This template is to be used for proposed name changes included on the Academic Plan and for which the unit has received specific written approval from the Office of the University Provost to proceed with internal proposal development and review. A separate proposal must be submitted for each individual name change. The proposal template should be completed and submitted by the Dean's Office to the Office of the University Provost [mailto: curriculumplanning@asu.edu]. The name change **may not** be implemented until the Office of the University Provost notifies the academic unit that the name change proposal has completed the approval process.

College/School/Institute:	College of Public Service and Community Solutions
Department/Division/School:	N/A
Proposing Faculty Group *(if applicable)*:	

Proposal Contact

Name:	Chris Hiryak	**Title:**	Director, Academic Services	
Phone Number:	602-496-1396	**Email:**	chris.hiryak@asu.edu	

Existing Program Information

Program Type:	Degree	**Academic Level:**	Graduate

Degree Type: Other *If other specify* MS

Name:	Program Evaluation	**Concentration** (*if applicable*)	(	)

Proposed Program Name

Name:	Program Evaluation and Data Analytics	**Concentration** (*if applicable*)	(	)

Plan code(s) for the program:
If this is a degree program that has multiple concentrations, list all program names and plan codes impacted.
PPPGEMS

Requested effective date: Spring 2019
Select the catalog year for which students can begin applying into this program with the new name.
Note:
    1. Name changes can only be implemented so as to be effective for a fall semester.
    2. All existing and continuing students will be moved to the new name.
    3. Students who complete the degree requirements prior to the fall effective date graduate under the old name.

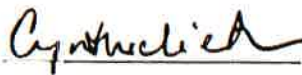**Briefly describe the proposed change and rationale for the change:**

Public and nonprofit professionals design and implement programs to improve communities. If they are to be effective, they need to be data-driven and evidence-based. They require advanced data skills, evaluative tools for causal analysis, and the ability to communicate results to clients and the public through compelling reports and visualization.

Advanced data skills are typically taught in computer science or information system programs and causal analysis is taught in social science programs. This program combines these two skills in order for students to leverage data and technology to be better implement program evaluations. The name change from "Program Evaluation" to "Program Evaluation and Data Analytics" reflects a re-engineering of the current program evaluation curriculum to empower students through advanced training in data analytics.

The move reflects market trends. According to the Chronicle of Higher Education ("Data Scientists in Demand", March 4, 2018), data science is currently the fastest growing major on college campuses. Many of the top programs in public affairs are developing master's degrees or certificates in data science or data analytics (e.g. University of Chicago, Georgia Tech, Syracuse, University of Washington, Georgetown, and University of Arizona). Data skills are in high demand in federal, state, and local governments, and in foundations and nonprofit organizations. Based upon a pilot program conducted by the current program director, Dr. Jesse Lecy, professional students with advanced training in data analytics have been successful in launching compelling and highly-compensated careers in the public and nonprofit sector (e.g. Federal Reserve; World Bank; Behavioral Insights; Honduras State Department; Bloomberg Innovation Team; New York Community Foundation).

Discuss the impact of this change on current students and/or enrollment:

The impact on current students will be non-existent, as the current program is so small. In fact, the proposed name and online delivery will increase its marketability. All current students and all applicants have been notified regarding the proposed name and curriculum changes. The feedback received from both has been unanimously positive. They are excited about the change and feel it will make a better program.

DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and College/School levels of review. I recommend implementation of the proposed name change.

College/School/Division Dean name: Dr. Cynthia Lietz

Signature *Cynthieليch* Date: 4/20/2018

College/School/Division Dean name:
(if more than one college involved)

Signature _____ Date: __ /20

Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.

