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
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)

Ways Policy Studies has Contributed to Post-Grad Opportunities, 2013-2018
n=120

- Employable Experience: 42%
- Employable Skills: 41%
- Public Service Interest: 25%
- Exposure to Opportunities: 18%
- Personal Development: 11%

Source: Public Affairs Exit Survey, 2018
Demand

Policy Studies Major Four-Year Graduation Rate, 2012-2017

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

Greatest Value From Policy Studies Major, 2013-18
n=193

- Skills: 61%
- Experiential Learning Opportunities: 34%
- Character Development: 17%
- Policy Studies Network: 11%
- Public Service: 11%

Source: Public Affairs Exit Survey, 2018
Centrality to Mission (Cont’d)

Percent of Policy Studies Seniors Who Have Jobs Before Graduation, 2013-2018
n=204

Source: Public Affairs Exit Survey, 2018
# Strengths and Weaknesses of the Program

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