

This template is to be used only by programs that have received specific written approval from the Provost's office to proceed with internal proposal development and review. The proposal template should be completed in full and submitted to the University Provost's Office [[mailto: curriculumplanning@asu.edu](mailto:curriculumplanning@asu.edu) ]. It must undergo all internal university review and approval steps including those at the unit, college, and university levels. A program **may not** be implemented until the Provost's Office notifies the academic unit that the program may be offered.

### MASTER'S DEGREE PROGRAM

**College/School:** Watts College of Public Service and Community Solutions

*Note: Program ownership is coded at the College/School level first and may not be a center, department or division apart from it.*

**Department/Division/School:** Dean's office (CPP)

**Proposing faculty group** (if applicable): N/A

**Name of proposed degree program:** Master of Arts (MA) in Policy Advocacy

**Proposed title of major:** Policy Advocacy

**Master's degree type:** MA - Master of Arts

If Degree Type is "Other", provide degree type and proposed abbreviation:

**Is a program fee required?** Yes, a program fee is required.

*Note: for more information about program fee requests, visit <https://provost.asu.edu/curriculum-development/changemaker/form-instructions#fees>*

Is the unit willing and able to implement the program if the fee is denied? No, we are not able to implement the program.

**Requested effective term and year:**

(The first semester and year for which students may begin applying to the program)

**Delivery method and campus or location options:** *select all locations that apply*

☐ Downtown Phoenix    ☐ Polytechnic    ☐ Tempe    ☐ Thunderbird    ☐ West    ☐ Other: \_\_\_\_\_

☐ **Both** on-campus **and** ☐ ASU Online\* - (check applicable campus(es) from options listed above)

☒ ASU Online only (all courses online and managed by ASU Online)

*Note: Once students elect a campus or Online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please complete the ASU Online Offering form in [Curriculum ChangeMaker](#) to begin this request. Prior to completing the online Curriculum ChangeMaker form, please contact EdPlus at [edplusprogrammanagement@asu.edu](mailto:edplusprogrammanagement@asu.edu) who can provide you with additional information regarding the online request process.*

**Do Not Fill in this information: Office Use Only**

**Plan Code:**

**CIP Code:**

### PROPOSAL CONTACT

**Name:** William Terrill

**Title:** Associate Dean

**Phone number:** 602-496-0600

**Emai:** William.Terrill@asu.edu

### DEAN APPROVAL(S)

This proposal has been approved by all necessary unit and college/school levels of review, and the college/school(s) has the resources to offer this degree program. I recommend implementation of the proposed degree program.

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

College/School/Division Dean  
name:

William Terrill

Signature:



Date: 7/7/2020

**Please note:** Proposals for new degrees also require the review and recommendation of approval from the University Graduate Council, Curriculum and Academic Programs Committee (CAPC), the Academic Senate (2 readings), and the Office of the Provost before they can be put into operation.

**The final approval notification will come from the Office of the Provost.**

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## 1. PURPOSE AND NATURE OF PROGRAM

### A. Provide a brief program description:

The MA in Policy Advocacy program will provide training and skills needed for successful careers within policy advocacy. Students will understand both the role of public policy and how it relates to policy advocacy, but also how to effectively communicate public policy to appropriate stakeholders (e.g., how to break down nuanced academic studies and translate into demonstrative action). In addition, students will learn analytical and methodological techniques to evaluate public policy strategies and determine their effectiveness in solving policy issues from an empirical standpoint.

Expertise and knowledge are required to navigate increasingly complex legal, communication, political, and policy landscapes, and effectively create societal change. This has prompted various groups to use professionals to champion concerns, and influence opinion, laws, and policies ranging from local to international. Ethical, skilled policy advocacy professionals are in demand to represent all sections of society including nonprofit, private, and public sectors.

The program is particularly relevant for students who intend to work with nonprofit organizations, elected and appointed officials, community-based organizations, think tanks, foundations, enterprises, political and civic leaders, and other social organizations that attempt to shape policies through advocacy efforts. Typical career paths for graduates of this program include lobbyists, governmental and inter-governmental relations officers, policy analysts, legislative analysts, communication directors, and legislative assistants. The goal for a policy advocacy graduate in future employment is to raise public and legislative awareness of social issues and to propose solutions for these issues in an attempt to influence action. It is expected that graduates of this program find employment in many facets of the public and private sectors.

### B. Will concentrations be established under this degree program? ☐ Yes ☒ No

(Please provide additional concentration information in the curricular structure section – number 7.)

## 2. PROGRAM NEED

Explain why the university should offer this program (include data and discussion of the target audience and market).

This program directly addresses elements of the ASU Charter by creating opportunities to increase the professionalism of individuals that can represent economic, social, cultural, and health concerns of local, state, national and other communities. Governmental and regulatory environments have become increasingly complex and it is essential for organizations that influence policy to have considerable expertise and knowledge in order to navigate these legal, communication, political and policy landscapes. This complex environment has prompted nonprofit, public, and private organizations to increasingly call upon professionals to champion their concerns, and influence opinion, legal precedent from all levels ranging from local to international policy. Policy advocacy encompasses a wide range of activities that influence decision makers. This includes traditional activities such as litigation, lobbying, and public education. It can also include collaboration, communication, relationship building,

forming networks, and leadership development. To be engaged in policy advocacy, organizations and individuals need to know not only how to identify problems, but how to isolate causes, analyze evidence, work with research, develop effective policy options and evaluate the cost-benefit of these options. Policy advocacy often seeks to influence policy at the decision-making level, such as public officials, public servants, elected officials and legislators. Policy advocacy must also involve citizen participation, so that local communities have the opportunity to actively participate in making the policy change happen.

The target audience is professionals from policy, legal, communication and other backgrounds with an interest in policy advocacy and other working professionals seeking a career change or looking to enhance their skill set. Graduates from this program may find employment in all levels of the public sector (federal, state, and local governments), as well as with nonprofit and private organizations. This degree will allow graduates to either begin or advance their careers in a wide range of fields, including: lobbying, public-private partnerships, child advocacy, community issues and development, health advocacy, law, education, social justice education, government, human rights, disability rights, environmental justice, human services, criminal justice, health care, business, nonprofit organizations and more. Very few universities in the nation offer any specific degrees that develop the high-level skills and techniques that are crucial to create change at the individual, community, and public policy levels. Programs such as the certificate in Public Policy Advocacy at USC's Sol Price School of Public Policy and the MPA specialization in Advocacy and Political Action at NYU's Wagner School of Public Service are not full degree programs and are intended to complement an existing degree. Many policy advocacy programs are also specific to just one policy area such as health or education policy, like Johns Hopkins Public Health Advocacy certificate program and Georgetown University's Advocacy and Policy concentration within its MA in Educational Transformational program. This proposed program will encompass the whole arena of policy advocacy and will be applicable and transferrable across multiple sectors. The few programs that lead to a full graduate degree in policy advocacy that exist, such as the Master of Advocacy and Political Leadership program at Metropolitan State University, are much smaller in both scope and scale than the proposed program at ASU. The window of opportunity is open for ASU and Watts College to leverage its standing and become the national leader in the field of policy advocacy.

According to the Bureau of Labor Statistics' Occupational Outlook Handbook, employment of community and social service occupations is projected to grow 14 percent from 2016 to 2026, faster than the average for all occupations, adding about 371,900 jobs. In addition, O\*NET Online lists Social and Community Service Managers as a bright outlook occupation with a growth rate of 18% by 2026. Policy advocacy careers encompass multiple career opportunities across various sectors, including public and private sectors. However, with a focus on public policy, it is expected that the majority of careers involving policy advocacy will center on those that impact community and social policy issues or those that intersect those issues across both public and private sectors.

### **3. IMPACT ON OTHER PROGRAMS**

Attach any letters of collaboration or support from impacted programs (see checklist sheet). Please submit as a separate document.

See Appendix III.

### **4. PROJECTED ENROLLMENT**

How many new students do you anticipate enrolling in this program each year for the next five years?

*Note: The Arizona Board of Regents (ABOR) requires that nine master's degrees be awarded every three years. Thus, the projected enrollment numbers must account for this ABOR requirement.*

<b>5-YEAR PROJECTED ANNUAL ENROLLMENT</b>					
Please utilize the following tabular format	<b>1<sup>st</sup> Year</b>	<b>2<sup>nd</sup> Year</b> (Yr. 1 continuing + new entering)	<b>3<sup>rd</sup> Year</b> (Yr. 1 & 2 continuing + new entering)	<b>4<sup>th</sup> Year</b> (Yrs. 1, 2, 3 continuing + new entering)	<b>5<sup>th</sup> Year</b> (Yrs. 1, 2, 3, 4 continuing + new entering)
Number of Students Majoring (Headcount)	20	50	90	110	120

#### 5. ACCREDITATION OR LICENSING REQUIREMENTS (if applicable)

Provide the names of the external agencies for accreditation, professional licensing, etc. that guide your curriculum for this program, if any. Describe any requirements for accreditation or licensing.

