

## APPENDIX C

### UNIVERSITY OF NORTH CAROLINA

#### REQUEST FOR AUTHORIZATION TO ESTABLISH A NEW DEGREE PROGRAM

***INSTRUCTIONS:** Please submit five copies of the proposal General Administration. Each proposal should include a 2-3 page executive summary. The signature of the Chancellor is required. Proposals will be submitted electronically after January 1, 2010.*

Date: September 1, 2010

**Constituent Institution:** UNC-Chapel Hill

CIP Discipline Specialty Title: Public Policy

CIP Discipline Specialty Number: 44.0501 Level: B \_\_\_\_ M \_XXX\_ 1<sup>st</sup> Prof \_\_\_\_ D \_\_\_\_

Exact Title of the Proposed Degree: Master of Arts in Public Policy

Exact Degree Abbreviation (e.g. B.S., B.A., M.A., M.S., Ed.D., Ph.D.): M.A.

#### EXECUTIVE SUMMARY

The Department of Public Policy of the College of Arts and Sciences, University of North Carolina at Chapel Hill, requests permission to establish a new degree Master of Arts in Public Policy for the limited purpose of providing an option for the occasional student who has achieved a high level of knowledge and competence in graduate study of public policy, but for any of a number of reasons – change of career goals, health, financial, family obligations, or academic performance – is unable to complete the full requirements of the Ph.D. degree. These students will, however, have demonstrated scholarly competence in public policy through their coursework and other academic requirements.

The proposed M.A. program will strengthen our doctoral program by reassuring applicants of an alternative if for any reason they should be unable to complete the Ph.D. degree. Students for which such an option would be beneficial are identified at a rate of approximately one every other year. Very rarely we envision that there may be applicants who wish only to earn the M.A. degree where this certification will allow them to increase their knowledge of public policy issues and decision-making processes relevant to their own career interests in other fields. Although the option for the M.A. degree will be listed on our website, we do not intend to recruit for this option.

The proposed program is a 30 credit hour master's degree based on a program of study that will provide mastery of the principles and foundations of public policy study and research at the graduate level, as well as specific understanding of a selected topical area of public policy such

as social, environmental, education, economic development, science and technology, or entrepreneurship and innovation policy. It will include at least 18 course credit hours in the major field, at least 24 credits in residence and at least half the credits for courses numbered 700 or higher. Students will be required to take 18 hours of core courses already required in our Ph.D. degree program; the other 9 credit hours will be a set of electives approved by a faculty advisor to develop substantive knowledge of the student's chosen policy area. The degree requirements also will include at least three credit hours of thesis or of an approved thesis substitute such as a technical report or independent research project.

The Department of Public Policy is one of only three Ph.D.-granting units at UNC-Chapel Hill that have no master's degree as an alternative for students who are unable to complete the doctoral dissertation, and we are almost alone among other public policy doctoral programs nationally in lacking a master's degree option. No public institutions of higher education in North Carolina offer a master's degree in public policy, nor are any others listed as in planning. The UNC-Chapel Hill Department of Public Policy is the only UNC institution that offers a bachelor's degree in this field, and one of only two that offer the Ph.D. (UNC-Charlotte also offers a Public Policy Ph.D. as an interdisciplinary degree program). The only private institution of higher education in North Carolina that offers a master's degree in public policy is the Sanford School of Public Policy at Duke University, which offers the Master of Public Policy, a two-year terminal professional degree. In contrast, the degree we are proposing is not a terminal professional degree, but an academic master's degree serving graduate students at the Ph.D. level of academic study and research skills in public policy.

The proposed program will utilize the same courses, faculty, facilities, and other resources already provided for students in our existing Ph.D. program, which do not duplicate any other programs in the University, and will not require any new resources. It will not affect enrollment in any other programs. Admission requirements will be the same as for our existing Ph.D. program (normally students will already be enrolled in that program). The Department's most recent external review was completed in 2008-09, during which the department proposed adding an M.A. degree and the external reviewers recommended that we do so.

Criteria for evaluation of the proposed program will be the successful completion of master's degrees by students who might not otherwise successfully complete Ph.D. dissertation. Evaluation measures will include number of students per year switching degree intent from Ph.D. to M.A. program; percentage of M.A. students completing master's theses; percentage of M.A. graduates employed in policy research organizations; and graduates' satisfaction with the M.A. program (exit interviews, follow-up questionnaires).

