and professional development
- Formulate assessment tool at state level for PSM programs (# grads, job placement, employer satisfaction)
- Complete the appointment of the statewide advisory board
- Ensure programs are implemented per the timeline
Difficulties

- Gaps in state strategic planning – education, workforce and economic development agencies
- Board of Governor’s structure is underdeveloped and underfunded
- Gaining access to employer groups, workforce groups
Opportunities

- Florida is developing an integrated strategic plan, linking education, workforce and economic development – and looking for funding to fuel this
- Initiative raises visibility of graduate education as part of the solution to Florida’s challenges
- Level of cooperation required has increased communications, opportunities for programs, faculties and universities to work together – we can become more than the sum of our parts