ASSOCIATION FOR
PUBLIC POLICY ANALYSIS
& MANAGEMENT

APPAM

2019 Spring Conference, Mathematica Policy Research Offices, Washington, DC

(Check back frequently for updated speaker listings)

Tuesday, May 14

4:30 – 6:00, Reception

6:00 – 7:30, Dinner Plenary: Public Affairs Program Graduate Perspectives: What I Valued and What I Wish I Learned

Wednesday, May 15

8:00 – 9:00, Breakfast

9:00 – 10:15, **Opening Plenary: Digital & Analytic Literacy to Bridge the Skills Gap**

New federal legislation fundamentally resets the future for policy makers and government managers. The Foundations for Evidence Based Policymaking Act of 2018 shifted requirements for data notification and data processing away from silo efforts (the traditional punch card approach) to a very large, unstructured database approach. Therefore, graduate education must refocus teaching on both the ability to decisively function in highly technical, big data environments and on the need for interpretation of high-quality analytic outputs. There is also a need to consider the technical skills required of policy analysts and public managers dealing with machine learning and rapid technological change. The curricula of the future will necessarily incorporate nontraditional technical

skills to such as coding, privacy education and more. Enhanced teaching of technical and analytic skills today will prepare tomorrow's workforce to be problem solvers managing both machine and human assets. Skill sets related to complex issues of protected public data, rules against sharing and the limits of digital and analytic literacy will be discussed.

<u>Speakers</u>

- Heather Campbell, Professor and Chair, Dept. of Politics & Government, Claremont University
- Dora Kingsley Vertenten, Professor and faculty coordinator, MPA Online, University of Southern California
- Juliet Musso, Associate Professor and Vice Chair, Department of Governance, Management, and Policy Processes, University of Southern California
- Logan O'Shaughnessy, Consumer Protection Privacy Bureau

10:30 – 11:30, Two Sessions, attendees will choose which session they would like to attend

Session #1: Differences in Doctoral Programs: Variation in Admission Requirements, Program Characteristics, and Graduation Requirements

Substantial variation exists in our doctoral programs regarding admission requirements, program characteristics, and graduation requirements. This panel will feature several faculty involved in doctoral education to discuss the advantages and disadvantages of these differences. Specifically, the following will be addressed. In terms of admission requirements, are students who intend to study part-time allowed to apply? Are students with a bachelor's degree eligible to apply? With regards to program requirements, one of the topics discussed will include the content of the methods curriculum for doctoral students. Finally, the discussion on graduate requirements will be on the dissertation requirement and whether schools prefer one manuscript or multiple (or three) articles. In addition, the topic of whether co-authored research can satisfy part of the dissertation requirement will be discussed.

<u>Moderator</u>

- Alison Jacknowitz, American University

<u>Speakers</u>

- Sarah Jane Brubaker, Virginia Commonwealth University
- Joe Cordes, George Washington University
- Anil Deolalikar, University of California Riverside

Session #2: Open Access Employability Skills and Tools

The session will discuss the usage of open access Community of Learning for an MPP degree program. On this community platform, materials / tools are shared, free of charge, to our MPP students and everyone else that is interested. The project was implemented by Maastricht University in Academic year 2017-2019 and will be updated for next year as well. The speakers will discuss the program, what went right, what could be improved and what the next steps for the program are.

Speakers

- Mindel van de Laar, Maastricht University / UNU-MERIT
- Katerina Triantos, Maastricht University / UNU-MERIT

11:30 – 12:30, Lunch (no content)

12:45 – 1:45, Two Sessions, attendees will choose which session they would like to attend

Session #1: Innovations in the Teaching of Professional Skills

One of the tensions that has defined the field of public affairs and public policy is the clash between the rather specialized subfields of traditional academic disciplines and equipping our scholars and graduates to impact public policy more effectively. Specifically, our field struggles with ways to make policy choices in the public space, even when our research and work provides valuable insights and useful guidance about many of these choices. While much attention has been focused on traditional public speaking and writing skills in the recent literature, technology is opening up a new portfolio of tools and opportunities that can allow our schools to better equip our students to not only do work that informs policy, but also to impact how it is made.