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CIP Discipline Specialty Title: Public Policy

CIP Discipline Specialty Number: 44.0501 Level: B \_\_\_ M \_XXX\_ 1<sup>st</sup> Prof \_\_\_ D \_\_\_

Exact Title of the Proposed Degree: Master of Arts in Public Policy

Exact Degree Abbreviation (e.g. B.S., B.A., M.A., M.S., Ed.D., Ph.D.): M.A.

Does the proposed program constitute a substantive change as defined by SACS? Yes \_\_\_\_\_ No XXX

Is it at a more advanced level than those previously authorized? Yes \_\_\_\_\_ No XXX

a. Is the proposed program in a new discipline division? Yes \_\_\_\_\_ No XXX

Proposed date to establish degree program (allow at least 3-6 months for proposal review):

month August year 2011

Do you plan to offer the proposed program away from campus *during the first year of operation*?  
Yes \_\_\_\_\_ No XXX

If so, complete the form to be used to request establishment of a distance education program and submit it along with this request.

Proposed date of initiation of proposed degree program: August 2011

This proposal to establish a new degree program has been reviewed and approved by the appropriate campus committees and authorities.

**Chancellor:**

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## I. DESCRIPTION OF THE PROGRAM

### A. Describe the proposed degree program (i.e., its nature, scope, and intended audience).

This proposed M.A. degree program is designed to certify that students have achieved a high level of knowledge and competence in graduate study of public policy, but without the rigorous research experience required of the Ph.D. degree. It fits within the mission of the Department of Public Policy and its Ph.D.-granting primary focus of facilitating interdisciplinary training in public policy analysis. It includes a specific emphasis on understanding the core principles of policy analysis, public sector economics, policymaking organizations and institutions, and normative principles for public sector decision-making, and the program has as a foundation the recognition that knowledge of these principles and their application to a specific area of public policy contributes to the long-term career of a successful policy researcher.

The proposed program is a 30 credit hour master's degree based on a program of study that will provide mastery of the principles and foundations of public policy study and research at the graduate level, as well as specific understanding of a selected topical area of public policy such as social, environmental, education, economic development, science and technology, or entrepreneurship and innovation policy. It will include at least 18 course credit hours in the major field, at least 24 credits in residence and at least half the credits for courses numbered 700 or higher. It also will include at least three credit hours of thesis or of an approved thesis substitute such as a technical report or independent research project.

Students will be required to take 18 hours of core courses already required in our Ph.D. degree program, including PLCY 710, Public Policy Analysis; PLCY 716, Politics, Institutions & Public Policy; PLCY 780, Normative Dimensions in Policy Analysis and Research; PLCY 788/789, Advanced Economic Analysis for Public Policy I & II; and PLCY 801, Design of Policy-Oriented Research (18 credits total). The remainder of the courses (normally 9 credit hours) will be a set of electives approved by a faculty advisor to develop substantive knowledge of the student's chosen policy area.

All candidates also will write a scholarly Master of Arts thesis or approved substitute of at least 3 credit hours that provides evidence of their mastery of the curriculum. The thesis may be either a scholarly report on original research undertaken by the student, or a scholarly review of a timely area of public policy inquiry, such as the scholarly review paper now allowed by the department as an option for the doctoral field examination on a policy specialization area. Consistent with Graduate School policy, an approved substitute for the thesis may be a technical report or independent research report which is similar to a traditional research thesis but may be more targeted on analysis of a specific public policy issue. The thesis or substitute project would be approved by and then defended orally before a committee of at least three Public Policy faculty members. We expect that most candidates will have passed the doctoral written qualifying exam, and in those cases, the final M.A. oral exam will focus solely on the thesis. For students who have not passed the doctoral qualifying exam, the final M.A. defense will cover both the M.A. thesis and graduate-level knowledge of general principles of public policy analysis.

### B. List the educational objectives of the program.

The Department's primary goal is to graduate research scholars who will have earned the Ph.D. degree and be able to conduct an independent research program, teach in leading academic programs in public policy, or similar professional tasks.

The proposed degree option will supplement this objective in two important ways. First, some will have realized during the early conduct of their Ph.D. research that they do not have either the love and/or motivation required for a successful independent research career, and in occasional cases we find that other students, whether for health, family, financial, or other reasons, are unable to complete the dissertation. The M.A. degree will provide recognition of these achievements and assist such students in pursuing their careers. Very rarely we envision that there may be applicants who wish only to earn the M.A. degree where this certification will allow them to increase their knowledge of public policy issues and decision-making processes relevant to their own career interests in other fields. Although the option for the M.A. degree will be listed on our website, we do not intend to recruit for this option. Having this option available, however, might occasionally be important as a service to the State of North Carolina.

