Public Administration MPA

Increase MPA Enrollment

Goal Description:

The MPA program will explore ways to increase student enrollment.

Providing Department: Public Administration MPA

RELATED ITEMS/ELEMENTS --

RELATED ITEM LEVEL 1

Increase MPA Enrollment

Performance Objective Description:

The objective is to increase 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 2023-2024 (i.e., new conference to hold a booth at, new advertising campaign, new mailer, etc.)

Results Description:

In 2023-2024 the director of the MPA program contacted several alumni resulting in a least two new marketing prospects. Please see the attached report.

Attached Files

📄 Marketing Plan 2024 - 2025.xlsx

RELATED ITEM LEVEL 3

Maintain MPA Enrollment - Marketing

Action Description:

Working in conjunction with the department chair, the director of the MPA program will utilize the marketing opportunities list put together in 2023-2024 and efficiently expand the MPA program's marketing outreach. This will occur using a combination of advertising in print, online, and at face-to-face conferences.

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.

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:

During the Summer 2023 term, we had five students complete a first attempt on the MPA comprehensive exam. Four students passed on their first attempt. The fifth student passed on the second attempt in Fall 2023.

In the Fall 2023 term, five students completed a first attempt on the MPA comprehensive exam. Four of these students passed on their first attempt. The fifth student passed on the second attempt in Spring 2024.

In the Spring 2024 term, ten (10) students completed a first attempt on the MPA comprehensive exam. All ten of these students passed on the first attempt.

Written Comprehensive Exam Outcomes

Action Description:

We will continue to utilize written comprehensive exams as our primary means of evaluating student progress relative to learning objectives. We will disaggregate future findings to more closely connect exam results to learning objectives.

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

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

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.

Update of Progress to the Previous Cycle's PCI:

In 2023-2024, the department accomplished all of the goals listed in the previous PCI. A new tenure-track faculty member was hired. Dr. Peiyao Li starts in Fall 2024. The members of the MPA faculty gathered and engaged in a simplified version of programmatic strategic planning in August 2023. In Spring 2024, the

MPA director conducted research and discovered several new possibilities for advertising and marketing the program.

New Plan for Continuous Improvement Item

Closing Summary:

In 2023-2024, the MPA program will work toward accomplishing two actions (as detailed in actions)

1. Working in conjunction with the department chair, the director of the MPA program will utilize the marketing opportunities list put together in 2023-2024 and efficiently expand the MPA program's marketing outreach. This will occur using a combination of advertising in print, online, and at face-to-face conferences.
2. For purposes of assessment, we will continue to utilize written comprehensive exams as our primary means of evaluating student progress relative to learning objectives. We will disaggregate future findings in these assessment reports to more closely connect exam results to learning objectives.

The program director will have primary responsibility for these items, working in conjunction with the chair of the political science department.