B.A. in Public Administration Assessment Plan  
Program: BA in Public Administration  
College of Business & Public Management  
School of Criminal Justice & Public Administration  
Dr. Morgan Laury, Coordinator

Mission:

The BA in Public Administration provides students with the knowledge and experience needed to begin careers in the not-for-profit and public service sectors. Our undergraduate program combines a firm theoretical foundation with an understanding of practical applications. Teaching methods in both elective and required courses stress the use of case studies, hands-on experience, and simulations that demonstrate how theory and concepts evolve into practical applications.

We are dedicated to the provision of a program that will:

- Develop the conceptual foundation requisite for success in public administration careers;
- Establish the ability to function effectively in complex, culturally diverse organizational structures;
- Expand and evolve to meet changing regional needs; and
- Promote student commitment to ethical standards of managerial practice.

The program is dedicated to maintaining an educational environment in which diversity can flourish and an atmosphere in which mutual respect characterizes relations among members of a pluralist community.

Assessment Process

There are 8 required courses (including the capstone) in the major for the BA in Public Administration; PA 2000, PA 2010, PA 3001, PA 3100, PA 3110, PA 3200, PA 3300 and PA 4000. Additionally, there are 4 required courses for the major that are taught outside of PA (ACC 2200, ENG 3090, ECO 1020 and PS 2100); students are also required to take 4 elective courses in PA. This core provides students with the skills and knowledge base they need to understand the workings of the public sector, and the capstone course provides the opportunity to integrate the knowledge from the “core.”

The program’s student learning objectives (SLOs) and subsequent assessment of these SLOs are concentrated on the courses required of all PA students. Each core course incorporates multiple assessments including exams, research papers, presentations, and case analyses tools as part of the evaluation process, and the program has used results of assessment for making improvements to program practices aimed at increasing student learning. For example, in fall 2009, PA 4000 was designated the “capstone” course for the BA in Public Administration. When faculty evaluated the content and student assignments in this course, they decided it was not substantive or comprehensive enough to serve the purpose of a capstone. The course was significantly revised to focus on synthesis, application, problem solving, and research.

Culminating assignments done in the Capstone Course (PA 4000) are direct measures for assessing student learning in our program. In addition to the original case study research project that will be used as a direct measure of SLO 2, 3, 4 and 5, a department-developed knowledge test will be administered in this course to provide a direct measure for SLO1.A. Direct measure
assessments are also done in courses earlier in the required course sequence. A full listing of
direct measures to assess each program SLO are listed below.

Each semester composite data from scored student assignments are collected to inform our
decisions on program improvements. Each May, PA faculty will spend a day analyzing
assessment data, evaluating the success of current pedagogy & recent interventions, and charting
initiatives for the coming academic year.

**Assessment of Student Learning**

**Students who graduate with a BA in Public Administration will**

**SLO 1: Understand the basic concepts of American democracy and public administration**
(KU3, KU4, GE-S4, GE-K2, GE-V2, GE-V3, GE-V4)

- **1.A: General concept of public administration and bureaucracy**
  
  **Direct Measures:** Comprehensive exam given in (PA 2000, PA 2010)
  
  **Test student knowledge at the end of the course (PA 3300)**
  
  **Indirect Measure:** Graduating student and alumni survey

- **1.B: Understanding knowledge of human resource management**
  
  **Direct Measures:** Comprehensive exam given in PA 4000
  
  **Test student knowledge at the end of the course (PA 3300)**
  
  **Indirect Measure:** Graduating student and alumni survey

- **1.C: Understanding knowledge of public budgeting and finance**
  
  **Direct Measures:** Comprehensive exam given in PA 4000
  
  **Test student knowledge at the end of the course (PA 3200)**
  
  **Indirect Measure:** Graduating student and alumni survey

- **1.D: Understanding knowledge of policy analysis**
  
  **Direct Measures:** Comprehensive exam given in PA 4000
  
  **Test student knowledge at the end of the course (PA 3100)**
  
  **Indirect Measure:** Graduating student and alumni survey

- **1.E: Understanding knowledge of information management and technology**
  
  **Direct Measures:** Comprehensive exam given in PA 4000
  
  **Test student knowledge at the end of the course**
  
  **Indirect Measure:** Graduating student and alumni survey

- **1. F: Understanding how administrative responsibility, accountability, efficiency, diversity
and teamwork within the context of government and nonprofit public service programs.**
Direct Measures: Case assignment graded with rubric in PA 2010
Indirect Measure: Graduating student and alumni survey

SLO 2: Have the research skills to critically analyze public administration issues (KU1, GE-S3, GE-V5)

• SLO 2.A: Analysis of managerial issues and policy recommendations
  Direct Measure: Writing an original case focusing on managerial and policy recommendation (PA 4000)
  Indirect Measure: Graduating student and alumni survey

SLO3: Have the information technology skills germane to study and practice of public administration. (GE-S3, GE-S5, KU4, GE-V5)

• SLO 3.A: proficiency with managerial software
  Direct Measures: Assign project in PA 3001 graded with rubric
  Indirect Measure: Graduating student and alumni survey

SLO4: Have the ability to communicate and interact productively with a diverse and changing workforce and citizenry (KU1, KU2, KU3, KU4, GE-S1, GE-S2, GE-V1, GE-V4, GE-V5)

• SLO 4.A: Effective communication
  Direct Measures: Oral presentation of capstone project (PA 4000)
  Indirect Measure: Graduating student and alumni survey

SLO 5: Be able to develop/formulate a public policy response to a “real world” social or economic problem (KU1, KU2, GE-S4, GE-V2, GE-V3, GE-V4, GE-V5)

• SLO 5.A: Ability to develop a public policy response to a “real world” social or economic problem
  Direct Measures: Assignment in PA 3100 to develop a portfolio
  Indirect Measure: Graduating student and alumni survey
KU Student Outcomes (KU):
Kean University graduates should be able to:
1. Think critically, creatively and globally;
2. Adapt to changing social, economic, and technological environments;
3. Serve as active and contributing members of their communities; and
4. Advance their knowledge in the traditional disciplines (GE) and enhance their skills in professional areas

**General Education Student Learning Outcomes**

Knowledge (GE-K): Students will demonstrate proficiency in knowledge and content by:
(K1) applying the scientific method to comprehend natural concepts and processes;
(K2) evaluating major theories and concepts in social sciences;
(K3) relating historical references to literature; and
(K4) evaluating major theories and concepts in the fine arts.

Skills (GE-S): Students will demonstrate the skills necessary to:
(S1) write to communicate and clarify learning;
(S2) communicate effectively through speech;
(S3) solve problems using quantitative reasoning;
(S4) think critically about concepts in multiple disciplines; and
(S5) show information literacy

Values (GE-V): Students will demonstrate personal, social and ethical responsibility as a part of lifelong learning through:
(V1) personal responsibility;
(V2) ethical & social responsibility;
(V3) active in social & civic engagement;
(V4) respect for diverse culture; and
(V5) lifelong learning.