

# In brief

## Economic Development



### PRESIDENT BULGER ANNOUNCES UMassONLINE: [www.UMassOnline.net](http://www.UMassOnline.net)

To Friends and Supporters of the University of Massachusetts:

In 1863, visionary leaders in Massachusetts had a bold idea. Realizing access to higher education was critical to the development of a democratic society and a healthy economy, they established the University of Massachusetts as a land-grant university. The University currently serves almost 60,000 students a year and has helped more than 300,000 alumni secure their degrees.

Now, the University is taking another bold and visionary step to expand access to quality higher education even further. UMassOnline is the gateway to the distance learning opportunities offered by the University's five campuses at Amherst, Boston, Dartmouth, Lowell, and Worcester. Its mission is to serve the public interest in an educated citizenry and a highly skilled workforce by broadening access to our world-class faculty and programs.

UMassOnline is not a brand-new, unproven "virtual university." Rather, it is an extension of New England's most comprehensive university, with more than a century of excellence in teaching, research, and public service and a broad array of nationally accredited programs.

The University has been developing its online program over the past few years. This academic year, the program will have more than 6,000 enrollments, making it the largest provider of online education in New England. UMassOnline has been selected as one of only 30 colleges and universities nationwide to participate in the U.S. Army's new half-billion dollar e-learning initiative with PriceWaterhouseCoopers. It is the largest such initiative ever launched. This spring, UMassOnline will offer three master's degrees and four bachelor's degrees. Other programs are under development.

We invite individuals and organizations across the Commonwealth to explore the new opportunities for online education at [www.UMassOnline.net](http://www.UMassOnline.net). We are proud — and believe that the founders of our university would be proud — that through UMassOnline we are expanding our ongoing efforts to meet the higher education needs of the Commonwealth.

Sincerely

William M. Bulger  
President

University of Massachusetts

#### In This Issue

- Providing Education Online** 2
- Meeting the Workforce Needs of the Commonwealth** 3
- Helping Massachusetts Firms Stay Competitive** 4
- Technology Commercialization and Entrepreneurship** 5
- Benchmarking the State of the Economy** 6
- Staff News** 7
- Key Contacts** 7
- Upcoming Events** 8



# Providing Education ONLINE

## UMass Degrees and Certificates ONLINE

[www.UMassOnline.net/degrees](http://www.UMassOnline.net/degrees)

### MASTER'S DEGREES

- **MBA for Professionals**
- **Nursing**
- **Public Health**

### BACHELOR'S DEGREES

- **Information Systems**
- **Liberal Arts**
- **Nursing**
- **Hotel, Restaurant, and Travel Administration**

### CERTIFICATES

- **Information Technology**
- **Intranet Development**
- **Multimedia Applications**
- **UNIX**
- **Arts Management**
- **Online Communications**

### **National Distance Ed Leader to Head UMassOnline**

President Bulger has appointed Dr. Jack Wilson, a nationally recognized leader in distance education, as CEO of UMassOnline — the University's new distance learning initiative. Dr. Wilson is currently a distinguished professor at Rensselaer Polytechnic Institute and co-director of the Severino Center for Entrepreneurship. He has led RPI's highly regarded efforts in distance learning and has won national awards for his work in technology-assisted teaching and learning. While at RPI he served as dean of undergraduate education, dean of continuing education, and acting provost. He also started a successful e-learning company, LearnLinc.

Contact: Jack Wilson, UMassOnline  
(617) 287-7160

### **UMass Ranks #1 in New England in Online Education**

Over the last three years, each of the five UMass campuses has experimented with online courses, certificates, and degree programs. Led by the Division of Corporate and Continuing Studies at UMass Lowell (with about 5,000 enrollments), the UMass system projects that it will have over 6,000 enrollments in credit courses online during the 2000-2001 academic year. This makes UMass the leading provider of online education among all New England colleges and universities.

