

University of Oregon College of Design Annual Departmental Assessment Report

Department or Program: School of Planning, Public Policy and Management
Academic Year of Report: 2017-18
Contact Person for Assessment: Dr. Richard D. Margerum, School Head

Section 1: Learning Objectives Assessed for this Report

For each major in the department, list the learning objectives that were assessed during this period.

Major in Planning, Public Policy and Management (PPPM)

The undergraduate PPPM major has six learning objectives:

1. Learning Objective 1: Write clearly and persuasively to a wide range of audiences
2. Learning Objective 2: Present information orally in a clear and effective manner
3. Learning Objective 3: Understand core principles and policies guiding nonprofit and public organizations
4. Learning Objective 4: Develop spatial and quantitative analysis skills to effectively analyze issues
5. Learning Objective 5: Understand how to work on real-world issues through government, nonprofit organizations, and communities
6. Learning Objective 6: Develop a specialized area of substantive knowledge or skills

Section 2: Assessment Activities

For each major in the department, list the methods used (what is reviewed: class, assignments, studio work, portfolio; method of faculty evaluation: committee, studio review) to collect, review, and evaluate student learning for the learning objectives listed above.

The School of PPPM undertakes regular review of its programs and curriculum using a range of assessment activities, including:

- Annual student survey (in June): asks all students to assess their progress against key learning objectives and provide feedback on curriculum (course offerings, program suggestions, etc.)
- Student Advisory Board (composed of graduate and undergraduate students): meets twice per term with School Head and program directors to address student concerns and curriculum feedback
- Student assignments: key assignments in core classes meant to address key learning objectives
- Undergraduate Program Committee: uses surveys, faculty feedback, student feedback and other qualitative information to assess learning goals and outcomes
- Internship Director: obtains feedback from professional internships and PPPM student performance in the work place

See Assessment Matrix Below

Assessment Matrix for PPPM Undergraduate Program

Objective	Measures	Analysis/Actions
Write clearly and persuasively to a wide range of audiences	<ul style="list-style-type: none"> • Student survey • Faculty evaluation of assignments • Internship feedback 	<ul style="list-style-type: none"> • Introduction to memo writing in 200-level major core sequence • Policy analysis writing assignment in PPPM 415 • Students can further develop these skills via PPPM Internship Program and PPPM 410 Real World Eugene
Present information orally in a clear and effective manner	<ul style="list-style-type: none"> • Student survey • Faculty evaluation of assignments • Internship feedback 	<ul style="list-style-type: none"> • Multiple oral presentations in PPPM 494 (major core) • Students can further develop these skills via PPPM Internship Program and PPPM 410 Real World Eugene
Understand core principles and policies guiding nonprofit and public organizations	<ul style="list-style-type: none"> • Student survey • Faculty evaluation of assignments • Internship feedback 	<ul style="list-style-type: none"> • Introduction to these principles in 200-level major core sequence, followed by PPPM 415 • Students may be able to further develop this knowledge via PPPM Internship Program and PPPM 410 Real World Eugene
Develop spatial and quantitative analysis skills to effectively analyze issues	<ul style="list-style-type: none"> • Student survey • Faculty evaluation of assignments • Internship feedback 	<ul style="list-style-type: none"> • PPPM 413 and PPPM 434 teach quantitative and spatial skills, respectively • Students may be able to further develop and apply these skills via PPPM Internship Program, PPPM 410 Real World Eugene, and PPPM 408 Advanced GIS
Understand how to work on real-world issues through government, nonprofit organizations, and communities	<ul style="list-style-type: none"> • Student survey • Faculty evaluation of assignments • Internship feedback 	<ul style="list-style-type: none"> • Introduction to these issues in 200-level major core sequence • Students can further their knowledge via PPPM Internship Program and PPPM 410 Real World Eugene
Develop a specialized area of substantive knowledge or skills	<ul style="list-style-type: none"> • Student survey • Student Advisory Board • PPPM Undergraduate Committee 	<ul style="list-style-type: none"> • Refined elective offerings • Developed new guidance for students wishing to identify a field of interest within undergraduate electives • Students can further develop knowledge and skills via PPPM Internship Program and PPPM 410 Real World Eugene

Section 3: Actions Taken Based on Assessment Analysis

For each major in the department, list the results of the assessment, and any actions taken or planned as a result.