- C. Describe the relationship of the program to other programs currently offered at the proposing institution, including the common use of: (1) courses, (2) faculty, (3) facilities, and (4) other resources.

The proposed program will utilize the same courses, faculty, facilities, and other resources already provided for students in our existing Ph.D. program, and will not require any new resources. It will not affect enrollment in any other programs.

- D. Describe any explorations of collaborative offering of this program and the results of those explorations.

Collaborative offering would not be appropriate in this case, inasmuch as this program is not proposed to enroll additional students.

## II. **JUSTIFICATION FOR THE PROGRAM-NARRATIVE STATEMENT**

- A. Describe the proposed program as it relates to:
  - 1. the institutional mission and strategic plan and response to *UNC Tomorrow*

The relationship of this degree to the department's mission is the same as the existing Ph.D. program, to prepare students for rigorous research and analysis of public policy questions.

UNC-Chapel Hill's Department of Public Policy was a founding member of the Association for Public Policy and Management, the national professional association of academic public policy programs, and is a visible and well-regarded member of that organization. In the two-decade history of UNC-Chapel Hill's public policy Ph.D. program, we have developed a national reputation for excellence: recent comparisons with peer institutions using the National Research Council data, for example, document that our students are above the median of our peers in both verbal and math GRE scores, and that we graduate continuously enrolled graduate students in a significantly shorter time to degree than the median time of our peers. Several of our graduates have received or been runners-up for APPAM's best-dissertation awards, and nearly all of them have found positions immediately on graduation either in academic institutions or in respected policy research organizations. The fact that we have not offered the M.A. degree, however, has resulted in real hardship to occasional students who are highly qualified and employable except for their inability, for various reasons, to complete the dissertation. This application corrects this oversight, and puts us on a level field with other doctoral programs at UNC and nationally. Currently we are one of only three Ph.D.-granting units at UNC-Chapel Hill

that have no master's degree as an alternative for students who are unable to complete the dissertation, and we are almost alone among other public policy doctoral programs nationally in lacking a master's degree option.

Graduate study in public policy by its nature provides direct benefits to the University's mission to contribute, through its research and teaching, to the needs of the people of North Carolina. More than many other academic fields, teaching and research in public policy are directly engaged with developing and evaluating solutions to societal problems and identifying innovative ways of improving the quality of life for the public.

Faculty and student research strengths in the Department of Public Policy also are directly related to several of the objectives of the UNC system's *UNC Tomorrow* initiative, including education, environmental, health, and economic development policy, which support opportunities for students seeking to use high-quality research to understand and develop innovative policy solutions for North Carolina and the nation. Public Policy faculty and graduate students participate extensively in engaged research on policy questions facing state and local agencies, nonprofit and citizen organizations, and North Carolinians more generally. Many of our faculty members serve in advisory roles to the governor, General Assembly, and other governmental and civic organizations; and a number of our graduate students have received IMPACT awards from the Graduate Education Advancement Board, recognizing the direct benefits of their research to the people of North Carolina. A master's option will allow those who do not complete doctoral dissertations to make such contributions through master's thesis projects instead.

2. student demand

Students for which such an option would be beneficial are identified at a rate of approximately one every other year.

3. societal need (For graduate, first professional, and baccalaureate professional programs, cite manpower needs in North Carolina and elsewhere.)

Students who are unable to complete the dissertation but meet the requirements for the proposed M.A. degree, including the analytical skills as well as the coursework required in our doctoral program, are regularly needed for analytical positions in federal and state government agencies, in consulting firms, and in policy research think-tanks, and will find ready opportunities for employment in such organizations.

4. impact on existing undergraduate and/or graduate academic programs of your institution. (e.g., Will the proposed program strengthen other programs? Will it stretch existing resources? How many of your programs at this level currently fail to meet Board of Governors' productivity criteria? Is there a danger of proliferation of low-productivity degree programs at the institution?)

The proposed M.A. program will strengthen our doctoral program by reassuring applicants of an alternative if for any reason they should be unable to complete the Ph.D. degree. It will have no

impact on existing undergraduate or other graduate programs. We have no programs that have failed to meet BOG productivity criteria, and do not foresee any risk of proliferating low-productivity degree programs: if anything our doctoral program is anticipated to grow gradually over the coming years as our rapidly growing undergraduate major increases the justification for additional teaching capacity.

