Eastern Oregon University seeks Board approval to offer an instructional program leading to a B.A./B.S. in Public Administration.

EASTERN OREGON UNIVERSITY – B.A./B.S. IN PUBLIC ADMINISTRATION

1. Describe the purpose and relationship of the proposed program to the institution’s mission and strategic plan.

The proposal for a B.A./B.S. in Public Administration is well aligned with Eastern Oregon University's mission and strategic plan. The challenges that rural Oregon faces require a well-educated workforce that is capable of responding effectively to social, economic, and political challenges and opportunities. The Public Administration program will build on the traditional strengths of the liberal arts, while at the same time, providing the necessary management skills required for the unique responsibilities of the public sector. The University’s mission statement includes the commitment to provide high-quality liberal arts and professional programs that connect rural Oregon and its residents to a wider, more diverse and interconnected world. A B.A./B.S. in Public Administration will foster EOU’s further role to promote partnerships, outreach, and economic development activities that address regional needs. The program will also increase access to higher education by ensuring that the degree will be fully deliverable to non-traditional and off-campus students by providing classes onsite at multiple locations and online through distance education.

2. What evidence of need does the institution have for the program?

In 2008, EOU’s College of Arts and Sciences conducted a survey of 20 public and non-profit agencies in the region requesting feedback on a proposed Bachelor of Public Administration and undertaking a “skills and needs assessment.” The College received 19 responses and then hosted a focus group meeting for these regional stakeholders. The discussion was enthusiastic and appreciative that Eastern was reaching out to the community and developing programs that would address EOU’s regional challenges. The proposed B.A./B.S. in Public Administration program will provide the knowledge and skills necessary for public sector and non-profit agency workers to be successful in their careers.

According to the September 2009 issue of Eastern Oregon Labor Trends, of the six eastern most counties of Oregon, public sector employment counted for roughly 30 percent of the jobs. That percentage ranged from 25 percent in Baker and Union Counties to 50 percent in Harney County. EOU believes a significant draw for this program will come from public sector workers who are interested in career advancement. In addition, the Bureau of Labor Statistics projects the public sector as one of the fastest job growth areas over the next ten years and Oregon Labor Trends projects an eight percent growth rate in government jobs in
Oregon during the same time period. Given that the program will be fully deliverable online, EOU expects this degree to appeal to students statewide, and in fact, across the nation.

In addition to surveying employers as stated above, EOU also sought information from their Regional Centers located around the state. According to EOU’s Academic and Career Advising Center, regional directors statewide began regularly requesting the development of a Public Administration major beginning at a visioning meeting in 1999. Based upon student and community surveys, Public Administration was identified as a major of interest, as were both the Master’s in Public Administration and the Master’s in Business Administration. Strong interest for this program has been expressed by both students and regional advisors from around the state. Generally, these students were professional administrators in the public or private non-profit sector.

3. **Are there similar programs in the state? If so, how does the proposed program supplement, complement, or collaborate with those programs?**

The following two undergraduate degree options are available at Oregon University System institutions: University of Oregon – Planning, Public Policy and Management and Western Oregon University – Public Policy and Administration. The B.A./B.S. in Public Administration is designed to allow students flexibility in transferring previous work in the different core areas at other institutions. Those students who have carried out sufficient levels of work at other institutions of higher education (in the OUS or out-of-state) in areas not offered at Eastern may apply that work toward this degree program.

4. **What new resources will be needed initially and on a recurring basis to implement the program? How will the institution provide these resources? What efficiencies or revenue enhancements are achieved with this program, including consolidation or elimination of programs over time, if any?**

Budgetary impact is zero; there are no new resources needed. While there are three new courses needed for the program, they will be taught either inload (ECON 345) or on a self-support and/or overload basis (BA 354 and POLS 440). Additionally, the course requirements are merged with EOU’s capacity in lower and upper division. Students entering the program will fill openings in courses that are not fully enrolled at this time.

All appropriate University committees and the OUS Provosts’ Council have positively reviewed the proposed program.

**RECOMMENDATION TO THE COMMITTEE**

The OUS Provosts’ Council recommends that the Board’s Academic Strategies Committee authorize Eastern Oregon University to establish an instructional program leading to a B.A./B.S. in Public Administration, effective Fall 2010. Pending Committee approval, a five-year follow-up review of this program will be conducted in 2015-16.

*(Committee action required.)*