



# **PST410 Benchmarking: Policy Studies Program Review**

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# Deliverables

- ❖ Program Review Report
- ❖ Policy Undergrad Degree Programs, Comparative Analysis
- ❖ Findings and Recommendations Memo
- ❖ Powerpoint Presentation


# Program Review Report

Department reviewed every five years

Four Dimensions:

- Quality
- Demand
- Cost-Effectiveness
- Centrality to Mission

Connect to University's *Academic Strategic Plan*



**SYRACUSE UNIVERSITY**

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**Program Review Report Undergraduate, Masters and CAS Program Reviews**

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School or College: \_\_\_\_\_  
Department: \_\_\_\_\_  
Program Reviewed: \_\_\_\_\_  
Department Chair: \_\_\_\_\_  
Dept Chair \_\_\_\_\_  
Signature: \_\_\_\_\_  
Report Prepared by: \_\_\_\_\_  
Date: \_\_\_\_\_

Dean: \_\_\_\_\_  
Dean's Signature: \_\_\_\_\_

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**Program Catalog Description**  
*[insert response here]*

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**Analysis - Program's Four Dimensions<sup>1</sup>**  
Please insert responses below each of the dimensions. Supporting documentation, spreadsheets, data displays or other data should be included as appendices and referenced accordingly in the narrative below.

**1. Quality**  
Student learning outcomes assessment results (from assessment data)  
*[insert response here]*

Retention and graduation rates (from OIRA data)  
*[insert response here]*

Post-graduate outcomes (employment, graduate school; from departmental/school/college data)  
*[insert response here]*

Certification or licensing exam pass rates (if applicable; from departmental/school/college data)  
*[insert response here]*

Optional Datasets/Data/Information  
*[insert response here]*

**2. Demand**  
Five-year trend of student majors (undergrad) or enrollments (graduate) (from OIRA data)  
*[insert response here]*

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<sup>1</sup> Please place data tables/summaries in the appendix. Reference appendix material in the report narrative.

2018 Academic Program Review | Academic Affairs Page 3 of 4



## How Data were Collected:

- ❖ Office of Institutional Research and Assessment
- ❖ Senior Exit Surveys
- ❖ Michelle Walker's Annual Report
- ❖ Prof. Coplin's Comments and Observations
- ❖ Comparisons to other colleges' policy-related degree programs