- B. Discuss potential program duplication and program competitiveness.
  - 1. Identify similar programs offered elsewhere in North Carolina. Indicate the location and distance from the proposing institution. Include a) public and b) private institutions of higher education.

No public institutions of higher education in North Carolina offer a master's degree in public policy, nor are any others listed as in planning. The UNC-Chapel Hill Department of Public Policy is the only UNC institution that offers a bachelor's degree in this field, and one of only two that offer the Ph.D. (UNC-Charlotte also offers a Public Policy Ph.D. as an interdisciplinary degree program).

The only private institution of higher education in North Carolina that offers a master's degree in public policy is the Sanford School of Public Policy at Duke University, which offers the Master of Public Policy, a two-year terminal professional degree. In contrast, the degree we are proposing is not a terminal professional degree, but an academic master's degree serving graduate students at the Ph.D. level of academic study and research skills in public policy.

- 2. Indicate how the proposed new degree program differs from other programs like it in the University. If the program duplicates other UNC programs, explain a) why is it necessary or justified and b) why demand (if limited) might not be met through a collaborative arrangement (perhaps using distance education) with another UNC institution. If the program is a first professional or doctoral degree, compare it with other similar programs in public and private universities in North Carolina, in the region, and in the nation.

As noted above, the proposed degree will utilize the same courses and faculty as our existing Ph.D. program in public policy, which do not duplicate any other programs in the University.

- C. Enrollment (baccalaureate programs should include only upper division majors, juniors and seniors).

Headcount enrollment

Show a five-year history of enrollments and degrees awarded in similar programs offered at other UNC institutions (using the format below for each institution with a similar program); indicate which of these institutions you consulted regarding their experience with student demand and (in the case of professional programs) job placement. Indicate how their experiences influenced your enrollment projections.

Institution: Not offered at any other UNC institutions

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Program Title: N/A

	(year)	(year)	(year)	(year)	(year)
Enrollment					
Degrees-awarded					

Use the format in the chart below to project your enrollment in the proposed program for four years and explain the basis for the projections:

	Year 1 (2011-12)	Year 2 (2012-13)	Year 3 (2013-14)	Year 4 (2014-15)
Full-time				
Part-time		1 FT		1 FT
<b>TOTALS</b>				

Students changing their degree intent from the existing Public Policy Ph.D. program.

Please indicate the anticipated steady-state headcount enrollment after four years:

Full-time      1              Part-time      0              Total      1

SCH production (upper division program majors, juniors and seniors *only*, for baccalaureate programs).      N/A

Use the format in the chart below to project the SCH production for four years. Explain how SCH projections were derived from enrollment projections (see UNC website for a list of the disciplines comprising each of the four categories).

<b>Year 1</b>	<b>Student Credit Hours</b>		
<b>Program Category</b>	<b>UG</b>	<b>Masters</b>	<b>Doctoral</b>
Category I	-N/A-		-N/A-
Category II	-N/A-		-N/A-
Category III	-N/A-		-N/A-
Category IV	-N/A-		-N/A-



<b>Year 2</b>	<b>Student Credit Hours</b>		
<b>Program Category</b>	<b>UG</b>	<b>Masters</b>	<b>Doctoral</b>
Category I	-N/A-		-N/A-
Category II	-N/A-		-N/A-
Category III	-N/A-	12	-N/A-
Category IV	-N/A-		-N/A-

One student registered in the MA program every other year for a full-time semester (9 hours) and a semester of thesis credits (3 hours). This is only an estimate as we do not expect significant registrations or student credit hour production in the proposed MA option.

<b>Year 3</b>	<b>Student Credit Hours</b>		
<b>Program Category</b>	<b>UG</b>	<b>Masters</b>	<b>Doctoral</b>
Category I	-N/A-		-N/A-
Category II	-N/A-		-N/A-
Category III	-N/A-		-N/A-
Category IV	-N/A-		-N/A-

<b>Year 4</b>	<b>Student Credit Hours</b>		
<b>Program Category</b>	<b>UG</b>	<b>Masters</b>	<b>Doctoral</b>
Category I	-N/A-		-N/A-
Category II	-N/A-		-N/A-
Category III	-N/A-	12	-N/A-
Category IV	-N/A-		-N/A-

One student registered in the MA program every other year for a full-time semester (9 hours) and a semester of thesis credits (3 hours). This is only an estimate as we do not expect significant registrations or student credit hour production in the proposed MA option.

