

**School of Planning, Public Policy and Management, College of Design, University of Oregon
(December 2016, updated December 2018)**

Assessment Plan – PPPM Undergraduate Major

The PPPM undergraduate program provides an interdisciplinary liberal arts education that prepares students for work in the fields of planning, public policy, and public and nonprofit management. Through course work that integrates theory and practice, the curriculum focuses on the ways governments, nonprofit organizations, and other institutions address public problems. Students explore the economic, social, and environmental characteristics of communities and systems of governance to determine effective ways to advance the public's goals. The curriculum helps students develop knowledge of core issues related to public policy and management as well as a specialized expertise in an area of their choosing.

The PPPM major requires a minimum of 60 credits to satisfy major requirements. These include:

- 28 credits of **required core courses**: Core courses are central to the major. Together, these courses expose students to the broad field of planning, public policy and management, and they provide the foundation for more advanced work in a focal area.
- 32 **elective credits** (elective courses, internship, thesis): Developing sufficient background to work in the fields of planning, public policy, and public and nonprofit management requires solid academic preparation, individualized inquiry and experiential learning. The elective requirements for the major provide for flexibility and balance in achieving these learning goals.

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

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

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

Objective	Measures	Analysis/Actions
Develop a specialized area of substantive knowledge or skills	<ul style="list-style-type: none">• Student survey• Student Advisory Board• PPM 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 PPM Internship Program and PPM 410 Real World Eugene