N/A

#### 6. STUDENT LEARNING OUTCOMES AND ASSESMENT

Attach a PDF copy of the assessment plan printed from the University Office of Evaluation and Educational Effectiveness assessment portal demonstrating UOEEE's approval of your assessment plan for this program. Visit the assessment portal at <https://uoeee.asu.edu/assessment-portal> or contact [uoeee@asu.edu](mailto:uoeee@asu.edu) with any questions.

See Appendix II.

#### 7. CURRICULAR STRUCTURE

##### A. Curriculum Listing

All courses below are existing ASU courses that have been offered recently. No new courses will need to be developed.

<b>Required Core Courses for the Degree</b>			
Prefix and Number	Course Title	New Course?	Credit Hours
PAF 505	Public Policy Analysis	No	3
SWG 687	Public Policy and Advocacy	No	3
Section sub-total:			6
<b>Policy Restricted Elective Courses</b> <i>(as deemed necessary by supervisory committee)</i> Students choose four courses from the list below for a total of 12 credit hours. Other courses may substitute with approval from program chair.			
Prefix and Number	Course Title	New Course?	Credit Hours
GTD 511	Development Policy and Practices	No	3
HCI 550	Health Care Policy and Innovation	No	3
MGT 565	Business Strategy and Public Policy	No	3
PAF 540	Adv Policy Analysis	No	3
PAF 544	Urban Policy	No	3
PAF 546	Environmental Policy and Management	No	3

PAF 548	Women/Politics/Public Policy	No	3
PAF 591	Topic: Ending Homelessness through Public Policy	No	3
Section sub-total:			12
<b>Advocacy, Communication and Change Restricted Elective Courses</b> <i>(as deemed necessary by supervisory committee)</i> Students choose three courses from the list below for a total of 9 credit hours. Other courses may substitute with approval from program chair.			
Prefix and Number	Course Title	New Course?	Credit Hours
CRD 572	Community and Social Innovations	No	3
MCO 561	Defining the Digital Audience	No	3
NLM 562	Social Entrepreneurship	No	3
NLM 598	Topic: Nonprofit Marketing and Communication	No	3
PAF 529	Organization Change and Development	No	3
PAF 531	Community Conflict Resolution	No	3
PIT 502	Co-Designing the Future	No	3
PIT 504	Public Engagement Strategies	No	3
Section sub-total:			9
<b>Culminating Experience(s)</b> <i>E.g. – Capstone course, portfolio, written comprehensive exam, applied project, thesis (must be 6 credit hours with oral defense)</i>			<b>Credit Hours</b>
CPP 593 Applied Project			3
Section sub-total:			3
<b>Total required credit hours</b>			<b>30</b>

1. List all required core courses and total credit hours for the core (required courses other than internships, thesis, capstone course, etc.).
2. Omnibus numbered courses cannot be used as core courses.
3. Permanent numbers must be requested by submitting a course proposal to Curriculum ChangeMaker for approval.

**B. Will concentrations be established under this degree program?** ☐ Yes ☒ No

## 8. COURSES

**A. Course Prefix(es):** Provide the following information for the proposed graduate program.

- i. Will a new course prefix(es) be required for this degree program?

Yes ☐ No ☒

If yes, complete the [Course Prefixes / Subjects Form](#) for each new prefix and submit it as part of this proposal submission. Form is located under the courses tab.

**B. New Courses Required for Proposed Degree Program:** Provide course prefix, number, title, credit hours and brief description for any new courses required for this degree program.

None

**9. FACULTY, STAFF, AND RESOURCE REQUIREMENTS**
**A. Faculty**

- i. **Current Faculty** – Complete the table below for all current faculty members involved in the program. If listing faculty from an academic unit outside of the one proposing the degree, please provide a support statement from that unit.

Name	Rank	Highest Degree	Area of Specialization/Expertise	Estimated Level of Involvement
William Terrill	Associate Dean and Professor	PhD	Public policy	High
Daniel Schugurensky	Professor	PhD	Community development, participatory democracy, civic engagement	High
David Becerra	Associate Director and Associate Professor	PhD	Social policy	Medium
Spiro Maroulis	Associate Professor	PhD	Public policy, collective behavior	Low
Craig Talmage	Faculty Research Associate	PhD	Community satisfaction, community engagement	Low
Elizabeth Corley	Professor	PhD	Public policy	Low
Sandy Price	Lecturer	PhD	Community and social innovation, volunteer management	Low
Chris Herbst	Associate Professor	PhD	Public policy	Low

- ii. **New Faculty** - Describe the new faculty hiring needed during the next three years to sustain the program. List the anticipated hiring schedule and financial sources for supporting the addition of these faculty members.

No new faculty in the short-term are anticipated for this program as it utilizes existing university courses and instruction. If anticipated enrollment by Year 5 is met, the college may consider hiring at least one additional faculty member to teach the core courses.

- iii. **Administration of the program** - Explain how the program will be administered for the purposes of admissions, advising, course offerings, etc. Discuss the available staff support.

Current college resources will be sufficient for administration of this program. The program will be administered by the program's graduate chair who, along with the program support and administrative staff, is responsible for the overseeing and implementing all college-level programs in the department. The graduate chair is responsible for evaluating all admission applications and any issues relating to the curriculum. Current administrative staff include two full-time graduate advisors and a project manager. Current staff will process and maintain applications, advise students, process iPOS, and work as liaisons with other schools in terms of their course offerings. They will also be the liaisons with both the Graduate College and ASU Online.

- B. Resource requirements needed to launch and sustain the program:** Describe any new resources required for this program's success such as new staff, new facilities, new library resources, new technology resources, etc.

Existing university and college resources are sufficient for this program.





**APPENDIX I**
**OPERATIONAL INFORMATION FOR GRADUATE PROGRAMS**

(This information is used to populate the [Graduate Programs Search](#)/catalog website.)

**1. Proposed title of major:** Policy Advocacy

**2. Marketing description** *(Optional - 50 words maximum. The marketing description should not repeat content found in the program description.)*

This unique graduate program prepares professionals to directly impact change in our world by developing the skills, abilities, and understanding of how our political and legal world operates, how to create and analyze public policy, and how we can be influential and impactful change agents.

**3. Provide a brief program description** *(Catalog type (i.e. will appear in Degree Search) – no more than 150 words. Do not include any admission or curriculum information)*

Expertise and knowledge are required to navigate increasingly complex legal, communication, political, and policy landscapes, and effectively create societal change. This has prompted various groups to use professionals to champion concerns, and influence opinion, laws, and policies ranging from local to international. Ethical, skilled policy advocacy professionals are in demand to represent all sections of society including nonprofit, private, and public sectors. This applied degree is oriented to those interested in acquiring the necessary skills to become effective agents of policy change and directly addresses elements of ASU Charter by creating opportunities to increase the professionalism of individuals who can represent these concerns at all levels.

**4. Delivery/Campus Information Options:** ASU Online only

**5. Campus(es) where program will be offered:**

ASU Online curriculum consists of courses that have no face-to-face content. iCourses are online courses for students in on-campus programs. iCourses may be included in a program, but may not comprise the entirety of a program. On-campus programs must have some face-to-face content.

*Note: Office of the Provost approval is needed for ASU Online delivery option.*

☒ ASU Online only (all courses online and managed by ASU Online)

**All other campus or location options (please select all that apply):**

☐ Downtown Phoenix      ☐ Polytechnic      ☐ Tempe      ☐ West      ☐ Other: \_\_\_\_\_

☐ **Both** on-campus and ☐ ASU Online\* - (check applicable campus(es) from options listed above)

*Note: Once students elect a campus or Online option, students will not be able to move between the on-campus and the ASU Online options. Approval from the Office of the University Provost and Philip Regier (Executive Vice Provost and Dean) is required to offer programs through ASU Online. Please complete the ASU Online Offering form in [Curriculum ChangeMaker](#) to begin this request. Prior to completing the online Curriculum ChangeMaker form, please contact EdPlus at [asuonline@asu.edu](mailto:asuonline@asu.edu) who can provide you with additional information regarding the online request process.*

**6. Admission Requirements:**

Applicants must fulfill the requirements of both the Graduate College and the Watts College of Public Service and Community Solutions.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in any field, from a regionally accredited institution.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

**All applicants must submit:**



1. graduate admission application and application fee
2. official transcripts
3. two letters of recommendation
4. written statement
5. professional resume
6. proof of English proficiency

**Additional Application Information**

An applicant whose native language is not English must provide proof of English proficiency regardless of current residency.

**7. Application Review Terms (if applicable session):**

Indicate the first term and year in which applications will be opened for admission. Applications will be accepted on a rolling basis after that time.