University Approval(s)

Graduate College (*if applicable*) Name: _____

Signature: *aefuedoxbler* Date: 8/1/20 18

Office of the University Provost Name: _____

Signature: _____ Date: __ /20

APPENDIX

Impact Statements

Ira A. Fulton Schools of Engineering

From:	Cynthia Lietz
To:	Christopher Hiryak
Subject:	FW: impact statement needed for degree name change in PUBSRV
Date:	Sunday, July 15, 2018 9:31:37 PM

FYI – impact statement for PEDA

Cynthia Lietz
Vice Dean
411 N. Central Ave
UCENT Suite 750
Phoenix, AZ 85004

ASU college of **public service & community solutions**

ARIZONA STATE UNIVERSITY

From: James Collofello
Sent: Sunday, July 15, 2018 8:04 PM
To: Cynthia Lietz <clietz@asu.edu>
Subject: Re: impact statement needed for degree name change in PUBSRV

There are no impacts for Fulton Schools of Engineering. Good luck.

jim

James S. Collofello
Vice Dean for Academic and Student Affairs
Professor of Computer Science and Engineering
School of Computing, Informatics and Decision Systems Engineering
Ira A. Fulton Schools of Engineering

From: Cynthia Lietz
Sent: Sunday, July 15, 2018 6:06 AM
To: James Collofello
Cc: Christopher Hiryak
Subject: impact statement needed for degree name change in PUBSRV

Hi Jim,

We have requested to change the name of our MS in Program Evaluation to *Program Evaluation and Data Analytics*. We have added some new courses and this name change more accurately represents the curriculum of this degree. We need an impact statement from Engineering demonstrating that you are supportive of this name change. Can you provide email documentation that this does not negatively impact any of your programs? This degree focuses on developing skills that support evaluation of non-profit organizations and the programs they run.

Let me know if you need any further information.

Hope you are having a great summer!

W. P. Carey School of Business

From: Jonathan Koppell
Sent: Monday, July 16, 2018 11:57 AM
To: Amy Hillman (DEAN) <AMY.HILLMAN@asu.edu>
Cc: Cynthia Lietz <clietz@asu.edu>
Subject: RE: Program Evaluation Degree Name Change

Thanks, amy

From: Amy Hillman (DEAN)
Sent: Monday, July 16, 2018 11:34 AM
To: Jonathan Koppell <koppell@asu.edu>
Cc: Cynthia Lietz <clietz@asu.edu>
Subject: Re: Program Evaluation Degree Name Change

Yes, approved as named.

Amy

Amy Hillman, PhD
Dean and Rusty Lyon Chair of Strategy
Arizona State University
W. P. Carey School of Business
amy.hillman@asu.edu | Ph: 480.965.3402

ASU W. P. Carey
School of Business
Arizona State University

Where Business Is Personal®

From: Jonathan Koppell <koppell@asu.edu>
Date: Monday, July 16, 2018 at 8:20 AM
To: Amy Hillman <AMY.HILLMAN@asu.edu>
Cc: Cynthia Lietz <clietz@asu.edu>
Subject: FW: Program Evaluation Degree Name Change

Amy,

Thanks again for the conversation we had a while back regarding changing the name of our Program
Evaluation and Data Analytics degree. That name does accurately describes the content covered. I
need to provide documentation in our application that you support this name. Can you provide
email confirmation to this effect?

Thanks,

JK

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& community solutions**
ARIZONA STATE UNIVERSITY

Rev. 8/2016

Mary Lou Fulton Teachers College

From:	Sherman Dorn
To:	Christopher Hiryak; Cynthia Lietz
Subject:	RE: impact statement needed regarding degree name change in PUBSRV
Date:	Monday, July 23, 2018 3:15:53 PM

Dear Chris,

Thank you for following up! I fully support the development of this program and see no conflict with our programs.

Sherman

Yours truly,

Sherman Dorn
Professor and Director, Educational Leadership and Innovation
Arizona State University
Mary Lou Fulton Teachers College
P.O. Box 37100, Phoenix, AZ 85069-7100
O: 602-543-6379 | sherman.dorn@asu.edu

creating knowledge, mobilizing people and taking action to improve education

From: Christopher Hiryak
Sent: Monday, July 23, 2018 2:56 PM
To: Sherman Dorn <Sherman.Dorn@asu.edu>; Cynthia Lietz <clietz@asu.edu>
Subject: RE: impact statement needed regarding degree name change in PUBSRV

Hi Dr. Dorn — the list of courses in the program are shown below. We plan on offering the first series of courses (CPP 523, 526, and 529 shown with *) as oCourses in Spring 2019.

