PNA Department Faculty Meeting

School of Management

University of San Francisco

December 4, 2013

Material Distributed in Advance

1. ICMA Student Chapter note from Frank Benest
2. Approved MPA faculty search description
3. MSEMl List of courses
4. November department meeting notes

Attendees: Rich Callahan, chair, Associate Dean John Veitch (guest) Tony Ribera, Mike Duffy, Larry Brewster, Ron Harris, Tim Loney, Rich Waters, Monika Hudson (by phone) Jo-Ellen Radetich- staff and note taker.

Action items for follow up are highlighted in **bold**

1) Discussion by Associate Dean John Veitch of future directions of degree programs and Regional Campuses

* Future direction of MPA and MNA- need to develop a vibrant strategy. Need to consider if and how to use regional campuses.
* Use model of Master degree in Analytics for developing distinctive features
* Larry expressed concerns about overall regional recruiting.
* Rich Callahan- The Regional Campuses are a critical part of growing USF enrollments for the Provost’s strategy.
* T. Ribera: Is the Provost aware of the management problem in the San Jose campus? John Viech answered that yes, she is, aware but she may have other things on her mind right now .Tony R- recruiting problems have been going on since back in the CPS days.
* M. Duffy: The commute is a significant problem for San Jose Students commuting to San Francisco to attend a 6:00 or 6:30 PM class. Working folks often migrate on-line because of the convenience of on-line education overwhelms any other obstacle. Mike D. insists that we have to address the issue of the workload for a seven-week course- because it not a realistic workload.
* R. Waters- his experience with the Regional campuses has been more positive.

He also mentioned that there is a strong MNA presence in the South Bay, and he is of the opinion that there is a healthy blend of geographic engagement.

2) Proposal for ICMA Student Chapter

* Monika: ICMA- Frank Benent has proposed that we consider premier municipal management. Larry B is concerned that we would have to have significant student ownership and “buy-in” for this project- and that may be a tall order. Monika suggested focusing on building connections with MMNAC.
* **The Department faculty unanimously instructed the Department Chairman to politely decline on behalf of the PNA Department. We may re-visit this in the future.**

5) Student Awards:

* Tony R. Reported on the awards dinner, which had a good turnout. Three of Tony’s students got awards. An MPA alum gave a speech about how his degree has helped him in his career. Rich W- how are the awards chosen? Answer three ways: 1) GPA; 2) Student self nominating; 3) Student voting

5) Discussion of on-line MPA Program

* John Veitch reported that there has been some confusion regarding the MPA/MNA Programs. Students are reporting not being able to distinguish between the two. Vietch identifies this as being a branding problem.
* John Veitch reported that the Dean has authorized the online program to be only taught on overload starting next year. PNA faculty strongly opposed move to requiring on-line courses to be taught only as overload, with deep concern for meeting WASC and NASPAA requirements for full time faculty teaching. **Faculty ask Rich Callahan as Chair to convey these concerns to the Dean.**
* Veitch is of the opinion that the on-line program is “cannibalizing “the on-ground program.
* Tim L: USF is the only on-line program that is fully integrated. Tim L: On-line education is a life-style issue- people do not want to travel if they don’t have to.
* The Nursing School is a successful model.

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* Mike D- the website for MPA is very bad... It is uninformative, and confusing. Mike feels that we need someone in our department to own the website for quality control.
* John Veitch noted that the content of the website is the responsibility of the Department; that departments cannot rely on Margot’s shop to be responsible for content.
* Larry B comments that he has never heard of the confusion between MPA and MNA until now. Larry is mystified about this reported because this is the first that he has heard of it.
* Rich C: We need the PNA Department to look at the Department website on a regular basis. Tim L: would like Margot Frey to be more involved. A good example of an effective web-designer monitor is Monika’s assistant, Aubrey who regularly checks the Gellert website.
1. Discussion of potential for connection with USF Masters in Environmental Management Science. (MSEM)

 There were some strong objections to embarking developing shared courses with the MSEM program. Several faculty where concerned with the low impact of only a few students who would participate, with the potential for significant workload increases, as well as that there is simply too much going on to take on another Masters Program.

* **The Department faculty unanimously instructed the Department Chairman to politely decline on behalf of the PNA Department. We may re-visit this in the future.**

6) General discussion:

* Rich C made a special point of thanking Tim Loney for his leadership in the on-line program. Tim L. has been a great steward of the program, and his contributions have been vital.
* Rich C reminded the group that by receiving NASPAA accreditation, which is a huge accomplishment and differentiates the on-line and on-ground MPA programs, and reflects the many contributions of faculty that made it possible.
* Larry B would like to continue the trend of inviting others like John Veitch to our meetings to better inform others like him about what we do. Larry feels there is a lot of misinformation out there that needs to be corrected, and inviting others to our meetings. is a good way to clear up any confusion.

6) Minutes from November meeting minutes approved unanimously

7) Meeting adjourned at 12:15 PM