

MPA Public Management Academy – Spring 2017

Session 1: Setting Goals and Achieving Outcomes (*March 24*)

Module 1 -- Strategic Planning: mission, vision, SWOT, Goals: Drs. Thomas Barth and Joanne Carman

Overview of the key elements and tools of the classic strategic planning process: identifying purpose and vision of success, assessing internal strengths/weaknesses and external opportunities/threats, and establishing goals based on strategic priorities.

Module 2 -- Measuring Success -- Performance Management: Drs. Jim Douglas and Zach Mohr

Understanding the relationship between inputs, outputs and outcomes and difference between measures of efficiency, effectiveness, equity and productivity.

Module 3 -- Project Management: Dr. Maureen Brown

Explores the discipline of initiating, planning, executing, controlling, and closing the work of a team to achieve specific goals and meet specific success criteria. Provides an intro to the comprehensive Public Management Institute.

Module 4 – Practitioner Roundtable

Session 2: The Power of Data for Managers (*April 28*)

Module 1 – Budget/Resource Strategies: Drs. Jim Douglas and Sarah Pettijohn

Best practices on how to advocate for and secure resources in a competitive environment, whether that be in a government bureaucracy or the nonprofit arena of fundraising and grantsmanship.

Module 2 -- Presenting data/balanced scorecard: Dr. Zach Mohr

Basics of effective data presentation, using the widely used balanced scorecard tool to demonstrate how to make data meaningful to different audiences.

Module 3 -- Program evaluation: Drs. Joanne Carman and Suzanne Leland

Overview of concepts of relating to different types of evaluation, developing process and outcome measures, analyzing data, and reporting results. Introduces the use of theories of change, logic models, and evidence-based practice to support the development and management of programs.

Module 4 – Practitioner Roundtable

Session 3: Leading and Managing in a Government/Nonprofit Context (May 19)

Module 1 -- Supervising in a public service environment: ethical and leadership challenges. Dr. Thomas Barth

Understanding unique context of leading people in an environment of shared power, multiple sources of responsibility/accountability, limited resources and regulations that exist in the government and nonprofit sectors.

Module 2 -- Working with elected officials and boards: Drs. Suzanne Leland and Sarah Pettijohn

Unique challenges and strategies for building effective professional working relationships with elected city council or county commissioners in the case of government or boards of directors in the nonprofit world.

Module 3 -- Collaborating across sectors and engaging stakeholders: Dr. Jaclyn Piatak

Collaboration and networks, including why networks form, the benefits of collaboration, challenges of working with diverse organizations and individuals, and how to manage in network settings. Second this module will discuss stakeholders, including why stakeholders matter, how good stakeholder relations can be fostered, and how to conduct a stakeholder analysis.

Module 4 – Practitioner Roundtable

Typical Session Format

8:30-10:00	Module 1
10:00 - 10:15	Break
10:15 - 11:45	Module 2
11:45 - 1:00	Lunch and Networking
1:00 - 2:30	Module 3
2:30-2:45	Break
2:45 - 4:00	Module 4 - Practitioner Roundtable
4:00 - 4:30	Debriefing