Contact: Jacqueline Moloney, UMassOnline  
(617) 287-5621

### **UMass Selected for Army E-Learning Project**

The U.S. Army recently awarded a 5-year, half-billion dollar project to PriceWaterhouseCoopers and a consortium of 30 colleges and universities across the country. UMassOnline was pleased to be named as one of the group of colleges and universities collaborating with PWC for the largest e-learning project of its kind ever developed. Upon completion of the final negotiations with PWC, UMass will be on call to provide a variety of online courses and programs to military personnel around the world.

Contact: Lynn Griesemer, UMass Donahue Institute, Office of the President  
(617) 287-7045

### **UMassOnline Portal Established**

In early February, UMassOnline established a portal that will serve as an initial gateway to all distance education courses being offered at UMass and will establish a link to all campus Web sites for distance learning. The portal provides prospective students with basic information about UMassOnline, course and program offerings, degrees and certificates, registration and admissions, student services, and technical requirements.

Contact: [www.UMassOnline.net](http://www.UMassOnline.net)

# Meeting the WORKFORCE NEEDS of the Commonwealth

## **UMass Amherst Leads Commonwealth IT Initiative**

UMass is leading a new statewide initiative — the Commonwealth IT Initiative (CITI) — that is designed to strengthen public higher education's role in meeting the demand for IT workers in the state. CITI has four elements — integrating IT curriculum into non-technical disciplines; strengthening and modernizing existing curriculum in computer science and engineering; creating five regional academic/industry alliances to develop IT strategies; and establishing a program of faculty development. The initiative was developed under the leadership of engineering dean Joe Goldstein and computer science chair Jim Kurose. CITI is a collaborative effort with the state and community colleges and private industry. The Board of Higher Education is providing \$1.6 million in year one of a three-year, \$7 million program.

Contact: Brenda Philips, UMass Amherst  
(413) 577-2213

## **Harvard Pilgrim Health Care Develops Internship Program with UMass**

UMass has launched a partnership with Harvard Pilgrim Health Care to provide HPHC with qualified students from the management, finance, and accounting disciplines for the company's finance department. The program commenced last summer by employing students in internship positions. It is expanding this year to include up to a dozen students from the Amherst, Boston, Dartmouth, and Lowell campuses in six-month cooperative education opportunities. Harvard Pilgrim Health Care believes that the program is mutually beneficial, with the company profiting from

the hard work of the students and the students gaining practical experience. Students are also encouraged to consider future employment opportunities at HPHC.

Contact: Karin McCarthy, Corporate Relations, UMass Office of the President  
(617) 287-7039

## **UMass Lowell Offers On-site Degree Programs at Lucent Technologies**

UMass Lowell's Division of Continuing Studies and Corporate Education has contracted with Lucent Technologies to offer on-site courses for students pursuing bachelor's degrees in information systems or electrical engineering. There are currently seventy students enrolled in the program, which is the result of months of discussion and negotiations with union and management personnel at Lucent. As an integral part of the planning process, students receive assessment, counseling, and tutoring services. In addition, a separate contract with the company will allow UMass Lowell to deliver customized non-credit courses for training in "C Programming" to a group of 48 manufacturing personnel. Courses in "Intro to C Programming, Part II" are now under way.

Contact: Jacqueline Moloney, Continuing Studies and Corporate Education, UMass Lowell (978) 934-2943

## **Lowell Trains HP Employees Nationally and Internationally**

UMass Lowell has contracted with Hewlett Packard to offer plastics training programs to its employees. During the first phase of training, Professor Nick Schott of UMass Lowell's plastics department delivered "Plastics Part Design" to 40 Hewlett

Packard employees in Vancouver, Washington. The company also asked UMass Lowell to train an additional 30 employees in Guadalajara, Mexico, in December. Offered by the Division of Continuing Studies and the Department of Plastics Engineering for more than twenty years, these seminars and on-site training programs have earned the respect of the plastics industry as a proven method of gaining both theoretical and practical information.

