

MEMORANDUM

TO: NASPAA Principal Representatives
FROM: Ethel Williams, NASPAA President
DATE: October 6, 2014
SUBJECT: Announcement of the 2014 NASPAA Annual Business Meeting

This is the official notification to association members of the NASPAA Annual Business Meeting to be held Thursday, November 6, 2014, at 5 pm in the Grand Pavilion, at the NASPAA Conference in Albuquerque, NM. The agenda includes:

1. President's Report
2. Executive Director's Report
3. New Business
 - a. Domain of degree eligibility, vote required (Page 2)
 - b. Nominations for NASPAA Executive Council, vote required (Page 4)
4. Old Business
 - a. Committee and Section reports, if needed (please upload to Event App)
5. Passing of the Gavel
6. Address by President-Elect, J. Edward Kellough
7. General Announcements
8. Adjournment

Since we will be voting to change the bylaws and approve new council members, please review this relevant by-law: **VIII.1 Voting.** *Voting in the annual business meeting shall be by member institutions. Each separate membership at a member institution shall also have one additional vote. Votes shall be cast by the principal representatives of member institutions or by designated alternates from the same institutions. No proxy votes shall be cast.*

This year's conference focus is *Confronting the Challenges of Public Service Education*. Panels address topics such as creating new partnerships and opportunities, speaking up for the public good, and modeling excellence in public service.

There are panels designed for new directors, comprehensive schools, and small programs; with more than 80 panels to choose from, you will find multiple panels to meet your needs. Since we are co-located with APPAM this year, there are a number of joint activities: sessions, a plenary, a luncheon, and a breakfast. We are also offering new preconference activities on Tuesday, November 4, including an all-day Accreditation Institute, a workshop on cases/simulations, and a workshop on supporting the academic experience. Additional details about the conference, including an agenda, the registration process, and social events can be found at www.naspaa.org/AnnualConference. I encourage you to register for the conference, and I look forward to seeing you in Albuquerque.

I would also like to express my gratitude for the service and leadership of Jack Knott as Past President and as chair of the nominating committee, for the leadership of Mary Hamilton and Kaifeng Yang as conference co-chairs, to the University of New Mexico School of Public Administration as our host school, and for the generous financial sponsorships from member schools.

Ethel Williams

NASPAA 2014 Business meeting BALLOT ITEM: Proposed Change to the NASPAA Accreditation Standards: Primary Focus

Summary

At its March 2014 meeting, the Executive Council requested that the Standards Committee craft language to be put to a vote of accredited schools to expressly allow programs with nontraditional titles (public management, MBA for public service, etc.) to be eligible to apply for NASPAA accreditation, provided they meet the requirements related to the public service competencies and can advance public service values.

Proposed Change

The underlined italics indicate an addition to the current standards language:

NASPAA Precondition #3: Primary Focus

The degree program's primary focus shall be that of preparing students to be leaders, managers, and analysts in the professions of public affairs, public administration, and public policy and only master's degree programs engaged in educating and training professionals for the aforementioned professions are eligible for accreditation. *Variations in nomenclature regarding degree title are typical in the field of public service education. Related degrees in policy and management are eligible to apply, provided they can meet the accreditation standards, including advancing public service values and competencies.*

Specifically excluded are programs with a primary mission other than that of educating professionals in public affairs, administration, and policy (for example, programs in which public affairs, administration, and policy are majors or specializations available to students pursuing a degree in a related field).

Rationale

The Executive Council is concerned about the messages NASPAA is sending regarding which degrees are welcome to pursue accreditation. This issue has presented itself both internationally and within the U.S. Some international degrees have titles that focus on public management (as opposed to administration or policy) or perhaps include reference to multiple sectors in the degree title. In the attempt to be a global accreditor, NASPAA should demonstrate flexibility with degree titles to ensure the highest-quality public service programs from around the globe are accreditable. The Standards should send a positive signal that these programs are eligible.

NASPAA has also traditionally served programs within the U.S. with degree titles other than public affairs, administration, and policy. Previously-accredited programs have expressed concern regarding their potential for reaccreditation and would like stronger language to ensure their continued relationship with the rest of the public service education community.

Additionally, we have seen the emergence and growth of related degrees derived from specializations and tracks within traditional MPAs (Master of International Development, Master of Public and Nonprofit Administration, etc.). Many of NASPAA's newest applicants for accreditation are an additional specialized degree at an institution with an existing accredited program.

