

PSM START UP CHECKLIST |



CHECKLIST: **Pre-Planning**

- Learn about jobs and labor markets for graduates, including salaries, especially by visiting sites of possible employment.
- Determine identifiable niche that will generate interest from faculty and students with strong support from business, government, and/or nonprofit sectors.
- Form advisory board of industry and other likely employers.
- Meet employer needs for relevant technical and professional skills.
- Define scholarly rationale for the proposed degree program and its content.
- The focus area could be interdisciplinary or be a non-traditional focus where there is existing faculty expertise and interest. The degree is named for the focus area, not for the discipline(s) involved.
- Assure faculty enthusiasm for the new degree, including commitment by regular department faculty to provide bulk of instruction.
- Win high-level institutional commitment to master's level education, including central coordination of all PSM programs at level of dean or above.
- Prepare business plan projecting both expenses and revenues, and showing how and when each degree program can become self-sustaining based on tuition revenues, corporate support, and university support.

CHECKLIST: **Program Management**

- Appoint personnel or hire staff coordinator to handle liaison to business and industry; publicity; recruitment; student services; placement.
- Win rapid approval of new degree programs by state Regents and other gatekeepers.
- Create management teams dedicated to recruitment of students and placement of graduates.
- Set up systems to keep track of graduates and network them.
- Keep contact with other professional master's programs around the country.
- Set up systems for assessment and quality control.