Contact: Cathy Kendrick, Continuing Studies and Corporate Education,  
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## **UMass Boston School of Management Earns Accreditation**

The International Association for Management Education, formerly the American Assembly of Collegiate Schools of Business (AACSB) has awarded accreditation to the UMass Boston College of Management's bachelor's and master's degree programs in business administration. The school became one of only 398 institutions accredited worldwide, 376 of which are in the United States. The rigorous accreditation process includes a wide range of quality standards relating to curriculum, faculty resources, admissions, degree requirements, library and computer facilities, financial resources, and intellectual climate. "Given the demanding standards of AACSB and our own high standards for success, accreditation provides a formidable validation to the quality of the College's programs," says Dean Philip Quaglieri.

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# HELPING MASSACHUSETTS FIRMS STAY COMPETITIVE

## **UMass Amherst Assists New Regional Technology Alliance**

UMass Amherst received a \$600,000 grant from the National Science Foundation for the Regional Technology Alliance, a partnership among UMass Amherst and area colleges and businesses, to support local technology companies with network and commercialization services. The group received one of 24 grants nationwide from the NSF's Partnerships for Innovation Program. The goal of the program is to translate knowledge gained from basic research into new products, businesses, and services, as well as to provide workforce education and training. "The RTA and the NSF grant give UMass the opportunity to work with the region in areas of technology that are important to us both. We are taking an innovative approach to network-building in a mid-size metro area that builds on the region's strengths," says Jaymie Chernoff, director of economic development at UMass Amherst. Members of the alliance include Mass Ventures Corp., Springfield Technical Community College, Western Massachusetts Electric, the Economic Development Council of Western Massachusetts, and UMass Amherst.

Contact: Jaymie Chernoff, Director for Economic Development, UMass Amherst (413) 545-4516

## **UMass Dartmouth Awarded Grant to Work with Fishing Industry**

The School for Marine Science and Technology (SMAST) at UMass Dartmouth has been awarded a \$570,000 grant by the National Oceanic and Atmospheric Admini-

stration to study the region's recovering groundfish stocks. The study is a collaborative effort between UMass Dartmouth and the Trawler Survival Fund, a New Bedford-based industry group that will assist in collecting information about the performance and efficiency of trawling equipment. "This cooperative work emphasizes pooling our knowledge about groundfish and is vital to continued progress toward rebuilding the stocks," says Patricia Kurkul, regional administrator for NOAA's northeast fisheries division at UMass Dartmouth.

Contact: Paul Vigeant, Economic Development, UMass Dartmouth (508) 999-8773

## **NanoScience and Engineering Technology Program Established at Lowell**

UMass Lowell recently announced the development of a comprehensive program specializing in NanoScience and Engineering Technology. The program is being financed by a \$100,000 grant from the Office of the President to support new research. Funding will be matched by UMass Lowell to include two new faculty positions. Research proposals are being submitted to the National Science Foundation for review. The program will utilize existing University research facilities and work with the Commercial Venture Development Center in Wannalancit Mills to capitalize on commercialization opportunities. Nanotechnology is described as the science of the "ultratiny" and would allow inexpensive, molecule-by-molecule control of products and processes. Studies indicate that 10,000

to 15,000 professionals will be needed statewide to work in this field over the course of the next five years.

Contact: Lou Petrovic, Director of External Funding, Technology and Partnering; UMass Lowell (978) 934-2577

## **Fuel Cell Maker ElectroChem Advances with Assistance from STEP**

For more than 12 years, ElectroChem, Inc., has provided components, test equipment, and research supplies to the fuel cell industry around the world. With assistance from the Massachusetts Strategic Envirotechnology Partnership (STEP) — a collaboration between UMass and the Executive Office of Environmental Affairs — the company is commercializing its Proton Exchange Membrane (PEM) fuel cell. ElectroChem aims to grab a share of the on-site power generation market for smaller applications, such as replacements for batteries and diesel generators. Working with STEP, the UMass Boston College of Management analyzed the company's technical capabilities and had faculty members help develop a business plan. The UMass Lowell Mechanical Engineering Department assisted the company in developing an electrolyzer to be combined with the fuel cell in one package. A clear commercial focus and strategy has resulted in several major venture capital firms expressing interest in the company.

