

MIT Professional Education

Academic year 2010 was the eighth year of operation for the office of MIT Professional Education (formerly Professional Education Programs or PEP). PEP was established in 2002 under the leadership of the School of Engineering as the umbrella organization for all non-degree, certificate-bearing professional education activities at MIT. All MIT Professional Education (MIT PE) programs (Short Programs, Advanced Study Program, Career Reengineering Program, Custom Programs) are delivered by MIT faculty and provide science and engineering professionals a continuing education opportunity to gain new knowledge and to keep up to date with the latest advances in their fields of expertise.

Current Goals, Objectives, and Priorities

MIT PE seeks to establish a leadership position for MIT and the School of Engineering in the area of professional learning in the science, engineering, and engineering management fields. It aims to create an impact globally through the delivery of highest-quality educational experiences for professionals on campus and increasingly in several other parts of the world, utilizing traditional classroom and distance delivery methods. MIT PE operates on an “enterprise” basis and is self-supporting. Its programs deliver practical learning benefits to professionals and to industry, furthering MIT’s educational mission and enhancing MIT’s leadership globally. Principles that guide MIT PE include the following:

- Utilize the best of MIT expertise to meet the professional learning needs of industry globally
- Extend recent discoveries, particularly from MIT initiatives such as the Energy Initiative, to industry professionals
- Maintain a small but nimble, self-supporting, results-oriented organization

During its eighth year, MIT PE focused on international outreach, enhancing enrollments across all its programs, and pursuing new custom program opportunities in the wake of a weak but recovering economy in the US.

Accomplishments and Program Developments

International Outreach

MIT PE conducted MIT’s first professional course in India in partnership with a reputable local ground partner. The high-profile course, Airport and Airlines Planning, in response to the explosive growth of air transportation in India, was inaugurated by the civil aviation minister of India. MIT received a positive exposure in the Indian media as a result. MIT PE also conducted a well-received three-day course, Innovation, for Chinese local government officials, sponsored by the Li-Ka Shing Foundation in Cambridge.

MIT PE completed its fourth year of collaboration in curriculum and examinations development for the Accenture Solutions Delivery Academy (ASDA). Among more than

20,000 Accenture employees across 40 countries actively pursuing ASDA certification in software design and testing, approximately 1,700 earned certificates in FY2010, bringing the total number of certificate holders to over 4,000 since the inception of the program. In addition, as part of the MIT lecture series component of the agreement with Accenture, MIT faculty delivered lectures to company employees in India, Brazil, and Spain.

In conjunction with the Office of Executive Education at the Sloan School, MIT PE initiated two three-day executive training sessions for Novartis senior managers from around the world who will be engaged in the rollout of a pioneering continuous manufacturing program across the company.

Short Programs

Marking 60 years of operation of Short Programs (originally called Summer Sessions), nearly 40 one- to five-day-long courses taught by MIT faculty and invited lecturers were delivered in the summer of 2009. Total enrollment for these on-campus courses declined by about 20% from 2008 due to the economic downturn. However, approximately 700 people from more than 10 countries secured funding from their employers and attended the summer courses in Cambridge. With the economy recovering, it appears that the 2010 summer enrollment will surpass 800, marking an increase of more than 15% from 2009. Further information about Short Programs is available at <http://shortprograms.mit.edu/>.

Career Reengineering Program

Marking the Career Reengineering Program's fourth year of operation, enrollment in the very personalized program grew from 10 to 12 participants with diverse backgrounds and interests in areas such as biology, physics, energy, and health care. In addition to receiving training in non-technical career re-entry skills, participants took a variety of MIT undergraduate and graduate courses and interned at government agencies, in private industry, and on the MIT campus. Significant effort was placed on continuing to raise awareness of this program through marketing campaigns targeted at local alumni and professional societies. More information about the Career Engineering Programs is available at <http://career-reengineering.mit.edu/>.

Advanced Study Program

In its 46th year, the Advanced Study Program (<http://advancedstudy.mit.edu/>) continued to offer professionals the opportunity to attend MIT for a semester or a year and pursue a customized academic program of regular MIT courses. The Advanced Study Program enrolled 30 students in the fall and 24 in the spring, maintaining similar levels from the previous year in spite of an unfavorable economy.

Custom Programs

In conjunction with the Sloan School of Management's Office of Executive Education, Custom Programs continued to offer the Projects and Engineering Academy, as well as the Operations Academy, for BP. Both academies are multi-year executive education programs. To date, nearly 250 of BP's major project leaders have graduated from Projects and Engineering Academy. Approximately one third of this group has returned for a

continuing education program, and about 100 BP executives have attended a related executive program. The Operations Academy has graduated about 135 senior operations leaders and has over 150 additional senior operations leaders at different stages of the program. In addition, over 100 BP senior executives, including BP's top executive team, have attended a related executive session. More information about Custom Programs is available at <http://customprograms.mit.edu/>.

Funding

No external funding was needed or received this year.

Future Plans

Plans for FY2010 include the following:

- Continue international outreach and delivery activities, building on the FY2009 experience of delivering pilot courses in Japan, Singapore, and India
- Continue using, where applicable, the assistance of the Industrial Liaison Program, MIT alumni associations, and MIT partnership programs based outside the United States
- Plan on delivering additional courses in India and Singapore with a new initiative to deliver courses in Latin America, with a focus on Brazil and Mexico
- Expand marketing activities to support new program outreach and expansion activities
- Identify and partner with global professional and industry associations for promotion of MIT PE courses
- Increase focus on alumni outreach via domestic and international activities, including creation of a possible social web network
- Aggressively seek out and develop new custom program clients from within and outside the United States
- Think more globally in terms of target companies, including new Industrial Liaison Program members from outside the United States

Personnel

Clara Piloto, formerly from the Haas School of Business Center for Executive Education at the University of California, Berkeley, came on board March 31, 2010, as the new director of marketing and communication, replacing Dee Moore.

Bhaskar Pant Executive Director

More information about MIT PE may be found at <http://professionaleducation.mit.edu/>.