

## **Office of Professional Education Programs**

AY2004 was the second year of operation of the School of Engineering's Office of Professional Education Programs (PEP). Designed to provide outstanding learning opportunities for alumni and professionals, PEP programs are delivered by MIT faculty and promote technical excellence through ongoing educational engagement with communities of practice.

### **Current Goals, Objectives, Priorities**

PEP seeks to establish a leadership position for MIT and the School of Engineering in the area of lifelong learning in engineering and technical fields. It aims to create broad impact through the delivery of highest-quality educational experiences for professionals, utilizing both traditional and emerging delivery methods.

Principles that guide PEP include the following:

- Operate on an enterprise model
- Build a small, cost-effective, results-oriented organization
- Respect faculty and other units' ownership and control
- Deliver broad impact and benefits to MIT

During its second year, PEP focused on operational improvements and organizational development designed to lay a solid foundation for long-term growth. This included realizing the new organizational structure and ongoing activities designed to deepen and strengthen our understanding of how to best meet the needs of both our participating faculty and our attendees.

### **Accomplishments and Program Developments**

During FY2004, PEP reached the following key milestones:

- Launched a new small-grant program funded by PEP activities for faculty interested in developing or updating their summer professional programs and provided five grants to faculty.
- Launched a new engineering-backed program, Knowledge Updates, to deliver internet-based learning modules at a distance, prototyping several modules in the area of bioengineering.
- Conducted a market survey of customer wants and needs focused on MIT engineering professionals and then evaluated our current offerings against the results of this survey. Follow-up surveys were made of alumni and program participants.
- Reorganized the Professional Institute, adding several new staff—including a programs manager—and implemented updated office processes supported by a new web-based registration management system.

- Updated program brochures, ads, and other print marketing material, including the addition of a new logo and graphic identity.
- Strengthened both internal and external alliances, with continued close work with the Sloan School of Management's Executive Education Office, work with the Industrial Liaison Program, meetings with GM-TEP, and a new partnership with the American Society for Mechanical Engineers.
- Completed a move of all program offices to the 4th floor of Building 9. Completed needed physical updates (paint, carpet, cabinetry, etc.) to offices, facilities, and shared areas.
- Gave invited talks on PEP activities at the University of Illinois and the Harvard Graduate School of Education.

Individual PEP program milestones and developments are outlined below.

*Advanced Study Program* (<http://web.mit.edu/advancedstudy/>). This program continued to offer professionals the opportunity to attend MIT for a semester or year and pursue a customized academic program of MIT courses. It experienced a 12 percent drop in enrollment; 16 full-time and 27 part-time company-sponsored fellows attended MIT through this program from the United States (15), Europe (4), Asia (27), and Central and South America (3). Lower enrollments were due to a two-year decline in US attendees attributed to a weak US economy. This year marks the 47th year of operation for the Advanced Study Program.

*Professional Institute* (<http://professional.mit.edu/>). The Professional Institute offered 33 weeklong summer session professional programs to 432 individuals from the United States and around the world between June and August 2003. Due to the economic impact of corporate downsizing and reduction in corporate travel and education budgets, the Professional Institute experienced its third consecutive year of declining enrollments. The total number of attendees was down 28 percent, and 15 programs were canceled. It is predicted that enrollments will stabilize at or near this level in summer 2004. PEP is actively engaged in efforts designed to reverse the three-year downward trend. This year marks the 54th year of operation for the Professional Institute (formerly the Summer Session).

*MIT World* (<http://mitworld.mit.edu/>). This free and open video-streaming website of significant public events added 73 new videos from 33 different MIT sources, including new in-depth content on select academic disciplines. In total, it hosts 196 videos of major events hosted by 50 DLCs, programs, and groups. Use of videos increased 70%, an average of 13,350 videos streamed each month. Web traffic increased 121%, with an average of 54,000 page hits per month. Activities included an internal outreach effort designed to increase use of the site by MIT schools and student organizations, yielding stronger ties and improved internal communication channels. Site enhancements, including a refined home page design and timesaving administrative upgrades, were made by Information Services and Technology's Web Communication Services. Two Academic Media Production Services units—Video Productions and Streaming and Digital Technology—continued to provide videotaping and digitizing services.

*Knowledge Updates.* This year marked the first year of a new program to offer Knowledge Updates, internet-based learning modules designed for professionals. Forty modules are planned over three years. Working closely with faculty developing BE.010 Introduction to Bioengineering, initial topics were identified in the area of bioengineering. Prototype modules, in web and print forms, featured Professor Robert Langer and Professor Paul Matsudaria.

*Custom Programs.* PEP, in conjunction with the Computer Science and Artificial Intelligence Laboratory, ran its first custom executive education program for IT managers from Novartis. It also continued to offer the Project Academy, a multiyear executive education program for British Petroleum offered jointly with the Sloan School of Management. PEP also offered one offsite custom program based on a Professional Institute course, a bioterrorism course in Singapore.

## **Funding**

This year, support from the Lord Foundation of Massachusetts helped fund MIT World operations and program development for Knowledge Updates. The School of Engineering provided support for a three-year effort to launch a full Knowledge Updates program. MIT World received additional operational support in FY2004 from the five schools, the Office of the Vice President for Research, and the Office of the Provost.

## **Future Plans**

Plans for FY2005 include the following:

- *Increase enrollments in on-campus programs.* With organizational changes finally complete, significant efforts next year will be directed toward reversing trends of declining enrollments in our on-campus programs. This will include continued development of marketing efforts and also a complete review of current offerings. Launch of a new on-campus mid-career program will also be evaluated.
- *Deepen ties with faculty.* One of the distinctive characteristics of MIT's professional education activities is the active participation of MIT faculty. Through improved communication, surveys, and outreach efforts, we will seek to deepen ties with MIT faculty.
- *Engage in ongoing development of new internet-based offerings that are both commercially viable and aligned with MIT goals and capabilities.* Activities will include continued development of Knowledge Updates and evaluation of additional distance-based offerings. We also plan to conduct initial sales of Knowledge Updates.
- *Completely update the web presence.* This will include development of a full professional education programs site, including updates to all program pages, as

well as continued development of internet-based marketing and customer relationship management tools and processes.

### **Personnel Information**

New appointments this year included David Game as director of professional distance programs, Mary Hertema-Miller as onsite professional programs manager, and Lisa Falco as professional programs assistant. Ximena Forero accepted a new position in the Center for Materials Science, and Karen Martel left MIT. We thank them both for their service to the Professional Institute.

**Jennifer Stine**  
**Executive Director**

*More information about PEP may be found on the web at <http://web.mit.edu/mitpepl/>.*