

## PROGRAM REVIEW – 2023/24

Program Name: Public & Non-Profit Administration (PNPA)

Program Contact: Peter von Bleichert

Academic Year: 2023

The certificate and degree in Public and Nonprofit Administration provides students with the knowledge and skills necessary to lead and manage people, programs, and organizations in the governmental and nonprofit sectors. In addition to analytical and communications skills relevant to the management professions, students receive a broad background and understanding of the political, social, and economic environment in which public issues exist, while focusing on areas of public management, public budgeting and finance, and nonprofit studies.

This program improves public governance by advancing research on public organizations, strengthening links among interdisciplinary scholars, and furthering professional and academic opportunities in public management. The CSM PNPA program is interdisciplinary, relying upon expertise, and supporting enrollment of the Accounting, Business, and Management departments

Regional community colleges do not currently offer public administration programs. Based on all available data, there appears to be an “undersupply” of Public & Nonprofit Administration workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco, San Mateo counties). There is a projected annual gap of about 16,013 in the Bay region and 4,742 students in the Mid-Peninsula Sub-Region. College of San Mateo’s Public & Non-Profit program is the first in the region.

By providing opportunity to earn a living wage to Bay Area and other students, and a means to stay current in industry at a sustainable affordable price, increasing potential for advancement for working adults, the program aligns with CSM’s mission and values, strategic priorities and goals, and EMP.

This program requires administrative support for growth, including marketing the program and hiring a full-time faculty member. Though the program designer and lead has an FSA for this discipline, they operate primarily under the Business (BUS) and Management (MGMT) departments. A full-time faculty member hire for Public & Non-Profit Administration would also have an FSA to teach Management. This would further buttress this related program.

### Previous Results

This is a new program, designed and approved over 2022-23, and deployed in Fall 2023. With little to no marketing support beyond viral, and instructor to student outreaches. Enrollment trends are promising and compared to previous program launches, which often take one to two semesters to settle in, demand is relatively high.

At its core, the PNPA program will allow our students to execute their social justice ideals, by allowing them to manage in public governance, participate in and contribute to the policy process, articulate and apply a public values perspective, communicate and interact productively with a diverse and changing workforce and citizenry, engage diverse stakeholders and facilitate civil civic discourse, community participation, and public-private cooperation. These are the

outcomes we will measure towards and adjust course design and delivery accordingly as we examine data and keep the program aligned with the perpetually fluid nature of our institution's administration.

### Planning

Program performance data from Spring 2023 will be analyzed, and gaps in student success, persistence, satisfaction, utilization or enrollment across student populations identified.

When PNPA courses are due for their 2-year update, we will coordinate with Workforce Development to update labor market demand data, and re-examine industry standards.

### CE Only

The program meets a documented labor market demand. Based on all available data, there appears to be an undersupply of Public & Nonprofit Administration workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco, San Mateo counties). There is a projected annual gap of about 16,013 in the Bay region and 4,742 students in the Mid-Peninsula Sub-Region.

The following\* profiles Public & Nonprofit Administration Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region.

- **Administrative Services and Facilities Managers (11-3011):** Plan, direct, or coordinate one or more administrative services of an organization, such as records and information management, mail distribution, facilities planning and maintenance, custodial operations, and other office support services. Medical records administrators are included in "Medical and Health Services Managers" (11-9111). Excludes "Purchasing Managers" (11-3061).  
Entry-Level Educational Requirement: Bachelor's degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: NA%
- **Social and Community Service Managers (11-9151):** Plan, direct, or coordinate the activities of a social service program or community outreach organization. Oversee the program or organization's budget and policies regarding participant involvement, program requirements, and benefits. Work may involve directing social workers, counselors, or probation officers.  
Entry-Level Educational Requirement: Bachelor's degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 19%
- **Eligibility Interviewers, Government Programs (43-4061):** Determine eligibility of persons applying to receive assistance from government programs and agency resources, such as welfare, unemployment benefits, social security, and public housing.  
Entry-Level Educational Requirement: High school diploma or equivalent  
Training Requirement: Moderate-term on-the-job training  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 40%

- **Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014):** Perform routine clerical and administrative functions such as drafting correspondence, scheduling appointments, organizing and maintaining paper and electronic files, or providing information to callers. Excludes legal, medical, and executive secretaries (43-6011 through 43-6013).  
Entry-Level Educational Requirement: High school diploma or equivalent  
Training Requirement: Short-term on-the-job training  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 46%
- **Office Clerks, General (43-9061):** Perform duties too varied and diverse to be classified in any specific office clerical occupation, requiring knowledge of office systems and procedures. Clerical duties may be assigned in accordance with the office procedures of individual establishments and may include a combination of answering telephones, bookkeeping, typing or word processing, stenography, office machine operation, and filing.  
Entry-Level Educational Requirement: High school diploma or equivalent  
Training Requirement: Short-term on-the-job training  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 44%

#### Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 16,051 annual openings for the Public & Nonprofit Administration occupational cluster and 38 (3-year average) awards for an annual undersupply of 16,013 students. In the Mid-Peninsula Sub-Region, there is also a gap with 4,744 annual openings and 2 annual (3-year average) awards for an annual undersupply of 4,742 students.

#### Career Opportunities

Public Administration Specialist Occupations: Compliance Officers (SOC 13-1041), Management Analysts,

Urban and Regional Planners Public Administration Management Occupations: Administrative Services and

Facilities Managers, Chief Executives (11-1011), General and Operations Managers (11-1021), Social and Community Service Managers (11-9151), Public Administration Community College-level Occupations:

Eligibility Interviewers, Government Programs, Office Clerk, General (43-9061), Secretaries and Administrative Assistants, Except Legal, Medical, and Executive (43-6014)

*\* Labor Market Information Report, Public & Nonprofit Administration Occupations, College of San Mateo*

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