May 2, 2013
MPA Advisory Board Meeting

Introductions – Mark Imperial
- Low spring class.
- Need more fall applications.
- Twenty percent drop; demographics remained the same.
- Up and down trend; reflects national and state trends.

MPA Open House scheduled for May 7 in Leutze Hall
By this spring, 250+ degrees conferred.

MPA GSA – Lindsay Maher
2012-2013 Highlights
- Networking mixer (Plans to re-do in Fall)
- Alumni roundtable (Plans to re-do in Fall)
- Service project: Joined NC Coastal Federation in building oyster reef
- Social event: Volleyball tournament with faculty and students

Upcoming Goals
- Create alumni chapter
- Host a golf tournament

SENCASPA – Tom Barth
- Monthly networking lunch
- Might attempt to move to later time to boost attendance

NCCMA – Liaison Calvin Peck
- Concerned with training their replacements in cities and municipalities
- North Carolina a great place for local government
- A lot of room for advancement in this field.
- Peck is happy to help anyone looking to enter local government.

Faculty research
- Dr. Brennan: Nonprofit impact on economic development, survey of how
  Quantitative Methods, Philosophical Pragmatism
- Dr. Barth: Facilitate county study of social services and public health.
  Opportunity for students to get field research.
- Dr. Sheridan: Race and conservatism. Received positive feedback for conference
  on poverty.
- Professor Douglas: Planning on a joint Open House in the fall with Wilmington
  Minority Networking Group. Need board members to help promote the event.
- Dr. Brudney: Article accepted to PAR on impacts of new technology. On QENO –
  Lots of activity. Business plan is approved by UNCW. Some of uncertainty
  surrounding QENO has dissolved. Shout-outs to Vanessa Lacer (NPVSQ &
  “Building a Better Wilmington”), Becky Peter (project to measure student
volunteering in community), Gregg (NP Leadership Experience class this summer).

- Dr. Barth: On Academy for Strategic Management – Taking applications for six sessions at $500. Five currently enrolled, but room for more. Board members might help promote and participate in practitioner roundtable.
- Dr. Imperial: Planning Lower Cape Fear Stewardship Development Award and looking for submissions and innovative projects.

**Master of Coastal & Ocean Policy – Dr. Imperial**
- Professional degree program
- Eight admitted, with a 10-student limit
- Will begin this fall

**Faculty Changes**
- Jennifer Biddle
- Laurie Paarlberg: accomplishments, QENO, Texas A&M, thank you
  - Send her a note to wish her well, please.
  - Currently, searching and accepting applications for replacement.

**Accreditation**
- Meeting with site visit team with board members and alumni really helped. Thank you.
- Accreditation team had not concerns; should be reaccredited in June.
- We were commended for a strong and engaged Advisory Board.
- Sheridan: Special thanks to Mark and Angela.

**Brainstorm – Calvin Peck, Chris May, Dr. Barth**
- Ways to add and receive memberships and attendance.
- Started by asking about the purpose of the Advisory Board
  - Is membership as it should be?
  - Is there more we can do?
  - Analyze demographics
- Roles: Why are we here?
  - Quality of students, interaction and feedback from practitioners
  - Find interns – better interact with students, create strong program
  - Networking experience for students
  - Act as advocates for program
    - Group is “not collegial.”
    - Increase interaction with faculty and generation of projects
    - Meet with UNCW governing board
  - Give back and share experiences with students
  - Be a resource
    - Pair up students with Advisory Board members for Capstone
    - Increase contact time with Advisory Board, but need to balance busy, individual schedules.
- Diversity: Mentoring opportunities
- Racial, gender and type of work experiences
  - Feedback from alumni
  - Funnel students to job and intern opportunities in local government
  - Needs to be a “more direct link.”
- Composition of Advisory Board
  - Should reflect the community and student body (nonprofit-heavy)
  - Southeastern North Carolina is a challenge to diversity of roles, experiences and business
  - Represent public administration
  - Must be approachable and accessible
  - Mid-level and above, but same representative for increased consistency
  - The more familiar with program, meetings – the better.
  - More nonprofit representation (one-third of students in concentration)
  - Invite top person at organizations. If he or she is overcommitted, they could choose someone else. Someone with enthusiasm.
  - Need linkages to state and federal government
  - Every concentration should have Advisory Board liaison
- Attendance
  - If a board member never comes to anything, there is little advantage in having them there.
  - Perhaps, there are other opportunities to be involved.
  - Term limits: give feedback, exit interviews.
  - More active roles
  - Passionate attendance
  - Board members need to represent MPA program to own organizations
  - Volunteer to be a part of professors’ panel discussions during classes
  - Advisory Board retreat this summer (half day, morning)
  - Meeting more often, but having shorter meetings.