Initial Concept Proposal for Curricular Offerings
under an Existing CIP

Please use this form to indicate your intention to pursue a <u>new</u> major, concentration, minor, certificate or other curriculum offering.

USF System Institution	Tampa
College	Arts and Sciences
Is this request for a health-related curriculum offering?	☐ **Yes** X **No**
Type of Request (e.g., new major, concentration, minor, certificate)	Graduate Certificate
Degree Designator (e.g., B.S.)	N/A
Title (e.g., Biology)	Public Administration
CIP Code	N/A
CIP Title	N/A
Proposed Delivery Mode	Combination Classroom and On-Line
Proposed Implementation Date (e.g., Fall 2018)	Fall 2018

Please answer the following questions:

1. Briefly describe the purpose of the proposed curriculum offering, including reference to data-based need/demand, student interest and employability and further education. (250-word limit)

This 15-credit graduate certificate addresses growing demand for more quantitatively-based, data-informed policy and program analysis and decision-making in the public and nonprofit sectors, as well as the concomitant demand for public and non-profit sector professionals with the advanced data analytics competencies to conduct them. With this proposed certificate program, the School of Public Affairs seeks to attract current and prospective public and non-profit sector professionals, as well as degree-seeking MPA students, who wish to enhance their quantitative competence in data science and decision analytics in order to meet those demands. The required courses address the fundamentals of data analysis in the public sector with two required courses (PAD 6703 Quantitative Aids for Public Managers; and URP 6930 Geographic Information Systems). The menu of elective coursework comes from the School of Information and the Department of Sociology in the College of Arts and Sciences and the Department of Information Systems and Decision Sciences in the Muma College of Business—all of who concur with this proposal (see email concurrences appended to this form); it allows students to learn to apply more advanced quantitative and analytic tools and methods from different professional and disciplinary perspectives. Students choose the remaining 9 credits, in consultation with the MPA Program director and his/her departmental counterpart from a list of approved elective course (outlined below). The elective courses develop competencies in more specialized analytic techniques such as data mining, decision analytics, data visualization, and social network analysis.

2. How does the proposed new curriculum offering align with your institution's strategic plan and, if relevant, your college's and/or department's strategic plan? (250-word limit)

The School of Public Affairs has developed a comprehensive strategic plan that promises to provide our MPA and certificate graduates with a strong 'portfolio of career competencies,' with each represented by specialized coursework leading to a graduate certificate that will enable them to serve in the public and non-governmental/non-profit sectors in a number of specialized capacities, to include then instant certificate in Data Science for Public Administrators. In so doing, SPA's *modus operandi* is to leverage the capabilities and courses of its sister departments, along with a targeted suite of graduate certificates to differentiate USF's MPA program from its in-state (and eventually, national) competitors. The coursework for the proposed certificate is depicted below. Note that the Director of the College of Arts and Sciences' School of Information and Sociology Department and MCOB's Department of Information Systems and Decision Sciences concur with this proposal (concurrences appended at the end of this form and have agreed to ensure that our MPA and non-degree seeking students who pursue this track/certificate will have access to the courses listed below.

- Required Courses (6 credit hours): PAD 6703, Quantitative Aids for Public Managers; URP 6703, Geographic Information Systems for Planners
- Elective Courses (6-9 credit hours): LIS 5802, Information Analytics; MAN 6347, People Analytics (annual/as available); LIS 5937, Visualization of Big Data; QMB, 6302 Data Analytics for Business; ISM 6136, Data Mining; and SYA 7357, Intro to Social Network Analysis.

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3. Is the proposed new curriculum offering unique or duplicative with other academic offerings within the USF System and/or your USF Institution? If duplicative, you are encouraged to consult and seek opportunities for collaboration. (250-word limit)

No, given its core emphasis on the application of Data Science tools and techniques in the public and non-governmental/non-profit sectors, the certificate is not duplicative with other academic offerings, either in CAS or in MCOB. However, at the same time, it does not involve the development of new courses. Instead, the proposed certificate takes advantage of existing courses elsewhere in CAS and MCOB to create a uniquely specialized curriculum specifically designed for those who wish to pursue careers in this area.

Faculty Proposer Name: _____Ronald Sanders, Director of the School of Public Affairs_____

Please Print

Proposer's Signature: ____ _____ Date: __February 21, 2018_____

The following item is to be answered by the Dean or Chief Academic Officer (or their designee), if the proposal is supported to move forward to APAC.

