Public Administration MPA

002 Maintain MPA Enrollment

Goal Description:

The MPA program will explore ways to maintain student enrollment.

Providing Department: Public Administration MPA

RELATED ITEMS/ELEMENTS -

RELATED ITEM LEVEL 1

002 Maintain MPA Enrollment

Performance Objective Description:

The objective is to maintain enrollment levels at 65 students.

RELATED ITEM LEVEL 2

001 Maintain MPA Enrollment - Marketing

KPI Description:

The MPA program will explore new ways to market the program, including expanding the mailing of program materials, developing key words for internet searches, the use of social media, and the purchasing of targeted advertisements.

Results Description:

Completed in AY 2021-2022. Online marketing campaign initiated and in place throughout the 2021-2022 academic year. In addition, several conferences (Texas Emergency Management Conference, Houston Fire Department College Fair) were identified and attended in Spring 2022 for the purposes of recruitment.

RELATED ITEM LEVEL 3

002 Maintain MPA Enrollment - Marketing

Action Description:

The MPA program met or exceeded the KPIs and criterion regarding enrollment and marketing. Below are some of the major accomplishments by the program:

1. The MPA program has revised its online marketing campaign and started campaigning on new social media platforms (e.g., Google, Facebook, YouTube). The program will continue its online marketing campaign and make revisions as needed.
2. The MPA program sponsored the 2022 Texas Emergency Management Conference (San Antonio, May 31 - June 3). As part of the sponsorship, the Program has a booth at the Conference site. Three faculty attended the conference to market the program and recruit students.
3. The MPA program was invited to the Houston Fire Department College Fair (June 15) to promote the program. Two faculty attended the fair and marketed the program.
4. The MPA program has started exploring new venues for marketing the program and recruiting new students.
5. The MPA program hosted a virtual MPA open house for prospective students.

RELATED ITEM LEVEL 2

002 Maintain MPA Enrollment - Website

KPI Description:

The MPA program will undertake steps to develop a program website.

Results Description:

The program completed its website and continues to add new content.

002 Maintain MPA Enrollment - Website

Action Description:

The MPA program has met or exceeded its KPI and criterion for MPA Enrollment - Website.

The program website is complete and continues to add new content as needed.

Written Comprehensive Exams

Goal Description:

Students will gain knowledge and skills that are associated with advanced degrees in public administration.

Providing Department: Public Administration MPA

RELATED ITEMS/ELEMENTS -

RELATED ITEM LEVEL 1

Written Comprehensive Exams

Learning Objective Description:

Students must demonstrate competency in the some of the core areas of public administration including financial management, research methods, and ethics.

RELATED ITEM LEVEL 2

Written Comprehensive Exam Outcomes

Indicator Description:

We utilize written comprehensive exams as a tool for measuring students' knowledge and skills. Prior to graduation students complete three written comprehensive exams in areas relevant to their coursework. Exam questions are written by faculty with expertise in the students' areas of study and the questions are based on the comprehensive exam reading lists and the content of the overview courses (see department level goal of revise written comprehensive exam process for more information on the reading lists and overview courses). Students' exams are graded by at least two faculty members (more when possible) who have expertise in the areas of study pursued by students. Exams are assigned one of the following scores: high pass, pass, and no pass. If the two faculty members issue conflicting scores (e.g., pass and no pass), a third faculty member will be asked to score the exams and issue a final ruling.

Criterion Description:

We expect that at least 80% of our students will pass their exams on the first attempt and that 100% of the students who have to take the exam a second time will pass.

Findings Description:

In the 2021-2022 academic year, 17 students completed the comprehensive exam in the MPA program:

- Fall 2021: 11 students attempted with 10 (90.91%) passing on first attempt; the 1 student who needed a second attempt successfully passed (100%)
- Spring 2022: 6 students attempted with 5 (83.33%) passing on first attempt; the 1 student who needed a second attempt successfully passed (100%)

RELATED ITEM LEVEL 3

Written Comprehensive Exam Outcomes

Action Description:

The MPA program met or exceeded the KPIs and criteria for comprehensive exam outcomes.

More than 80% of the MPA students who took comprehensive exams passed on their first attempt; 100% of the students who had to take the exam a second time passed their exams.

New Update to Previous Cycle's Plan for Continuous Improvement Item

Update to Previous Cycle's Plan for Continuous Improvement Item

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Closing Summary

For 2021-2022, the department has several goals for the MPA program:

1. Continue to work with EMC to develop long-term marketing strategy.
2. Complete hire of new tenure-track faculty member focused on public administration.
3. Develop a new MPA program concentration in Public & Nonprofit Management.
4. Continue to explore different options for assessing SLOs within the program.

Update of Progress to the Previous Cycle's PCI:

In 2021 - 2022, the MPA program:

1. Has worked with the EMC for marketing strategy and campaigns
2. Hired a new tenure-track faculty member
3. Developed a new course on nonprofit management that would contribute to the new MPA concentration in Management
4. Has explored different options for improving the program.

New Plan for Continuous Improvement Item

Closing Summary:

In the 2022-2023 academic year, the MPA program will look to accomplish two goals in addition to standard learning objectives for students:

1. Increase enrollment. After steady growth over the previous 5 years, the program's growth has fallen off the past three years largely due to COVID-19. In Spring 2022, we successfully marketed the program at two conferences. These efforts directly resulted in at least three applications. We will look to continue these efforts in AY22-23
2. Develop MPA courses in Blackboard Ultra and work with SHSU Online to layer in a premium experience. This will result in a cohesive, professional experience across the entirety of the program, something we think will benefit our students, increase student satisfaction, and ultimately become a recruiting point for the program.