Contact: William Brah, Director, Environmental Business and Technology Center, UMass Boston (617) 287-7723

# Technology & Commercialization & Entrepreneurship

## **UMass Soars to #29 in University Technology Licensing Rankings**

According to the most recent survey of the Association of University Technology Managers, UMass — with \$4.1 million of licensing income in FY 1999 — now ranks 29th among U.S. universities. This is a dramatic increase from a rank of 43 in FY 1998 and 77 in 1994, prior to the creation of CVIP, the University's Office of Commercial Ventures and Intellectual Property. The survey also shows that UMass ranks 4th in New England in licensing income behind Yale, MIT, and Harvard.

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(508) 856-1626

## **Record-Breaking Quarter in Technology Commercialization**

Recently released statistics for the first quarter of FY 2001 indicate continued progress and growth for the University's technology commercialization activities. Results include 27 faculty invention disclosures, 17 U.S. patent applications, seven patents issued, seven license agreements completed, and \$5.5 million in licensing income generated. In addition, CVIP assisted in nine industry-sponsored research agreements, yielding an additional \$925,000 in R&D for the University. The \$5.5 million in income is larger than that of all of FY99 and represents the most ever earned in a single quarter.

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(508) 856-1626

## **UMass Boston Hosts Envirotech Capital Conference**

UMass Boston's Environmental Business and Technology Center (EBTC), in collaboration with the Environmental Capital Network and the Investors' Circle, hosted the first annual Angels for the Environment Investors' Forum in December. The conference featured presentations from 12 companies commercializing environmental and energy technologies and offered unique networking opportunities for participants. EBTC helps entrepreneurs commercializing environmental technology to establish the strategic technical and business relationships they need to succeed. The Investors' Circle is a national network of angel investors, venture fund managers, and entrepreneurs seeking to achieve social, environmental, and financial returns. The Environmental Capital Network works to facilitate financing for companies commercializing environmental technologies, products, and services.

Contact: William Brah, Director,  
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# Benchmarking the State of the Economy

## **UMass Boston Analyzes Medical Device Industry**

UMass Boston professors Alan Clayton-Matthews and Susan Machuga, assisted by Ph.D. candidate Udaya Wagle, are developing a profile and analysis of the medical device industry in Massachusetts. The Massachusetts Medical Device Industry Council (MassMEDIC) and the UMass Economic Project are providing support for this project. The study and its findings will be presented on May 7 at the council's annual meeting, which coincides with the organization's fifth anniversary. MassMEDIC is an industry association comprised of more than 200 companies and organizations throughout the state.

Contact: Alan Clayton-Matthews,  
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(617) 287-6945

## **Winter Benchmarks Released**

The Winter 2000/2001 issue of *Massachusetts Benchmarks* was released in January. It includes an analysis by Beth Almeida on the development of jet engines production in New England. David Terkla of UMass Boston profiles the metro-Boston region by examining contrasts in sub-regional economies. Alan Clayton-Matthews, also on the UMass Boston faculty, provides his quarterly analysis of trends in the state economy in "Massachusetts Currents." This and past issues of *Benchmarks* can be found on the Web at [www.massbenchmarks.org](http://www.massbenchmarks.org).

Contact: Lynn Griesemer, UMass Donahue Institute, Office of the President  
(617) 287-7045

## **Agriculture Sector Reviewed by Amherst Faculty**

Professors Daniel Lass and Richard Rogers of the UMass Amherst Department of Resource Economics led a study about the economic impacts of agriculture in Massachusetts. The study consists of four working papers and a stand-alone executive summary documenting the vitality of the state's agriculture industry. Together, the state's food processing and farming sectors employ over 40,000 people on a full- or part-time basis. Moreover, farm-product sales from the Commonwealth's farms reached an all-time high of \$454 million in 1997. The Massachusetts Department of Food and Agriculture, UMass Amherst, and the UMass Economic Project funded this study.