4. Please comment on the following items:
   - Adequacy of resources and credentialed faculty to support the new curriculum offering;
   - The potential implication(s) the new curriculum offering will have on Performance Based Funding (for a Tampa proposal, also address Preeminence matrices);
   - Plan for quality assurance, including accreditation, if relevant.
   (500-word limit)

The School of Public Affairs and its partner organizations—the College of Arts and Sciences' School of Information Sciences and Department of Sociology and MCOB's Information Systems and Decision Sciences Department—all believe that they have the teaching capacity to meet demand for this certificate (see attached emails). In that regard, we expect that that demand will be relatively low to start—we estimate less than 10 enrollees in the first year—and with admission requiring approval by the MPA Program Director (in consultation with his departmental counterparts), demand can be managed to meet any future capacity constraints. Note that the School of Public Affairs has recently required additional resources to deliver its share of the coursework, in this instance, the two required courses: PAD 6703, Quantitative Aids for Public Managers; and URP 6703, Geographic Information Systems for Planners. The School currently has one Assistant Professor with considerable expertise in this area (and is presently teaching one of those required courses), and it has recently hired two new tenure-track faculty members who also have the capability to teach these quantitative courses; indeed, both were hired with this expertise in mind.

We believe that the certificate will also support the School of Public Affairs' Master of Public Administration (MPA) program in its efforts to be re-accredited by the National Association of Schools of Public Affairs and Administration (NASPAA). In that regard, the School has established a rigorous annual programmatic review process—something specifically required by NASPAA's accreditation standards—and such factors as relevance and student performance in this program will be an integral part of that review. Moreover, in conducting an overall programmatic assessment to support its re-accreditation, the MPA program director and faculty identified the need to improve the quantitative and analytical competencies and learning outcomes of our MPA students, and this program will contribute significantly to their improvement efforts. We also believe that this certificate program will have a positive impact on the University's efforts to sustain and secure Performance-Based Funding (PBF); it is an integral part of the School of Public Affairs' long-term strategy to (1) secure reaccreditation; (2) differentiate its MPA program from its in-state and (eventually) national competitors; and then (3) significantly grow graduate student enrollments.

Dean's or Chief Academic Officer's Name: _____Robert Potter_____
Please Print

X I support this proposal and have completed Question #4 above.

Dean's or CAO's Signature: _____ ~~Robert Potter~~ _____ Date: ___3/16/18___
If the proposal is not supported to move forward by the Dean/CAO, the Dean/CAO, or their designee will communicate directly with the faculty proposer

Concurrences

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From the School of Information, College of Arts and Sciences

From: Andrews, James
Sent: Monday, March 12, 2018 12:19 PM
To: Sanders, Ronald <rpsanders@usf.edu>
Cc: Borum, Randy <wborum@usf.edu>
Subject: Concurrence

Dear Ron,

I am writing to express our full support and concurrence for the proposed graduate certificate in Data Science for Public Administration. This is an exciting new curricular option for students seeking to build competencies in data science and analytics to enhance their professional master's program in public admin. As we have discussed with you, we will ensure that our courses in this program (i.e. Information Analytics and Visualization of Big Data) are available to students seeking this certificate, and will work with you and your faculty on any other curricular issues related to the School of Information as needed.

If I can be of any assistance in moving this forward, please don't hesitate to ask.

Sincerely,
Jim

James E. Andrews, Ph.D.

  Director, School of Information (iSchool)

  Associate Professor of Information Science

  University of South Florida

  813.974.2108

  https://works.bepress.com/james_andrews/

From the Department of Sociology, College of Arts and Sciences

From: Skvoretz, John
Sent: Monday, March 12, 2018 12:20 PM
To: Sanders, Ronald <rpsanders@usf.edu>
Cc: Cavendish, James <jcavendi@usf.edu>
Subject: re participation in SPA certificate programs

Dear Director Sanders,

This note confirms my commitment to your proposed certificate programs that will have students take my graduate course SYA 7357 Introduction to Social Network Analysis. This course usually attracts students from across the university (public health, engineering, business, and within the college anthropology and psychology) so having SPA students would be quite in order. I have copied my department chair.

John Skvoretz
Distinguished Professor
Department of Sociology
(on behalf of the Department Chair)

From the Department of In Information Systems and Decision Sciences, Muma College of Business

From: Agrawal, Manish
Sent: Wednesday, March 14, 2018 5:57 PM
To: Sanders, Ronald <rpsanders@usf.edu>
Cc: Potter, Robert <potter@usf.edu>
Subject: RE: HELP: Data Science for Public Administrators

Sorry, didn't realize you had attached the update. I made a slight change in the attached, the text for ISM 6136 still said statistical data mining, and I have changed it to data mining.

Looks good otherwise. Hope you have good luck with the process. Sorry for the delay at my end. Anything else you need from me?

Thanks

Manish Agrawal
Professor and Chair
Department of Information Systems and Decision Sciences
Muma College of Business