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Master of Science Degree Program,
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SCHOOL OF
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SOUTHERN CONNECTICUT
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BACHELOR'S DEGREE (COLLEGE, YEAR AWARDED)

UNDERGRADUATE MAJOR

Application materials and Graduate
Catalog are available at
www.SouthernCT.edu

"The Research, Statistics and Measurement (RSM) program provided me with a strong background in both the theoretical and applied science of research and measurement. This combination of training in application as well as theory allowed me to make immediate contributions to the business of the company from the outset of my hire and has resulted in a very successful career with NES."

Sharon Downs, Senior Area Director
National Evaluation Systems, Inc.

3M-1/03

WHY SOUTHERN?

Since its founding in 1893 as a teachers college, Southern Connecticut State University has a long and proud tradition of training people in applied fields of study. Today, Southern graduates more teachers than any other institution in Connecticut. The RSM program, inaugurated more than 30 years ago by Professor Emeritus Shawky Karas, continues that tradition, placing hundreds of its graduates in a variety of research positions throughout Connecticut and the United States. Early graduates of the program now hold senior executive positions in research. With the pervasive need for research skills outside the proverbial "research department," graduates take positions in an array of departments, functions, and organizations not traditionally considered part of the research milieu. This paradigm shift has expanded the opportunities for capable RSM graduates.

As the leading institution for advanced education in the CSU system — and one of the 10 largest graduate schools in New England — Southern has gathered a faculty rich in applied knowledge and theory. Specifically, the RSM faculty brings a blend of "real world" experience to its students, having served in research related positions in both corporate and non-profit organizations.

Finally, Southern's current multimillion dollar capital improvement of facilities underscores Southern's commitment to provide quality educational programs like RSM to serve Connecticut and its residents.

DEPARTMENT FACULTY

- ♦ **Dr. William Diffley**, Director RSM Program, Ph.D., University of Connecticut. Areas of specialty: measurement, statistics, and research design.
- ♦ **Dr. Brian K. Perkins**, Ed.D., Columbia University. Areas of specialty: applied research and Monte Carlo simulation methods.
- ♦ **Dr. Cathryn Magno**, Ph.D., Columbia University. Areas of specialty: qualitative research and research methodology.
- ♦ **Dr. Melvin Prince**, Ph.D., Columbia University. Areas of specialty: marketing research, survey research, and multivariate analysis.

Dr. William Diffley, Director
Wintergreen Building
501 Crescent Street
New Haven, Connecticut 06515-1355
(203) 392-5911 • difflerw1@SouthernCt.edu

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SOUTHERN CONNECTICUT STATE UNIVERSITY



SCHOOL OF
GRADUATE
STUDIES

MASTER OF
SCIENCE
DEGREE
PROGRAM

in

RESEARCH,
STATISTICS &
MEASUREMENT

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New Haven, CT



WHY AN M.S. IN RESEARCH, STATISTICS, AND MEASUREMENT?

Today's information-driven world, enabled and accelerated by technology, depends on information for decision making, for charting a course of action, and for evaluating the outcomes of that action. Not only must we be prepared to ask the right questions, we must determine the appropriate methods and measures to gain the right information. Once in hand, this information must be skillfully analyzed and interpreted for decision makers. This is the daily process that public and private sector business and industry apply to understand, explain, and predict events. In short, these are the skills of a research professional — skills that are a pervasive and generic element of success for every organization or enterprise.

The research, statistics and measurement (RSM) curriculum is an applied program grounded in what executive search firms, business, and industry define as core skills needed in this information age. In addition to the historic place of these skills in research departments and research organizations, skill in the logic of research, as well as acumen in measurement and statistics, are now valued across the business enterprise. For example, call centers now develop staffing models using sophisticated measurement tools and multiple regression analysis. Their staffs must have a working knowledge of such methods and tools.

Southern's M.S. program in research, statistics and measurement is a 33-credit interdisciplinary program for those who aspire to a research-related position or who want to expand their roles in existing positions. This program also offers a sound foundation for Ph.D. study. The core curriculum includes applied courses in univariate and multivariate statistics, measurement, computer science, and courses in research methods with applications in a variety of areas. Students complete a thesis in an applied area of research related to their professional goals. Students utilize statistical software (SPSS and SAS), available in computer labs throughout the university, to perform analyses on a variety of data sets and research problems. In addition, research internships that serve the professional aspirations of students are sought in a variety of Connecticut service and product businesses.

*A Campus of the
Connecticut State University System
An equal opportunity university*

"The skills, knowledge, and insights gained from the RSM program provided the foundation for my career in research, a career that has covered a broad spectrum of industries, ranging from academic to government to private industry. In the years since I completed my studies, I have found that the methods, rigor, and discipline of this program are still relevant, regardless of the industry or field of specialization."

Jeffrey W. Blodgett, Vice President, Research
Connecticut Economic Resources Center, Inc.

Program Characteristics

Diversity: The program welcomes applicants from diverse backgrounds and experiences who have demonstrated an aptitude and interest for quantitative course work. Past graduates have had undergraduate majors in such diverse areas as health care, mathematics, psychology, sociology, business administration, engineering, education, and computer science.

Program Delivery: The program is taught on Southern's campus, with courses offered during evening hours. Arrangements can also be made to have this program delivered on-site for businesses interested in a "cohort" delivery model.

Student Cohort: The on-campus program also employs a "cohort" model with courses beginning in the fall semester. Typically, the cohort will complete the program, including the thesis, at the end of its fourth consecutive semester.

Faculty Expertise: The core faculty consists of full-time university professors with backgrounds in a variety of research related areas including statistics, measurement, computer science, and applied fields of inquiry.

Unique Curriculum: Founded more than 30 years ago, the RSM program is unique in the New England area, building on a long heritage of excellence. Unlike typical research programs that are designed for specific academic disciplines like psychology or sociology, the RSM program is aimed at providing students with a skill set that can be applied in a variety of business environments as well as research focused organizations. RSM graduates have careers in a broad spectrum of business, public service research firms, and academic institutions.

Rigor: The interdisciplinary curriculum is based on an assessment of the competencies, knowledge, skills, and dispositions that practicing professionals, executive placement firms, and current and prospective employers of RSM graduates consider "hot" skills in the research community. Course content, application assignments, and the thesis are designed to enable students to develop high levels of competency.

Visit the Southern Connecticut State University
Graduate School Home Page:
www.SouthernCT.edu
Call toll-free: 888-500-SCSU (7278)
or 203-392-SCSU

RESEARCH, MEASUREMENT, & STATISTICS PROGRAM DESIGN

