

MIT Professional Education

Academic year 2009 was the seventh 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 nondegree 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, 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 in several other parts of the world, utilizing both traditional and emerging 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
- Maintain a small but nimble, self-supporting, results-oriented organization

During its seventh year, MIT PE focused on enhancing its identity and brand recognition, initiating the delivery of pilot short programs in locations outside the United States, maximizing the number of and enrollments in on-campus short courses, expanding enrollments in the two-year-old Career Reengineering Program (designed to help professionals reentering the workforce or retooling for new careers), expanding enrollments in the Advanced Study Program, maintaining and enhancing two major custom programs with British Petroleum (BP) and Accenture, and preparing for distance delivery of select short courses.

Accomplishments and Program Developments

During FY2009, MIT PE reached the following key milestones:

- Modified umbrella unit name and names of two programs for easier and more effective market recognition of the activities of the unit and its programs. Rebranded group website, print collateral, and online marketing for all MIT PE programs
- Held first MIT short course in Japan—solar energy (Daniel Nocera, director). Made preparations for introducing a course in Singapore and holding more than 50 summer courses (10 new) on campus at MIT.
- Expanded enrollment substantially in the second year of the BP Operations Academy, a residential six-week executive education program for key BP

operations managers from around the globe, designed and conducted in conjunction with the MIT Sloan School of Management's Office of Executive Education.

- Completed a third year of collaboration and operation of the MIT PE Accenture Solutions Delivery Academy. Among 20,000 Accenture employees across 40 countries actively pursuing certification in software design and testing, 1,800 earned certificates in FY2009. In addition, marking the second year for the series, MIT faculty lectures were held in India, Brazil, Argentina, China, and the United States (Chicago).
- Increased enrollment to 10 students for the third class of the Career Reengineering Program. This certificate program with MIT course and internship components is designed to provide advanced education and skills needed for career reentry or significant career change.
- Launched newly designed, rebranded, semiannual newsletter to enhance the reach, recognition, and image of MIT PE.

Individual MIT PE program milestones and developments included the following:

- Short programs (<http://shortprograms.mit.edu/>). Forty-three courses one to six days long, taught by close to 40 MIT faculty, were offered in summer 2008. Total enrollment for these on-campus courses jumped to 900 from 697 the previous year. For summer 2009, short programs offered a total of 52 courses; however, due to the economic downturn and reduced number of registrations, the number of courses actually held will decline as well. The year 2009 marks the 60th year of operation for short programs (formerly the Professional Institute). As part of an international expansion initiative, short programs offered its first course in Japan (Daniel Nocera, solar energy) in January 2009 in conjunction with the MIT Industrial Liaison Program Conference in Tokyo. Preparations were being made to introduce a course on new technologies for the diagnosis and treatment of disease in Singapore, in conjunction with the Singapore–MIT Alliance for Research and Technology program.
- Career Reengineering Program (<http://career-reengineering.mit.edu/>). Ten participants with diverse backgrounds in areas such as chemistry, fluid mechanics, philosophy, and information technology took a variety of 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 the awareness of this program through marketing campaigns targeted at local alumni and professional societies.
- 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 MIT courses. The Advanced Study Program enrolled 16 full-time, 1 half-time, and 39 part-time company-sponsored fellows, marking the 45th year of its operation.
- Custom programs. In conjunction with the Sloan School of Management's Office of Executive Education, MIT PE continued to offer the BP Project and Engineering Academy, a custom, multiyear executive education program for BP

project leaders. To date, nearly 250 of BP's major project leaders have graduated from this program and approximately one-third of this group have returned to campus for a continuing education program. About 100 BP senior executives have attended a related executive session, and a new executive program begins in 2009. MIT PE also continued to offer the Operations Academy, which was built on the success of the Project and Engineering Academy and launched in 2007. Designed to be a multiyear executive education program for BP's operations leaders, it is also offered jointly with the Sloan School of Management. The program has graduated 64 BP senior operations leaders to date and has close to 200 participants at different stages of the program. In addition, 93 BP senior executives, including BP's top executive team headed by company chief executive officer Tony Hayward, have attended a related executive session.

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 short program pilots to professionals in Tokyo and Singapore. 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 courses on the environment and transportation in 2010 in Singapore and India.
- Pilot distance delivery of a one-day version of a short course. Content to come from one or more courses videotaped in summer 2009.
- 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.
- Develop new custom program clients in 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 Information

New appointments include David Gordon as the financial administrator. Marissa Wozniak, the former financial administrator, moved to another position at MIT.

Bhaskar Pant
Executive Director

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