

Plan to Restructure/Redesign the Graduate Program in Public Administration: An Experiment at Evergreen

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Summary

This proposal outlines our plan to restructure the MPA program at Evergreen. At the heart of our plans is the desire and commitment to retain the core values that make the Evergreen MPA a unique and distinctive program. These include: our focus on preparing students to seek democratic, equitable, and practical solutions to public problems, our commitments to social justice, social change, and democratic governance, and our desire to help students become the kind of administrators key leaders in government and non-profit organizations say they are looking for: lifelong learners who think analytically and critically, who can communicate, and who have the courage (en-couraged) to make a difference in their public service.

The focus of the restructure/redesign effort is to build a MPA program that serves to:

- a) Meet student needs;
- b) increase student enrollments;
- c) implement a more efficiently and effectively administered program;
- d) implement the Tribal proposal as an integrated part of the program; and
- e) focus on developmental and entrepreneurial activities in revenue generation (through certificate programs or other similar programs) and program delivery.

The redesign involves, in brief, the following:

- a) Matriculating both On-campus and Tribal cohorts in 2002/2003 under a redesigned program that includes:
 - 1) Core programs offered as year-long coordinated studies (comprising 24 of the 60 credit hours required for the MPA).
 - 2) Specializations offering students the opportunity to focus their studies in a general arena (current proposed Specializations are: Collaborative and Tribal Government; Public Policy/Health Policy; and Public and Non-Profit Administration).
- b) A review and revamping of administrative, marketing, promotion, public relations, alumni relations, and community relations/service activities with a goal toward strengthening our presence in the community.
- c) Work toward developing Certificate programs (in line with our proposed Specializations) that will generate revenue and provide a stable marketing and recruiting base for the MPA program.
- d) A complete review of the redesigned program during implementation and at the end of a two year trial or experiment. This pilot program will be evaluated using a combination quantitative and qualitative design. We will survey and interview students and others at the beginning of the program and following year 1 and use the data to make mid-course corrections. Following the pilot program we will use data from the entrance survey, surveys after year 1 and year 2, and interviews to evaluate the program along a variety of dimensions. If we are not meeting our goals, adjustments will be made.