### III. PROGRAM REQUIREMENTS AND CURRICULUM

A. Program Planning.

1. List the names of institutions with similar offerings regarded as high quality programs by the developers of the proposed program.

The master's degree most commonly offered by academic programs in public policy around the country is the Master of Public Policy (MPP), a two-year terminal professional degree which is not comparable to the research-oriented academic degree we are proposing as an option from our Ph.D. degree program. Examples of other high-quality institutions offering M.A. programs in public policy include Stanford University and the Harris School of Public Policy, University of Chicago.

[https://publicpolicy.stanford.edu/dual\\_ma](https://publicpolicy.stanford.edu/dual_ma)

<http://harrisschool.uchicago.edu/programs/degrees/masters/am.asp>

2. List other institutions visited or consulted in developing this proposal. Also discuss or append any consultants' reports, committee findings, and simulations (cost, enrollment shift, induced course load matrix, etc.) generated in planning the proposed program.

The Department's most recent external review was completed in 2008-09, during which the department proposed adding an M.A. degree and the external reviewers recommended that we do so. Reviewers included the dean of the Evans School of Public Affairs, University of Washington, and the interim dean of Georgetown University's Public Policy Institute.

B. Admission. List the following:

1. Admissions requirements for proposed program (indicate minimum requirements and general requirements).

Same as existing Ph.D. program (normally students will already be enrolled in that program), including a baccalaureate degree, minimum combined GRE score of 1000 with scores at or above the 50th percentile on the Math and Verbal components of the GRE, a minimum of one year of differential and integral calculus, and one semester of intermediate microeconomic theory with calculus. Additional preferred qualifications include combined GRE scores above 1200 and some relevant work experience.

2. Documents to be submitted for admission (listing or sample).

Same as existing Ph.D. program, plus a letter explaining reasons for request to change degree intent from Ph.D. to M.A. degree program.

C. Degree requirements. List the following:

1. Total hours required. Major. Minor.

30 credit hours, including at least 3 hours of master's thesis or approved substitute

2. Proportion of courses open only to graduate students to be required in program (graduate programs only).

Minimum 18 of 30 credits in courses open only to graduate students (700 and above)

3. Grades required.

Standard Graduate School requirements apply.

4. Amount of transfer credit accepted.

Standard Graduate School requirements apply.

5. Other requirements (e.g. residence, comprehensive exams, thesis, dissertation, clinical or field experience, "second major," etc.).

Standard Graduate School requirements apply, including minimum of one year full-time residence, comprehensive written or oral exam, and thesis or approved substitute project.

6. Language and/or research requirements.

Standard Graduate School requirements apply.

7. Any time limits for completion.

Standard Graduate School requirements apply.

- D. List existing courses by title and number and indicate (\*) those that are required. Include an explanation of numbering system. List (under a heading marked "new") and describe new courses proposed.

\*PLCY 710, Public Policy Analysis

\*PLCY 716, Politics, Institutions & Public Policy

\*PLCY 780, Normative Dimensions in Policy Analysis and Research

\*PLCY 788/789, Advanced Economic Analysis for Public Policy I & II

\*PLCY 801, Design of Policy-Oriented Research

(18 credits of above core courses required; courses numbered 700 and above are for graduate students only)

Plus 9 hours of approved electives on a policy specialization topic

New: \*PLCY 992 Master's (Non-thesis) (3-6 credits)

\*PLCY 993 Master's Thesis (3-6 credits)

#### IV. **FACULTY**

- A. List the names of persons now on the faculty who will be directly involved in the proposed program. Provide complete information on each faculty member's education, teaching experience, research experience, publications, and experience in directing student research, including the number of theses and dissertations directed for graduate programs. The official roster forms approved by SACS can be submitted rather than actual faculty vita.

#### Professors

Richard N. L. Andrews, Environmental Policy

Maryann P. Feldman, Innovation, Entrepreneurship, Technological Change and Economic Growth

Sudhanshu Handa, Human Resource Economics, Poverty, Impact Evaluation, Development, Applied Microeconomics

Gary T. Henry, Education Policy, Child Policy, Policy and Program Evaluation, Quantitative Research Methods

#### Associate Professors

Daniel P. Gitterman, American Politics and Public Policy, Social and Health Policy

Krista M. Perreira, Family, Health and Social Policy, Racial and Gender Disparities, Immigration

#### Assistant Professors

Christine P. Durrance, Public and Applied Microeconomics, Health Economics and Policy, Industrial Organization/Anti-trust Policy

Pamela Jagger, Environmental and Development Policy, Forests and Livelihoods, Research Design and Methods, Institutions and Governance

Douglas L. Lauen, Education Policy, Organizational Theory, Stratification

Benjamin Mason Meier, Global Health Policy, Justice and Policy

John C. Scott, Lobbying Organizations, Social Networks, Aging and Retirement Policy

- B. Estimate the need for new faculty for the proposed program over the first four years. If the teaching responsibilities for the proposed program will be absorbed in part or in whole by the present faculty, explain how this will be done without weakening existing programs.