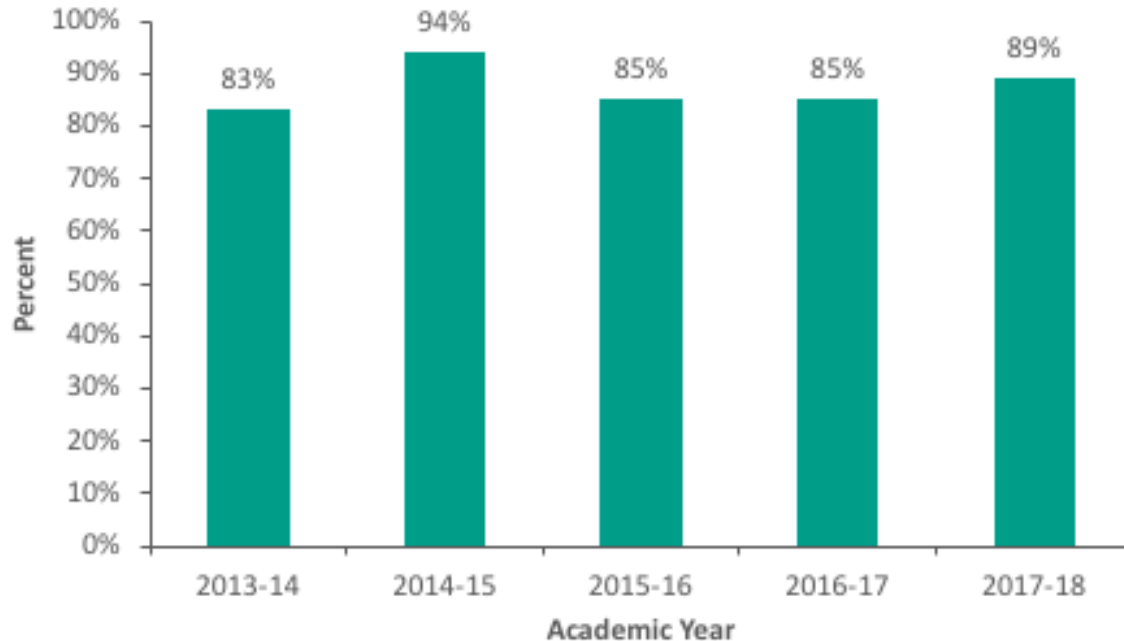
## Quality of the Data

- ❖ 86% of seniors between 2012 and 2018 responded to the exit survey
- ❖ Difficult to obtain cohort data because of the amount of prerequisites to the major
- ❖ Anonymous exit surveys

# Quality

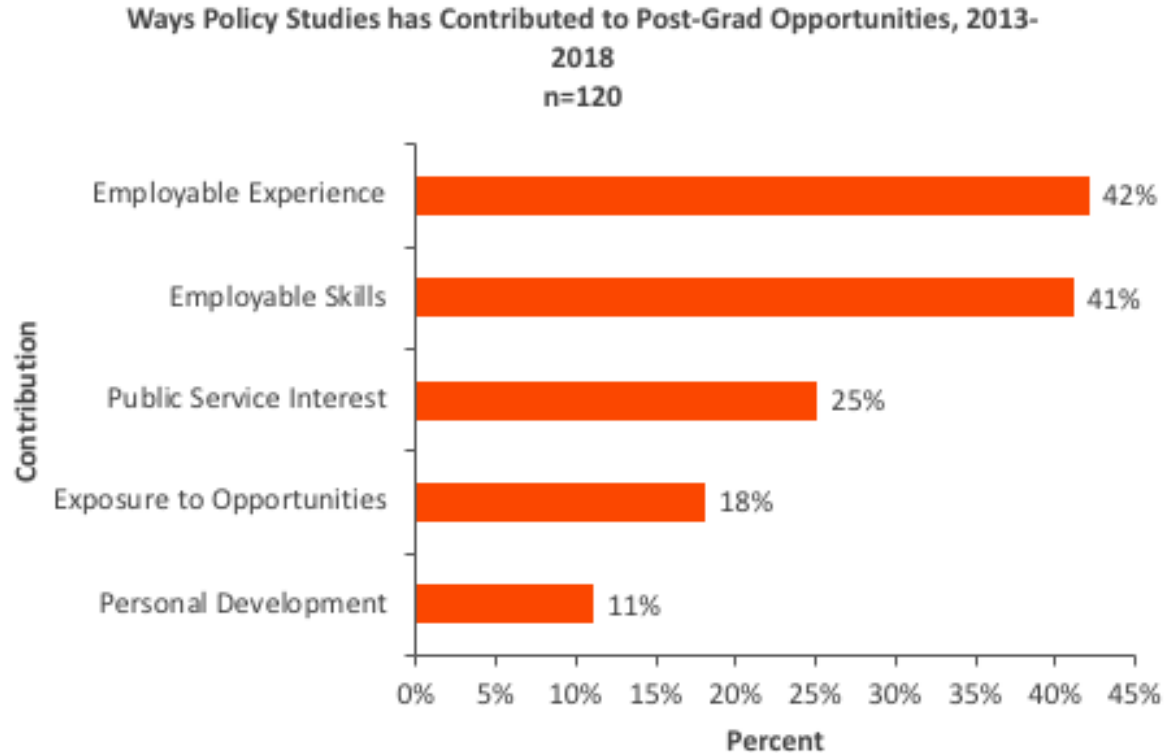
Percent of Student Respondents that are "Very Satisfied" or "Satisfied"  
with the Policy Studies Major, 2013-2018

