



1 January 2022

Dr. Richard Maybury, President
The Knowles Johnson Institute of Graduate Studies
Beverly, MA 01966
WWW.KNOWLESJOHNSONINSTITUTE.ORG

Dear Prospective Founding Benefactor:

I hope you and your family are safe and healthy in the new year. We are unquestionably living in interesting times. The world is in chaos. Life will never be quite the same and our future depends on our ability as a nation to reinvent ourselves.

Our country and the world need experts in redesigning organizations, within a global context, that are able to simultaneously assess, adapt and improvise in a fast-changing volatile world. The Knowles Johnson Institute of Graduate Studies (KJI) graduates will become the organization and human asset *architects* and *navigators* supporting leaders in their quest to evolve their enterprises to successfully compete long into the future.

The Knowles Johnson Institute of Graduate Studies

In October of 2021 the Massachusetts Board of Higher Education granted the *non-profit* Knowles Johnson Institute of Graduate Studies the right to confer Master's and Doctoral degrees in Human and Organizational Development, with nine specializations.

KJI is the *only school of its kind* in curriculum, outcomes and practicing scholar learning models in the country. Every course applies academic rigor and discipline to field-base practicums that produce experienced professionals ready to transform the organizations and the lives of those they will serve upon graduation.

Knowles Johnson Institute students are mid- and third-career professionals and veterans seeking career transitions to pursue their personal aspirations to make a difference in the lives of others and the organizations they serve. Uniquely, KJI veteran students bring a passion to build on their military leadership skills and experiences to lead and orchestrate success in organizations.



Would You Become A Founding Benefactor?

The Knowles Johnson Institute is among the very few educational institutions in the country capable of preparing professionals to drive the transformation of community and corporate organizations, creating opportunity out of the chaos and adversity. Nurturing enterprise and individual potential for the greater good is the ultimate goal of a KJI experience:

“The greater danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark.”

Michelangelo



Your financial support will go toward:

1. **Scholarship Funding:** KJI students will include single parents, non-profit professionals, veterans and others who are financially challenged in regards of funding a graduate education
2. **Acquisition of Research and Library Resources.** As a new university, research tools, databases and other materials are critically important to student success.
3. **Academic Infrastructure Development.** Startup acquisition and development of technology, learning resources, and administrative support systems.



According to the Department of Higher Education, KJI is *the first startup stand-alone graduate school approved in over twenty years*. KJI's financial model demonstrates the university will be cash-flow positive in three years.

Would You Become A Founding Benefactor?

Over \$600,000 has already been invested in the development of the university and its systems. Pledges have been made to provide resources over the next few years. We still need to raise \$900,000 to complete the launch our innovative university.

Any amount will be greatly appreciated. Two options are available for your convenience:

- Make a donation online with a credit card at:
<https://www.knowlesjohnsoninstitute.org/?donation>
- Send a check to:
Knowles Johnson Institute of Graduate Studies
c/o Dr. Rick Maybury, President
1 Squam Hollow
Rockport, MA 01966



As a Founding Benefactor, you will be permanently memorialized in a prominent place in the university.

Interested in Learning More?

If you are interested in learning more about KJI, please call or email Dr. Rick Maybury to arrange a meeting:

Telephone: (508)878-5537
Email: RMAYBURY@KJIGS.ORG

Thank you so very much in advance! Your contribution will be making a difference in many lives to come.

Sincerely for the Board of Trustees and our future students,

Rick Maybury

Dr. Richard Maybury, President



THE KNOWLES JOHNSON INSTITUTE OF GRADUATE STUDIES FACT SHEET

Why a new graduate school?

The global economy and the nature of work were already in the midst of fundamental change, and then the current crisis accelerated the necessity for unprecedented transformation. Our country, businesses and community organizations are not well-prepared or designed for the recalcitrant world thrust upon us.

Our collective future, personal and business, is dependent on organizations becoming flexible, adaptable, resilient and able to develop workforces to learn quickly and operate in a multidisciplinary environment. The competitive future depends not on attacking markets but optimizing the capabilities of our human assets to be both multi-skilled and expert.

KJI is preparing the architects and navigators that will guide leaders and organizations to persevere and succeed into the future.

Organizations need experts and leaders who are skilled at: designing change-able organizations, building adaptable organizational dynamics, and the science of adult learning and motivation.

KJI is the ***only university in the country*** offering the combination of its interdisciplinary program in the sciences of organizational systems and human development delivered in the modality of an in-person, mentored educational model.

The Vision

The Knowles Johnson Institute for Graduate Studies aspires to transform the lives of diverse adult learners to create values-based practicing-scholars who make a difference in the worlds in which KJI graduates live and work.

