

Adding Value: Roles and Responsibilities of a Professional Studies Administrative Organization

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- **Background:**
 - Weekend Master's created 1998
 - Managed within an academic department
 - Center for Professional Studies in Technology and Applied Research (ProSTAR) created and approved in February 2009
 - Revenue generating, self-supported via fee-based programs
 - Reports directly to Dean of College

The impact of moving budget and administrative responsibility for professional education from a single academic department to a separate department within the College was significant!

- Organizational stakeholders:
 - Academic Department
 - College Business Office
 - Dean of Graduate Studies
 - Purdue Extended Campus (Continuing Ed.)
 - Graduate School
- **It became critical to establish who does what (aka R&R)????**

- Common questions from stakeholders:
 - How are you different from the Continuing Education organization?
 - Why do you need so many people?
 - Why not just manage within each academic department?
 - Is this part of our core mission as a land grant university?
 - What's in it for me?

- High Level Roles and Responsibilities:
 - Academic Department
 - Signature Area Expertise
 - Faculty Assignment/Development/Compensation
 - Target Market Contacts For Signature Area
 - Curriculum development

- High Level Roles and Responsibilities:
 - College Business Office
 - Budget Development and Oversight
 - Faculty Compensation Oversight
 - New program pro forma creation

- High Level Roles and Responsibilities:
 - Dean of Graduate Studies
 - College Level Graduate Program Oversight
 - Policy Development and Interpretation
 - Probation/Dismissal Oversight
 - Liaison With University Graduate School
 - Applicant Acceptance Oversight

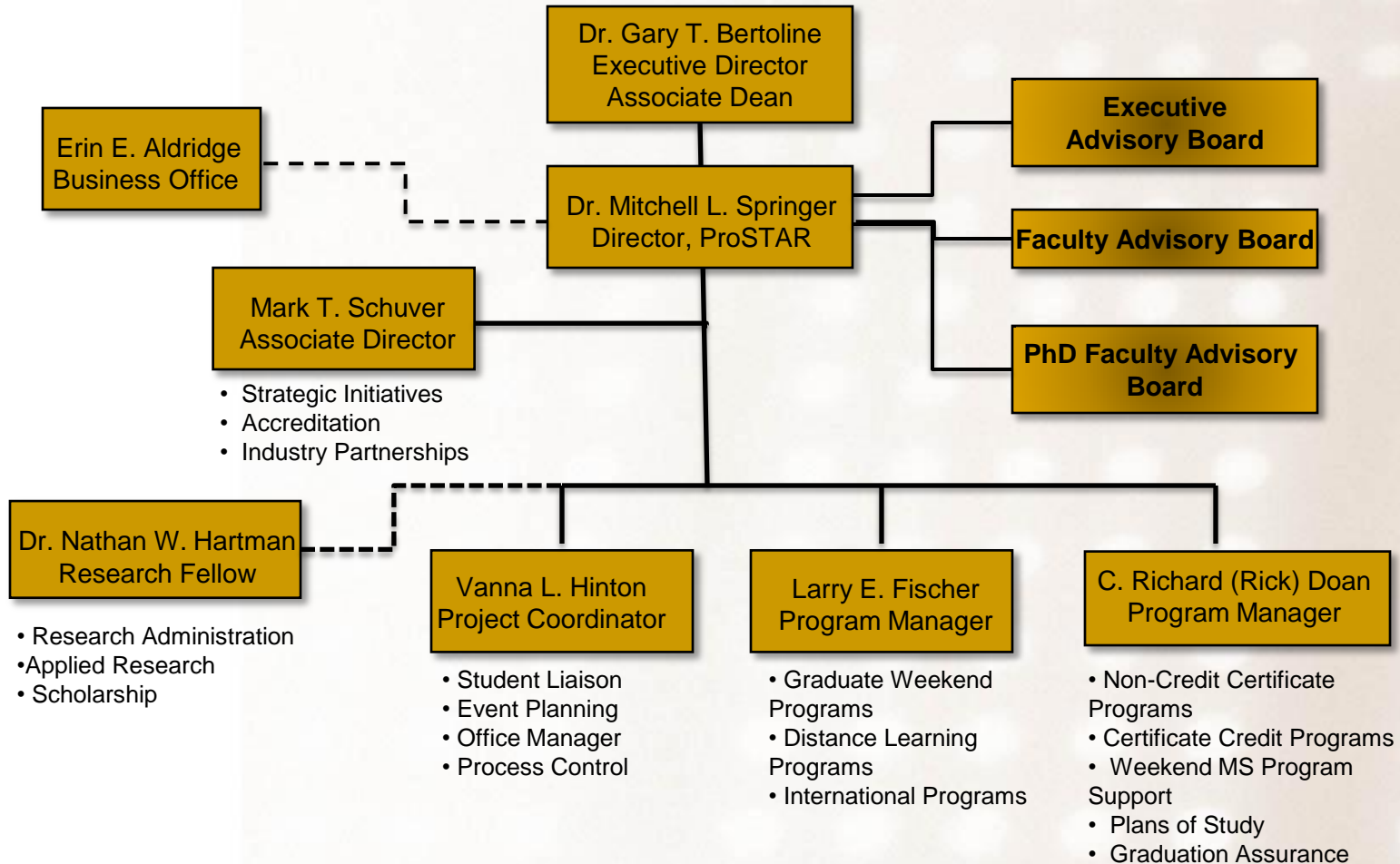
- High Level Roles and Responsibilities:
 - Purdue Extended Campus (Continuing Education)
 - Fee Collection and Fund Disbursement
 - Student Registration
 - Prime Interface With Bursar, Financial Aid and Registrar
 - Rate request for program oversight
 - CEU Management for Certificates

- High Level Roles and Responsibilities:
 - University Graduate School
 - Overall Policy Development and Oversight for Graduate Programs
 - Incoming Student Acceptance Processes
 - Determination of Graduation Eligibility
 - Graduate Faculty Appointment Process
 - New Program Approval Coordination

- High Level Roles and Responsibilities:
 - ProSTAR
 - Main Interface with Academic Departments
 - Marketing Coordination
 - Recruiting Process
 - Business Office Interface
 - Purdue Extended Campus Interface
 - Event Planning and Execution
 - Distance Education Technology and Implementation
 - Collaboration with Other Colleges

Center for PROFESSIONAL STUDIES

in Technology and Applied Research



- **ProSTAR Roles and Responsibilities**
 - Administration of Existing Programs
 - Develop and Implement New Programs
 - Develop and Implement Distance Technologies
 - Develop and Maintain a Faculty Depth Chart
 - Develop a “Core Strength” List for College
 - Collaboration With Other Colleges
 - Develop a List of Key Metrics of Success
 - Communicate, Communicate, Communicate

- Back to the List of Common Questions:
 - How Are You Different and Why # of People?
 - Create/Communicate Roles and Responsibilities
 - Why Not Manage in Each Department?
 - Redundancy
 - Inconsistency
 - Inefficiency
 - Lack of Action

- List of Common Questions (cont.):
 - Is This Part of Our Core Mission as a Land Grant University?
 - Engagement is a Core Strategy at Purdue
 - WIIFM (What's in it for me)?
 - Faculty Focus on Academic Issues
 - Industry Contacts and Currency
 - Revenue to Department
 - Growth For All Stakeholders

Questions????