THE UNIVERSITY OF MARYLAND, COLLEGE PARK
PROGRAM/CURRICULUM PROPOSAL

DIRECTIONS: Provide one form with original approval signatures in lines 1 - 4 for each proposed action. Keep this form to one-page in length. Forms and appropriate attachments should be submitted to the Office of Academic Affairs, who will assign a Log Number to each proposal. Additional copies may be required at a later time.

DATE SUBMITTED: 2/4/2004

PCC LOG NO. 03041

COLLEGE/SCHOOL: PUAF

DEPARTMENT/PROGRAM:

PROPOSED ACTION (A separate form for each) ADD_____ DELETE_____ CHANGE_____

DESCRIPTION (Provide a succinct account of the proposed action. Additional detail may be provided in an attachment. Provide old and new sample programs for curriculum changes.)

See attached

JUSTIFICATION/REASONS/RESOURCES (Explain the reason for the proposed action. Identify the source of new resources that may be required. Attach additional material if needed.)

APPROVAL SIGNATURES

1. Department Committee Chair__Forthcoming________________________ ________________
2. Department Chair__Forthcoming________________________ ________________
3. College/School PCC Chair__Forthcoming________________________ ________________
4. Dean______________________________Forthcoming________________________ ________________
5. Dean of the Graduate School (if required)________________________ ________________
6. Chair, Senate PCC__________________________________________________ ________________
7. Chair of Senate__________________________________________________ ________________
8. Vice President for Academic Affairs & Provost ____________________________ ________________

DATE

4/11/04

5/15/04

VPAAP Rev. 2/29/98
DATE SUBMITTED: March 1, 2004

COLLEGE/SCHOOL: School of Public Affairs

DEPARTMENT/PROGRAM: No department specific affiliation within the School of Public Affairs.

PROPOSED ACTION (A separate form for each) ADD ______ DELETE ______ CHANGE ______ X ______

DESCRIPTION (Provide a succinct account of the proposed action. Additional detail may be provided in an attachment. Provide old and new sample programs for curriculum changes.)

The proposal is to change the name from School of Public Affairs to School of Public Policy. See attached proposal.

JUSTIFICATION/REASONS/RESOURCES (Explain the reason for the proposed action. Identify the source of new resources that may be required. Attach additional material if needed.)

See attached proposal.

APPROVAL SIGNATURES

1. Department Committee Chair: ___________________________ Date: 3/8/04
2. Department Chair: ___________________________ Date: 3/8/04
3. College/School PCC Chair: ___________________________ Date: 3/8/04
4. Dean: ___________________________ Date: 3/8/04
5. Dean of the Graduate School (if required)
6. Chair, Senate PCC
7. Chair of Senate
8. Vice President for Academic Affairs & Provost

VPAAP Rev. 2/2/98
May 5, 2004

MEMORANDUM

TO: Jacques Gansler
Interim Dean, School of Public Affairs

FROM: Victor Korenman
Associate Provost for Academic Planning and Programs

SUBJECT: Proposal to Change the Name of School of Public Affairs to the School of Public Policy (PCC Log No. 03041)

Chancellor Kirwan has approved changing the name of the School of Public Affairs to the School of Public Policy. Enclosed is a copy of the letter from the Chancellor and a copy of the approved proposal.

The change is formally effective July 1, 2004.

VK: sfm
Enclosure

Cc: Dr. Sylvester J. Gates, Chair, Senate PCC
Dr. Mary Giles, University Senate
Ms. Barbara Hope, Data Administration
Ms. Trudy Lindsey, Graduate Studies
Ms. Karen Logan, School of Public Affairs
Dr. Phyllis Peres, Undergraduate Studies
Ms. Anne Turkos, Archives
Mr. Frank Valines, Student Financial Aid
Dr. Linda Yokoi, Records & Registrations
April 29, 2004

C. D. Mote, Jr.
President
Main Administration Building
University of Maryland, College Park
College Park, MD 20742

Dear Dan:

I am pleased to accept your recommendation to change the name of the School of Public Affairs to the School of Public Policy. The faculty and staff who developed this proposal are to be commended for the careful analysis leading to this recommendation. I am in complete agreement that the change more appropriately represents the mission of the School.

Sincerely,

William E. Kirwan
Chancellor

cc: William W. Destler
Jacques S. Gansler
Joel Cohen
Irwin Goldstein
Anne Moultrie
April 19, 2004

Chancellor William E. Kirwan
University System of Maryland
Elkins Building

Dear Chancellor Kirwan:

The School of Public Affairs has proposed that its name be changed to the School of Public Policy. This change would reflect not a changed mission for the School but a change in the public perception of the meaning of the term "public affairs" over the years; it is now read by many as being synonymous with "public relations." The proposed new name conforms with common usage in the discipline and was chosen through a deliberative process that involved faculty, staff, students, and alumni of the School. The change also has the support of the School's Board of Visitors.

The proposal has been endorsed by all of the appropriate faculty and administrative committees concerned and was approved by the College Park Senate at its meeting on April 19, 2004.

I accept this recommendation and ask that you approve the change in name of the School of Public Affairs to the School of Public Policy.