KJI's students are shepherded through a rigorous, research-based, scholarly experience profound in its application of theoretical principles to real-world applications. Academic and practitioner learning are grounded in principles of ethical professional and community responsibility.

The Knowles Johnson Institute will award Masters and Doctorate degrees in Human and Organizational Development. KJI graduates will become:

- Business and Community Organization Leaders
- Learning and Organizational Development Executives
- Global Consultants and Board Advisors
- Chief Human Resource, Chief Learning and Chief People Officers
- Transformational Change Agents for Companies and Non-Profit Organizations
- College and Corporate Educators





Who will be Knowles Johnson Institute students?

KJI is distinctly and uniquely for *mid-career* and *third-career students* who are aspirationally-driven. KJI students will have real-world experiences and come from diverse cultural and socio-economic backgrounds. Their mindset and backgrounds will be:

- **Devoted self-directed learners** who have a curiosity to understand the world, a passion for improving the lives of others, and comfort with ambiguous and oblique situations. They strive to analyze, innovate and solve complex multidisciplinary problems that others find impossible. Most importantly, our students will have a love of the unknowable that inspires their passions to understand and conquer.
- **Single parents and inspired individuals** who have dedicated the first 20 years of their career to taking care of their families and now want to invest in themselves and pursue their personal aspirations both to make a difference in others' lives and the organizations in which they work.
- **Veterans** who want to further their leadership development and seek to grow their military experiences leading, building teams, and motivating staff in companies and non-profit organizations.
- **Third-career professionals** who have had fulfilling corporate careers and now aspire to lead or provide professional guidance to non-profit organizations.



What is unique about a Knowles Johnson Institute experience?

The many unique attributes of KJI's highly integrated education include:

- **Personal transformation and pragmatic application** resulting from the student's ability to design the focus of their individual courses and specialties to specifically empower their personal and professional aspirations and goals.
- **100% face-to-face faculty mentoring and small intensive collaborative learning groups** with student colleagues, synergizing personal growth, and building life-long learning community relationships. One-to-one student faculty ratio.
- **Student-centered and self-directed** education model. KJI students pursue their personal passions, designing for their individual learning styles, in the context of the environments in which they want to pursue and effect success.
- **Unique, broad and deep** theoretically sound, research-based, and practically applied curriculum that enables the students to robustly exploit the building of expertise in the specialties of their choice.
- **Professional internships and practicums** delivering student experience analyzing, diagnosing and creating solutions to real-world problems and organizations.
- **Creates expansive independent professionals** who are capable of working ubiquitously in any industry, in global cultures and with any type of organization.
- **Flexibility** to individually design the cadence of the student's program to accommodate the student's demanding lives.



Accomplishments in building KJI.

The development of the Knowles Johnson Institute began in 2011, with over 100 colleagues and thousands of hours of creative investment accomplished thus far. KJI is ready for licensing and launching the school now having accomplished:

- Extensive national market research for the design of the curriculum, concluding that KJI is the only program in the country precisely of its kind.
- Extensive curriculum designed for both a Masters and Doctorate degree.
- Five-year budget and operational design, KJI is projected to be cash flow positive in the middle of its third year of operation.
- Recruiting an impressive Board of Trustees that include business and academic leaders with global experience.
- “Hiring” 35 faculty who will begin upon the launch of KJI.
- The Massachusetts Board of Higher Education has granted the right for KJI to award both Masters and Doctoral degrees.
- The design of a short-term and long-term benefactor fund raising strategic plan.

Scholarships and fund raising.

The Knowles Johnson Institute is a tuition-driven institution. KJI’s fund raising goals are:

1. **Start-up Infrastructure Investment.** The infrastructure investments of over \$600,000 have already been raised with an additional \$1,000,000 pledged for 2022.
2. **Scholarship Funding:** Sponsoring scholarships for our single parent students, veterans, and other worthy mid- and third-career learners simultaneously supports KJI’s efforts to reach cash flow positive within the first three years. The goal is to raise an additional \$900,000 for KJI’s scholarship endowment fund and early support of Institute operations.

Knowles Johnson Specializations.

Students can take up to two specializations or choose a multidisciplinary degree. Additional post-doctoral certificate specializations may also be earned. All specializations are taught from a global context. The Areas of Specialization are:

- Adult Learning and Development
- Neuroscience and Learning
- Organizational Analysis and Design
- Organizational Psychology
- Instructional Design and Development
- Organizational Leadership Studies
- Global Organizational Change
- Organizational Leadership in Healthcare
- Non-Profit Organizational Leadership