*Note: It is the academic unit's responsibility to display program deadline dates on their website.*

Terms	Years	University Late Fee Deadline
<input checked="" type="checkbox"/> Fall (regular)	(year): 2021	July 1st
<input checked="" type="checkbox"/> Session B	(year): 2021	October 1st
<input checked="" type="checkbox"/> Spring (regular)	(year): 2022	December 1st
<input checked="" type="checkbox"/> Session B	(year): 2022	February 8th
<input checked="" type="checkbox"/> Summer (regular)	(year): 2022	May 14th
<input type="checkbox"/> Summer B	(year):	May 14th

*Note: Session B is only available for approved online programs.*

**Program admission deadlines website address:**

[https://publicservice.asu.edu/programs/graduate?field\\_asu\\_ap\\_campus\\_value=All&field\\_asu\\_ap\\_value\\_1=1](https://publicservice.asu.edu/programs/graduate?field_asu_ap_campus_value=All&field_asu_ap_value_1=1)

**8. Curricular Requirements:**
**Curricular Structure Breakdown for the Academic Catalog:**

*(To be completed by the Graduate College)*

30 credit hours including the applied project course (CPP 593)

**Required Core (6 credit hours)**

PAF 505 Public Policy Analysis (3)

SWG 687 Public Policy and Advocacy (3)

**Policy Restricted Electives (12 credit hours)**
**Advocacy, Communication and Change Restricted Electives (9 credit hours)**
**Culminating Experience (3 credit hours)**

CPP 593 Applied Project (3)

**Additional Curriculum Information**

For restricted electives, students should see the academic unit for the current list of courses that may fulfill this requirement. Other courses may be substituted with approval from the program chair.

**9. Comprehensive Exams:**

**Master's Comprehensive Exam (when applicable), please select from the appropriate option.**

N/A

**10. Allow 400-level courses:**      ☒ **Yes**      ☐ **No**

*Note: No more than 6 credit hours of 400-level coursework may be included on a graduate student plan of study.*

**11. Committee:**

Required number of thesis committee members (must be at least 3 including chair or co-chairs): N/A

Required number of non-thesis option committee members (must be a minimum of one): 1

**12. Keywords:** List all keywords that could be used to search for this program. Keywords should be specific to the proposed program – limit 10 keywords.

Politics, change, communication, public, private, nonprofit, influencer, lobbying

**13. Area(s) of Interest**
**A. Select one (1) primary area of interest from the list below that applies to this program.**

- |  |  |
|--|--|
| <input type="checkbox"/> <a href="#">Architecture &amp; Construction</a> | <input type="checkbox"/> <a href="#">Interdisciplinary Studies</a>                 |
| <input type="checkbox"/> <a href="#">Arts</a>                            | <input type="checkbox"/> <a href="#">Law &amp; Justice</a>                         |
| <input type="checkbox"/> <a href="#">Business</a>                        | <input type="checkbox"/> <a href="#">Mathematics</a>                               |
| <input type="checkbox"/> <a href="#">Communication &amp; Media</a>       | <input type="checkbox"/> <a href="#">Psychology</a>                                |
| <input type="checkbox"/> <a href="#">Education &amp; Teaching</a>        | <input type="checkbox"/> <a href="#">STEM</a>                                      |
| <input type="checkbox"/> <a href="#">Engineering &amp; Technology</a>    | <input type="checkbox"/> <a href="#">Science</a>                                   |
| <input type="checkbox"/> <a href="#">Entrepreneurship</a>                | <input checked="" type="checkbox"/> <a href="#">Social and Behavioral Sciences</a> |
| <input type="checkbox"/> <a href="#">Health &amp; Wellness</a>           | <input type="checkbox"/> <a href="#">Sustainability</a>                            |
| <input type="checkbox"/> <a href="#">Humanities</a>                      |  |

**B. Select one (1) secondary area of interest from the list below that applies to this program.**

- |  |   |
|--|---|
| <input type="checkbox"/> <a href="#">Architecture &amp; Construction</a> | <input checked="" type="checkbox"/> <a href="#">Interdisciplinary Studies</a> |
| <input type="checkbox"/> <a href="#">Arts</a>                            | <input type="checkbox"/> <a href="#">Law &amp; Justice</a>                    |
| <input type="checkbox"/> <a href="#">Business</a>                        | <input type="checkbox"/> <a href="#">Mathematics</a>                          |
| <input type="checkbox"/> <a href="#">Communications &amp; Media</a>      | <input type="checkbox"/> <a href="#">Psychology</a>                           |
| <input type="checkbox"/> <a href="#">Education &amp; Teaching</a>        | <input type="checkbox"/> <a href="#">STEM</a>                                 |
| <input type="checkbox"/> <a href="#">Engineering &amp; Technology</a>    | <input type="checkbox"/> <a href="#">Science</a>                              |
| <input type="checkbox"/> <a href="#">Entrepreneurship</a>                | <input type="checkbox"/> <a href="#">Social and Behavioral Sciences</a>       |
| <input type="checkbox"/> <a href="#">Health &amp; Wellness</a>           | <input type="checkbox"/> <a href="#">Sustainability</a>                       |
| <input type="checkbox"/> <a href="#">Humanities</a>                      |   |

**14. Contact and Support Information:**

<b>Office Location - Building Code &amp; Room:</b> ( <a href="#">Search ASU map</a> )	UCENT 780
<b>Campus Telephone Number:</b> (may not be an individual's number)	602-496-1019
<b>Program Email Address:</b> (may not be an individual's email)	idpadvising@asu.edu
<b>Program Website Address:</b> (if one is not yet created, use unit website until one can be established)	<a href="https://publicservice.asu.edu/interdisciplinary/home">https://publicservice.asu.edu/interdisciplinary/home</a>
<b>Program Director (Name):</b>	William Terrill

<b>Program Director (ASURITE):</b>	wcterril
<b>Program Support Staff (Name):</b>	Dezaree Yarbrough
<b>Program Support Staff (ASURITE):</b>	djyarbr1
<b>Admissions Contact (Name):</b>	Crystal Ramirez
<b>Admissions Contact (ASURITE):</b>	ccramir7

- 15. Application and iPOS Recommendations:** List the Faculty and Staff who will input admission/POS recommendations to Gportal **and** indicate their approval for Admissions and/or POS:

NAME	ASURITE	ADMSN	POS
Christopher Hiryak	hiryak	X	X
Stephanie Alvey	sread1	X	X
Dezaree Yarbrough	djyarbr1	X	X
Crystal Ramirez	ccramir7	X	X

## APPENDIX II

## ASSESSMENT PLAN

## MA in Policy Advocacy

MA1536598628  
ApprovedPP-College of Public  
Service & Community Solutions

## Mission

The College of Public Service and Community Solutions is committed to service, dedicated to research and learning that addresses social problems and is deeply engaged in the community—enabling students and faculty to be a part of the solution we want to see in the world. The College Degree Program initiative is intended to provide a multidisciplinary integrative degree experience in support of this mission.

## Goals

This program directly addresses elements of the ASU Charter by creating opportunities to increase the professionalism of individuals that can represent economic, social, cultural, and health concerns of local, state, national and other communities.

## Outcome 1

The MA in Policy Advocacy will allow students and professionals from a variety of backgrounds to understand, and work within the public policy process.

## Concepts

Understand the role of public policy in policy advocacy and be able to communicate this to others.

## Competencies

At the completion of PAF 505 Public Policy Analysis, students will be able to apply analytical techniques to understand how the public policy process relates to policy advocacy and effectively communicate these relationships.

**Assessment Process:** Students will demonstrate analytical skills as they relate to public policy and be able to apply them to policy advocacy strategies. Students will submit a final course examination and graded course discussions to demonstrate their mastery of the public policy process as well as the student's ability to effectively communicate the relationships between public policy and public advocacy. Both assessments will be evaluated using faculty-developed rubrics and used for the improvement of future course design.

## Measure 1

Students in PAF 505 Public Policy Analysis will demonstrate their knowledge of the public policy process through a written exam.

## Performance Criterion 1

At least 75% of students will demonstrate mastery on their final course examination, as assessed using rubrics to be developed by faculty.

## Measure 2

Students in PAF 505 Public Policy Analysis will demonstrate their ability to communicate the relationships between public policy and policy advocacy through their communications posted on a discussion board.

## Performance Criterion 2

At least 75% of students will demonstrate mastery on their graded discussions, as assessed using rubrics to be developed by faculty.

Last Action:  
November 2, 2020 11:28 AMLast User:  
Christopher Huryak (huryak)

## MA in Policy Advocacy

MA1536598628  
ApprovedPP-College of Public  
Service & Community Solutions

## Outcome 2

Graduates will be able to apply and use legal, communications, policy and other applicable knowledge to plan for and approach real world policy advocacy issues.

## Concepts

Understand that multiple skills and knowledge sets are needed to create an effective policy advocacy campaign.

## Competencies

At the completion of CPP 593 Applied Project, students should have a good foundation for planning and approaching policy advocacy issues.

**Assessment Process:** The creation of an effective policy advocacy strategy and its application to specific public policy initiatives is the core component of the assessment method. This represents the culminating experience of the student's program and will be measured using faculty-developed rubrics. Every student must successfully complete an applied project, and the data collected from the students will be used by faculty to improve course design.

## Measure 1

Students in CPP 593 Applied Project will demonstrate their knowledge of planning for an advocacy project through a planning assignment.

## Performance Criterion 1

At least 75% of students will demonstrate mastery on an assignment to create a plans/strategy to address a policy advocacy issue, as assessed using rubrics to be developed by faculty.

## Measure 2

Students in CPP 593 Applied Project will demonstrate their knowledge of creating an effective policy advocacy campaign through completion of a final project.