n=245



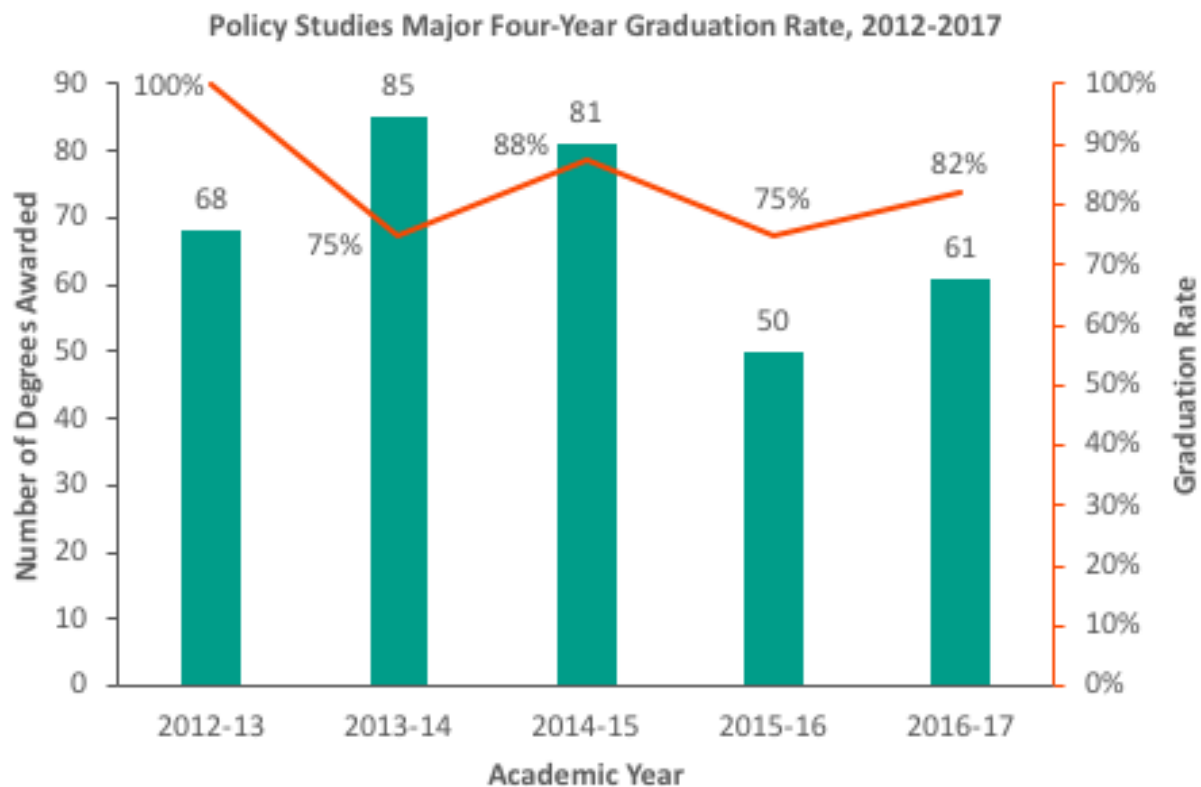
Source: Public Affairs Exit Survey, 2018

