Community Advisory Board Meeting
April 29, 2011
8:00 – 9:30 AM
New Hanover County HR Training Room
Agenda
April 29, 2011

- **8:00 – 8:30: Breakfast Social**
- **8:30 – 8:40: Welcome & Introductions**
  - Advisory Board, Guests, and UNCW Faculty
  - Introduce Students & Alumni
- **8:40 – 8:50: MPA Director’s Report**
  - Spring ‘11 Admissions & Graduation Data
  - Updated Student Body Profile
- **8:50 – 9:05: News & Updates**
  - SENCASPA, MPA-GSA, & NCCCMA Liaison
  - Faculty Research & Regional Engagement Efforts
  - Program Development Activities
  - MPA Alumni Development
- **9:05 – 9:30: Board Input & Involvement**
  - NASPAA Self-Study Year & Re-accreditation
  - Review Revised Learning Competencies
  - Discuss Updated Diversity Plan
Celebrating 10 Years of Excellence!

Master of Public Administration Program
Student Profile – New Students

• Applications for Spring’11
  – 11 applications (just a little below average)
  – 10 admits, 1 denial

• New MPA students for Fall ‘10
  – Ave GPA: 3.24
  – Ave GRE: 1053
  – 5 (50%) Part-time vs. 5 (50%) Full-time
  – 3 (30%) are < 2 years from BA/BS vs. 6 (60%) > 5 years
  – Females 4 (40%) vs. Males 6 (60%)
  – Minority students 2 (20%)
Student Profile – Current Enrollment

- **Current Enrollment:** 75 (-6)
  - 52% female (n=39) (-4.8% from spring ‘10)
  - 48% male (n=36)

- **Racial diversity:** 5 or 6.7%
  - 1 African American (-1)
  - 1 Hispanic (-1)
  - 3 other
  - 1 Not Specified
  - 1 International students (& 2 study abroad)

- **Full time vs. part time**
  - 31 taking 9 credit hours or more (41.3%)
  - 44 taking less than 9 credit hours (58.7%)

- **Total Enrollment:** 89 (8 are non-degree)

- **Expected Graduates ‘10 – ‘11:** 27
Recruitment for Fall ’11

• Recruitment efforts
  – Goal is 50 applications (had 58 for Fall ‘10)
  – Application deadline is June 15, 2010
  – Current status: 20 Applications (as of 4/20)
    • 11 admits (includes 1 Conditional Admit)
    • 1 Denial
    • 1 withdrawal
    • 7 Incomplete applications
    • 25 Active but have not submitted applications
  – Diversity appears to be continuing to trend down so we need your help in identifying and encouraging minority applicants
MPA Admissions Trends

Applications for Fall Admission

- Total Applications
- Accepted
- Withdrawn & Incomplete
- Rejected

58 applications for Fall ‘10 was the most ever

Master of Public Administration Program
MPA Enrollment Trends

We had 81 students in Fall ‘10 and 75 in Spring ‘11
In Spring ‘11, 41.3% were full-time and 58.7% were part-time.
Student Credit Hours by Semester

Student Credit Hours in Spring ’10 were the highest ever (639)
MPA Degrees Conferred

Awarded about 26 MPA degrees per year over the last 3 years
206 alumni will graduate by the end of Summer ‘11
News & Updates

• MPA - Graduate Student Association (MPA GSA)
  – Chris Williams, President
  – Activities & Events

• SENCASPA Chapter
  – Christine Hughes, Chapter President
  – Activities & Events

• NCCCMA Liaison
  – Calvin Peck, Village Manager, Bald Head Island
  – Planning some networking opportunities targeted at students
  – Alumni/Friends of the Program Breakfast at NCCCMA Meeting in February

• Other Emerging Student Groups
  – Young Planners Group, TCS Chapter, Ethics Club
Faculty Research & Regional Engagement

- **Faculty Research Activities**
  - Publications, grants, and conference activities

- **Quality Enhancement for Nonprofit Organizations (QENO)**
  - Laurie Paarlberg & Tom Barth
  - Recent activities and developments

- **Public & Nonprofit Employee Appreciation Picnic**
  - Alexandra Cavanaugh
  - May 6th at Hugh McRae Park -

- **Academy for Strategic Management**
  - The Academy for Fall ’11 is in the planning stages
  - If you have staff that may benefit, please contact Tom Barth

- **Lower Cape Fear Stewardship Development Coalition**
  - Is getting ready to begin its 7th annual awards cycle
  - If you have projects that might qualify, contact Mark Imperial
Program Development Activities

• **NASPAA Self Study**
  – Process for re-accreditation begins in Fall ‘11

• **Betty and Dan Cameron Family Distinguished Professorship of Innovation in the Nonprofit Sector**
  – Dan Cameron Family Foundation Creates $1.25 Million Endowed Professorship at UNC Wilmington to Benefit Nonprofit Sector
  – Looks like our current plan is to conduct the search in Fall ‘11 with a start date in the ‘12 – ’13 AY
  – Office space about to begin construction

• **Master of Coastal & Ocean Policy Degree Program**
  – Awaiting UNC Board of Governor’s Approval
  – High priority in Academic Affairs’ *Strategic Plan*
Program Development Activities

• Graduate Certificates
  – Initiated Planning for graduate certificates in Nonprofit Management and Coastal Planning and Management
  – New certificate in Conflict Management and Resolution (CMR)

• Study Abroad & Internationalization
  – We had our first exchange students from Zeppelin University, Germany during Fall ‘10 and hope to send one of our students their during Fall ’11
  – Dr. Yi Hu, Associate Professor, Department of Management, Fujian Provincial Party School, Fuzhou, P.R. China completed her time as a visiting Scholar with Dr. Imperial
  – Dr. Min Ren, Associate Professor, Department of Public Management, from Guizhou University is tentatively planning to work with Dr. Imperial during ‘11 – ’12
MPA Alumni Development

