

From: [Swetkis, Doreen](#)
To: [Cummings, Renata \(Staff\)](#); [Nihoa, Puanani \(staff\)](#); [Shepherd, Lianna](#)
Cc: [Inglebritson, Olga](#); [Tabbutt, Kenneth](#)
Subject: MPA Tacoma cohort stakeholder analysis
Date: Wednesday, November 30, 2016 11:56:06 AM

Hello! I wanted to send out this quick summary of what was discussed on Monday (11/21) regarding the next steps in launching a pilot MPA Tacoma cohort.

First, I will be working on the proposal to the accrediting folks, hoping to get it to them by the end of the year/beginning of 2017.

Second, y'all will conduct a stakeholder analysis in Winter Quarter 2017. A major takeaway I want to highlight is that the analysis can start out very broad (i.e., all of Pierce County), but then quickly needs to be tailored to a manageable amount of contacts who have the greatest potential to generate interested and qualified applicants. If you took my Nonprofit Theory & Practice course (Renata and Lianna, I'm thinking of you), Michael Worth briefly talks about it on page 175. Here's just one resource to get you started: <https://coast.noaa.gov/digitalcoast/training/stakeholder-analysis-worksheet.html>

Purpose of Analysis:

- Discover with whom we should build relationships for student recruitment/not pilfering from the Olympia campus applicants (i.e., diversity of that applicant pool).
 - Determine who are the key leaders.
 - Identifying potential practitioner adjuncts.

Puanani will be the coordinator of the analysis, with Renata and Lianna as the researchers, and Olga as a resource.

In Spring 2017, Doreen and Renata will work with Susan Bustetter on two marketing pieces for MPA Tacoma pilot. The first piece will be to advertise the MPA electives that will be offered on the Tacoma campus 2018-19. The second piece will be to advertise the 2019-21 MPA Tacoma cohort.

Please email me with any questions or concerns you have. Hopefully, I have answers.

Regards,

Doreen Swetkis, Ph.D.
Director, Master of Public Administration Program
Member of the Faculty
The Evergreen State College
2700 Evergreen Parkway, Lab I 3011
Olympia, WA 98505
O: 360-867-5320
F: 360-867-6794
evergreen.edu/mpa