# Quality (Cont'd)



Source: Public Affairs Exit Survey, 2018

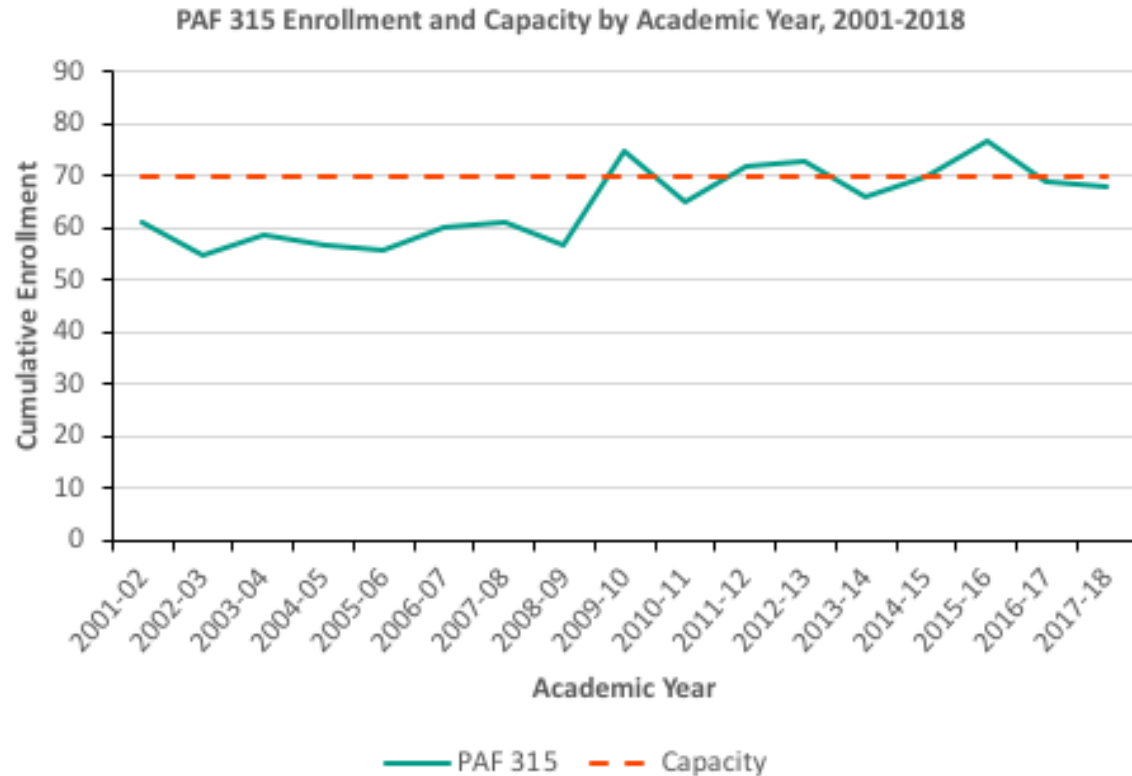
# Demand



Source: Office of Institutional Research and Assessment, 2018

