

## PROJECT SUMMARY

ME is exploring best practices on developing and managing newly established Professional Master's Program (PMP). This project identifies PMP students' needs, procedures to satisfy those needs, develops policies and finds an efficient way to manage the program.

Background: Needs from industry, bring revenue to the program, a trend to start PMP in universities.

ME PMP Timeline: Fall 2019 – 1<sup>st</sup> cohort  
 Fall 2020 – 2<sup>nd</sup> cohort  
 Spring 2021 and after – spring & fall intakes

Goal: A PMP operation guide book

## PROJECT IMPACT

Admissions:

Semester	Admitted	Accepted Enrollment	Registered
Fall 2019	131	35 (8 deferred)	24
Fall 2020	116	93 (31 deferred)	37
Spring 2021	9	4	?

\$90,000 revenue to supplement 9 departmental fellowships for Fall 2020

2 non-MGMT courses added to professional development courses

3 summer internships, 2 continued for PhD

Rules on transfer in/out & procedures to establish new specialization area under PMP

A new specialization area will start in Fall 2021 with in house professional development courses

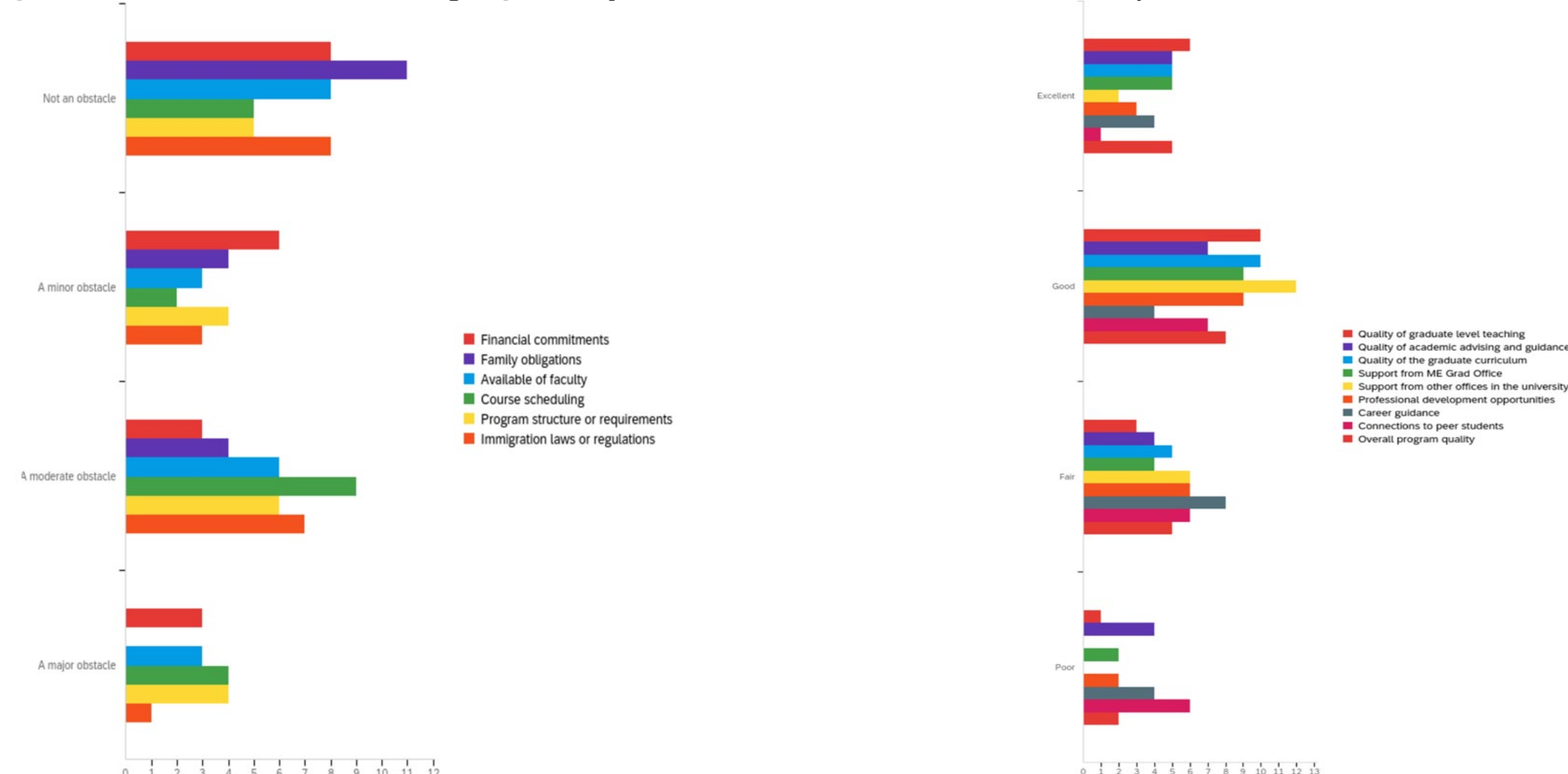
## PROJECT DETAILS

Marketing: Presentations on recruitment events (Grad Expo, MEGS3), introduction emails

Admissions: Provided options, added questionnaire to Slate

PMP orientation/ adding professional development courses/ program policies

Student satisfaction survey (20 responses; Course scheduling and connection to peers are major issues, partly due to pandemic; Teaching quality is most satisfied item.)



## FUTURE PLANS

According to the survey results

1. Student connections: PMP student organization, social platform
2. Course scheduling: develop in house professional development courses/projects, combine course lists in specialization areas
3. Faculty advisors in specialization areas
4. Career guide: CCO, alumni networking
5. Scholarship

Challenges

1. Retention
2. Encourage students to utilize current available resources
3. Encourage faculty to open courses in professional development area