Implications

Positive implications of this change could be a more welcoming environment to schools that identify with the NASPAA community. The language would send a strong signal to COPRA about how to resolve some of these scope-related issues, with which it struggles.

At this point, a few concerns have been identified but they seem surmountable. One question that consistently emerges is—what if an MBA wants to be accredited and compete with the traditional MPA by using our own accreditation process? In reality, traditional MBAs or those with public administration as a concentration would be unlikely to meet the conformance thresholds for public service values and competencies. No MBA has

approached NASPAA for accreditation in the past decade beyond the two fairly unique public sector MBAs NASPAA has already accredited for several cycles. MBA degrees are part of the business school accreditation of AACSB, EQUIS, and AMBA, which carry more cache in the MBA community. To be accredited, a MBA would have to demonstrate conformance to the rest of the accreditation standards, a feat most cannot accomplish and do not appear particularly interested in so doing.

One real concern is whether such a statement could change the nature of NASPAA’s scope with regard to specialized degrees (nonprofit management, emergency management, etc.). At this point, related degrees (international development) have not run into scope issues with the new accreditation standards. They can apply and go through the process. However, the new language is intended to send a more welcoming signal and ensure that the door is not closed before they begin. NASPAA has had ongoing conversations regarding an interest in moving in to these markets but has not yet made proactive steps to do so. New language could mean NASPAA would have more leverage to start piloting in those markets.

Useful Information

Names of degrees NASPAA currently accredits:

Title	Number of Degrees	Percent, Total
Master Of Public Administration	148	80.4%
Master Of Public Affairs	10	5.4%
Master Of Public Policy	8	4.4%
Master of Public Policy and Administration	2	1.0%
Defense-Focused Master of Business Administration	1	0.5%
Executive Master of Public Administration	1	0.5%
Key Executive Master of Public Administration	1	0.5%
Master of Arts in Public Policy and Management	1	0.5%
Master of Business Administration for Business, Government and Not-for-Profit Management	1	0.5%
Master of International Affairs	1	0.5%
Master Of International Development	1	0.5%
Master of Public Administration: Health Administration	1	0.5%
Master Of Public Management	1	0.5%
Master Of Public Policy Administration	1	0.5%
Master of Public Service and Administration	1	0.5%
Master of Science in International Public Service	1	0.5%
Master of Science in Management	1	0.5%
Master of Science in Public Administration	1	0.5%
Master of Science in Public Policy and Management	1	0.5%
Master of Science in Public Service Management	1	0.5%
Master of Science in Urban Policy Analysis & Management	1	0.5%

New and International Applicants with Management Degrees:

This language would also be relevant to three of the new international members of NASPAA that have indicated that they will be applying for accreditation. (Two have already begun the eligibility process). Each will be proceeding with a Master of Public Management degree. The high incidence of “management” degrees is not anomalous given our investigation into the potential international market for NASPAA accreditation. Two domestic U.S.-based programs have also indicated intent to apply with the same title.

MEMORANDUM

TO: NASPAA Principal Representatives
FROM: Jack Knott, Chair, Nominating Committee
DATE: October 6, 2014
SUBJECT: Report of the Nominating Committee

The 2014 NASPAA nominating committee, comprised of myself, Iris Baxter, California State University Dominguez Hills, Kathryn Newcomer, George Washington, Palmira Rios, University of Puerto Rico, Nadia Rubaii, Binghamton University, solicited nominations from all member schools for representatives to join the NASPAA Executive Council. We submit to the membership of NASPAA at its 2014 Annual Business Meeting the following names for consideration:

For Vice President and President-Elect:

- **C. Michelle Piskulich**
*Associate Provost and Associate Professor of Political Science
Oakland University*

The following individuals have been nominated to serve for a three year term on the Executive Council beginning in November 2014 and ending in October 2017:

- **Josefina Bruni-Celli**
*Coordinator of the Center for Public Policy; Coordinator of the Master of Public Management
IESA, Venezuela*
- **Edward Jennings**
*Director of Graduate Studies, Ph.D. Program; Director of International Programs
Martin School of Public Policy & Administration
University of Kentucky*
- **Patricia Moore**
*MPA Program Director and MPA Non-Profit Management Coordinator
Department of Public Administration
Kean University*
- **Paul Teske**
*Dean
School of Public Affairs
University of Colorado Denver*