We also have a CPP 591 Introduction to Data Science course scheduled as an iCourse for Fall 2018. Course description is: This course introduces students to the exciting new field of data science and its applications in the public sector. Modern performance management and evaluation processes require strong data literacy and the ability to combine and analyze data from a variety of sources to inform managerial processes. We offer a practical, tools-based approach that is designed to build strong foundations for people that want to work as policy analysts or data-driven managers. We will cover data programming fundamentals, visualization, text analysis, automated reporting, and dynamic reporting using dashboards. The course is analytically rigorous, but no prior programming experience is assumed.

If you needs anything else, please let us know!
Thanks,
Chris

CPP 523   Foundations of Program Evaluation I: Multiple Regression *
Course Description:
Regression serves as the foundation for modern quantitative program evaluation techniques.
Regression analysis is not a single thing--it is a powerful set of tools used to examine relationships in

data and test hypotheses concerning the significance of these relationships. Regression can be used to analyze observational data, in which case it can be used to identify important correlations that help us predict when events will occur together. In the program evaluation context we are specifically interested in causal analysis, which allows us to determine whether a management practice, a nonprofit or government program, or a specific public policy has a positive impact. When certain conditions are met we can use regression analysis to estimate the impact of a policy or program. This course builds a foundational understanding of the mechanics of multiple regression, the proper interpretation of regression models, and the circumstances in which we can use regression results for causal reasoning.

Offering School/Colleges Pre-requisite(s):

College of Public Service and Community Solutions -- College of Public Service and Community Solutions

Prerequisite(s): degree- or nondegree-seeking graduate student

CPP 524   Foundations of Program Evaluation II: Research Design

Course Description:

Covers important concepts in research design and common quasi-experimental tools for causal analysis.

Offering School/Colleges Pre-requisite(s):

College of Public Service and Community Solutions -- College of Public Service and Community Solutions

Prerequisite(s): CPP 523

CPP 525   Foundations of Program Evaluation III: Advanced Regression Tools

Course Description:

Extends previous course by translating each specific form of the counterfactual--pre-post with comparisons, reflexive design, and the post-test only design--into specific regression models that leverage each counterfactual. Helps expand program evaluation toolkit by demonstrating how to estimate several common regression models that leverage unique data and counterfactual specifications and teaches how to estimate program effects using a given research design.

Offering School/Colleges Pre-requisite(s):

College of Public Service and Community Solutions -- College of Public Service and Community Solutions

Prerequisite(s): CPP 524

CPP 526   Foundations of Data Science I: Introduction to Data Programming in R *

Course Description:

Data is an essential ingredient of any program evaluation or performance management system. Organizations that want to embrace an evidence-based approach to management need to develop processes for gathering data; linking multiple datasets; running analysis; and sharing results with stakeholders through reports, dashboards or Web applications. The ability to collect, organize and analyze data is a desirable skill set for professional knowledge workers, high-level management and

evaluators. Introduces the R data programming language, an open source platform that has become an industry standard because of its flexibility and power.

Offering School/Colleges Pre-requisite(s):

College of Public Service and Community Solutions -- College of Public Service and Community Solutions

Prerequisite(s): degree- or nondegree-seeking graduate student

CPP 527 Foundations of Data Science II: Data Wrangling

Course Description:

The data preparation cycle: gather, clean, tidy and wrangle the data to produce a custom research database.

Offering School/Colleges Pre-requisite(s):

College of Public Service and Community Solutions -- College of Public Service and Community Solutions

Prerequisite(s): CPP 526

CPP 528 Foundations of Data Science III: Project Management

Course Description:

The main tools and practices of managing large or complex data projects, typically involving teams. Students learn about project management tools used by open source software developers, useful tools for creating client reports, important considerations.

Offering School/Colleges Pre-requisite(s):

College of Public Service and Community Solutions -- College of Public Service and Community Solutions

Prerequisite(s): CPP 527

CPP 529 Data Analytics Practicum *

Course Description:

Applies knowledge and tools from previous courses in program evaluation and data analytics in order to get practice building and analyzing custom research databases. Students are given a collection of raw data that needs to be linked together in order to conduct analysis, and guidance on how to implement a specific research question. Students merge the data, wrangle it into the proper format for analysis, apply the prescribed regression techniques, interpret results, and create a report with key findings.

