

# Evaluation Report for Program Review Face to Face Meeting

## University of Wisconsin-Whitewater: Public Policy and Administration (BS) Majors and Minors, 2022-2023

**Date:** 5/3/2023

**Invited:** Associate Vice Chancellor Kristin Plessel; Dean Frank Goza (L&S); Department Chair/Program Coordinator Jonah Ralston; faculty and staff in the Public Policy and Administration program Jonah Ralston, Louis Facilla, and Ted Gimbel; Audit & Review team members Janie Tobeck, James Collins, Ashley Barnes-Gilbert; and Assessment Representative Katy Casey

### Overview of review team evaluation, program comments:

Robust major covering three core areas (i.e., business, political science, integrative) and a concentration of a student's choice. The employment options for graduates are vast, and the curricular structure appears to support a number of professions. Since the last review, the program engaged in assessment planning and a number of reflective practices related to growing the program (such as preparing to offer an online option). The assessment plan is well written, and should provide good information for program planning. Be sure to present findings by SLO in the next report. The program's interdisciplinary structure appears to work well, and currently includes strong leaders who can advocate for resources.

### Discussion of Review Team's evaluation:

1 – Share what tasks still need to be completed and what resources are needed to meet the goal of a fully online major by 2025.

Some discussion regarding cost of online program to students, and concern that might be a deterrent. Program is thinking through marketing, such as presenting the full program fee versus per course with additional distance education fee. Do resources exist to support marketing? The College of L&S helped to fund a position in Marketing to support programs and will engage with that individual on promoting the online offering.

There may also be opportunities to connect with UWW Online. In the meantime, the program is working on growing the online offerings. The program's plan is to submit the curricular action in fall 2023 for approval to offer by fall 2025.

2 – Clarify current enrollment numbers and discrepancy between program report and institutional data.

*\*\*The review team would like more discussion of how the program expects to address decline, and return to 40-50 students.*

Increase flexibility to students by providing the online options, not just for students who plan to take the entire program online, but all students appreciate the online course options. The program has been sharing information with advisors across campus and encouraging them to discuss this program option.

3 – The enrollment numbers indicate strong diversity in the program. Has this changed given the recent decline in enrollment?

Yes, some decline with decreasing enrollment – diversity is seen in gender and veteran status. Hoping that online option will also help to attract diverse student population.

## Recommended Actions:

### Recommended Action #1

Share results of the full implementation of the assessment plan and how the data is used to inform program and curricular decisions

### Recommended Action #2

Consider formalizing a process where affiliated faculty and program stakeholders meet annually to discuss program goals and outcomes. In the next report, specify when the meetings occurred, who was involved and what was accomplished.

### Recommended Action #3

Share enrollment numbers for the review period and whether current enrollment is at desired levels.

### Recommended Action #4

Describe specific conversations the program had about retention during the review period.

## Recommended Result:

Continuation without qualification

## Next Self-Study and/or Progress Report Due Dates:

1 - Next SHORT self-study will be due to the Dean on May 1, 2029 and to the Assessment Office on August 1, 2029

*For a copy of the full evaluation report and detailed comments, please reach out to the assessment office: [assessment@uww.edu](mailto:assessment@uww.edu).*