## Performance Criterion 2

At least 75% of students will demonstrate mastery on their completed final course project, as assessed using rubrics to be developed by faculty.

## Outcome 3

The MA in Policy Advocacy will allow students and professionals from a variety of backgrounds to understand the intersection of public policymaking and advocacy.

## Concepts

Understand the public policymaking process and the methods in which policy advocacy is engaged during this process.

## Competencies

At the completion of SWG 687 Public Policy and Advocacy, students will be able to evaluate policy advocacy strategies and understand how these strategies are used during the public policymaking process.

**Assessment Process:** Student mastery is dependent on their ability to demonstrate a systemic and critical understanding of both the public policymaking process and effective policy advocacy strategies. Faculty-developed rubrics will measure the proficiency of both the final course examination and course project. This data will also be used for improvements in future courses.

Last Action:  
November 2, 2020 11:28 AMLast User:  
Christopher Huryak (huryak)

## MA in Policy Advocacy

MA1536598628

Approved

PP-College of Public  
Service & Community Solutions

## Measure 1

Students in SWG 687 Public Policy and Advocacy will demonstrate their knowledge of the public policymaking process through a written exam.

## Performance Criterion 1

At least 75% of students will demonstrate mastery on their final course examination, as assessed using rubrics to be developed by faculty.

## Measure 2

Students in SWG 687 Public Policy and Advocacy will demonstrate their ability to evaluate policy advocacy strategies through a written project.

## Performance Criterion 2

At least 75% of students will demonstrate mastery on their graded project, as assessed using rubrics to be developed by faculty.

## APPENDIX III

## Statements of Collaboration and Impact

## Watts College of Public Service and Community Solutions – Official Submission

**From:** [Christopher Hiryak](#)  
**To:** [curriculumplanning@asu.edu](mailto:curriculumplanning@asu.edu)  
**Cc:** [William Terrill](#)  
**Subject:** New program proposal  
**Date:** Tuesday, July 7, 2020 2:12:58 PM  
**Attachments:** [MA Policy Advocacy proposal-establish-new-masters-degree - signed 7.7.20.docx](#)  
[Assessment Portal University Office of Evaluation and Educational Effectiveness.pdf](#)  
[impact statements.pdf](#)

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Hello and please see attached our proposal to establish a new graduate program: an MA in Policy Advocacy. We are also attaching a copy of the impact statements and the assessment (which has also been submitted to UOEED through the portal).

If there are any questions or if you need anything else from us, please let us know! Thank you!

Chris

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Chris Hiryak  
Senior Director, Academic Services  
Watts College of Public Service and Community Solutions  
Arizona State University  
<http://publicservice.asu.edu>



School of Community Resources and Development, Watts College

----- Forwarded message -----

From: Christine Buzinde <[Christine.Buzinde@asu.edu](mailto:Christine.Buzinde@asu.edu)>  
Date: Tue, Jun 30, 2020 at 11:12 PM  
Subject: Re: Policy Advocacy Degree  
To: William Terrill <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)>

Hi Bill,

No concerns whatsoever from my end. Please proceed! The only thing to consider is that I know Gordon helped develop the program but kindly note that he will not be able to teach in it, given prior commitments. I hope this makes sense. Thanks Bill!

Kind regards,

Christine.

Christine Buzinde, PhD.,

School Director and Associate Professor

[School of Community Resources and Development \(SCRD\)](#)

[Watts College of Public Service and Community Solutions](#)

[Barrett Faculty Barrett Honors College](#)

[Senior Sustainability Scientist, Julie Ann Wrigley Global Institute of Sustainability](#)

Arizona State University,

411 N. Central Ave., Suite 550, Phoenix, Arizona 85004

(602) 496 -2429

SCRD is.....



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**From:** William Terrill <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)>  
**Date:** Tuesday, June 30, 2020 at 1:23 PM  
**To:** Christine Buzinde <[Christine.Buzinde@asu.edu](mailto:Christine.Buzinde@asu.edu)>  
**Subject:** Re: Policy Advocacy Degree

Hi Christine,

I could not find a response from you on this. Apology if I missed it. We are at this stage where I need to submit the proposal ASAP for this. Can you please let me know if you have any concerns?

Thanks, Bill

William Terrill, PhD  
Arizona State University  
Associate Dean, Watts College of Public Service and Community Solutions  
Professor, School of Criminology & Criminal Justice  
Co-Editor, *Policing: A Journal of Policy & Practice*

On Wed, Apr 15, 2020 at 9:13 AM William Terrill <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)> wrote:

Hi Christine,

Wanted to follow up and see if you have any concerns?

William Terrill, PhD  
Arizona State University  
Interim Associate Dean, Watts College of Public Service and Community Solutions  
Professor, School of Criminology & Criminal Justice  
Co-Editor, *Policing: A Journal of Policy & Practice*

On Mon, Apr 13, 2020 at 8:42 AM William Terrill <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)> wrote:

Hi Christine.

Dean Koppell noted at our College meeting last month that we have been planning a Policy Advocacy online degree, which has been in the works for the past several years. I've been charged with bringing the program to fruition.

Daniel Schugurensky (SPA), Gordon Schockley (CRD), and David Beccerra (SSW) worked diligently on much of program and I'm now trying to finalize and submit for ASU online approval to flesh out the program.

We are hoping to include CRD 572 as one of the core electives in the program. The hope is to get approval from ASU online to have the program up in running beginning Jan 2021 or Sept 2021.

Any concerns on your end?

Thanks, Bill

William Terrill, PhD

Arizona State University

Interim Associate Dean, Watts College of Public Service and Community Solutions

Professor, School of Criminology & Criminal Justice

Co-Editor, *Policing: A Journal of Policy & Practice*

**School of Public Affairs, Watts College**

----- Forwarded message -----

**From:** Margaretha Bentley <[Margaretha.Bentley@asu.edu](mailto:Margaretha.Bentley@asu.edu)>  
**Date:** Mon, Apr 13, 2020 at 10:23 AM  
**Subject:** RE: Policy Advocacy Degree  
**To:** William Terrill <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)>  
**Cc:** Donald Siegel <[Donald.Siegel.1@asu.edu](mailto:Donald.Siegel.1@asu.edu)>

Bill,

This is great. From a scheduling perspective, I have no concerns.

Best,

Marga

---

**From:** Donald Siegel  
**Sent:** Monday, April 13, 2020 9:26 AM  
**To:** William Terrill <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)>; Margaretha Bentley <[Margaretha.Bentley@asu.edu](mailto:Margaretha.Bentley@asu.edu)>  
**Subject:** RE: Policy Advocacy Degree

Hi Bill:

Thanks for reaching out. This is all great. Very exciting. I know that Dan is passionate about this. No concerns here. Cc'ing so she can confirm.

Best regards,

Don

Hi Don,

Dean Koppell noted at our College meeting last month that we have been planning a Policy Advocacy online degree, which has been in the works for the past several years. I've been charged with bringing the program to fruition.

Daniel Schugurensky (SPA), Gordon Schockley (CRD), and David Beccerra (SSW) worked diligently on much of the program and I'm now trying to finalize and submit for ASU online approval to flesh out the program.

We're hoping to include a number of SPA classes in the program as potential elective (529, 531, 540, 544, 546, 548, 591), along with one core class (505). The hope is to get approval from ASU online to have the program up in running beginning Jan 2021 or Sept 2021.

On a related note, Daniel's insight and work on this has been incredibly helpful!

Any concerns on your end?

Thanks, Bill

William Terrill, PhD

Arizona State University

Interim Associate Dean, Watts College of Public Service and Community Solutions

Professor, School of Criminology & Criminal Justice

Co-Editor, *Policing: A Journal of Policy & Practice*

**School of Social Work, Watts College**

----- Forwarded message -----

From: William Terrill <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)>

Date: Mon, Jun 15, 2020 at 5:13 PM

Subject: Re: Policy Advocacy Degree

To: James Herbert Williams <[james.herbert1@asu.edu](mailto:james.herbert1@asu.edu)>

Cc: David Becerra <[David.Becerra@asu.edu](mailto:David.Becerra@asu.edu)>, Chandra Crudup <[ccrudup@mainex1.asu.edu](mailto:ccrudup@mainex1.asu.edu)>

In talking with Jonathan he noted that if ASU approves the degree, they pay for the course build. SW would just need somebody willing and able to do it.

William Terrill, PhD

Arizona State University

Associate Dean, Watts College of Public Service and Community Solutions

Professor, School of Criminology & Criminal Justice

Co-Editor, *Policing: A Journal of Policy & Practice*

On Mon, Jun 15, 2020 at 10:03 AM James Herbert Williams <[james.herbert1@asu.edu](mailto:james.herbert1@asu.edu)> wrote:

Bill,

I would be comfortable with including this course as part of the degree. Will the college pay for someone to convert the course to an online format? I have included the leadership team on the email just in case I am missing something.