No additional faculty will be needed to offer the proposed program. The degree will serve students from our existing Ph.D. program, taking the same courses, directed by the same faculty members, and completing an M.A. thesis instead of a Ph.D. dissertation. It will thus not weaken our existing program, and may even strengthen it by providing an appropriate alternative for students who might otherwise not complete a Ph.D. dissertation for a range of reasons such as those detailed above.

- C. If the employment of new faculty requires additional funds, please explain the source of funding.

Not applicable

- D. Explain how the program will affect faculty activity, including course load, public service activity, and scholarly research.

The program will have no effect on faculty activity except to the extent of advising a small number of master's theses by students who otherwise would write doctoral dissertations.

V. **LIBRARY**

- A. Provide a statement as to the adequacy of present library holdings for the proposed program.

The program will have no impact on the University's library holdings.

- B. State how the library will be improved to meet new program requirements for the next five years. The explanation should discuss the need for books, periodicals, reference material, primary source material, etc. What additional library support must be added to areas supporting the proposed program?

Not applicable

- C. Discuss the use of other institutional libraries.

Not applicable

VI. **FACILITIES AND EQUIPMENT**

- A. Describe facilities available for the proposed program.

Same as for existing Ph.D. program.

- B. Describe the effect of this new program on existing facilities and indicate whether they will be adequate, both at the commencement of the program and during the next decade.

No impact: same as for existing Ph.D. program.

- C. Discuss any information technology services needed and/or available.

No impact: same as for existing Ph.D. program.

- D. Discuss sources of financial support for any new facilities and equipment.

Not applicable

VII. **ADMINISTRATION**

Describe how the proposed program will be administered, giving the responsibilities of each department, division, school, or college. Explain any inter-departmental or inter-unit administrative plans. Include an organizational chart showing the "location" of the proposed new program.

The program will be administered by the Department of Public Policy in the College of Arts and Sciences, under the same structure as its existing Ph.D. program.

**VIII. ACCREDITATION**

Indicate the names of all accrediting agencies normally concerned with programs similar to the one proposed. Describe plans to request professional accreditation. If the proposed new degree program is at a more advanced level than those previously authorized or if it is in a new discipline division, was SACS notified of a potential "substantive change" during the planning process? If so, describe the response from SACS and the steps that have been taken to date with reference to the applicable procedure.

The program will be subject to the normal periodic review and approval processes of The Graduate School. No professional accreditation is contemplated, and the proposed program is not a substantive change under SACS criteria: it is neither at a more advanced level nor in a new discipline division than the department's existing Ph.D. program.

**IX. SUPPORTING FIELDS**

Are other subject-matter fields at the proposing institution necessary or valuable in support of the proposed program? Is there needed improvement or expansion of these fields? To what extent will such improvement or expansion be necessary for the proposed program?

The program will have no impact on any other supporting fields.

**X. ADDITIONAL INFORMATION**

Include any additional information deemed pertinent to the review of this new degree program proposal.

No additional information identified as needed.

**XI. BUDGET**

Provide estimates (using the attached form) of the additional costs required to implement the program and identify the proposed sources of the additional required funds. *Use SCH projections (section II.C.) to estimate new state appropriations through enrollment increase funds.* Prepare a budget schedule for each of the first four years of the program, indicating the account number and name for all additional amounts required. Identify EPA and SPA positions immediately below the account listing. New SPA positions should be listed at the first step in the salary range using the SPA classification rates currently in effect. Identify any larger or specialized equipment and any unusual supplies requirements.

For the purposes of the second and third year estimates, project faculty and SPA position rates and fringe benefits rates at first year levels. *Include the continuation of previous year(s) costs in second and third year estimates.*

Additional state-appropriated funds for new programs may be limited and in recent years have been almost non-existent. Except in exceptional circumstances, institutions should request such funds for no more than three years (e.g., for start-up equipment, new faculty positions, etc.), at which time enrollment increase funds should be adequate to support the new program. Therefore it will be assumed that requests (in the "New Allocations" column of the following worksheet) are for one, two, or three years unless the institution indicates a continuing need and attaches a compelling justification. However, funds for new programs are more likely to be allocated for limited periods of time if available at all.