Yours sincerely,

C. D. Mote, Jr.
President

CDM/vk
cc: William W. Destler, Senior Vice President for Academic Affairs and Provost
     Jacques S. Gansler, Interim Dean, School of Public Affairs
     Joel Cohen, Chair, University Senate
The School of Public Affairs (SPA) at the University of Maryland College Park proposes changing its name to the School of Public Policy, effective July 1, 2004, to better communicate our mission, reduce confusion, and bring us in line with the changing nomenclature in our field.

SPA offers a Ph.D. degree in Policy Studies, the 36 credit Master’s of Public Management (MPM) and the 48 credit Master’s of Public Policy (MPP) degrees\(^1\), several policy-related certificate programs, and extensive policy-related non-credit executive programs. Its faculty conducts and publishes research in numerous policy-related fields, including environmental policy, international security and economic policy, social policy, and public management, finance, and leadership. It is currently ranked by *U.S. News & World Report* 19 out of 259 public affairs and administration programs nationwide and within the top 10 of programs in environmental policy, social policy, and public finance and budgeting.

When SPA was created in 1981, it joined a then 20 year old movement in academic circles to recruit and educate an elite cadre of public managers better prepared to deal with the sophisticated policy issues being handed to public officials. When that movement began in the 1960’s, it adopted the phrase “public affairs,” which at that time unambiguously meant the affairs of the public; i.e., issues of public concern. Since then, and especially in the 1980’s and onward, the term “public affairs” has taken on a second meaning akin to “public relations,” i.e., an organization’s dealings with its public. While “public affairs” is still sometimes used in its original sense, for most people the phrase primarily evokes the second meaning.

This changing nomenclature has caused considerable confusion for SPA. At a minimum, many people have no idea what a “public affairs” school does, thus requiring us to explain that we are concerned with public policy and public management. Worse, we sometimes receive applications or inquiries from students who are clearly seeking a

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1 Despite the different names, the entrance requirements and curriculums of the two master’s degree programs are nearly identical and students from both programs intermingle in the same classes. Both programs require the same seven core courses in the fundamental disciplines underlying public policy studies and then require students to specialize in a particular area of policy analysis and implementation. The key difference is that, unlike the MPP program which is open to students of any experience, the MPM program is only open to students with at least five years of policy-related professional experience.
public relations, rather than a public policy, program. We even receive calls from people who think we are the University’s public affairs office.

As a result of this confusion, many of our peers have adopted names other than “public affairs”, with “public policy,” in whole or in part, being the most common modern name. Examples include:

* Goldman School of Public Policy, University of California at Berkeley
* Heinz School of Public Policy & Management, Carnegie Mellon University
* Harris School of Public Policy Studies, University of Chicago
* Sanford Institute of Public Policy, Duke University
* Public Policy Institute, Georgetown University
* School of Public Policy and Public Administration, George Washington University
* Ford School of Public Policy, University of Michigan, Ann Arbor
* School of Public Policy and Management, Ohio State University

To select a new name, the School began by surveying its alumni, students, faculty, staff, and Board of Visitors. Less than 5 percent of the 212 respondents felt the School should stick with its current name. Of the 17 potential names nominated, the most popular by far, with 31.2 percent of the votes, was “School of Public Policy.” Adding together the votes for the many names that centered on “public policy” indicated that 86 percent of the respondents favored some variation on “public policy.” As shown in the table below, these results were substantially uniform across the various constituencies surveyed.

<table>
<thead>
<tr>
<th>Name</th>
<th>TOTAL</th>
<th>ALUMS</th>
<th>STUD</th>
<th>FAC</th>
<th>STAFF</th>
<th>BOARD</th>
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<td>4.6</td>
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<td>0.7</td>
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<td>31.2</td>
<td>32.6</td>
<td>40.6</td>
<td>33.9</td>
<td>28.6</td>
<td>25.6</td>
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<td>Variant of “Public Policy”</td>
<td>86.0</td>
<td>86.1</td>
<td>86.2</td>
<td>73.3</td>
<td>85.7</td>
<td>70.0</td>
</tr>
</tbody>
</table>

The SPA faculty considered the variants of “public policy” and overwhelmingly decided that, in the interest of conciseness, the simple “School of Public Policy” was best.\(^2\)\(^3\)\(^4\)

\(^2\) The “public policy” variants receiving at least 1 percent of all votes (with the percentage listed in parentheses) were: School of Public Policy (31.2%), School of Public Policy and International Affairs (19.9%), School of Public Policy and Management (19.7%), School of Public Policy, Management, and International Affairs (10.4%), School of Public Policy, Leadership and Management (1.1%).

\(^3\) Some members of the faculty were concerned that the School’s expertise in public management and international affairs was not sufficiently incorporated in the term “public policy.” Most members of the faculty, however, were persuaded that “policy” incorporates both its formulation and implementation and both its domestic and international components, and that the added precision of a longer name was outweighed by the benefits of conciseness. Likewise, the School’s “Master’s in Public Management” degree program easily comes under the “public policy” umbrella, especially given that its core and specializations are nearly identical to those of the “Master’s in Public Policy” degree program.

\(^4\) To enhance both its prestige and visibility, the School would also like to one day add a distinguished person’s name in front of “School of Public Policy.” That change must await a major “naming grant.” Eliminating the confusion caused by our present name, though, is of sufficient value to justify proceeding with the current name change in the meantime.