Portland Professional and Graduate Center
Vision and Strategic Plan

November, 2014
## Strategic Planning Process
### Team Structure

### Steering Committee
- James Page, *Chancellor, U.Maine System*
- Eleanor Baker, *U.Maine System Trustee*
- Chris Emmons, *U.Maine Board of Visitors*
- Gregory Powell, *Alfond Foundation*
- Theresa Stone, *Alfond Foundation*
- Ted Alfond, *Alfond Foundation*

- Provide overall project leadership and direction
- Participate in formal read-outs/presentations

### Working Group
- Vendean Vafiades, *University of Maine System (chair working committee)*
- Ivan Manev, *Dean, Maine Business School*
- Joseph McDonnell, *Dean, USM College of Management and Human Service*
- Peter Pitegoff, *Dean, U.Maine School of Law*
- David Cluchey, *U.Maine School of Law Faculty*
- Bob Strong, *Maine Business School Faculty*
- James Suleiman, *USM Faculty*
- Rita Heimes, *U.Maine School of Law Faculty*

- Provide agreement on a detailed Parthenon project plan of week-by-week activities, meetings and deliverables
- Participate in kickoff meeting and individual interviews with Parthenon
- Participate in working sessions throughout project duration
- Facilitate access to existing state and system data and provide consultation, as needed
- Participate in formal read-outs/presentations

### Parthenon Team
- Bill Achtmeyer, *Founder and Senior Managing Director*
- Haven Ladd, *Managing Director*
- Michael Sandler, *Senior Advisor*
- Chip Franklin, *Vice President*
- Kate Kruger, *Senior Consultant*
- Crystal Moore, *Consultant*
- Jill Greenberg, *Senior Associate*
- Amy McLaughlin, *Associate*

- Provide overarching project management and analytic support
Significant gap in labor market supply/demand leaves Maine businesses of all sizes searching for the talent needed to grow.
Professional and Graduate Center Vision and Value Proposition
Across the higher education landscape, institutions have found innovative ways to drive economic growth through deep connections with the labor market.

Template for effective labor market engagement:
1. Deep employer involvement in program design and delivery
2. Employer participation across all stages of the student lifecycle
3. Institutional flexibility in design and delivery of programs

Relevant Case Examples:
- IBM Academic Initiative
- Drexel University Cooperative Education
- University of Pittsburgh Joseph M. Katz Graduate School of Business
- Georgia Tech
- Intel Discovery Grant
- P&G
- University of Illinois College of Law Patent Law Clinic
- NC State University Centennial Campus
- Iowa State University
Meeting Student and Employer Needs

Employer perspectives are based on conversations with ~50 senior leaders with deep ties to the state of Maine to gauge their perspectives on the Center.
Meeting Student and Employer Needs

Stakeholders agree that the Center could be an economic driver for the region and a valuable resource to employers across the state

- Center will be highly beneficial for the State of Maine
- Exciting potential for interdisciplinary collaboration and program offerings
- Interest in the opportunity to be involved
- Strong agreement on Portland as the location for the Center
- Need for a clear identity that is distinct in the local market
The Professional and Graduate Center will bring together student, academic, and business/civic communities around a vision to drive economic development.

The Center will sponsor academic research inspired by issues facing local economic needs in Maine.

The Center will offer innovative interdisciplinary curricula with connections to the Maine labor market.

The Center will extend its student and faculty resources to contribute to business development activity with connections to the specific needs of the Maine community.
Professional and Graduate Center Vision and Value Proposition

Enabling connections between academia and business begins with the core MBA and JD programs, and includes the potential to expand more broadly in the future.

**Step 1: Dynamic Integration of Law and Business Schools**
- Integration of existing business and law schools to promote interdisciplinary connections and better meet the needs of the Maine labor market
- Full-time and part-time MBA programs
- JD program
- JD/MBA Program

**Step 2: Connections to New Programs, Opportunities, and Initiatives**
- Creation of new flexible interdisciplinary modules, concentrations, and degree offerings aligned with specific identified Maine employer needs
- Emphasis on experiential learning opportunities serving the needs of both students and Maine employers
- Potential new program opportunities:
  - Distance learning-enabled connections to other System disciplines (e.g., STEM fields)
  - Summer Bridge Program
  - 1-Year Masters of Management
  - Targeted graduate certificates

**Step 3: Expanded Core Graduate Center**
- Expansion to other relevant academic areas that are created in partnership with or inspired by specific labor market needs
- Potential example expansion areas:
  - MBA/MPH (Healthcare)
  - MPP (Public Policy)
Next Steps
A number of critical near-term steps would support a successful launch of the Professional and Graduate Center

1. Formalize a Steering/Advisory Committee to provide executive oversight, advocacy, support and decision making for the Center

2. Initiate process to identify and evaluate candidates for Center leadership (CEO position)

3. Create clear path at the System level for Center independence and autonomy from existing institution budgets and processes

4. Plan for initial integration of business and law faculties to develop curricula for Center programs, connections to the labor market, and experiential learning opportunities for students

5. Identify and develop a physical space for the Center that aligns with the vision and potential for catalytic impact on the Maine economy