

# University of San Francisco

## School of Management

### Department of Public and Nonprofit Administration

#### Meeting Summary

Date: 11/13/ 2012		Start Time: 10:30		End Time: 12:30		Location: MH 405	
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**Present:** Michael O'Neill, Chair, Jo-Ellen Radetich, staff; Larry Brewster, Rich Callahan, Kathleen Fletcher, Richard Johnson, Tim Loney, Gleb Nikitenko, Tony Ribera

**Excused:** Stan Buller, Kim Connor, Phil Hanson (on sabbatical), Monika Hudson, Richard Waters

**Guest:** Elisabeth Merkel, Associate Director of Graduate Recruiting & Admissions

The minutes from the October 9, 2012 meeting were approved as mailed.

The agenda item on "Faculty ideas on MPA curriculum . . ." was tabled until the December meeting.

Elisabeth shared the marketing strategies that are currently underway. The strategies include a phone call and email campaign. Elisabeth's department is hosting a mixer for prospective students. There is also an active campaign on Google and Facebook. Michael applauded Elisabeth and her staff on their good work. Elisabeth is hoping to make an offer soon for the Assistant Director position that Margo and Carol Taylor previously held.

The current statistics were approximated: MNA applications: 6 submitted (minus 2 international applicants) and 17 in progress. MPA applications: 8 submitted and 24 in progress. BSM applications: 46 in progress for San Francisco and 19 for San Jose. The application deadline is November 28.

Elisabeth is building a pipeline for the future with efforts that include advertising and Google outreach campaign.

All recruiters regardless of location (SF or regions) need to recruit for all SOM programs, not just the ones located at their campus. Catherine Horiuchi and Margot Frey have offered to call applicants.

The Online MPA program is not accepting international students.

Elisabeth stated that the top four sources for all SOM applicants are:

1. Purchase lists
2. Website
3. Referrals
4. Education/career fairs.

Larry offered to make recruitment phone calls. He also emphasized that early deadlines do not work. Deadlines are set but then forgiven because we need students. Elisabeth agreed that there are problems with applicants meeting the deadlines.

### **Announcements and reports:**

Michael made the following announcements:

- The 11/1 Dean's Leadership Team meeting included a presentation from the SOM branding committee. The proposed SOM tagline is "Connect for Success." The group's reaction was positive. The Dean also discussed the possibility of having a small number of SOM signature programs, e.g., Chinese business, nonprofit management, and entrepreneurship.
- Several PNA members met with Carol Batker, Vice Provost for Branch Campuses, on 11/1, to discuss current operations and needs.
- According to Carl Gayden, the Dean wants to review the information on graduate financial aid before this subject is discussed at the December Leadership Team meeting. Michael said there seems to be serious inequity in the aid given to MBA and other business students (more) vs. MPA, MNA, MSOD and MSIS students (less). A more general issue is that far more USF financial aid is given to undergraduate students than to graduate students.
- Michael and Catherine attended the NASPAA conference, which is primarily for directors, department chairs, and deans of public administration/affairs/policy programs. Michael reported being surprised and disappointed that there were no serious challenges regarding the new accreditation approach. Also, there was almost no discussion of major current challenges facing the public sector.
- Michael and Kathleen met with the Graduate Program Committee, which unanimously approved "in principle" the proposed changes to the MNA program. Dean Webber is seeking three new faculty lines for the expanded program.
- The next MPA Advisory Board meeting is December 12. The desired number of board members is 15; there are currently 9 members. A new member, Katie Hagen, director of personnel for Cal-PERS, was announced. Frank Benest has resigned from the board due to conflicts in his schedule.
- Gleb met with the San Jose MPA cohort. After receiving his detailed report, Michael emailed the 17 students in the cohort to solicit feedback; 3 students responded. Some issues raised by this cohort are as follows:
  - better articulation between courses and no overlap in course material
  - concerns (parking costs, food availability) about the move from Cupertino to San Jose
  - concerns about some instructors
  - concerns about some aspects of the curriculum
  - inconsistent application by instructors of policies regarding attendance, grading, student work

- A misunderstanding from the Provost's office was cleared up regarding new degree program proposals (see Carl Gayden's 9/26 letter to SOM faculty). Instead of new degree programs, other types of initiatives were being solicited.

Other department members made announcements and reports:

- Rich C. attended the Association of Public Policy in Baltimore. Rich also attended the Public Management Research conference, in Madison Wisconsin, which he described as a cutting-edge conference.

- Tim announced that he conducted a workshop for 28 managers last week.

- Tony reported that a committee is working on the re-draft of the LEL concentration for the BSM program. The committee will report out in February. Tony also shared that POST has officially recognized him as a leader of team-building workshops because of the many conferences that he facilitates on the USF campus.

- The annual "Law Enforcement Symposium" will be January 7-8, 2013. All PNA faculty members are invited to attend at no charge. Tim suggested having a table at the symposium with PNA program materials displayed for the attendees.

- Richard J. will be hosting a session with Van Jones at the end of the month. Van is a globally recognized pioneer in human rights and the clean energy economy. Richard also got a publication accepted by the ASPAA Journal.

- BPA student Markus \_\_\_\_\_ won the Dean's Award for Service. \_\_\_\_\_ won the Dean's Award for Excellence.

- Larry spoke at an event that was held on Alcatraz Island on October 26. The event featured inmate art and artists, along with Larry and the book that he co-authored, *Paths of Discovery: Art Practice and Its Impact In California Prisons*. Larry is particularly proud of the fact that the book is featured in the Alcatraz bookstore. This is the first non-Alcatraz related book to be sold in the Alcatraz bookstore.

Michael reported that students in the BSM program will not be asked to declare their concentration until about a year into the program. The four degree completion majors are *Business Economics, Organizational Behavior and Leadership, Public and Nonprofit Administration, and Interdisciplinary Management*.

Tim reported on the online MPA program. There are 20 applicants in the pipeline for Spring 2013. The new student orientation for this program has been upgraded. Tim solicited suggestions for improvements in the new student orientation piece.

Meeting adjourned at 12:30 pm.