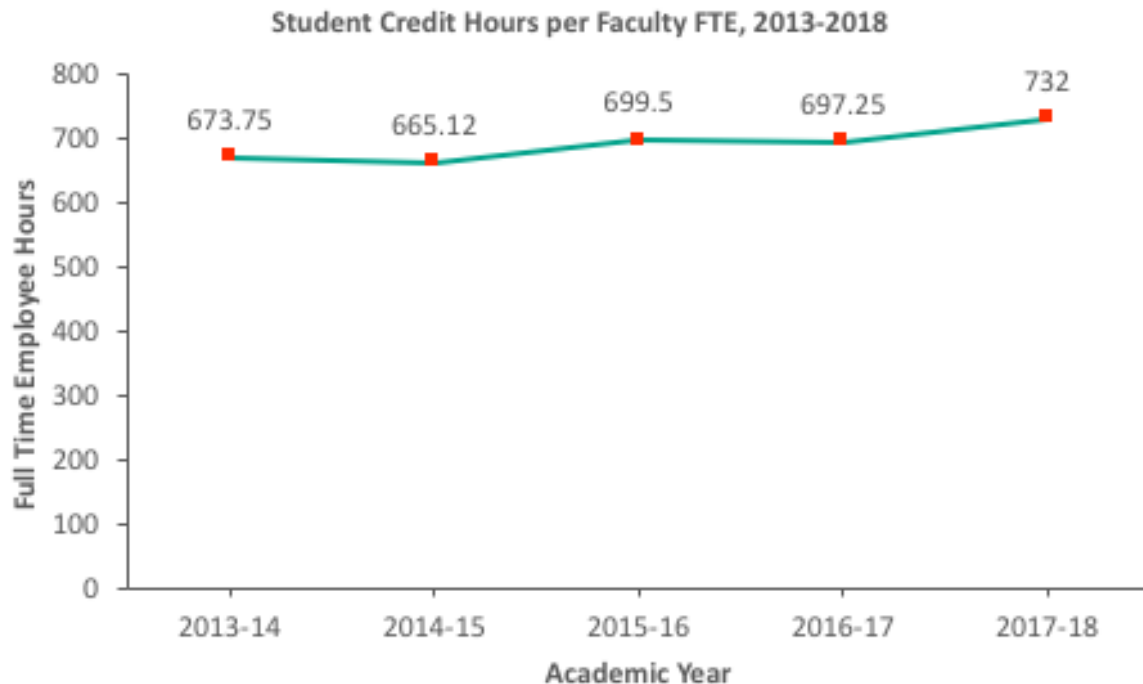


# Demand (Cont'd)



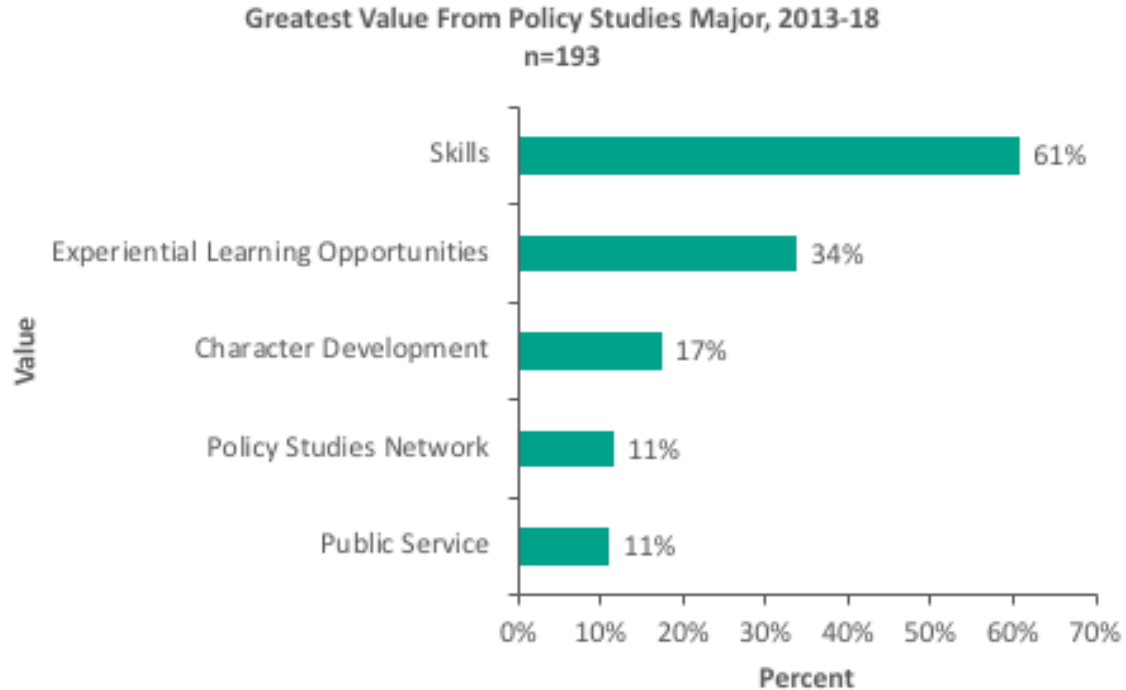
Source: Office of Institutional Research and Assessment, 2018

