

Public Administration MPA

Knowledge and skills that are associated with advanced degrees in public administration.

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

Demonstrate competency in the some of the core areas of public administration

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:

Across Summer 2022, Fall 2022, and Spring 2023, twenty-one (21) students attempted the MPA comprehensive exam.

- Summer 2022: 7 taken (6 first attempt, 1 second attempt); all 6 first-time students passed; 1 second-time student passed.
- Fall 2022: 8 taken (all on their first attempt); 7 passed, 1 failed on one subject area (Public Service Perspective).
- Spring 2023: 6 taken (5 first attempt, 1 second attempt); all 5 first-time students passed; 1 second-time student passed.

In total, 20 students (95.24%) passed on their first attempt. Of those that made a second attempt, 100% passed.

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.

We plan to continue to use this instrument for assessing student learning outcomes.

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

Maintain MPA Enrollment

Performance Objective Description:

The objective is to maintain enrollment levels at 65 students.

RELATED ITEM LEVEL 2

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.

Target Description:

This objective will be achieved if the program can produce at least one new marketing prospect in 2022-2033 (i.e., new conference to hold a booth at, new advertising campaign, new mailer, etc.)

Results Description:

The MPA program continued its online media advertising in AY22-23. In addition, the MPA marketed at both the Texas Emergency Management conference and the Houston Fire Department College Fair. These were not new marketing prospects per se but the level of engagement at the Emergency Management conference was higher (bigger spend on sponsorship, etc.)

RELATED ITEM LEVEL 3

Maintain MPA Enrollment - Marketing

Action Description:

These marketing campaigns are beginning to show results as enrollment is moving upward. Plan to continue into AY23-24.

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

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

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.

Update of Progress to the Previous Cycle's PCI:

In 2022-2023, the MPA program:

1. Has worked with the EMC for marketing strategy and campaigns
2. Began to work toward developing MPA courses in Blackboard Ultra and worked with SHSU Online to think about how to layer in the premium experience.

New Plan for Continuous Improvement Item

Closing Summary:

In 2023-2024, the MPA program will:

1. Engage in a modified (simplified) version of strategic planning (Fall 2023)
2. Hire a new tenure-track faculty member
3. Continue to focus on marketing the program to increase enrollment.
4. Explore different options for improving the program.