

# Department of Public Policy and Administration

California State University Bakersfield



School of Business and Public Administration

## Fall 2008 NEWSLETTER

### *Message from the Chair*

Dear Colleagues, Students, and Alumni,

On behalf of the faculty of the Department of Public Policy and Administration, it is a pleasure to share with you our Fall 2008 Newsletter, updating you on our strategic goals and plans for 2008-2009. It is especially exciting as we emerge from two years focused on self-assessment, external review and strategic planning associated with our NASPAA Re-Accreditation process. This proved to be a wonderful opportunity for self-examination and renewal.

In this issue we especially highlight our goals and plans for 2008-2009 with regard to:

- 1) Responding to student need for more creative and flexible course scheduling options;
- 2) Better serving the Nonprofit Management community, e.g. more creative modes of delivering our Nonprofit Management specialization course electives;
- 3) Creating more elective course options for undergraduate students; and,
- 4) Utilizing excellent and diverse executive practitioners to bring their experiences to the classroom as adjunct faculty.

Consistent with these goals:

Winter '09, **Louis Gill**, Exec. Dir., Bakersfield Homeless Center will teach PPA 350 Nonprofit Organizations in America;  
Winter '09, **Daphne Harley**, Dir., Kern Co. Waste Management Department will teach PPA 530 Administration in Multicultural Settings;  
Spring '09, the subject matters of two long awaited NPM courses (i.e. PPA 555 Strategic Planning in Governmental & Nonprofit Organizations, and PPA 545 Financial Development in Non-Profit Organizations) will be creatively combined into one elective course. Each will be offered in a 5-week format, with **Steve Sanders** of the KCSOS teaching the Strategic Planning piece, and **Sheryl Chalupa** of Goodwill Industries teaching the second 5 week Financial Development piece. These will be offered in one 10-week time block as PPA 477/577 SELECTED TOPICS for undergrads and grads respectively;  
Summer '09: PPA 510 Economic Issues in Health and Health Care, a new course partnership with the Dept. of Econ.  
Fall '09 we will experiment with offering a course downtown for student convenience; and,  
Fall '09 we will pair two other long awaited electives (i.e. PPA 479 Urban Planning, and PPA 524 State, Local and Intergovernmental Relations), offering these as two 5-week offering in one 10-week time block.

We hope these options meet student interest and, as always, we welcome your thoughts and suggestions.

Thomas R. Martinez, Ph.D.



## Congratulations to the PPA Graduating Class of June 2008

*"You are truly advancing the public service."*



## Electives Courses Options for 2009

***“Long awaited courses -- You need not wait any longer!”***

Over that past couple years, and into the near future, the realities of constrained budgets has made it difficult to field the full complement of electives courses to meet student professional interests. This has been especially true for those interested in our specialization in Nonprofit Management. This is especially challenging as, varying a wide range of elective course offering is a key strategy for bring *diverse and excellent executive practitioners* (adjunct instructors) into the classroom to share their real-world experiences into the classroom. In order to respond, PPA is becoming more creative – Here are some special electives for winter, spring and fall 2009 for which you’ve been waiting.

### **Winter 2009: PPA 530 Administration in Multicultural Settings, Wednesday nights**



Daphne B. Harley, Director, Kern County Waste Management Department.

This elective seminar surveys the theory and practice of effective management in multicultural contexts. The increased presence of ethnic minorities and women within the structures of service organizations combined with increased services to multicultural communities and clients have provided challenges and opportunities to management and supervisors to reassess traditional supervisory practices, and processes of organization change.

### **Winter 2009: PPA 350 Nonprofit Organizations in America,**



Louis Gill, Executive Director  
Bakersfield Homeless Center  
Alliance Against Family Violence & Sexual Assault

The nonprofit sector is an important feature in American society, a force in our economy and a distinctive feature in the American democracy. This course introduces the student to the nature, scope, values and unique features of nonprofit and social service organizations. The concepts of philanthropy, charity, and welfare are explored and the student establishes a relationship with a local nonprofit.