- Social networking media
  - Facebook page, LinkedIn Group page, and Twitter account

- Recent & Planned Activities
  - NCCCMA meeting – We hosted our 2nd alumni/Friends of the Program breakfast with 14 faculty, students, alumni, and advisory board members in attendance
  - Alumni Contact sheet to produce a director will be distributed shortly
  - Focus groups on learning competencies
  - Fall ‘11 will be our 2nd annual MPA Alumni cookout & 10th Birthday Party

- Alumni Development
  - Alumni survey is under development and will be administered in summer/early Fall once alumni directory is updated
  - Begin a scholarship drive in Fall’11 as part of our 10th anniversary activities
Board Input & Involvement

- NASPAA Self-Study & Re-Accreditation
  - We were accredited in July 2006.
  - NASPAA changed its accreditation standards in 2009
  - 2011 – 2012 is our self-study year with a report due in August 2012
    - Includes data over last 2 years
    - Documents our conformance with new accreditation standards
    - We have to fully assess 1 category of learning competencies from the new standards
  - Site visit in Spring 2013
  - Re-accreditation in July 2013
  - Advisory Board’s support and involvement during this process is critical to its success
Board Input & Involvement

• Learning Competencies & Assessment
  – NASPAA changed its accreditation standards to require that we assess students in terms of their ability to demonstrate 5 learning competencies
  – We hope to finalize the competencies this summer in preparation for our self-study year for NASPAA
  – We then need to develop additional competencies that are concentration specific
  – We will revise our assessment plan in Fall 2012 and begin collecting data to assess the learning competencies
  – There will be a role for the Advisory Board in reviewing these data
Draft Learning Competencies

• To lead and manage in public governance
  – Demonstrate an ability to lead, motivate, and manage a diverse workplace-within and across organizations.
  – Understand the impact of changing market and political conditions on organizational practice and resource streams.
Draft Learning Competencies

• To participate in and contribute to the policy process
  – Demonstrate an ability to analyze policy alternatives and use policy instruments and management tools to address social problems
  – Demonstrate an ability to participate in the policy process, communicate policy alternatives, and work effectively with government and nonprofit institutions, and community stakeholders.
Draft Learning Competencies

• To analyze, synthesize, think critically, solve problems, and make decisions
  – Demonstrate an ability to define, frame, think critically about and analyze important problems.
  
  – Demonstrate an ability to utilize analytical tools to analyze, present, and interpret data, including appropriate design, statistical, and evaluative techniques for both organizational decision making and policy decisions.
  
  – Demonstrate an ability to apply management theories and tools for organizational decision-making including but not limited to strategic planning, performance measurement, group decision making, forecasting, program evaluation, and cost-benefit analysis.
Draft Learning Competencies

• To articulate and apply a public values perspective
  – Demonstrate an ability to identify ethical dilemmas and to then systematically apply ethical principles to identify appropriate courses of action
Draft Learning Competencies

• *To communicate and interact productively with a diverse and changing workforce and citizenry*
  – Demonstrate an ability to communicate effectively and professionally to diverse audiences.

  – Demonstrate an understanding of how to work effectively in diverse groups.
Assessment Plan Revisions

• Learning competencies will be assessed through a variety of mechanisms and rubrics
  – Capstone
  – Course specific requirements
  – Portfolio developed as part of an experiential/internship requirement
  – Other 0-credit requirements

• Expanding assessment to incoming students
• Begin systematically collecting data from our alumni
Updating Diversity Plan

• Updating our June 2006 Diversity Plan
• Focuses on
  – Faculty diversity recruitment
  – Faculty diversity retention
  – Student diversity recruitment
  – Student diversity retention
• Updated plan will be part of our NASPAA 2012 Self-Study Report
Mark Your Calendars

• **May 3rd**
  – MPA Capstone Presentation & Awards Ceremony, 6:00 – 8:30 PM, Burney Center

• **May 6th**
  – Public & Nonprofit Employee Appreciation Picnic, 4:00 – 7:00 PM at Hugh McRae Park

• **May 14th**
  – MPA Graduation Brunch, 9:30 – 11:30 AM at the Madeline Suite
University of North Carolina Wilmington
Master of Public Administration (MPA) Program

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- Welcome & Introductions
  - Welcome – Chris May, Chair of the Community Advisory Board
  - MPA Advisory Board Members, guests, & faculty

- Student Profile
  - Introduce Students & Alumni
  - Updated Student Body Profile
  - Enrollment Trends and Fall ’11 Admissions

- News and Updates
  - SENCASPA, MPA-GSA, & NCCCMMA Liaisons
  - Faculty Research & Regional Engagement Activities
  - Program & Curriculum Development Activities
  - MPA Alumni Development Activities

- Board Input & Involvement
  - NASPAA Self-Study Year & Re-accreditation
  - Review Revised Learning Competencies
  - Updated Diversity Plan for the MPA Program

- Important Dates to Remember
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MPA Program – Draft Learning Competencies
(August 9, 2010) Revised March 22, 2011-

To lead and manage in public governance:

- Demonstrate an ability to lead, motivate, and manage a diverse workplace-within and across organizations.
- Understand the impact of changing market and political conditions on organizational practice and resource streams.

To participate in and contribute to the policy process:

- Demonstrate an ability to analyze policy alternatives and use policy instruments and management tools to address social problems
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To analyze, synthesize, think critically, solve problems, and make decisions:

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To articulate and apply a public values perspective:

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To communicate and interact productively with a diverse and changing workforce and citizenry:

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