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UMass Amherst (413) 545-1501

## **UMass and State Agencies Create Health Care Benchmarks Web Site**

Concern about the financial well-being of the Commonwealth's health care system has prompted a joint venture between the University and state government to create a public Web site detailing information about hospitals, HMOs, Medicare, and treatment options. Organized by the Executive Office of Health and Human Services, the Office of the Governor, and the University, the Massachusetts Health System Benchmarks Communication Project will compile information from many different sources into a single, user-friendly Web site. The site will use health care data — such as the number of uninsured residents and hospital beds per person — to compare Massachusetts to

the rest of the country. The project is being funded by the University and both agencies.

Contact: Lou DiNatale, McCormack Institute, UMass Boston (617) 287-5560

## **I-495 Center and EOEA Launch Community Preservation Institute**

The Executive Office of Environmental Affairs and the UMass I-495 Center for Professional Education recently celebrated the opening of the Community Preservation Institute for community leaders. It will provide newly elected and appointed officials with information about zoning and permitting laws and other tools to assist in growth management. An initial conference program was co-sponsored by the Massachusetts Technology Collaborative, the Metropolitan Area Planning Council, the MetroWest Growth Management Committee, and the I-495 Technology Corridor Initiative. The center itself was made possible by a grant from the EOEA as part of its community preservation initiative.

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# Economic Development Staff News

## President Bulger Establishes Corporate Relations Unit

President Bulger recently approved the creation of the Corporate Relations Unit within the Office of the President to coordinate efforts in developing strategic, system-wide partnerships with key Massachusetts companies and institutions. The intent is to work with these institutions to replicate the highly successful partnership UMass has developed with Fidelity in recent years.

Karin McCarthy, who skillfully developed our partnership with Fidelity, will be director of this unit. She previously served as the director of Corporate Education and Training at the UMass Donahue Institute. Mary Ellen Bavaro has been hired as associate director. She comes to UMass with 10 years' experience at Jobs for the Future, a national non-profit organization focused on public/private partnerships in workforce development and educational reform.

### CONTACTS

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can be found on the Web at  
[www.umassp.edu/admin/news/inbrief](http://www.umassp.edu/admin/news/inbrief)

# Upcoming Events

**March 31** 8 AM to 5 PM, Computer Science Research Center, UMass Amherst  
**Flight School II**

Mass Ventures and the UMass Five College Entreclub ([www.entreclub.org](http://www.entreclub.org)) are developing a day-long seminar on business plan writing and development. There is a \$20 registration fee for students and a \$100 fee for non-students. For more information, contact Mass Ventures, (413) 587-2150, or [www.massventures.com](http://www.massventures.com).

**April 6** 8 AM, JFK Library, Dorchester  
**Green Chemistry Symposium**

The First Annual Massachusetts Green Chemistry Symposium, sponsored by UMass Boston, helps businesses develop and work with chemicals in an environmentally responsible manner. The event is co-sponsored by the Executive Office of Environmental Affairs, Massachusetts Biotech Council, and Associated Industries of Massachusetts. For more information, contact William Brah, Director, UMass Boston Environmental Business and Technology Center (617) 287-7723.

**May 3** 6:30 PM, Mahar Auditorium, UMass Amherst  
**UMass Five College Entreclub \$10,000 Business Plan Competition**

A semester-long competition culminates as three finalist teams present their high-growth business plans to a panel of judges for \$10,000 in prize money and services. For more information, see the UMass Five College Entreclub Web site: [www.entreclub.org](http://www.entreclub.org).

**May 9** 8 AM, World Trade Center, 164 Northern Avenue, Boston  
**Environmental Capital Forum**

Sponsored by UMass Boston's College of Management, this forum offers businesses with environmental technologies, products, and services an opportunity to present business plans to investors. For more information, contact William Brah, Director, UMass Boston Environmental Business and Technology Center (617) 287-7723.

**May 16** 9 AM to 11:30 AM, Sheraton, Needham  
**Engineering in Massachusetts Collaborative's (EIMC) Semiannual Event**

This meeting will focus on the Commonwealth's growing need for a skilled workforce in the fields of science, engineering, and technology and how industry can become better aware of its role in the development and education of the future workforce. For more information, contact Pamela Jahngen-Provencal, EIMC (978) 934-2572.