No additional costs are necessary to implement the proposed program.

*[Form continues on next page.]*

**SUMMARY OF ESTIMATED ADDITIONAL COSTS FOR PROPOSED PROGRAM**

*INSTITUTION*                      UNC-Chapel Hill                                      *DATE*    July 17, 2010

*Program (CIP, Name, Level)* 44.0501, Public Policy, Master's

*Degree(s) to be Granted* M.A. in Public Policy    *Program Year* 2011-12

**ADDITIONAL FUNDS REQUIRED - BY SOURCE**

NO ADDITIONAL FUNDS REQUIRED	Reallocation of Present Institutional Resources	Enrollment Increase Funds	Federal Other (Identify)	New Allocations	Total
<b><u>101 Regular Term Instruction</u></b>					
1210 SPA Regular Salaries (Identify positions)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)
1310 EPA Academic Salaries	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)
1810 Social Security	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
1820 State Retirement	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
1830 Medical Insurance	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
2000 Supplies and Materials (Identify)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)
3000 Current Services (Identify)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)
4000 Fixed Charges (Identify)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)
5000 Capital Outlay (Equipment)(Identify)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)	\$ _____ (_____) (_____)



	( _____ )	( _____ )	( _____ )	( _____ )	( _____ )
TOTAL - Regular Term Instruction	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
<b><u>151 Libraries</u></b>					
(Identify accounts)	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
	( _____ )	( _____ )	( _____ )	( _____ )	( _____ )
	( _____ )	( _____ )	( _____ )	( _____ )	( _____ )
	( _____ )	( _____ )	( _____ )	( _____ )	( _____ )
	( _____ )	( _____ )	( _____ )	( _____ )	( _____ )
TOTAL - Libraries	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
<b>TOTAL ADDITIONAL COSTS</b>	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

No additional funds required.

Note: Accounts may be added or deleted as required.

**XII. EVALUATION PLANS**

All new degree program proposals must include an evaluation plan which includes: (a) the criteria to be used to evaluate the quality and effectiveness of the program, (b) measures to be used to evaluate the program, (c) expected levels of productivity of the proposed program for the first four years of operation (number of graduates), (d) the names, addresses, e-mail addresses, and telephone numbers of at least three persons (six reviewers are needed for graduate programs) qualified to review this proposal and to evaluate the program once operational, and (e) the plan and schedule to evaluate the proposed new degree program prior to the completion of its fifth year of operation once fully established.

**PROGRAM EVALUATION FORMAT**

A. Criteria to be used to evaluate the proposed program:

Successful completion of master's degree by students who might not otherwise successfully complete Ph.D. dissertation.

B. Measures to be used to evaluate the program:

Number of students per year switching degree intent from Ph.D. to M.A. program  
 Percentage of M.A. students completing master's theses  
 Percentage of M.A. graduates employed in policy research organizations  
 Graduates' satisfaction with M.A. program (exit interviews, follow-up questionnaires)

C. Projected productivity levels (number of graduates):

<u>Level</u>	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>TOTALS</u>
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B	_____	_____	_____	_____	_____
M	_____	1	_____	1	2
I/P	_____	_____	_____	_____	_____
D	_____	_____	_____	_____	_____

(Key: B-Bachelor's, M-Master's, I/P-Intermediate or Professional, D-Doctoral)

- D. Recommended consultant/reviewers: Names, titles, addresses, e-mail addresses, and telephone numbers. May not be employees of the University of North Carolina.

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- E. Plan for evaluation prior to fifth operational year.

All academic units granting M.A. and Ph.D. degrees at UNC-Chapel Hill are reviewed by The Graduate School approximately every 9 years, including a departmental self-study and formal external review. The Department's most recent external review was completed in 2008-09, during which the department proposed adding an M.A. degree and the external reviewers endorsed this proposal. The next such review would normally occur in approximately 2017-18,

which would allow enough time for start-up and operation of the program and would be the logical context in which to evaluate it.

**XIII. REPORTING REQUIREMENTS**

Institutions will be expected to report on program productivity after one year and three years of operation. This information will be solicited as a part of the biennial long-range planning revision.