See assessment matrix

Section 4: Other Efforts to Improve the Student Educational Experience

Describe any other efforts the department has taken this year to improve student learning. Common actions include: space improvements, curricular revision, additional advising or advising templates, student advisory committee, accreditation review processes, professional community outreach and interaction.

In addition to curriculum issues, undergraduate students have been part of ongoing discussions about improving the climate of the School to support equity and inclusion. This effort has been co-led by faculty, graduate students and undergraduate students; it continues to undertake a range of strategies to support these efforts, including:

- Created a student worker position to support and expand the work of the PPPM Equity Initiative
- Annual questions in our student survey about equity and inclusion
- Annual listening sessions to assess progress and obtain feedback (March 2018)
- Addition of Brave Space sessions to create other avenues of communication during the terms when a listening session is not held (May 2018)
- Creation of undergraduate student committee to help with outreach to and better engagement of undergraduate students related to PPPM Equity Initiative
- Reviewing syllabi to help identify readings and content to diversify authors and perspectives
- Developing resources and materials for instructors to help with classroom discussions—particularly non tenure track faculty
- Developing a resource packet for Graduate Employees

The School of PPPM has an active undergraduate student organization, the PPPM Student Community Organization (SCO). The purpose of SCO is to provide networking and professional development opportunities for PPPM students. These events are organized and implemented by the students, and supported and sponsored by the School of PPPM:

- PPPM Student Community Organization hosted a PPPM Networking Event with local alumni, current students, and faculty (event sponsored by PPPM, November 2017)
- Women in PPPM Panel: five professionals from fields in planning, public policy and management presented their experiences and advice for PPPM students (February 2018)
- Annual PPPM-sponsored spring mixer event to encourage networking among undergraduate students, PPPM faculty, and graduate students (May 2018)

Additional efforts to improve the student educational experience:

- Professionalized undergraduate academic advising by transitioning from an academic year Graduate Employee position to a PPPM staff member (fall 2017)
- PPPM Undergraduate Program Committee reviewed and evaluated guidelines for admission to the PPPM major (February 2018)
- Held an undergraduate program-focused PPPM Student Advisory Board meeting with undergraduate student representatives, School Head, and Undergraduate Program Director (April 2018)
- PPPM Undergraduate Program Committee reviewed and evaluated Arts & Administration undergraduate courses for inclusion as PPPM elective classes (May 2018); curriculum update effective fall 2018

Section 5: Plans for Next Year

Describe plans the department has for next year to improve student learning. Common activities include those listed in section 4.

The PPPM Equity Initiative (EI) student worker is transitioning to a Graduate Employee position to better support the work of EI and engage further with undergraduate students. Included in these efforts is a plan to conduct undergraduate student focus groups for a cultural competency report.

The PPPM Student Community Organization (SCO) is planning a Professional Development Fair to connect local professionals, PPPM-related organizations, and PPPM students, with a focus on professional development opportunities for PPPM students (internships, volunteer).

The Undergraduate Program Committee plans to:

- Review and update fields of interest for the PPPM major, and finalize a field of interest in Arts & Cultural Leadership.
- Review and update PPPM major application and admissions processes
- Consider prerequisites for some upper-division core classes and electives
- Review and update policies and processes for independent study courses and undergraduate thesis

The School of PPPM plans to hold Undergraduate Student Welcome events at least twice each academic year as a way to welcome new pre-majors and minors, and help them engage with PPPM faculty and students, and get involved with School activities and student groups.

Two new tenure-track faculty joined the School for 2018-19 and we anticipate offering new elective courses for PPPM undergraduate students. This will help meet increasing undergraduate enrollment and student requests for additional elective course offerings.

Undergraduate academic advising is transitioning in 2018-19 by centralizing within College of Design Student Services. The PPPM Undergraduate Program Director plans to work with the new academic advisor to update advising forms, develop new materials, and clarify language on the PPPM website and blog pages.

The School of PPPM plans to convene two new committees that will support improvements to student learning:

- Teaching and Learning Committee: among other responsibilities, this committee will coordinate teaching and learning materials, discussions, and workshops for TTF and NTTF in the School of PPPM
- Arts Management-PPPM Task Force: among other responsibilities, this task force will review existing and proposed arts management-related courses in relation to the PPPM field of interest in Arts & Cultural Leadership, identify scope and focus for potential new 200- and 300-level courses, and identify other opportunities for integrating the former AAD curriculum within PPPM