

Professional Education Programs

Academic year 2005–2006 was the fourth year of operation for the School of Engineering's Professional Education Programs office (PEP). PEP was established in 2002 under the leadership of the School of Engineering as the umbrella organization for professional education activities at MIT. It includes new and longstanding MIT professional certificate programs. All PEP programs are delivered by MIT faculty and promote technical excellence and innovation through ongoing educational engagement with communities of practice. Programs address the needs of science and engineering professionals to keep up to date with the latest advances and to remain competitive.

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. PEP is operated on an enterprise basis and is self-supporting. Its programs deliver tangible and intangible benefits designed to support MIT's educational mission, to further ties with industry, and to enhance MIT's leadership. 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 fourth year, PEP focused on expanding online marketing activities, launching a new midcareer program for professionals reentering the workforce or retooling for new careers, developing its custom program offerings, and making ongoing improvements to customer service and marketing.

Accomplishments and Program Developments

During FY2006, PEP reached the following key milestones:

- Increased enrollments in major programs, including a 25 percent increase in the Advanced Study Program and a 45 percent increase in the Professional Institute.
- Conducted the final stage of market research and then developed and launched the new MIT Midcareer Acceleration program (<http://midcareer.mit.edu/>). This new certificate program with MIT course and internship components is designed to provide the advanced education and experience needed for career reentry or significant career change. The first 10-month program is scheduled to begin in late August 2006.
- Expanded online marketing activities for PEP and PEP programs, including working with Professional Institute faculty to promote their courses more effectively on the web.

- Moved all programs and staff into renovated space on the fourth floor of Building 35.
- Launched a website, including a PEP umbrella site and updates and enhancements to the sites for all programs (<http://web.mit.edu/mitpep/>).

Individual PEP program milestones and developments included the following:

- **Advanced Study Program (ASP)** (<http://web.mit.edu/advancedstudy/>). Continued to offer professionals the opportunity to attend MIT for a semester or a year and pursue a customized academic program of MIT courses. ASP experienced a 25 percent increase in enrollment, with 64 company-sponsored fellows attending MIT through this program (25 full-time, 4 half-time, 33 part-time, and 2 affiliate). Inquiries are up and enrollments are expected to increase again in FY2007. This year marks the 49th year since inception of ASP.
- **Professional Institute (PI)** (<http://professional.mit.edu/>). Offered 29 weeklong summer session professional programs taught by 49 MIT faculty to 550 individuals from the United States and around the world between June and August 2004. This marks an increase in enrollment of 42 percent over the previous year and the highest enrollment since summer 2002. Thirteen programs were canceled. Enrollments are predicted to continue increasing in summer 2006. This year marks the 56th year of operation for PI (formerly the Summer Session). Administrative improvements included development and use of an online Wiki to document processes and introduction of a new faculty and staff orientation.
- **MIT World (MITW)** (<http://mitworld.mit.edu/>). This four-year-old free and open video-streaming website of significant public events added 84 new videos from more than 30 different MIT sources. In total, it hosts 354 videos of major events hosted by more than 60 departments, labs, and centers; programs; and groups, with new additions monthly. FY2006 marks the second year that MITW is directly linked off of the MIT home page. Use of videos increased 70 percent, an average of 80,833 videos streamed each month. Web traffic increased 76 percent, with an average of 216,666 page hits per month. In total, 970,000 videos were streamed to lifelong learners across the globe.
- **Custom Programs (CP)**. One custom program was offered on bioinformatics for Boehringer Ingelheim Pharmaceuticals, Inc., in Connecticut. PEP continued to offer the Projects Academy, a multiyear executive education program for BP offered jointly with the Sloan School of Management. Preliminary work was also undertaken on a new custom certification program in the area of software engineering.

After a two-year pilot, the Knowledge Updates program was discontinued due to insufficient market demand.

Funding

Funding for research on mid-career professionals was provided by the Lord Foundation and the Cambridge–MIT Institute. Funding for research on a new systems engineering certificate program modeled after the Projects Academy was provided by NASA. MITW received funding from the School of Engineering.

Future Plans

Plans for FY2007 include the following:

- *Continue to expand activities to develop and support custom educational programs.* Building on the successful Projects Academy experience, develop new custom programs that create opportunities for knowledge sharing between industry and academia, and cross-departmental faculty collaboration.
- *Engage in ongoing development of marketing activities and outreach.* Continue to build organizational abilities that increase MIT's exposure and presence in the area of professional education and enhance enrollments in PEP programs.
- *Engage in ongoing program developments that meet with faculty approval and address external needs in the area of professional education.* Continue to expand certificate programs by running the new Midcareer Acceleration Program as well as adding to other certificate offerings. Continue to work with MIT faculty to increase the range of offerings to science and engineering professionals.

Personnel Information

New appointments this year included Marissa Wozniak as financial coordinator. Maura Lavalley retired from the Institute after 27 years of service.

Additionally this year, two PEP staff, Laurie Everett (project director, MITW) and Jennifer Stine (PEP executive director), were 2006 fellows in the MIT Leader to Leader leadership development program.

Jennifer Stine, PhD **Executive Director**

More information about Professional Education Programs may be found at <http://web.mit.edu/mitpep/>.