PNA meeting January 22, 2014

Attendees: Rich Callahan, Chair, Jo-Ellen Radetich, staff and note-taker

Other attendees: Ron Harris, Tim Loney, Associate Dean Catherine Horiuchi, Tony Ribera (by phone) Larry Brewster, Rich Waters, Mike Duffy, Kim Connor

**Capstone course: Discussion**

**MPA curriculum:** How would the group like to proceed with a more systematic view? (Tony R) Suggestion: There was a lot of confusion with the evaluation course. Tony feels that the courses need to be separated. R. Harris: The students submitted the same work for both classes. Tony also feels that the classes need to be separated. The group agreed to de-couple the classes. What is our next step? (Rich C)

**Capstone:** What is our process for the future? Larry: an alternative is to eliminate the whole idea of a capstone. Tim L- the capstone in the past has been a “catch-all”- and students did not see it as a coherent course. The group agreed that, at the next PNA meeting we should carve out a half an hour to discuss this further and make a proposal to make final decisions regarding the capstone issue.

**Emerging technologies:** Steve Morris has good ideas for new technologies. Mike D suggests inviting a tech group to our next meeting.

Catherine H- she feels that “emerging tech” is an inappropriate name for that course, and does not reflect the true nature of the course. Rich C agree that we need more modernized and better titles that more accurately reflect what actually occurs in the course.

Big Data: Leveraging tech. Ron H. How do you put together data bases? R Waters: not that clear about what exactly we are trying to do. Larry B feels that we need to sequence courses. Historically these courses have been “soft”. Rich C- tech continues to be a hot topic in academic circles. Ron H: Federal law prevents access for certain data. (ie traffic accidents) Rich C: this is a rich topic- but how are we working through this topic?

**Program Eval course:** Recommendation from faculty to drop the word “policy”. It was recommended to call the course “Program Evaluation” instead of “Policy.” Motion was made to approve: Drop the word “policy”. Acton item: Follow up with Katherine Green for proper placement in the USF catalogue with the new course title. All approved.

**Move to 4 units?** Larry B likes the idea of blending the ground and on-line courses. The up side (Ron H) is that we get cooperation with SOM. Faculty do not want two /2 -unit courses because there is much more work than a regular 4 unit course. Tim L- would need to change the time and design because there are tuition costs and lots of other implications for a 4-unit course. Length of units is not affected by the contract we have with Embanet. Mike D- It is impossible to schedule 4 units in seven weeks. It is simply too much work for both students and faculty. Mike D- we need to stop pretending and deal with this directly. Graduate programs are more flexible (Mike D)- and tend to be self-contained, and quite varied in their approach. Kim C offered her Ethics/Writing schedule as a solution, which is Saturday- split 8-12 and 12-4.

**Misc business:**

Larry B suggests a half-day retreat to focus on curriculum would be beneficial. Mike D. supports the idea only if we have a very focused Agenda with concrete goals. (No “laundry list.”) The group agreed that we should schedule a retreat with the caveat that we structure a very tight Agenda.

**Follow up to discussion of John Veitch’s last meeting/ Regional Campuses:** The MPA cohort in San Jose was cancelled as of December 10th because there were only six students. VP Carol Batker has asked that we move the Tuesday class in Sacramento to Saturdays. Rich C asked what should we do about MPA in Sacramento? Larry B- he likes teaching on Saturdays, but there is no way to get to Sacramento in less than two hours. Larry does not feel that Sacramento or San Jose regional campuses are recruiting enough. Larry B would like to invite Carol Batker to come to one of the PNA meetings and ask her some questions. Tony R agrees with Larry re recruiting. Faculty cannot be expected to solve the recruiting problem. The Regions need to take some measures to correct this problem. Mike D feels that we should re-group and re-focus- stop trying to teach in every location. Mike also feels that we are spreading ourselves too thin. Idea on table: recommend to the Dean that we not offer MPA off the SF campus, so we can streamline our efforts. Get out of the cycle of assigning faculty to regions. Larry B- suggests looking at the array of courses and would like to review the coursework for faculty. Rich C- from a scheduling standpoint there is all sorts of coursework available. Rich C. Rich’s experience is that Sat classes are much more manageable to teach. Teaching until 10:30 at night, and trying to keep student’s attention after they have worked all day is really tough. Mike Duffy discussed that typical on-line student is a single mother doing her coursework at 10:30 at night when the kids are asleep. Kim was not impressed with the pool of recruits at the orientation. Decision: try to agree to a drop-dead date (Mike D) 15-20 min acceptable size. Rich C will report to the Dean that this is what we decided.

 Ron H: Full time faculty have bumping rights over adjuncts. Motion to allow for the Sacramento recruitment with a min of 15 students and a firm cancellation date and if cancelled at last day, then faculty credited for teaching that course. Motion approved.

Ron H would like a calculation of the cost of running a group at the Regional campuses. The old CPS model used adjuncts a lot. Adjunct faculty are cheaper and there was no Collective Bargaining Agreement in CPS. Rich C- acquiring a cost allocation for the Regions is difficult (in response to Ron H.) We have to factor in too many variables to come up with an accurate number.

Mike D- Regional campuses are viewed as cash cows. Mike D thinks that we will get pushback if we decided to pull out of the Regions. We have a commitment to the students to make the program the absolute best that we can. Rich C does not feel that we are getting traction because we are spread too thin and there is endless frustration about the quality and number of students.

**Discussion of on-line Program**: Embanet needs to clear any Social Media outreach with Margot Frey and also clear media outreach with Rich C as Department chair. Mike D. feels that Margot and her staff do not understand how to write about faculty. The faculty bios recently distributed are so bad that they are embarrassing. (Lots of mistakes on faculty bios.) Tim L- we have a major resource in Margot’s team, we just need to direct them. Rich C: on enrollment: projections: 81 continuing students for on-line students. SOM is the second largest on-line program in USF, nursing being the first.

**Announcement:** Rich Waters is the new interim MNA Program Director for spring and summer 2014 only. Rich’s appointment will really benefit the students. We are still hiring for a permanent PNA Program Director. Ron H- major issue is study abroad programs. Decision: international AGI- all approved for Ron H to take the lead on AGI issues.

Tony’s Law Enforcement Symposium: - The Mayor of San Francisco, Mayor Ed Lee, spoke highly of USF-at the Law Enforcement Symposium. Mike D suggests that we make sure and get the Mayor’s praise onto the School of Management website.

The second “Emergency Management” seminar is scheduled for Tuesday, July 22nd 2014. Tony Ribera is working in collaboration with Public Safety and other first responder leaders in the San Francisco community to plan this event.

Meeting ended at 12:15

Respectfully submitted

Jo-Ellen Radetich