Panelists in this session will share some of the exciting new innovations that their respective programs have developed to both better equip students to be effective in impacting public policy, and also to immerse them more deeply in learning environments that directly engage them in the development of actual and adopted solutions to public policy problems. The panel will seed the conversation with an introduction to some of these innovations, and then a detailed and directed conversation around how these programs reflect a new, technology-enabled frontier for curricular innovation.

These first segment of the session will have the Deans sharing some exciting new structural and curricular innovations, including:

• Constructing new, transportable hybrid classroom platforms using non-proprietary tools;

• Creating new models for engaging International digital classrooms;

• Establishing new models for building long-term professional and career networks across national and geographic boundaries;

• Sharing data for instructional case development;

• Building business models for student engagement with practitioners—consulting shops, research and action hubs for policy analysis

• Infusing broader and more diverse student perspectives and subject mobility through modular and "pulse" courses that blend graduate students from multiple departments across the university;

• Designing portable portfolio programs in policy making for sister campuses and institutions;

• Reversing the technology funnel to expand apprenticeship opportunities as central class learning formats;

• Exploring new methods to train policy students as storytellers;

• Creating Policy Design Studios to introduce students to approaches to visualizing and mapping complex policy problems and using a game design approach to investigate and understand how elements of the system interact; and

• Inspiring creativity in the design, use and exploration of technology to solve policy problems in a focused laboratory setting.

The goal of the session is to both prime the creative thinking of those in the audience and to engage in a dialogue about how these programs have overcome the disciplinary, institutional and fiscal challenges encountered in the development of these pioneering initiatives.

Speakers

- Sandra Archibald, University of Washington
- Angela Evans, University of Texas, Austin
- Mike Shires, Pepperdine University
- Rachel Swanger, Pardee Rand Graduate School

Session #2: Work for Uncle Sam in Challenging Times: Perspectives from Government Employers

While engagement with government is a core component of the mission of APPAM's academic institutions, non-governmental employers are increasingly outcompeting government as an employer of choice for talented graduates. This session takes an unabashedly pro-government employment perspective to discuss two critical questions: (1) How can governments and universities

strengthen the pipeline of publicly-engaged recent graduates into public sector positions? (2) What skills, competencies, and experiences will be most critically in demand for government employers in the future?

Jackie Speedy of Carnegie Mellon's Heinz College will moderate a conversation between three government managers with expertise in public sector workforce issues and experience building teams—at the federal, state, and local levels—focusing on these two questions. They will be joined by Peter Morrissey from the Volcker Alliance, which is deeply engaged in strengthening the pipeline into public service and has conducted empirical research on young people in government.

The panel will first reflect candidly on the challenges of governmental hiring, dispel myths about the government hiring process, and shed light on opportunities for educational institutions to support (and encourage) students as they consider careers in government. Each government employer will share their own pitch for employment in their public agencies with an eye toward overcoming the challenges in attracting top talent. Peter will offer broader context from the Volcker Alliance's Government-to-University initiative, which is supporting regional councils around the nation to develop sustained relationships between governments and universities to enhance recruitment into public service.

Additionally, they will think seriously about the state of their organizations' workforces and their preparedness for the future. Each will share critical hard-to-hire competencies, and in conversation with Jackie, reflect on how government might strengthen its appeal and universities might seize the opportunity to help meet these needs. In this section, Peter will share findings from the Volcker Alliance's study Preparing Tomorrow's Public Service, which surveyed young people in government to identify critical workforce competencies most acutely in need in the years ahead.

We believe that the combination of university insights, deep engagement with employers' perspectives, and findings from practitioner-focused research on public sector workforce issues will make this panel a compelling addition to the Employment Needs track. Jackie Speedy oversees all master's programs within the Heinz College's School of Public Policy and Management and helps graduates discern their next steps. Dustin Brown has been engaged with federal workforce policy as a senior civil servant for 17 years and has helped implement the President's Management Agenda across three Administrations. Jenni Owen has been on both ends of the university-government pipeline: she leads Strategic Partnerships for North Carolina Governor Roy Cooper, and previously directed policy engagement for Duke University. Vicky Mei is on the front lines of government service delivery for Washington, DC, and as a Data Scientist and a young government leader, she can also offer perspective as a highly-valuable recent graduate and an employer. Peter Morrissey has helped drive the Alliance's research on public service issues and is helping lead the launch of the Government-to-University initiative.

