Presented to
UMass Amherst Faculty Senate

Thursday, March 13, 2014
**Introduction**

- **What is a Satellite Center**
  - Collaboration of IHE’s offering academic programs and training
  - Access to non-credit programs and services;
  - Linked to employers and economic needs of the Region
  - Meet all program and regional accreditation standards

- **UMass Amherst**
  - Rebuild Springfield plan recommends: “*Over time, increase the involvement of colleges and universities in economic development efforts, with more substantial presence from UMass in downtown Springfield.*”
  - Chancellor Swamy’s request to all Deans for program ideas for Springfield (Spring 2013)
  - *From the Flagship: A Response to Rebuild Springfield and Choosing to Compete* (Summer 2013)
  - *Choosing to Compete: A Partnership Between Greater Springfield and the University of Massachusetts Amherst*
Introduction (Con’t)

• Research already completed by UMass Donahue Institute
  ✓ *University of Massachusetts: Serving the Commonwealth Virtually and through Present and Future Satellite Center* (July 2012)
    • 75 geographically distributed off-campus locations
    • trends with Satellite Centers in selected states especially MD;
    • potential satellite model for UMass and critical success factors; and
    • identifies potential sites

  ✓ *UMass Satellite Center Market Analysis for Springfield* (February 2013)
    • UMass Amherst extensive presence in Springfield
    • Greater Springfield population
    • areas of greatest academic demand, existing transfer patterns, and online education trends; and
    • further defines a conceptual model, capital and operating costs

  ✓ *Analysis of Needs, Interests from UMass Campuses, Programs offered by the Private Higher Education Institutions* (Fall 2013)
Purpose and Goal of the Center

Provide greater access to education and training opportunities that will help advance the economic vitality of the Greater Springfield Region
Street View of Tower Square
Bridge St. – UMass Entrance/Signs
Plaza Connecting UMass Entrance and WFCR
WFCR

Martin Miller, CEO and General Manager, stands in front of the new building at 1525 Main Street in Springfield.
UMass Corner of Springfield
1st Floor Welcome Center
Features of Site

• **Tower Square Mall** (owned by Massachusetts Mutual)
  - 25,000+ sq. ft. on the 2nd floor
  - 1,600 sq. ft. on 1st floor – outreach/retail space
  - Offers prominent branding/signage opportunities including designated external entry
  - Ample room for expansion
  - 24/7 On-site Security

• **Center Features**
  - Classrooms
  - Computer classrooms and lab
  - Conference Rooms and small meeting rooms
  - Offices (full-time Faculty, staff, etc.) and secure part-time faculty work area
  - Student Learning Commons and Lounge

• **Parking and Access to Amenities**
  - Attached parking garage with discounted rates
  - Covered walkways to 3 other office buildings and additional parking
  - Easy access to central downtown
  - Food court and restaurant in the mall and other eateries nearby.
Initial Program Determination

• Factors Considered in Program Determination
  ✓ Initial need identified in Market Research study (e.g. Industry sectors demand, population, education levels, etc.)
  ✓ UMass Amherst – Expressed interest to Chancellor Swamy’s call to Deans for Springfield program Ideas (Spring 2013)
  ✓ UMass Boston, Dartmouth, Lowell – Expressed interest through their Provosts
  ✓ Gap analysis of need vs. availability including private IHE programs

• Initial programs are:
  – Education – 180 day elementary/secondary, Urban Education Institute) (UMA)
  – Management – MBA (UMA)
  – Nursing – RN/AS to BSN, grad Psych, Community Health, Telehealth (UMA)
  – University Without Walls – UWW (UMA)
  – Design Center related Courses (TBD) (UMA)
  – Addictions Counseling – Noncredit (UMB)
  – Management and Manufacturing (HCC and STCC)
  – Cyber Security – Undergraduate Certificate and MS Concentration – online (UML)
  – “2+2” BA in Liberal Studies with HCC online (UMD)
Initial Program Support

• Rent (e.g. built-out space, state-of-the-art classrooms, offices, student areas, infrastructure, utilities) for at least the first year.
• Computer access and on-site IT support
• Receptionist and some on-site staff support
• Faculty copying support
• Subsidized Parking
• Signage
• Marketing (overall Center marketing)
Collaborative Partnership

STCC and HCC

• Focus on key industry sectors:
  o Advanced Manufacturing (including Management Training)
  o Management and Engineering
  o Casino (management, external businesses, location for training)
  o Healthcare (including Foundations of Health) and Health Infomatics
  o Cybersecurity, IT, and Big Data
  o RN- Associates Degree to BSN

• Non-credit training (workforce training programs)
• Joint marketing and improving articulation

MCDAM – Massachusetts Center Advanced Design Manufacturing
Timeline

• **Construction** (Immediately)

• **Start-up**
  - Storefront Opening March 31, 2014
  - Center Officially open in September 2014 – **Ribbon Cutting with Governor**

• **Phasing**
  - Grow programs
  - Option to expand

• **Reporting – Annually**
  - Progress
  - Ongoing market research (formal and informal)
  - Performance Measurement Plan
Sources of Revenue

• **UMass Contribution** - FY 14 $750,000 and in-kind

• **Commonwealth of Massachusetts** – Initial construction, furnishings and IT

• **Other potential sources of funding (being sought)**
  - Commonwealth of Massachusetts
  - MA Legislature
  - City of Springfield
  - Corporate
  - Grants/Contracts – Cyber, Precision Manufacturing, etc.