Purposeful Work Practitioner-Taught Courses

- Short Term courses for academic credit
- Taught by expert practitioners outside of the Bates faculty
- Topics beyond the regular course offerings at Bates
- Expose Bates students to worlds of work, add to their practical skill set, broaden their networks

Short Term 2014 and 2015 Classes:

Practicum in Digital Innovation. Ben Schippers ’04 and Will Schenk, co-founders, Happy Fun Corp
Practicum in Entrepreneurship. Darrell Williams ’86, Founder, HealthTech Maine and Eighteen Ventures
Practicum in Graphic Design. Brandy Gibbs-Riley ’96, Principal, Gibbs Riley Design
Practicum in Healthcare Administration. Shannon Banks ’85, P’14, Senior VP, Martins Point Healthcare
Practicum in Mediation and Restorative Justice. Elaine Bourne, JD, Community Mediation Services Program, Volunteers of America; Barbara Blazej P’96, and Margaret Micolichek, Restorative Practices Collaborative of Maine
Practicum in Music Production, Recording and Mixing. Jonathan Wyman ’97, owner, This Sounds Good
Practicum in Social Change Organizing and Advocacy. Craig Saddlemire ’05, community organizer; Sarah Standiford ’97, Regional Field Manager, Planned Parenthood, Aditi Vaidya ’00, Program Officer, Solidago Foundation
Practicum in Urban Planning. Mike Lydon ’04, Principal, The Street Plans Collaborative

Reaching Students (151)

27% in humanities; 10% science and math; 52% social sciences, 16% interdisciplinary majors. (Including double majors)
High demand for the courses, with twice as many applicants as slots.

Value

98% of students agree that PTCs are a valuable addition to Short Term offerings.

“Great course. The Practitioner-Taught courses are an amazing addition to the Bates curriculum.”
“T think the Practitioner Taught Courses are perfect for short term because they relate what we learn to the real world.”
“This is what short term should be all about”
“What a special short term opportunity- Thank you!”
“It was a great experience and I would recommend it to everyone.”

97% of students agree their topic is a valuable addition to Short Term.

-“The perfect short term class.”
-“One of the best classes I have taken at Bates.”
-“It would be a crime not to offer this course again. It was a joy to meet in class every day.”
-“Mike was a PHENOMENAL instructor! I am so glad I had this opportunity to work with a professional in a field that I generally want to continue exploring and learning more about…”

Some of the Skills PTC students have gained:

- Power analysis
- Ruby on Rails
- Signal flow analysis
- Budgeting
- App construction
- Adobe InDesign
- Production team communication
- Tactical Urbanism demonstration
- Funding pitch
- Building a digital art portfolio
- Presenting a business proposal
- Role play
- Grassroots organizing
- Proposing a campaign for social change
- Two-Page Executive Summary
- Elevator pitch
- Presenting persuasively
- Visual persuasion
- Conflict management
- Adobe Illustrator
- Feedback and debriefing
- Product discovery
- Emotional literacy
- Volunteer recruitment
- Site analysis
- Building a business case
- Adobe Photoshop
- Garage Band, Reaper, Pro Tools
- Market identification and analysis
- Creating a graphic brand

Some of the Final Projects students have produced:

- Elevator pitch for funding
- Graphic brand for Bates Dining’s Harvest Meal
- Original mix of music
- Healthcare solution proposal
- Digital application
- Functional, interactive website
- Restorative Justice Circle
- Bicycle Lane in Downtown Lewiston
- Social Change Campaign Proposal
- Conflict Case Study