

PSM STUDENT RECRUITMENT AND MARKETING

MIDDLE TENNESSEE STATE UNIVERSITY
AS AN EFFECTIVE MODEL

Professional Science Masters 6th Biennial
Friday, November 6, 2009
Washington, D.C.

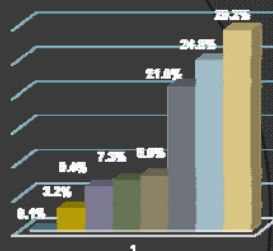


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“PSM degrees, sometimes described as a science version of the MBA degree, are being hailed as one of the most promising innovations in graduate education in years.”

Valerie Straus, “Area Schools Heed Science Industry’s Warning,”
Washington Post, January 28, 2008

Despite the growth of PSM programs during the past decade, less than 1% of the graduate degrees conferred in the US annually are PSM degrees.



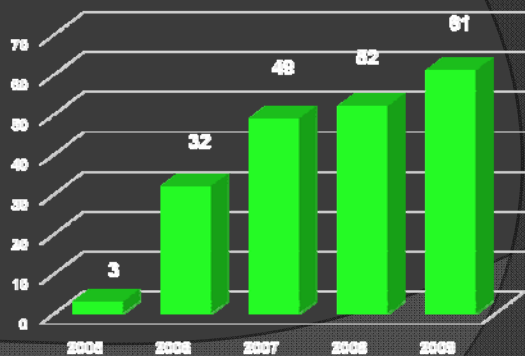
■ PSM
■ Natural Sciences
■ Social & Behavioral Sciences
■ Humanities
■ Computer Sciences & Engineering
■ Other: Not PSM
■ Business / Management
■ Education

In 2004, Middle Tennessee State University launched its Master of Science in Professional Science Program (PSM equivalent) and conferred degrees upon three graduates in 2005.



Subsequent MTSU program growth has been rapid.

MSPS Enrollment 2005 - 2009



Successful PSM Program Development & Marketing Should Include....

- Student involvement
- Targeting college freshmen who are undecided about their curriculum paths
- Fostering academic – industry relations
- Internship support
- Government & industry support

Student Involvement:

Students who enjoy their graduate experience will share their support and enthusiasm with other potential students and employers.

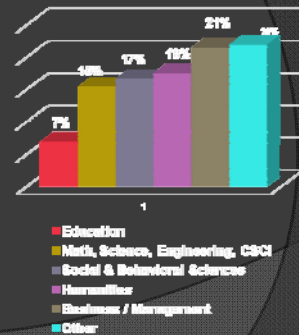
MTSU students, pleased with the MSPS program, often offer to assist staff with recruiting activities.

The MTSU goal is "Each One- Bring One"



Targeting students early....

Of the 1.5 million bachelor's degrees awarded during 2006-07, the fields of math and science only represented 15% of that number.



Targeting students early....

- Providing undergraduate students with information about careers, salaries, and employment statistics while they may still be unsure about their courses of study may encourage them to pursue undergraduate degrees which position them to enter PSM programs in the future.
- Visiting classrooms and discussing the PSM potential helps recruit new students.



Targeting students early....

- MTSU MSPS Club members participate in an annual Student Organizations Fair
- Colorful signs are posted in multiple campus buildings detailing the MSPS programs



Fostering Academic-Industry Relations...

- MTSU has a large advisory board comprised of industry leaders & faculty relevant to the fields of biostatistics, biotechnology, and healthcare informatics.
- Several MSPS Advisory Board members are employed by companies who have sponsored MSPS interns.



Fostering Academic-Industry Relations...

- Regular MSPS board meetings are held to discuss program advances and updates to ensure that the MSPS program develops flexible programs that meet the needs of an ever-changing business environment.



Government & Industry Support:

- Funding for PSM programs and marketing efforts
- Scholarships, tuition reimbursement assistance, and reduced-interest student loans to keep education affordable
- Flexible work hours or incentives for employees furthering their education

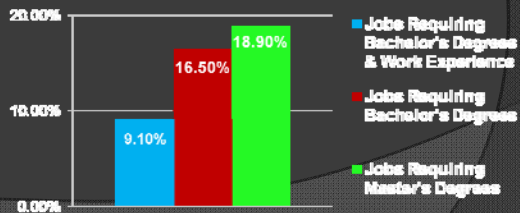
Internship Support at MTSU...

- 250-hour internship for 3 hours of college credit
- Internship coordinator
- Academic advisors assist with internship placements
- MSPS Club "practice presentation" meeting
- Established internship hosts include Vanderbilt Medical Center & Blue Cross Blue Shield of Tennessee



The growth of jobs requiring master's degrees is predicted to outpace the growth for jobs requiring bachelor's degrees, or bachelor's degrees with experience, during the next few years.

Bureau of Labor & Statistics
Predicted Job Growth 2006 - 2016



Summary:

- PSM programs can provide industry with business-savvy scientists, yet the percentage of PSM graduates is low.
- Marketing strategies for the promotion of PSM programs should include the universities, students, industry, and policy leaders.
- Middle Tennessee State University's organized marketed approach has let to its MSPS program's continued growth and success.