### **Nonprofit Management Courses: “Getting Creative in Spring 2009”**

Those of you interested in NPM have long been waiting for PPA 555 (Strategic Planning in Governmental & Nonprofit Organizations), and for PPA 545 (Financial Development in Non-Profit Organizations). In Spring '09, *the subject matters of these two long awaited NPM courses will be creatively combined into one elective course.* Each will be offered in a 5-week format, with **Steve Sanders** of the KCSOS teaching the Strategic Planning piece, and **Sheryl Chalupa** of Goodwill Industries teaching the second 5-week Financial Development piece. These will be offered within one 10-week Wednesday night time block as PPA 477/577 SELECTED TOPICS. PPA 477/577 will be open to undergrads and grads respectively. The PPA 477/577 designation allows us to experiment with this idea of pairing two 5-week Electives in a single 10-week quarter time block. We hope these 5-week topics will be popular and meet student interest in a wider range of elective topics.

### **Spring 2009: PPA 477/577 Selected Topics -- Strategic Planning and Financial Development in Nonprofit Organizations, Wednesday Nights**



Steve Sanders, Division Administrator, Child Development & Family Services, Kern County Superintendent of Schools

Mr. Sanders will teaching Strategic Planning in Governmental and Nonprofit Organizations in a 5-week format. The course description PPA 555 is, *“Strategic planning is a comprehensive, rational process for helping an organization define its philosophy, mission, roles, goals, and strategies. It is designed to help managers to proactively position the organization in its political, economic, social and technological environment. By the end of this class, students should be able to develop a strategic plan for a public or nonprofit organization including formulating a mission statement, scanning the organization’s environment, analyzing internal strengths and weaknesses, and developing strategies, goals, and action plans.”*



Sheryl Chalupa, President and CEO, Goodwill Industries of South Central California

In the second 5-weeks of the quarter, Ms. Chalupa will teach Financial Development in Non-Profit Organizations in abbreviated this abbreviated format. The course description for PPA 545 is, *“This course helps students understand the key aspects of financial development in nonprofit organizations, and to look at the process as mission-driven rather than money-driven. Students will look beyond Grantsmanship to explore and develop financial management plans for nonprofit organizations. The course also helps students assess the organizational and leadership factors that impact effective financial development. The course places special emphasis on*

### **HOT TOPIC (PPA 300): “Big West Refinery Project”**

Each fall the students in PPA 300, Public Management and Leadership, focus on a “hot topic” in public management. This year the students choose the Big West Refinery Project as the focus for their team case study. This is the first time a case has included a corporate stakeholder and the opportunity allowed students to explore the interactions of planners, politicians and business managers. Students gathered information and data from a variety of sources and arranged for three guest speakers. Senator Dean Florez, Cheryl Casdorff of the Kern County Planning Department, and Gene Cotton of Big West of California each led a seminar discussion. As one student remarked “I had no idea how this project could possibly get done. They made it easier to understand.” Thanks again for all the community support on our class projects.

## In Fall 2009, We Officially Bring You 5-Week Elective Course Options:

### *More Elective Topics - Exposure to More Top Executive Practitioners*

In Spring, we will have experimented with bring you a pair of NPM elective courses in two 5-week sections under the PPA 477/577 Selective Topics heading – current policy requires this designation. However, in fall 2009, we will officially pair two other long awaited electives:

*PPA 479 Urban Planning*, followed by,  
*PPA 524 State, Local and Intergovernmental Relations*

These will be offered as *two 5-week electives offering* in a single 10-week time block. *Each will retain its original course number, but will be offered as two 2.5 unit courses, “adding up” to the one 5 unit elective course to which you’ve been accustomed.*

#### **Fall 2009: PPA 524 State, Local and Intergovernmental Management -- John Stinson (tentatively) , Bakersfield Assistant City Manager**

This seminar emphasizes state, local, and intergovernmental administration in the context of: (a) the Federal intergovernmental system; (b) the Constitutional/legal system; (c) the political and social environments; and, (d) the nonprofit sector.

#### **Fall 2009: PPA 479 Urban Planning and Public Policy -- Ron Brummet (tentatively) , Executive Director, Kern County Council of Governments**

This course introduces the student to the philosophy, theory, and practice of urban planning. In particular, the course material examines the development of cities and urban regions and the structure and functions of contemporary cities. Students will conduct a critical review of alternative theories, recent trends, and new directions in American planning concepts and institutions. In addition, the course will feature an analysis of the context, function, and legal aspects of land use controls, construction codes, mass transit, urban renewal, model cities, new towns, and related aspects of policy and programs implementation.

