

History and Political Studies MA

Knowledge and Skills

Goal Description:

This program serves graduate students who have interdisciplinary interests and educators who want to expand their professional credentials to teach secondary courses in both history and government.

Providing Department: History and Political Studies MA

Progress: Ongoing

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Graduate-Level Understanding of History and Political Studies

Learning Objective Description:

Upon completion of the MA in History and Political Studies, students will be able to evaluate and apply each field's methodological and conceptual approaches, as well as discuss significant research in both disciplines.

RELATED ITEM LEVEL 2

An Interdisciplinary Portfolio

Indicator Description:

In their final semester, students will submit an interdisciplinary portfolio that reflects their development and work in the program. The portfolio shall consist of a synthetic essay that builds connections between history and political science courses, addressing a broader interdisciplinary question; either an annotated bibliography of books and articles read throughout the program, or a teaching portfolio consisting of a statement of teaching philosophy for history and political science courses and draft syllabi; and a compilation of written work from completed courses.

Criterion Description:

We expect that at least 80% of students will submit a passing portfolio in their final semester and that 100% of students who must submit a revised portfolio will pass by the end of the next long semester.

Findings Description:

As Spring 2024 was the inaugural term for this program, no students have yet progressed to the portfolio stage.

RELATED ITEM LEVEL 3

Action - Interdisciplinary Portfolio

Action Description:

In recent conversations between the History and Political Science departments, we attempted to coordinate our processes and expectations regarding the HIPS final project. History already has a final project in play for its capstone course. They use this project as their final assessment for their MA program. The Political Science department has decided to balance things by embedding its own portfolio process in a capstone course. Going forward, HIPS students will choose one of the capstone courses (either HIST or POLS) to complete this aspect of their degree requirements.

RELATED ITEM LEVEL 1

Develop a Digital Marketing Campaign

Performance Objective Description:

The program directors will work with Enrollment Success and Marketing and Communications to develop a digital marketing campaign for the recruitment of students.

RELATED ITEM LEVEL 2

Decide on Campaign and Set Initial Aspects in Motion

KPI Description:

Following meetings with Marketing and Communications, the program directors and departmental chairs shall meet to determine the scope of the digital marketing strategy, given available resources. This will be done in consultation with the CHSS Dean's office.

Target Description:

When evaluating the performance of digital ads, success is often defined as results that fall above the industry benchmarks for click through rate, below the industry benchmarks for cost, and generate at least one inquiry.

Results Description:

A new digital ad campaign ran from late April through late June 2024, with the following main results: 150,210 impressions and 1,654 clicks, with a click through rate of 1.19%; 150 total conversions, with a conversion rate of 7.13%; and a cost per click of \$3.63 and a cost per total conversion of \$40.02.

RELATED ITEM LEVEL 3

Action - Decide on Campaign and Set Initial Aspects in Motion

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Based on a briefing the CHSS chairs received from IMC in July 2024, we are in a holding pattern now with respect to continuing a digital campaign in AY24-25. Our understanding is IMC put out an RFP for additional vendors. We are awaiting the outcome of that process. If and when IMC clears us to move forward with the new vendor(s), we will explore those options given costs and our departments' budgets.

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

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

This is a new unit for the 2023-2024 cycle. No previous PCI available.

Update of Progress to the Previous Cycle's PCI:

This is a new unit for the 2023-2024 cycle. No previous PCI available.

New Plan for Continuous Improvement Item

Closing Summary:

For AY2024-2025, we have two specific actions for the HIPS program:

1. Finalize the process of establishing the POLS capstone course. This will mirror the HIST capstone course so that students will choose one or the other (depending on their substantive interests) in order to complete this aspect of their degree programs.
2. Work with the Director of Marketing for CHSS to develop a marketing strategy for the program. This will likely include investing in digital advertising consistent with what we did in summer 2024.

All work on HIPS will be a combined effort of the graduate directors in the departments of political science and history and the department chairs of the departments of political science and history.