



TO: The Honorable the Members of the Board of Regents
FROM: John L. D'Agati *John L. D'Agati*
SUBJECT: Pratt Institute: Master plan amendment to offer a Bachelor of Professional Studies program at its Manhattan Campus
DATE: March 3, 2014

AUTHORIZATION(S):

John B. G. G.
SUMMARY

Issue for Decision (Consent Agenda)

Should the Board of Regents approve a master plan amendment authorizing Pratt Institute to offer its first program in the disciplinary area of Business at its Manhattan campus, a Bachelor of Professional Studies (B.P.S.) degree program in Professional Services Management?

Reason(s) for Consideration

Required by State regulation.

Proposed Handling

The question will come before the full Board at its March 2014 meeting, where it will be voted on and action taken.

Procedural History

Pratt Institute has submitted a proposal to register a program in Professional Services Management leading to the Bachelor of Professional Studies (B.P.S.) at its Manhattan campus. Master plan amendment is required because the proposed program will be the Institute's first program in the disciplinary area of Business at the Manhattan campus, and the first baccalaureate-level program at the Manhattan campus.

Background Information

Pratt Institute, an independent institution with its main campus in Brooklyn and a branch campus in Manhattan, offers graduate and undergraduate programs in engineering, business, education, fine arts, and the social sciences. The Institute is

seeking master plan amendment to offer a Bachelor of Professional Studies (B.P.S.) degree program in Professional Services Management at its Manhattan Center, located at 144 West 14th Street.

Program Purpose and Goals: The proposed Professional Services Management program is an accelerated degree completion program aiming to provide professional adult students with a management degree that is readily applicable to today's workplace, particularly in creative environments, through a curriculum that combines academic theory and real-world practice.

Relation of Proposed Program to Pratt's Mission: The mission of Pratt Institute is "to educate artists and creative professionals to be responsible contributors to society" and "to instill in all graduates aesthetic judgment, professional knowledge, collaborative skills, and technical expertise." The proposed Professional Services Management program complements and extends Pratt's mission and offerings through its goals of preparing creative adults to 1) become responsible contributors to society by infusing the sustainability topic throughout the curriculum; 2) apply knowledge and skills to managing creative projects on a professional level; and 3) achieve their full potential by identifying and/or generating innovation and trends in their chosen professions and in society, while being sensitive to sustainability questions.

Curriculum: The curriculum of the proposed program includes courses in the essential areas of management, such as business, entrepreneurship, communication, marketing, advertising, accounting, finance, and ethics; liberal arts; and topics addressing sustainability, new and emerging trends in business, media (including digital/social/new media), and technology. Taking into account the required credits in transfer and an academic calendar that allows students to complete up to 36 credits per year, students may complete their degrees in an accelerated timeframe. In addition, the program would offer a unique focus on serving the needs of the creative professional, to manage themselves or creative projects as a business, or to work in a business environment while pursuing their creative projects.

Program Admission Requirements: Admission to the proposed program requires a minimum of 30 credits from an accredited school. Up to nine credits can be given for relevant prior experience. Applicants must also have two years of significant work experience.

Nature of the Prospective Student Body: It is expected that the student body will consist of local and regional creative adult students of at least 23 years of age, who have accumulated between 30 and 60 transferable college credits, and who wish to gain management knowledge and skills for further career advancement and/or change. The projected enrollment in the first year is 15; in the fifth year 93.

Facilities and Equipment: Existing "SMART" classrooms at the Pratt Manhattan Center campus will serve the proposed program. Existing equipment will be available to students at the Pratt Manhattan campus, including state-of-the-art computer labs, a wireless network, audio-visual equipment, color and black and white printing, and a library.

Faculty: Nine core faculty members were identified for the proposed program, most of whom are already Pratt faculty members. In addition to appropriate academic qualifications and many years of teaching experience, each of the faculty members has significant professional experience and/or recognition in his/her field.

Student Support Services: Pratt's array of academic support services will be available, including the Career Services Center; Academic Computing Department; Library Services; the Writing and Tutorial Center; Intensive English Program (for international students); academic advisement by Program Chair, staff, and faculty; and the Center for Sustainable Design Studies.

Prospects for Employment/Further Education: According to the New York State Department of Labor ("A Closer Look at Occupational Projections, New York State, 2010"), the second largest gains in new jobs are expected to be in professional and business services, with 18,110 new jobs or a 1.5 percent gain annually.

Additional Basis of Need for the Program: The Institute indicates that creative individuals constitute its primary targeted student body. Pratt Institute surveys all students bi-annually. Recurring surveys show that Pratt students and alumni repeatedly identify the inclusion of business skills in the curriculum as a most desirable and useful enhancement to degree requirements.

Pratt indicates that there is no equivalent undergraduate, accelerated program at the Institute or in the New York/New Jersey area. The closest comparable programs are in Connecticut. In addition, Pratt indicates that there is no general management program in the country that focuses on the creative professional adult combining the accelerated format.

Planning review: Following its standard protocol, the Department canvassed degree-granting institutions in the New York City region. There were three responses, all of which were either "no objection" or "no effect."

Recommendation

It is recommended that the Board of Regents approve a master plan amendment authorizing Pratt Institute to offer its first program in the disciplinary area of Business at its Manhattan campus, a Bachelor of Professional Studies (B.P.S.) degree program in Professional Services Management. This amendment would be effective until March 31, 2015, unless the Department registers the program prior to that date, in which case master plan amendment shall be without term.

Timetable for Implementation

If the Board approves this master plan amendment, the Department will register the program and the Institute will proceed to recruit and enroll students.