*“The only NASPAA Accredited MPA program within 100 miles of Bakersfield.”*



*“When it comes to your education, quality matters.”*  
National Association of Schools of Public Affairs and Administration

<http://www.naspaa.org/>

#### **MPA and MSA-HCM Master's Papers**

To link to our master's papers in the Walter Stein Library, Click on to:

[http://voyager.lib.csubak.edu/cgi-bin/Pwebrecon.cgi?SAB1=master%27s+thesis+public+administration&BOOL1=all+of+these&FLD1=Entire+Record+%28GKEY%29&GRP1=AND+with+next+set&SAB2=&BOOL2=all+of+these&FLD2=Title%2FSubject+%28TSUB%29&GRP2=AND+with+next+set&SAB3=&BOOL3=all+of+these&FLD3=Title%2FSubject+%28TSUB%29&PID= AOWTnu\\_chaqlWdakqALGZ6Fg2GYoD&SEQ=20080219162220&CNT=50&HIST=1](http://voyager.lib.csubak.edu/cgi-bin/Pwebrecon.cgi?SAB1=master%27s+thesis+public+administration&BOOL1=all+of+these&FLD1=Entire+Record+%28GKEY%29&GRP1=AND+with+next+set&SAB2=&BOOL2=all+of+these&FLD2=Title%2FSubject+%28TSUB%29&GRP2=AND+with+next+set&SAB3=&BOOL3=all+of+these&FLD3=Title%2FSubject+%28TSUB%29&PID= AOWTnu_chaqlWdakqALGZ6Fg2GYoD&SEQ=20080219162220&CNT=50&HIST=1)

Then, hit “SUBMIT”

#### **Ethics Matter:**

The Department of Public Policy and Administration,  
School of Business and Public Administration  
California State University, Bakersfield

*As an applied professional academic program, our purpose is to prepare competent, ethical and effective public, nonprofit, and health care managers and leaders to advance the public service.*

The American Society for Public Administration (ASPA) code of ethics calls on each of us to: 1) Serve the Public Interest; 2) Respect the Constitution and the Law; 3) Demonstrate Personal Integrity; 4) Promote Ethical Organizations; and, 5) Strive for Professional Excellence. ASPA’s Code of Ethics:

[http://www.aspanet.org/scriptcontent/index\\_codeofethics.cfm](http://www.aspanet.org/scriptcontent/index_codeofethics.cfm)

#### **The Department offers three degree programs:**

- Masters of Public Administration (MPA)
- Masters of Science in Administration-Health Care Management (MSA-HCM)
- Bachelor of Arts in Public Administration (BA)

Minor, i.e. both Regular and “Fast-Track to the Graduate MPA and MSA-HCM”; and Certificate programs are also available.

Please visit us at: <http://www.csub.edu/ppa>

## For Faculty Advising & Information:

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Please visit us at: <http://www.csub.edu/ppa>

## Winter 2009: PPA Course Schedule

PPA 698	Culminating Activity
Dr. Martinez	S 9:00-12:00
Dr. Cummuri	TBA
Inst 275.1	Admin. Process in Govt.
Dr Moore	T, TH 9:30-11:50PM
Inst 275.2	Admin. Process in Govt.
Dr. Commuri	T, TH 5:20-7:25PM
PPA 320	Info & Data Mgmt. In PA
Dr. Commuri	M 6:00-10:10PM
PPA 350	Nonprofit Orgs. In Amer
L. Gill	TH 6:00-10:10PM
PPA 476	Public Hum. Res. Admin
H. Lozano	T 6:00-10:10PM
PPA 478	Budg. Public Org
Dr. Sun	W 6:00-10:10pm
PPA 505	Manage Health Care
Dr. Moore	TH 6:00-10:10PM
PPA 503	Pub. Pol. Making Process
Dr. Daniels	M 6:00-10:10PM
PPA 501	Analytical Met. In Admin.
Dr. Sun	T 6:00-10:10PM
PPA 530	Admin. In Multi-Cul.
D. Harley	W 6:00-10:10PM
PPA 502	Program Evaluation
Dr. Daniels	T 6:00-10:10PM
PPA 680	Public Mgmt. Org. Change
Dr. Martinez	W 6:00-10:10PM
PPA 685	Strat. Mgmt. Health H. Serv.
Dr. Moore	W 6:00-10:10PM
PPA 691	Policy Ananalysis
Dr. Daniels	TH 6:00-10:10PM