**From:** Richard Andrews [andrewsr@email.unc.edu]  
**Sent:** Tuesday, November 02, 2010 5:50 PM  
**To:** Owen, Bobbi A; Lindemann, Erika  
**Cc:** Jonathan Hartlyn; Buell, Agatha  
**Subject:** Agenda item for College Administrative Board meeting: MA degree proposal for Public Policy  
**Attachments:** Appendix\_C\_(Establish\_New\_Degree) -- MA Public Policy 9-1-2010.pdf

Dear Bobbi and Erika:

I am writing with the approval of Jonathan Hartlyn to request that the attached proposal for a Master of Arts degree in Public Policy be scheduled for discussion and hopefully approval by the College of Arts and Sciences Administrative Board at its next meeting. It has been designed in close cooperation with Graduate School staff to be sure that it meets Graduate School and University requirements for its intended purpose, and it is their hope that a limited-purpose degree such as is proposed here could be approved on an expedited basis by General Administration, without the need for the more elaborate full two-step review process.

This degree is proposed for the limited purpose of providing an option for the occasional student who has achieved a high level of knowledge and competence in graduate study of public policy, but for any of a number of reasons – change of career goals, health, financial, family obligations, or academic performance – is unable to complete the full requirements of the Ph.D. degree. These students will, however, have demonstrated scholarly competence in public policy through their coursework and other academic requirements.

The proposed M.A. program will strengthen our doctoral program by reassuring applicants of an alternative if for any reason they should be unable to complete the Ph.D. degree. Students for which such an option would be beneficial are identified at a rate of approximately one every other year. Very rarely we envision that there may be applicants who wish only to earn the M.A. degree where this certification will allow them to increase their knowledge of public policy issues and decision-making processes relevant to their own career interests in other fields. Although the option for the M.A. degree will be listed on our website, we do not intend to recruit for this option.

The proposed program is a 30 credit hour master's degree based on a program of study that will provide mastery of the principles and foundations of public policy study and research at the graduate level, as well as specific understanding of a selected topical area of public policy such as social, environmental, education, economic development, science and technology, or entrepreneurship and innovation policy. It will include at least 18 course credit hours in the major field, at least 24 credits in residence and at least half the credits for courses numbered 700 or higher. Students will be required to take 18 hours of core courses already required in our Ph.D. degree program; the other 9 credit hours will be a set of electives approved by a faculty advisor to develop substantive knowledge of the student's chosen policy area. The degree requirements also will include at least three credit hours of thesis or of an approved thesis substitute such as a technical report or independent research project.

The Department of Public Policy is one of only three Ph.D.-granting units at UNC-Chapel Hill that have no master's degree as an alternative for students who are unable to complete the doctoral dissertation, and we are almost alone among other public policy doctoral programs nationally in lacking a master's degree option. No public institutions of higher education in North Carolina offer a master's degree in public policy, nor are any others listed as in planning. The UNC-Chapel Hill Department of Public Policy is the only UNC institution that offers a bachelor's degree in this field, and one of only two that offer the Ph.D. (UNC-Charlotte also offers a Public Policy Ph.D. as an interdisciplinary degree program). The only private

institution of higher education in North Carolina that offers a master's degree in public policy is the Sanford School of Public Policy at Duke University, which offers the Master of Public Policy, a two-year terminal professional degree. In contrast, the degree we are proposing is not a terminal professional degree, but an academic master's degree serving graduate students at the Ph.D. level of academic study and research skills in public policy.

The proposed program will utilize the same courses, faculty, facilities, and other resources already provided for students in our existing Ph.D. program, which do not duplicate any other programs in the University, and will not require any new resources. It will not affect enrollment in any other programs. Admission requirements will be the same as for our existing Ph.D. program (normally students will already be enrolled in that program). The Department's most recent external review was completed in 2008-09, during which the department proposed adding an M.A. degree and the external reviewers recommended that we do so.

Criteria for evaluation of the proposed program will be the successful completion of master's degrees by students who might not otherwise successfully complete Ph.D. dissertation. Evaluation measures will include number of students per year switching degree intent from Ph.D. to M.A. program; percentage of M.A. students completing master's theses; percentage of M.A. graduates employed in policy research organizations; and graduates' satisfaction with the M.A. program (exit interviews, follow-up questionnaires).

Thank you for your help in moving this proposal ahead for us.

Sincerely,

Pete

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REPLY TO: [pete\\_andrews@unc.edu](mailto:pete_andrews@unc.edu)

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