JH

---

James Herbert Williams, PhD., MSW., MPA

Director and Arizona Centennial Professor of Social Welfare Services

Arizona State University | School of Social Work

Watts College of Public Service and Community Solutions

Fellow, *American Academy of Social Work and Social Welfare*

Chair, *Fahs-Beck Fund for Research and Experimentation*

411 N. Central Ave, Suite 800 | Phoenix, AZ 85004

602.496.0058 (Office) 602.496.0960 (FAX)

[james.herbert1@asu.edu](mailto:james.herbert1@asu.edu)

Recall, the plan is to include SWG 687, but I believe this has only been taught thus far by Krysten Sinema in a face-to-face format. I wanted to double check to make sure you were ok with it being included in the proposal degree because we would have to offer a section online (the Policy Advocacy degree is going to begin online initially, and if successful the plan is to then consider offering in-person as well).

Happy to talk via telephone or zoom as well if that's easier.

Best, Bill

William Terrill, PhD  
Arizona State University  
Associate Dean, Watts College of Public Service and Community Solutions  
Professor, School of Criminology & Criminal Justice  
Co-Editor, *Policing: A Journal of Policy & Practice*

On Tue, Apr 14, 2020 at 9:41 AM James Herbert Williams <[james.herbert1@asu.edu](mailto:james.herbert1@asu.edu)> wrote:

Yes

James Herbert Williams,  
Sent from my iPhone

On Apr 14, 2020, at 08:40, William Terrill <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)> wrote:

Hi James Herbert,

Yes, we're hoping to have SSW 687 included. Would it be ok to include that course?

William Terrill, PhD  
Arizona State University  
Interim Associate Dean, Watts College of Public Service and Community Solutions  
Professor, School of Criminology & Criminal Justice  
Co-Editor, *Policing: A Journal of Policy & Practice*



On Mon, Apr 13, 2020 at 8:31 PM James Herbert Williams  
<[james.herbert1@asu.edu](mailto:james.herbert1@asu.edu)> wrote:

Bill,

SSW will not have a course included in the program of study for this degree?

James Herbert Williams, PhD., MSW

Director, Arizona Centennial Professor of Social Welfare Services

Arizona State University/School of Social Work

[james.herbert1@asu.edu](mailto:james.herbert1@asu.edu)

Sent from my iPad

On Apr 13, 2020, at 09:51, William Terrill  
<[wcterrill@gmail.com](mailto:wcterrill@gmail.com)> wrote:

Hi James Herbert,

Dean Koppell noted at our College meeting last month that we have been planning a Policy Advocacy online degree, which has been in the works for the past several years. I've been charged with bringing the program to fruition.

Daniel Schugurensky (SPA), Gordon Schockley (CRD), and David Beccerra (SSW) worked diligently on much of the program and I'm now trying to finalize and submit for ASU online approval to flesh out the program.

We're hoping to include SPA 687 as one of the classes in the program. The hope is to get approval from ASU online to have the program up in running beginning Jan 2021 or Sept 2021.

On a related note, we explored the possibility to have a number of additional SSW classes originally included (i.e., 531, 632, 682), but after consulting with Liz Segel we realized there would be too many challenges and potential negative effects (e.g., pre-reqs, students lacking foundation, etc.) so we scaled back so as to not place an undue burden on SSW.

Any concerns on your end?

Thanks, Bill

## Edson College of Nursing and Health Innovation

----- Forwarded message -----

From: Katherine Kenny <[Katherine.Kenny@asu.edu](mailto:Katherine.Kenny@asu.edu)>  
Date: Tue, Jun 30, 2020 at 9:38 AM  
Subject: FW: Request for a support/impact statement  
To: [William.Terrill@asu.edu](mailto:William.Terrill@asu.edu) <[William.Terrill@asu.edu](mailto:William.Terrill@asu.edu)>  
Cc: William Terrill <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)>, Judith Karshmer (DEAN) <[Judith.Karshmer@asu.edu](mailto:Judith.Karshmer@asu.edu)>

Dear Bill – Thank you for asking us to review your proposal for the MA in Policy Advocacy. I've discussed with our academic program faculty and our Global Collaboratory Program (that offers non-academic credit continuing education and stackable credential opportunities). We support moving this degree through the University program approval process and see great potential for collaboration between Watts College and Edson College. Please see our discussion below.

We appreciate your including HCI 550 – Healthcare Policy and Innovation as an elective and welcome your students to take this course. We will be reviewing all of our policy courses that are offered in Edson graduate programs and should this course be revised or receive a new course number I will alert you.

Currently Edson offers a non-credit Health Policy Academy (HPA) that has been very successful. While this degree is unlikely to directly compete with the current model of

Edson's Health Policy Academy, as our focus is primarily on training current health professionals and organizations who would like to add a policy advocacy focus to their current work. For the majority of our participants, we do not anticipate an additional graduate degree would meet their same needs for professional development or networking. Organizational partners looking to build the advocacy skills within their team are unlikely to seek out a for-credit option over a comparatively shorter and less expensive non-credit program which can focus on the most applicable skills and networking connections within a health policy context. The current HPA focus on short-term (one week to one month), intensive experiences seems sufficiently distinct from what this new degree would offer.

However, the current HPA model may be useful for this new program for the same reasons stated above. Based on the curricular outline, Policy Advocacy students may benefit from the in-person immersion component of HPA, which may be able to connect and supplement the content they learn through their coursework. In our experience, a large part of effective advocacy is familiarity and connection building with key stakeholders – both of which can be difficult to achieve through a traditional course. The HPA Immersion could be made available to these MA students, either through existing cohorts or through a special cohort dedicated to students from this program. Additionally, HPA could serve as a useful pipeline into the MA program from our target population of participants. While we do not feel most of our HPA participants come *into* the program with a new degree in mind, many complete the program expressing an interest in continuing their learning around public policy and advocacy work. If a collaboration between our programs is established, one element of our partnership could be using HPA as a potential recruitment tool for the MA program. Offering this opportunity for continued learning would be an added benefit to our students. Additionally, if the HPA immersion was already integrated into the MA program, a stackable pathway could easily be developed to award these applicants credit for having already completed the HPA program.

The one area of potential concern lies with current plans for new for-credit HPA offerings at Edson. Under the current HPA development plan, the state-level fundamentals course will be adapted into a for-credit format to be made available to enrolled students. This is part of a larger discussion at Edson to build out our for-credit health policy offerings. This degree program would limit the opportunity for those new courses to be packaged into a certificate or degree, as they would then potentially conflict with the MA in Policy Advocacy. However, this could also present an opportunity to integrate these new courses into the degree plan for the MA as optional electives, alternatives to core courses, or even packaged into a dedicated health policy track offered in partnership between the two Colleges.

Kathy

Katherine (Kathy) Kenny, DNP, RN, ANP-BC, FAANP, FAAN  
Associate Dean of Academic Affairs  
Clinical Professor



550 N. 3rd Street | Phoenix, AZ 85004  
(P) 602-496-1719  
(F) 602-496-0545  
[Katherine.kenny@asu.edu](mailto:Katherine.kenny@asu.edu)  
<https://nursingandhealth.asu.edu/>

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**From:** William Terrill <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)>  
**Date:** Wednesday, June 17, 2020 at 4:17 PM  
**To:** "Judith Karshmer (DEAN)" <[Judith.Karshmer@asu.edu](mailto:Judith.Karshmer@asu.edu)>, William Terrill  
<[William.Terrill@asu.edu](mailto:William.Terrill@asu.edu)>  
**Subject:** Request for a support/impact statement

Dean Karshmer,

The Watts College of Public Service and Community Solutions is proposing a new MA in Policy Advocacy. I'm writing to request a support/impact statement (email will suffice).

Please see attached (note: we would like to include HCI 550 as one of the electives).

Please let me know if you have any questions or concerns. Our hope is to submit the proposal by the end of the month if possible.

William Terrill  
Associate Dean  
Watts College of Public Service and Community Solutions

**Mary Lou Fulton Teachers College**

From: **William Terrill** <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)>  
Date: Wed, Jun 17, 2020 at 4:52 PM  
Subject: Re: Request for support/impact statement  
To: Carole Basile (Dean) <[Carole.Basile@asu.edu](mailto:Carole.Basile@asu.edu)>

Thank you!

William Terrill, PhD  
Arizona State University  
Associate Dean, Watts College of Public Service and Community Solutions  
Professor, School of Criminology & Criminal Justice  
Co-Editor, *Policing: A Journal of Policy & Practice*

On Wed, Jun 17, 2020 at 4:38 PM Carole Basile (Dean) <[Carole.Basile@asu.edu](mailto:Carole.Basile@asu.edu)> wrote:

The Mary Lou Fulton Teachers College is happy to support this program. We do not see a conflict and always glad to have one of our courses included as an elective.

Thanks,

cb

*Carole G. Basile  
Dean and Professor  
Mary Lou Fulton Teachers College  
Arizona State University  
[carole.basile@asu.edu](mailto:carole.basile@asu.edu)  
(480) 965-4064*

**From:** William Terrill <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)>

**Date:** Wednesday, June 17, 2020 at 4:17 PM

**To:** Carole Basile <[Carole.Basile@asu.edu](mailto:Carole.Basile@asu.edu)>, William Terrill <[William.Terrill@asu.edu](mailto:William.Terrill@asu.edu)>

**Subject:** Request for support/impact statement

Dean Basile,

The Watts College of Public Service and Community Solutions is proposing a new MA in Policy Advocacy. I'm writing to request a support/impact statement (email will suffice).

