Advisory Board Minutes:

Welcome
- Dr. Mark Imperial convened the meeting

Introductions
- Went around the room.
  - Chris May announced Calvin Peck will be the new NCCMA MPA liason. Calvin was not in attendance.
  - New member: Pam Foss

MPA Admission Trends
- This year 58 applied, 39 were accepted.
- Large increase in military dependents
- Current enrollment: 81.
  - This falls w/in the top 15-20% of MPA programs for size)
- Diversity trend needs work: recruitment efforts to increase.
  - Asks Advisory panel to help recruit promising minority students
  - Question re: International Students
    - Answer: Our program is not providing any special funding for recruiting international students, but they are an increasing population in the program.
- Recruitment: Open House on October 20th, 5-7pm
  - Encourage people to apply early
  - Target promising minority students
- Program will cross the 200 alumni threshold as of Spring 2011

News & Updates
- Introduced student/practitioner groups:
  - Chris Williams: MPA-GSA
    - Newsletter
    - Events
    - Promotion of Program & Groups: Facebook, Websites, Newsletters
    - Trying to engage students/get more input
  - Ryan Wetherington: SENCASPA
    - Luncheons
    - Funding
    - Have gotten 501©3 status
    - Re-establishing organization
• Now attracting 20+ attendees to events
• 3 practitioners on the board
• 4 Sub committees:
  • Public Servant of the Year Awards
  • MPA liaison
  • SECOPA committee
  • Monthly networking luncheons
• Coordinating with MPA-GSA
  o NCCMA: Chris May
    • Calvin Peck will be liaison to the MPA program
    • Support & Professional development group
    • Wants to reach out to the MPA
      • Support MPA
      • Encourage/support candidates
      • Wants to bring younger professionals into the organization
      • “You don’t have to have been born in the 1950s to be a manager”
  • UNCW very exciting emerging program
  • Yearly meeting: Early next February, Breakfast
    o Young Planners Group
    o Ethic Club
      • Wrote our program’s code of ethics
      • Meet monthly
    o The Coastal Society
      • Cross departmental group

Faculty Research

• Dr. Laurie Paarlberg:
  o Best Paper Award winner at ARNOVA
  o 2 surveys were conducted
    • Local NP survey
    • OLLI survey in conjunction with NC State, UNC Charlotte & Greensboro for “Transphilanthropy” paper
    • Will be presenting at SECoPA & ARNOVA
  o Published this month in various journals
• Dr. John Brennan
  o Working on NP economic growth
  o Working on Sustainability paper with Dr. Dluhy
  o 2 articles under review
• Dr. Milan Dluhy
  o Sustainability project
    • Suzanne Gooding assisting
  o City/County Consolidations: Do they make a difference? Yes, but….
• Dr. Tom Barth
  o Public Administration: Catholic Church Crisis Management:” article published
Mobile government research

- Prof. Angela Douglas
  - Needs assessment re: Women’s Health along the I-74 corridor

- Dr. Mark Imperial
  - International student from China working with him on environmental research

- QENO:
  - Dr. Paarlberg spearheading—“very busy”
  - 2 day NP management institute focusing on collaboration
  - 7 month training of local NP leaders: SNAP
    - 65 participants
    - Recently held graduation

Public Service Awards

- Largest turnout ever: 180-190 attendees
- Event was recorded and will be televised starting Sept 26th on local PBS station
- Still needs more publicity in the community

Fall Academy for Strategic Management

- Dr. Barth leading the academy
- Started end of Sept.
- Advisory Board members are asked to possibly speak on a panel

Lower Cape Fear Stewardship Development Coalition

- 6th Annual Banquet to be held Dec. 9th 2010
- In need of sponsors

Program Development

- Cameron Family Distinguished Professorship of Innovation in the NP Sector
  - Search pushed back to Fall of 2011
  - Anticipated start date of Academic Year 2012-2013

- Master of Coastal Development in the works

- SECoPA: 270 registrants

- BASE: Dottie won award for advocacy on Homeowners Insurance

- NCEDA would like a MPA student liaison

Feedback on MPA Draft Learning Competencies

To lead and manage in public governance

- The second bullet should read “to demonstrate an ability/understanding of the development of resources”. This bullet is unclear as it stands.
- The third bullet should encompass in identifying possible partners “develop an ability to identify and maintain”
- To balance this main goal, there should be more emphasis placed on the leadership. “Envision” should be a part of this competency – under leadership
• How can students identify their own leadership style? How to implement a self-awareness of leadership style?: Self-Assessment? Perhaps a need for more non-traditional teaching methods.
• How to ensure students will have the ability to do these things? How to measure competency?

To participate in and contribute to the policy process
• Add “elected and public officials” component to second bullet.
• Possibly more emphasis placed on understanding levels of government, function of officials, more specifically at the local level (how a bill becomes a law, city council, commissions, mayor/council relationship)
• Ensure students know the policy process, for example “how policy is implemented” at local and state levels.
• Include the impact of federal and state policies on local government
• Basic civics review as cross-concentration requirement.

To analyze, synthesize, think critically, solve problems and make decisions
• Establish an appreciation, understanding of the financial picture, especially budgeting and accounting
• Place large emphasis on cost/benefit analysis, doing more with less and practical analytical techniques
• The cost/benefit analysis should be incorporated with social and environmental impact assessments

To articulate and apply a public values perspective
• Well-written, allows for extensive follow-up by students through applied problems: case studies and analysis important.
• Directs you to a “problem-driven curriculum”- applied problem solving, developing an ethical stance,
• This goal is missing the big picture. There is nothing about the public service aspect. The notion of public service and serving the greater good should be incorporated and it should be instilled in students throughout the program. “We are public servants bc we care about the community, not just about how much money I’m going to make. That’s the MBA guys.”

To communicate and interact productively with a diverse and changing workforce and citizenry
• First two bullets could be combined
• Make sure you incorporate diversity in kinds of communication. Don’t restrict communication
  o Communication should be clear, concise, receivable and non-restrictive
• Big emphasis should be placed on professional and effective written communication
• A major concern is that students/graduates are not writing at a level for which they are reporting
• The last two bullets are extremely important and should be emphasized in the classroom for later success
• The third bullet should also include intra-organizational, to compliment inter-organizational communication; also, internal vs. external communication (staff/public)
• The internship employing body could utilize these learning competencies to assist in student growth and development
• The MPA program should think about a local management certificate that combines practical applications (water, sewer, roads, law) and theory, possibly practitioner led.

Summary
• Overall a good list of competencies
• Internship requirement should be further highlighted
• Final list should be ready by Spring or Fall ‘11
• Any additional comments, please email Dr. Imperial

Dates to Remember
• SECoPA: Oct 13-16
• MPA Open House, Oct 20th, 5-7pm
• Capstone: Dec 2., 6-8pm