

Strengths:

- Focused on serving Western North Carolina Region & Good Relationship w/ City of Asheville
- Program is well respected by administration
- Competition minimal within geographical area
- Largest graduate program in Arts& Sciences (-50)
- Cooperative relationships with the city of Asheville
 - Scholarship program with the city of Asheville
 - Internship placement with the city of Asheville
- Active engagement with local governments
- Applied research projects with the cities of Asheville & Sylva
- Excellent job placement record of MPA graduates
- Close partnerships with the Local Government Training Program, giving students access to educational enrichment beyond our courses.

Recommendations:

Recommendation	Strategic Action	Person(s) responsible	Date of review	Adjusted strategic action
Create a student handbook	Create handbook to include concentrations, 6 semester plan, Program and advising tips, etc.	Program Director	Spring 2006 (to be reviewed in February)	
Create concentrations in the program to meet regional needs and requests	Create concentrations in criminal justice, public policy, general administration, and human resources Obtain approval through the WCU curriculum process	Program Director	Spring 2006	
Create and advisory board	Identify member composition Define roles and responsibilities Define goals for the advisory board	MPA program faculty Program Director	Spring 2006 Fall 2006 (implementation)	
Integrate ethics into coursework	Include ethics curriculum in syllabi and instruction in the relevant core courses	Faculty members of core courses Assessed by Program Director	Fall 2006	

Carefully evaluate SCHs to determine positions needed.	Obtain correct information on SCHs generated by the department and compare with needs of the college	Department Dean Provost	Spring 2006	
Evaluate whether or not to move toward accreditation	Identify: <ol style="list-style-type: none"> 1. costs 2. cost benefits 3. impact on program 4. resources needed 5. steps to obtain 	Department and Program Director	April 1 Recommendation from Dean	
Establish research agenda in Public Administration (contingent upon pursuing accreditation)				

Weaknesses:

We do not have NASPAA accreditation, whereas most of our competitors do.

For instance, ASU, UNCC, UNCG, and ECU are all NASPAA accredited.

As our accredited competitors continue to offer more on-line and distance education courses, our enrollments will be threatened.

Lack of public personnel administration specialist

6 tenure-line faculty stretched between 50 graduate students in Asheville, 80 resident undergraduate majors, and heavy liberal studies responsibilities. According to the UNC system funding formula, we should have 11 tenure-line faculty.

Our assistantships do not include tuition waivers