Please see attached (note: we would like to include HED 649 as one of the electives).

Please let me know if you have any questions or concerns. Our hope is to submit the proposal by the end of the month if possible.

Thank you.

William Terrill  
Associate Dean  
Watts College of Public Service and Community Solutions



**College of Global Futures**

William Terrill &lt;wcterrill@gmail.com&gt;

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**Request for a support / impact statement**

3 messages

**William Terrill** <wcterrill@gmail.com>

Fri, Sep 11, 2020 at 3:35 PM

To: Christopher Boone &lt;Christopher.G.Boone@asu.edu&gt;, William Terrill &lt;William.Terrill@asu.edu&gt;

Dean Boone,

The Watts College of Public Service and Community Solutions is proposing a new MA in Policy Advocacy.

I'm writing to request a support/impact statement (email will suffice).

Please see attached.

I'm happy to answer any questions or concerns.

Thank you,

William Terrill, PhD

Arizona State University

Associate Dean, Watts College of Public Service and Community Solutions

Professor, School of Criminology &amp; Criminal Justice

Co-Editor, *Policing: A Journal of Policy & Practice***Watts College Policy Advocacy Proposal (MA).docx**  
80K**Christopher Boone** <Christopher.G.Boone@asu.edu>

Fri, Sep 11, 2020 at 3:48 PM

To: William Terrill &lt;wcterrill@gmail.com&gt;, William Terrill &lt;William.Terrill@asu.edu&gt;

William,

The College of Global Futures is happy to support this proposal.

Chris

**Christopher Boone**

Dean, College of Global Futures

Professor, School of Sustainability

## School for the Future of Innovation in Society, College of Global Futures

----- Forwarded message -----

From: David Guston <[David.Guston@asu.edu](mailto:David.Guston@asu.edu)>  
Date: Thu, Jun 18, 2020 at 2:16 PM  
Subject: Re: Request for Support/Impact Statement  
To: William Terrill <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)>

Bill

Great. The proposal has my full-throated approval!

Dave

David H. Guston

Foundation Professor

Director, School for the Future of Innovation in Society

Arizona State University

From: William Terrill <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)>  
Date: Thursday, June 18, 2020 at 11:40 AM  
To: David Guston <[David.Guston@asu.edu](mailto:David.Guston@asu.edu)>  
Subject: Re: Request for Support/Impact Statement

Hi Dave,

Yes, happy to include them. I think they'll be great additions.

Bill

William Terrill, PhD  
Arizona State University  
Associate Dean, Watts College of Public Service and Community Solutions  
Professor, School of Criminology & Criminal Justice  
Co-Editor, *Policing: A Journal of Policy & Practice*

On Wed, Jun 17, 2020 at 6:04 PM David Guston <[David.Guston@asu.edu](mailto:David.Guston@asu.edu)> wrote:

William

This looks fine. One question before final endorsement on my side: Are your list of electives definitive or could others be included?

We are launching our Public Interest Technology MS online in August and some of the coursework offered there, particularly PIT 502 Co-designing the Future and PIT 504 Public Engagement Strategies, might be appropriate.

Dave

David H. Guston

Foundation Professor

Director, School for the Future of Innovation in Society

Arizona State University

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**From:** William Terrill <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)>

**Date:** Wednesday, June 17, 2020 at 4:17 PM

**To:** David Guston <[David.Guston@asu.edu](mailto:David.Guston@asu.edu)>, William Terrill <[William.Terrill@asu.edu](mailto:William.Terrill@asu.edu)>

**Subject:** Request for Support/Impact Statement

Director Guston,

The Watts College of Public Service and Community Solutions is proposing a new MA in Policy Advocacy. I'm writing to request a support/impact statement (email will suffice).

Please see attached (note: we would like to include GTD 511 as one of the electives).

Please let me know if you have any questions or concerns. Our hope is to submit the proposal by the end of the month if possible.

Thank you.

William Terrill  
Associate Dean  
Watts College of Public Service and Community Solutions

**Fulton Schools of Engineering**

William Terrill &lt;wcterrill@gmail.com&gt;

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**Request for a support / impact statement**

3 messages

**William Terrill** <wcterrill@gmail.com>

Fri, Sep 11, 2020 at 3:38 PM

To: James Collofello &lt;JAMES.COLLOFELLO@asu.edu&gt;, William Terrill &lt;William.Terrill@asu.edu&gt;

Dean Collofello,

The Watts College of Public Service and Community Solutions is proposing a new MA in Policy Advocacy.

I'm writing to request a support/impact statement (email will suffice).

Please see attached.

I'm happy to answer any questions or concerns.

Thank you,

William Terrill, PhD

Arizona State University

Associate Dean, Watts College of Public Service and Community Solutions

Professor, School of Criminology &amp; Criminal Justice

Co-Editor, *Policing: A Journal of Policy & Practice***Watts College Policy Advocacy Proposal (MA).docx**

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**James Collofello** <JAMES.COLLOFELLO@asu.edu>

Sat, Sep 12, 2020 at 10:37 AM

To: William Terrill &lt;wcterrill@gmail.com&gt;, William Terrill &lt;William.Terrill@asu.edu&gt;

The Fulton Schools of Engineering does not have any concerns with the proposed new program and supports its moving forward.

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

**College of Integrative Sciences and Arts**

William Terrill &lt;wcterrill@gmail.com&gt;

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**RE: Request for a support / impact statement**

2 messages

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**Duane Roen (Dean)** <Duane.Roen@asu.edu>  
To: William Terrill <wcterrill@gmail.com>

Sat, Sep 12, 2020 at 1:49 PM

William,

I discussed this with Nick.

CISA is delighted to support Watts' proposal for an MA in Policy Advocacy.

Best,

Duane

Duane Roen

Dean, College of Integrative Sciences and Arts  
Vice Provost, Polytechnic campus**Arizona State University**

Mail Code: 2780

[7271 E Sonoran Arroyo Mall](#)[Mesa, AZ 85212-6415](#)

P: 480-727-1415

**From:** William Terrill <wcterrill@gmail.com>  
**Sent:** Friday, September 11, 2020 3:39 PM  
**To:** Duane Roen (Dean) <Duane.Roen@asu.edu>  
**Subject:** Request for a support / impact statement

Dean Roen,

The Watts College of Public Service and Community Solutions is proposing a new MA in Policy Advocacy.

I'm writing to request a support/impact statement (email will suffice).

Please see attached.

I'm happy to answer any questions or concerns.

Thank you,

William Terrill, PhD

Arizona State University

Associate Dean, Watts College of Public Service and Community Solutions

Professor, School of Criminology & Criminal Justice

Co-Editor, *Policing: A Journal of Policy & Practice*



**Watts College Policy Advocacy Proposal (MA).docx**  
80K



**Thunderbird School of Global Management**

William Terrill &lt;wcterrill@gmail.com&gt;

**Request for a support / impact statement**

3 messages

William Terrill &lt;wcterrill@gmail.com&gt;

Fri, Sep 11, 2020 at 3:40 PM

To: Lena Booth &lt;Lena.Booth@thunderbird.asu.edu&gt;, William Terrill &lt;William.Terrill@asu.edu&gt;

Dean Booth,

The Watts College of Public Service and Community Solutions is proposing a new MA in Policy Advocacy.

I'm writing to request a support/impact statement (email will suffice).

Please see attached.

I'm happy to answer any questions or concerns.

Thank you,

William Terrill, PhD

Arizona State University

Associate Dean, Watts College of Public Service and Community Solutions

Professor, School of Criminology &amp; Criminal Justice

Co-Editor, *Policing: A Journal of Policy & Practice***Watts College Policy Advocacy Proposal (MA).docx**

80K

Lena Booth &lt;Lena.Booth@thunderbird.asu.edu&gt;

Mon, Sep 14, 2020 at 11:45 AM

To: William Terrill &lt;wcterrill@gmail.com&gt;, William Terrill &lt;William.Terrill@asu.edu&gt;

Cc: "Sanjeev Khagram (Dean)" &lt;Sanjeev.Khagram@thunderbird.asu.edu&gt;, Jonathan Koppell &lt;koppell@asu.edu&gt;

Dear Dean Terrill:

Thunderbird is pleased to support your proposal of MA in Policy Advocacy as we viewed it as largely domestic focused and complementary to what we do in the international front. If there is an opportunity in the future to build an international focused version jointly, we would welcome it.

We wish you all the success in launching this new program!

Lena

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**Lena C. Booth, Ph.D.** | Associate Dean of Graduate Programs and Finance Professor | Thunderbird School of Global Management | 400 E Van Buren, Suite 800 | Phoenix, AZ 85004 | Phone: 602-496-7061 | Email: [lena.booth@thunderbird.asu.edu](mailto:lena.booth@thunderbird.asu.edu) | Website: <http://www.thunderbird.edu>

## W. P. Carey School of Business



William Terrill &lt;wcterrill@gmail.com&gt;

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Request for a support/impact statement

7 messages

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William Terrill <wcterrill@gmail.com>

Fri, Sep 11, 2020 at 3:22 PM

To: "Amy Hillman (DEAN)" &lt;AMY.HILLMAN@asu.edu&gt;, William Terrill &lt;William.Terrill@asu.edu&gt;

Dean Hillman,

The Watts College of Public Service and Community Solutions is proposing a new MA in Policy Advocacy.