# Cost-Effectiveness



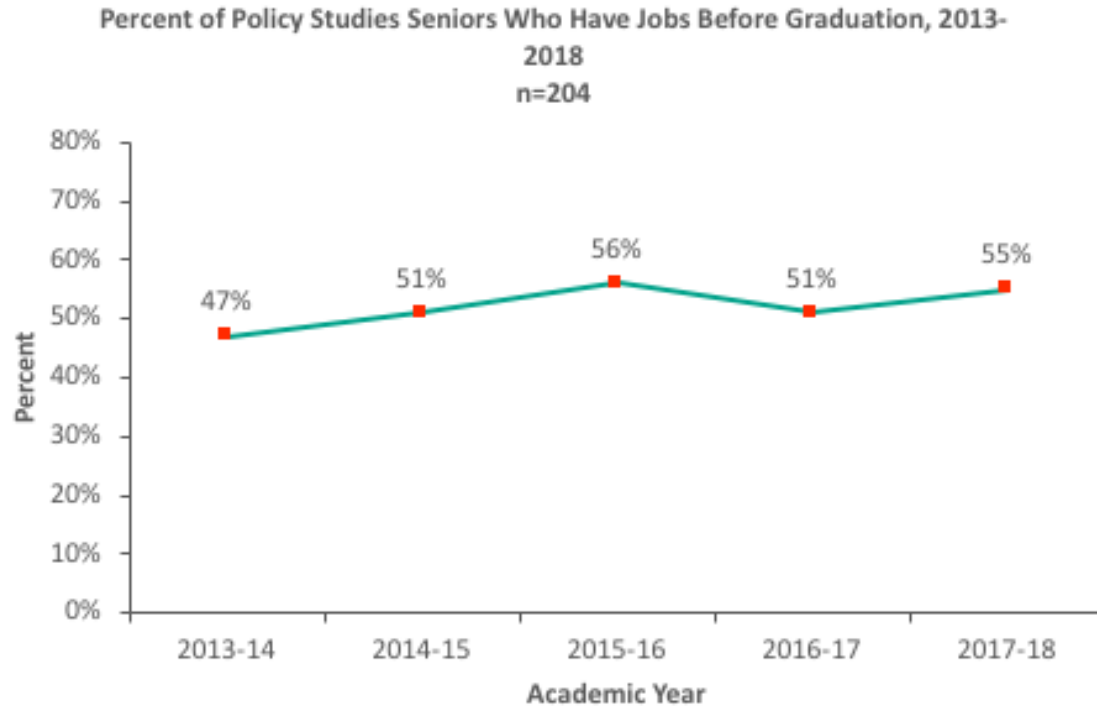
Source: Office of Institutional Research and Assessment, 2018

# Centrality to Mission



Source: Public Affairs Exit Survey, 2018

# Centrality to Mission (Cont'd)



Source: Public Affairs Exit Survey, 2018



# Memo



# Strengths and Weaknesses of the Program

Strengths	Weaknesses
Skills-based learning	<b>1. Recruitment</b> (Website, pamphlets, graphics, pre-requisites)
Real-Life Applicability	<b>2. Students aren't aware enough of opportunities offered through the program</b>
Community service and citizenship	<b>3. Unseized opportunities for networking between students and alumni</b>
Opportunity to be an undergraduate TA	
Remembrance Scholars	
Students are comfortable in PAF office	



## Recommendations:

### 1) Increase Recruitment Efforts

- ❖ Present a short PowerPoint about PST 101 to large lectures like ECN 203 & MAX 123
  - Emphasize experiential learning & undergraduate teaching opportunities
- ❖ Website Improvements
  - Update website materials
  - Improve clarity of program, redefine policy *studies* as it differs from policy *analysis*



## Recommendations:

### 2a) Create a Student Newsletter

- ❖ Offers a central place for students to receive news and internship opportunities bi-weekly
- ❖ Features a “Student Spotlight” - A chance for students with internships and special projects to share more about their experience and tips for others
- ❖ All newsletters should be archived on the program’s website
- ❖ All newsletters could be developed by students with work study or by those interested





## Recommendations:

### 2b) Emphasize Off-Campus Experiences

- ❖ Encourage studying abroad
  - Website should list top 5 most popular/useful places for policy studies majors
  - Incorporate abroad programs into advising
- ❖ Advertise NYC, DC & Albany programs
  - Create flyers for these programs and hang them around Maxwell and CAS advising office



## Recommendations:

### 3a) Emphasize Alumni Connections

- ❖ Alumni should have short bios listing their organization and position
  - A picture of each alumni would personalize the site
  - Share helpful career advice or interview tips
- ❖ Make direct connections between alumni and students
  - Share real student experiences working with alumni
  - Share any impact on career development
- ❖ Host alumni events in Syracuse and New York City



## Recommendations:

### 3b) Preparing for the Workforce

- ❖ New Major Requirement: You must visit career services for resume help or attend a career workshop twice every semester (will affect class enrollment)
- ❖ Establish “Cookies & Careers”
  - Hold a monthly coffee & cookie get together where students can network with one another (and alumni)



# Questions and Feedback

Google Survey Link