2:00 – 3:00, Two Sessions, attendees will choose which session they would like to attend

Session #1: Crossing the Line: Innovations in Alumni Shaping Public Policy Curricula

Traditionally, academics have adamantly rejected external influences over graduate program curricula. However, the rapid pace of political, economic, and social change in the modern world, as well as translational problems between public policy scholarship and practice, often leads to a disconnect that is detrimental to professional graduate students. This session will explore innovative ways in which alumni have been "brought to the table" in shaping public policy curricula. Examples might include:

- Graduate certificate programs spearheaded by alumni practitioners.
- Alumni-led engaged learning projects.
- Alumni as instructors in professional graduate programs.
- Alumni participation in curriculum discussions beyond conventional practices.

In addition to discussing innovations, this session also hopes to identify and resolve challenges to incorporating alumni perspectives in curriculum design, including managing expectations for alumni engagement, working with alumni to identify practical learning objectives, and ensuring bi-directional relationships between research and practice.

Speakers

- Maria Fitzpatrick, Cornell University
- Taryn Morrissey, American University
- Lori Taylor, Texas A&M University

Session #2: Smoothing a Bumpy Road: Matching Government Employer Demand with Policy Graduate Supply

The match between government employers and policy program graduates too often seems evasive even when there is an apparent good fit between the two.

Well-trained, about-to-be graduate of strong masters (or doctoral) program with a policy focus seeks meaningful and challenging opportunity in the public sector.

Government agency seeks well-trained graduates of strong masters (or doctoral) policy program for meaningful and challenging opportunities in the public sector.

Neither of these statements are unusual. Yet despite a seemingly perfect fit between job-seeker and employer, matching the two can seem nearly impossible.

This panel will focus on challenges that government employers and policy graduate degree programs face when seeking to connect each others' worlds, and strategies for addressing

those challenges in ways that result in more policy program graduates pursuing careers in the public sector. It will offer possibilities for creating and maintaining lasting pathways between the two.

Panelists represent government and academe. They are public sector employers, graduate policy program career services professionals and faculty. They will highlight the realities they face in trying to match employer needs to graduate student skills and job goals. Their insights will speak to the fact that the matching that occurs is largely ad hoc but could be done more strategically to allow for greater access and connection for both candidates and employers.

There will be two primary components of this session:

1. An interactive panel that will include examples of a) the employer demand - policy graduate supply mismatch and b) employer needs and how they would be met if the matching were more successful. Panelists will share relevant and specific dos and don'ts from their differing positions and perspectives.

2. Audience Q&A
Interactive and "case" based, this portion of the session will begin with discussion of the following two real-world scenarios that panelists have encountered.

First, the graduate school career advisor challenge, for example: "We have strong students who are pursuing employment in state environmental policy. It's challenging to find the job postings for the relevant state departments, let alone a real person to talk with. What should I advise them?"

Second, the state government employer challenge, for example: "We have multiple openings in our department each year and have no advertising budget for the positions. I get the word out to graduate programs primarily posting to online employment boards and emailing position descriptions to people I know, hoping they spread the word. There must be a better approach and one that isn't budget-busting."

If time allows, following this discussion will be an opportunity for audience members to ask panelists to respond to specific challenges (drawing on actual experiences) with concrete recommendations.

Panelists
Michael R. Dail, Director of Human Resources, North Carolina Department of Public Safety
Peter Morrisey, Project Manager, The Volcker Alliance
Deondra Rose, Assistant Professor and Research Director of POLIS, Sanford School of Public Policy, Duke University

Jeffrey Simms, Director of Student Life and Alumni Relations and Assistant Professor of Health Policy and Management, Department of Health Policy and Management, Gillings School of Public Health, University of North Carolina at Chapel Hill

<u>Moderator</u>
Jenni Owen, Director of Strategic Partnerships for North Carolina Governor Roy Cooper