I'm writing to request a support/impact statement (email will suffice).

Please see attached.

I'm happy to answer any questions or concerns.

Thank you,

William Terrill, PhD

Arizona State University

Associate Dean, Watts College of Public Service and Community Solutions

Professor, School of Criminology &amp; Criminal Justice

Co-Editor, *Policing: A Journal of Policy & Practice*

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80K

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Amy Hillman (DEAN) <AMY.HILLMAN@asu.edu>

Sun, Sep 13, 2020 at 2:04 PM

To: Jonathan Koppell &lt;koppell@asu.edu&gt;, William Terrill &lt;wcterrill@mainex1.asu.edu&gt;

Cc: Kay Faris &lt;KAY.FARIS@asu.edu&gt;, Kim Steinmetz &lt;Kim.Steinmetz@asu.edu&gt;

Hi, adding Jonathan as Mark's directives are only "The" dean to "The" dean,

The W. P. Carey School has no objections to this degree provided you allow our MGT 565 as an elective. Jonathan, that's the Washington Campus course. Without adding this elective, the new MA could cannibalize our new MBA area of emphasis we created with you earlier in "business and government." We have quite a few Watts courses included in that,

Thanks,

Amy

[Quoted text hidden]



Watts College Policy Advocacy Proposal (MA).docx

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**Jonathan Koppell** <koppell@asu.edu>

Mon, Sep 14, 2020 at 9:04 AM

To: "Amy Hillman (DEAN)" &lt;AMY.HILLMAN@asu.edu&gt;, William Terrill &lt;wcterrill@mainex1.asu.edu&gt;

Cc: Kay Faris &lt;KAY.FARIS@asu.edu&gt;, Kim Steinmetz &lt;Kim.Steinmetz@asu.edu&gt;

Yes, that seems fine to me. Thank you. We can add that as an elective. JK

[Quoted text hidden]

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**William Terrill** <wcterrill@gmail.com>

Mon, Sep 14, 2020 at 5:52 PM

To: Jonathan Koppell &lt;koppell@asu.edu&gt;

Cc: "Amy Hillman (DEAN)" &lt;AMY.HILLMAN@asu.edu&gt;, William Terrill &lt;wcterrill@mainex1.asu.edu&gt;, Kay Faris

&lt;KAY.FARIS@asu.edu&gt;, Kim Steinmetz &lt;Kim.Steinmetz@asu.edu&gt;

Hi Amy,

I believe MGT 565 may have a pre-req that students must be in your MBA Executive Program or School of Business graduate student to take the course.

Just want to confirm our students will be able to enroll (i.e., be given an override)?

Thanks, Bill

William Terrill, PhD

Arizona State University

Associate Dean, Watts College of Public Service and Community Solutions

Professor, School of Criminology & Criminal Justice

Co-Editor, *Policing: A Journal of Policy & Practice*

[Quoted text hidden]

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**Amy Hillman (DEAN)** <AMY.HILLMAN@asu.edu>

Mon, Sep 14, 2020 at 5:57 PM

To: William Terrill &lt;wcterrill@gmail.com&gt;, Jonathan Koppell &lt;koppell@asu.edu&gt;

Cc: William Terrill &lt;wcterrill@mainex1.asu.edu&gt;, Kay Faris &lt;KAY.FARIS@asu.edu&gt;, Kim Steinmetz

&lt;Kim.Steinmetz@asu.edu&gt;

Thanks for checking. I believe our Full-time MBA allows students of any platform to enroll, and we can change the pre-requisites to allow your students to enroll. In the meantime, we'd grant overrides.

Thank you,

Amy

**Sandra Day O'Connor College of Law**

William Terrill &lt;wcterrill@gmail.com&gt;

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**Request for Support / Impact Statement**

3 messages

**William Terrill** <wcterrill@gmail.com>

Fri, Sep 11, 2020 at 3:26 PM

To: Tamara.Herrera@asu.edu, William Terrill &lt;William.Terrill@asu.edu&gt;

Dean Herrera,

The Watts College of Public Service and Community Solutions is proposing a new MA in Policy Advocacy.

I'm writing to request a support/impact statement (email will suffice).

Please see attached.

I'm happy to answer any questions or concerns.

Thank you,

William Terrill, PhD

Arizona State University

Associate Dean, Watts College of Public Service and Community Solutions

Professor, School of Criminology &amp; Criminal Justice

Co-Editor, *Policing: A Journal of Policy & Practice***Watts College Policy Advocacy Proposal (MA).docx**  
80K**Tamara Herrera** <Tamara.Herrera@asu.edu>

Tue, Sep 15, 2020 at 3:08 PM

To: William Terrill &lt;wcterrill@gmail.com&gt;

Good afternoon,

The College of Law has reviewed the attached proposal for an MA degree in Policy Advocacy and supports this proposal.

Please let us know if you need anything additional.

Sincerely,

Tamara Herrera

Associate Dean of Academic Affairs

**College of Health Solutions**

William Terrill &lt;wcterrill@gmail.com&gt;

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**Request for Support / Impact Statement**

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**Deborah Helitzer (Dean)** <Deborah.Helitzer@asu.edu>  
To: William Terrill <wcterrill@gmail.com>, Jonathan Koppell <koppell@asu.edu>  
Cc: William Terrill <William.Terrill@asu.edu>

Tue, Sep 15, 2020 at 10:07 PM

Hello - the deans decided that these kinds of communications should be from dean to dean and I confirmed with my colleagues that this is still the policy and the practice. In the future, Jonathan should send me the request.

We support your request and wish you the best of luck,

Warm regards and stay safe,

**Deborah Helitzer, ScD**

Dean and Professor  
College of Health Solutions  
Arizona State University  
550 N 3rd Street  
Phoenix, AZ 85004  
602.496.2511  
deborah.helitzer@asu.edu  
Web: [chs.asu.edu](http://chs.asu.edu)

For appointments and information, please contact Daniel.Eckstrom ([Daniel.Eckstrom@asu.edu](mailto:Daniel.Eckstrom@asu.edu))

Sent from my iPhone

On Sep 11, 2020, at 3:31 PM, William Terrill <wcterrill@gmail.com> wrote:

[Quoted text hidden]  
<Watts College Policy Advocacy Proposal (MA).docx>

**New College of Interdisciplinary Arts and Sciences**

From: [Christopher Hiryak](#)  
To: [Curriculum Planning](#)  
Cc: [William Terrill](#)  
Subject: FW: Request for a support / impact statement  
Date: Tuesday, December 8, 2020 3:46:22 PM  
Attachments: [image001.png](#)

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Please see attached statement from New College for the proposed MA Policy Advocacy. Thanks!

----- Forwarded message -----

From: **Patricia Friedrich** <[Patricia.Friedrich@asu.edu](mailto:Patricia.Friedrich@asu.edu)>  
Date: Tue, Dec 8, 2020 at 3:00 PM  
Subject: Re: Request for a support / impact statement  
To: William Terrill <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)>

Dear Bill:

I am sorry for the delay. Thank you so much for working with us. New College is in support of the new degree and thrilled to work together where appropriate.

Thank you so much, Patty

**Patricia Friedrich, PhD**  
She, Her, Hers  
Associate Dean of Academic Programs and Faculty Affairs,  
New College of Interdisciplinary Arts and Sciences  
Professor of Sociolinguistics,  
School of Social and Behavioral Sciences



Arizona State University  
P. O. Box 37100  
4701 W. Thunderbird Rd. Mail Code 3051  
Phoenix, AZ, USA 85069-7100  
voice 602 543-6046

On Tue, Dec 1, 2020 at 3:36 PM William Terrill <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)> wrote:

Hi Patty,

We received approval from the University Graduate Committee today to move forward on Watts MA in Policy Advocacy with the addition offering JHR 506 based on Tricia's recommendation.

If you could please send an email confirming your Colleges' support it would be much appreciated and allow us to finalize the degree offering.

Thanks, Bill

William Terrill, PhD  
Arizona State University  
Associate Dean, Watts College of Public Service and Community Solutions  
Professor, School of Criminology & Criminal Justice  
Co-Editor, *Policing: A Journal of Policy & Practice*

**Herberger Institute for Design and the Arts**

----- Forwarded message -----

From: William Terrill <[wcterrill@gmail.com](mailto:wcterrill@gmail.com)>  
Date: Tue, Dec 1, 2020 at 3:41 PM  
Subject: Re: Letter of support for the MA in Policy Advocacy  
To: Stephani Etheridge Woodson <[swoodson@asu.edu](mailto:swoodson@asu.edu)>

Thanks Stephani!