Offering School/Colleges Pre-requisite(s):

College of Public Service and Community Solutions -- College of Public Service and Community Solutions

Prerequisite(s): CPP 523; CPP 526

Chris Hiryak
Director, Academic Services

College of Public Service and Community Solutions
Arizona State University
http://publicservice.asu.edu

From: Sherman Dorn
Sent: Sunday, July 15, 2018 12:16 PM
To: Cynthia Lietz <clietz@asu.edu>
Cc: Christopher Hiryak <chris.hiryak@asu.edu>
Subject: Re: impact statement needed regarding degree name change in PUBSRV

Dear Cynthia,

Thank you for reaching out to me. Can you send me the list of courses for the program? I don't think it's a problem, and I'm curious if any of our students might be interested in the courses you'll be offering regularly.

Sherman
from mobile

From: Cynthia Lietz <clietz@asu.edu>
Sent: Sunday, July 15, 2018 6:04 AM
To: Sherman Dorn
Cc: Christopher Hiryak
Subject: impact statement needed regarding degree name change in PUBSRV

Hi Sherman,

We have requested to change the name of our MS in Program Evaluation to *Program Evaluation and Data Analytics*. We have added some new courses and this name change more accurately represents the curriculum of this degree. We need an impact statement from Teachers College demonstrating that you are supportive of this name change. Can you provide email documentation that this does not negatively impact any of your programs? This degree focuses on developing skills that support evaluation of non-profit organizations and the programs they run.

Let me know if you need any further information. Thanks so much!

Cynthia Lietz
Vice Dean
411 N. Central Ave
UCENT Suite 750
Phoenix, AZ 85004

ASU college of **public service**
& community solutions
ARIZONA STATE UNIVERSITY

College of Liberal Arts and Sciences

From:	Kenro Kusumi
To:	Cynthia Lietz
Cc:	Christopher Hiryak; Kyle Rader
Subject:	Re: request for impact statement
Date:	Tuesday, July 17, 2018 4:35:30 PM

Dear Cynthia,

I have reached out to the School of Mathematical and Statistical Sciences and the leadership of the Social Sciences about the proposed name change to the MS in Program Evaluation and Data Analytics. Out units do not see any problems with supporting the proposed name change. On behalf of the College of Liberal Arts and Sciences, I support the proposed name change by the College of Public Service and Community Solutions and wish your program continued success in the upcoming academic year.

Sincerely,
Kenro Kusumi

--

Kenro Kusumi
Associate Dean of Research & Graduate Initiatives
Professor, School of Life Sciences
Arizona State University
Office of the Dean
College of Liberal Arts & Sciences
Armstrong Hall, Room 220
1100 S. McAllister Ave.
PO Box 872501
Tempe AZ 85287-2501
P. 480.727.0530 | F. 480.965.1093

From: Cynthia Lietz <clietz@asu.edu>
Date: Sunday, July 15, 2018 at 6:01 AM
To: Kenro Kusumi <Kenro.Kusumi@asu.edu>
Cc: Christopher Hiryak <chris.hiryak@asu.edu>
Subject: request for impact statement

Hi Kenro,

We have requested to change the name of our MS in Program Evaluation to *Program Evaluation and Data Analytics*. We have added some new courses and this name change more accurately represents the curriculum of this degree. We need an impact statement from CLAS demonstrating that you are supportive of this name change. Can you provide email documentation that this does not negatively impact any of your programs? This degree focuses on developing skills that support evaluation of non-profit organizations and the programs they run.

Let me know if you need any further information.

Hope you are having a great summer!

Cynthia Lietz
Vice Dean
411 N. Central Ave
UCENT Suite 750
Phoenix, AZ 85004

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ARIZONA STATE UNIVERSITY

MEMORANDUM

To: Cynthia Lietz
From: Casey Evans
Date: July 30, 2018
Subject: Program Evaluation and Data Analytics graduate degree

Dear Cynthia,

On behalf of Dean Regier, I would like to offer this memo of support to launch the Program Evaluation and Data Analytics master's degree in Spring 2019.

Please note that in order to proceed with implementation you must receive final approval to launch an online program from the University Provost.

Thank you!

Casey Evans

Director, Academic Program Management
EdPlus at ASU
Arizona State University
Phone: (480) 884-1631
Casey.l.evans@asu.edu