William Terrill, PhD  
Arizona State University  
Associate Dean, Watts College of Public Service and Community Solutions  
Professor, School of Criminology & Criminal Justice  
Co-Editor, *Policing: A Journal of Policy & Practice*

On Tue, Dec 1, 2020 at 1:49 PM Stephani Etheridge Woodson <[swoodson@asu.edu](mailto:swoodson@asu.edu)> wrote:

Herberger Institute supports this program. As the program grows and develops, you might consider how the work of creative placekeeping/making can help support this degree since Maria Rosario Jackson teaches across both schools in that area specifically.

with appreciation, Stephani

Stephani Etheridge Woodson  
Interim Associate Dean of Students  
Herberger Institute for Design and the Arts  
The FDT Evelyn Smith Professor | School of Music, Dance and Theatre  
Director, Design and Arts Corps | [herbergerinstitute.asu.edu/design-and-arts-corps](http://herbergerinstitute.asu.edu/design-and-arts-corps)  
*She/Her/Hers*

 **Herberger Institute for  
Design and the Arts**  
Arizona State University

[COVID-19 Resources for Students](#)

**Walter Cronkite School of Journalism & Mass Communication**

William Terrill &lt;wcterrill@gmail.com&gt;

**Request for a support/impact statement**

4 messages

**William Terrill** <wcterrill@gmail.com>

Fri, Sep 11, 2020 at 3:33 PM

To: Kristin Gilger &lt;Kristin.Gilger@asu.edu&gt;, William Terrill &lt;William.Terrill@asu.edu&gt;

Dean Gilger,

The Watts College of Public Service and Community Solutions is proposing a new MA in Policy Advocacy.

I'm writing to request a support/impact statement (email will suffice).

Please see attached.

I'm happy to answer any questions or concerns.

Thank you,

William Terrill, PhD

Arizona State University

Associate Dean, Watts College of Public Service and Community Solutions

Professor, School of Criminology &amp; Criminal Justice

Co-Editor, *Policing: A Journal of Policy & Practice***Watts College Policy Advocacy Proposal (MA).docx**  
80K**Kristin Gilger** <Kristin.Gilger@asu.edu>

Mon, Sep 14, 2020 at 8:44 PM

To: William Terrill &lt;wcterrill@gmail.com&gt;

Cc: Jessica Pucci &lt;jepucci@asu.edu&gt;

I have no objection to the new MA in Policy Advocacy. I would like to suggest, however, that students in this program would benefit from an online course offered by the Cronkite School as part of its master's program in Digital Audience Strategy. The course, MCO 561: Defining the Digital Audience would make a great elective course in the group called "Advocacy, Communication and Change Elective Courses," which now includes Nonprofit Marketing and Communication but nothing from the Cronkite School. Digital strategy certainly plays a significant role in advocacy. For more information on that course, please contact Cronkite Assistant Dean Jessica Pucci, who is copied here.

Thank you,

Kristin Gilger

Interim Dean

Reynolds Professor in Business Journalism



Walter Cronkite School of Journalism and Mass Communication

480-273-6128

@kristingilger

<http://cronkite.asu.edu>

<http://businessjournalism.org>

Co-author: "There's No Crying in Newsrooms: What Women Have Learned about What It Takes to Lead"

[Quoted text hidden]

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William Terrill <wcterrill@gmail.com>  
To: Kristin Gilger <Kristin.Gilger@asu.edu>  
Cc: Jessica Pucci <jepucci@asu.edu>

Tue, Sep 15, 2020 at 11:59 AM

Thanks Kristin, we have added MCO 561 to the electives section. This is a great addition. Thanks for alerting us to it.  
Best regards, Bill

William Terrill, PhD

Arizona State University

Associate Dean, Watts College of Public Service and Community Solutions

Professor, School of Criminology & Criminal Justice

Co-Editor, *Policing: A Journal of Policy & Practice*

**The College of Liberal Arts and Sciences**

William Terrill &lt;wcterrill@gmail.com&gt;

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**Request for a support / impact statement**

3 messages

**William Terrill** <wcterrill@gmail.com>

Fri, Sep 11, 2020 at 3:36 PM

To: Fabio Milner &lt;milner@asu.edu&gt;, William Terrill &lt;William.Terrill@asu.edu&gt;

Dean Milner,

The Watts College of Public Service and Community Solutions is proposing a new MA in Policy Advocacy.

I'm writing to request a support/impact statement (email will suffice).

Please see attached.

I'm happy to answer any questions or concerns.

Thank you,

William Terrill, PhD

Arizona State University

Associate Dean, Watts College of Public Service and Community Solutions

Professor, School of Criminology &amp; Criminal Justice

Co-Editor, *Policing: A Journal of Policy & Practice***Watts College Policy Advocacy Proposal (MA).docx**  
80K

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**Fabio Milner** <milner@asu.edu>

Mon, Oct 5, 2020 at 12:52 PM

To: William Terrill &lt;William.Terrill@asu.edu&gt;

Cc: Fabio Milner &lt;milner@asu.edu&gt;

Dear Bill,

The College sees no negative impact from your proposed MA in Policy Advocacy and supports its creation.

Best,

Fabio

**Fabio Augusto Milner, PhD**

Associate Dean of Graduate Initiatives

Assistant Director, SA Levin MCMS Center

*The College of Liberal Arts and Sciences*

*Director of Mathematics for STEM Education*

*School of Mathematical and Statistical Sciences*

**Arizona State University**



Armstrong Hall, Office 214

P: 480/965-5877 | F: 480/965-2110

[milner@asu.edu](mailto:milner@asu.edu)

URL: <https://thecollege.asu.edu/content/fabio-milner>

[Quoted text hidden]

ASU Online/EdPlus



MEMORANDUM

To: Margaretha Bentley, Eileen Eisen Cohen, Maria Willis  
From: Erica Green  
Date: October 22, 2020  
Subject: Policy Advocacy, MA

Dear Margaretha, Eileen, and Maria,

Congratulations!

The Policy Advocacy, MA, program has received support from Dean Phil Regier to be offered through ASU Online. This program must complete university governance reviews for formal approval. Please include this support memo along with your proposal submission when it is submitted formally to the university (to [curriculumplanning@asu.edu](mailto:curriculumplanning@asu.edu)) by your Dean or their designee.

Please note that in order to proceed with implementation, final approval must be supplied by the University Provost.

Once again, congratulations! We are excited to work with you on your new program.

Thank you!

Erica Green  
Associate Director, Program and Portfolio Management  
EdPlus at ASU  
Arizona State University  
Phone: (480) 884-0019  
[egggreen@asu.edu](mailto:egggreen@asu.edu)

CC: Jon Pratt  
William Terrill  
[CurriculumPlanning@asu.edu](mailto:CurriculumPlanning@asu.edu)

**(NEW GRADUATE INITIATIVES)****PROPOSAL PROCEDURES CHECKLIST**

Academic units should adhere to the following procedures when requesting new curricular initiatives (degrees, concentrations or certificates).

- ☐ **Obtain the required approval from the Office of the Provost to move the initiative forward for internal ASU governance reviews/approvals.** Please see the academic strategic plan website at: <https://provost.asu.edu/curriculum-development>.
- ☐ **Submit any new courses that will be required for the new curricular program to the Curriculum ChangeMaker online course approval system for review and approval.**
  - Additional information can be found at the Provost's Office Curriculum Development website: [Courses link](#)
  - For questions regarding proposing new courses, send an email to: [courses@asu.edu](mailto:courses@asu.edu)
- ☐ **Prepare the applicable proposal template and operational appendix for the proposed initiative.**
- ☐ **Obtain letters or memos of support or collaboration (if applicable).**
  - when resources (faculty or courses) from another academic unit will be utilized
  - when other academic units or degree programs may be impacted by the proposed request
  - if the program will have an online delivery option support will be required from the Provost's office and ASU Online. *(Please complete the ASU Online Offering form in [Curriculum ChangeMaker](#) to begin this request.)*
- ☐ **Obtain the internal reviews/approvals of the academic unit.**
  - internal faculty governance review committee(s)
  - academic unit head (e.g. Department Chair or School Director)
  - academic unit Dean or their designee (will submit approved proposal to the [curriculumplanning@asu.edu](mailto:curriculumplanning@asu.edu) email account for further ASU internal governance reviews (as applicable, University Graduate Council, CAPC and Senate)

**Additional Recommendations**

All new graduate programs require specific processes and procedures to maintain a successful degree program. Below are items that the Graduate College strongly recommends that academic units establish after the program is approved for implementation.

- ☐ **Establish satisfactory academic progress policies, processes and guidelines** – Check within the proposing academic unit and/or college to see if there are existing academic progress policies and processes in place. If none have been established, please go to [http://graduate.asu.edu/faculty\\_staff/policies](http://graduate.asu.edu/faculty_staff/policies) and scroll down to the **academic progress review and remediation processes** (for faculty and staff) section to locate the reference tool and samples for establishing these procedures.
- ☐ **Establish a Graduate Student Handbook for the new degree program** – Students need to know the specific requirements and milestones they must meet throughout their degree program. A Graduate Student Handbook, provided to students when they are admitted to the degree program and published on the website for the new degree, gives students this information. To be included in the handbook are the unit/college satisfactory academic progress policies, current degree program requirements (outlined in the approved proposal) and a link to the Graduate Policies and Procedures website: [http://graduate.asu.edu/faculty\\_staff/policies](http://graduate.asu.edu/faculty_staff/policies).