

Docket Item:

University Program Approval: Portland State University, Master of Arts (M.A.) in Nonprofit Leadership

Summary:

Portland State University proposes a new degree program leading to a M.A. in Nonprofit Leadership. The statewide Provosts' Council has unanimously recommended approval. Higher Education Coordinating Commission (HECC) staff completed a review of the proposed program. After analysis, HECC staff recommends approval of the program as proposed.

Staff Recommendation:

The HECC recommends the adoption of the following resolution:

RESOLVED, that the Higher Education Coordinating Commission approve the following program: M.A. in Nonprofit Leadership at Portland State University



Portland State University seeks the Oregon Higher Education Coordinating Commission approval to offer an instructional program leading to a Master of Nonprofit Leadership.

1. *Describe the purpose and relationship of the proposed program to the institution's mission and strategic plan.*

Portland State University's mission states:

- We serve and sustain a vibrant urban region through our creativity, collective knowledge and expertise.
- We are dedicated to collaborative learning, innovative research, sustainability and community engagement.
- We educate a diverse community of lifelong learners.
- Our research and teaching have global impact.

This program touches on many elements of the university's mission. The nonprofit sector serves and sustains individuals and communities when government and for-profit sectors do not. Indeed, nonprofit and grassroots organizations bring people together around common causes. They provide a venue for people to respond to problems by coming together out of mutual caring, organizing their efforts, empowering collective action, and initiating activities and programs to "pick up the pieces" of society's ills. They also provide a forum for people to worship together, create and share art, preserve a shared culture and history, sustain open spaces, advance a profession, and rally communities for change. If there is an unmet need in the community, nonprofits provide a forum for people to come together to address it; that is its role.

This academic program helps ensure that the individuals who serve communities through the nonprofit sector are well-trained and educated in strategic and sustainable organization management, ethical decision-making, diversity and cultural competence, and collaborative decision-making across individuals, organizations, jurisdictions, and sectors. In this way, it meets the needs of the students in the program and the community organizations that they work in, as well as the communities that they serve over time.

In addition, the proposed Master of Nonprofit Leadership degree will serve many functions for Oregon and its communities 1) because of its direct relevance to the myriad ways in which nonprofit organizations support and serve the economic, social, and cultural needs of individuals and communities across the state and 2) because of its educational goals. Given the wide array of functions that nonprofit organizations serve in communities and the increasingly complex issues that nonprofits seek to address, the program will be managed so as to attract and train as diverse a group of nonprofit leaders as possible. By diverse, we mean not only a culturally diverse group of students, but also socially diverse, educationally diverse, and regionally diverse. Ensuring student diversity along multiple facets will help ensure that the program is increasing the

capacities and operational effectiveness of both the largest nonprofit healthcare system as well as the smallest grassroots social justice organization are increased.

The Department of Public Administration has a well-established reputation for providing high quality learning experiences for students and innovative problem solving opportunities for community partners through an extensive community-engaged learning curriculum and capstone experience for students in both the MPA and MPP programs. This commitment to providing innovative solutions to complex community problems through the application of knowledge vis-à-vis student and faculty-led coursework and research projects will continue with the Master of Nonprofit Leadership program. Nonprofit organizations truly embody knowledge serving the city and beyond.

2. *What evidence of need does the institution have for the program?*

On behalf of the Department of Public Administration, the Dean's Office of the College of Urban and Public Affairs commissioned a market study, to determine the need for a graduate-level, nonprofit leadership-focused Master's degree offered by PSU. The study was conducted by Education Advisory Board (EAB).

The study found that there is increased national and regional demand for graduates of Master of Nonprofit Leadership and Master of Nonprofit Management degree programs. Specifically, the study found that demands for graduates from these programs has steadily increased since January 2014, with demand regionally increasing 50 percent between July 2014 and January 2015. In addition, recent growth in national employer demand indicates that there is a good opportunity for hybrid (in-person and online) programs. Overall, since 2011, while there have been fluctuations in regional and national demand for the competencies developed through programs such as these, the overall trend has been distinctly upward.

3. *Are there similar programs in the state? If so, how does the proposed program supplement, complement, or collaborate with those programs?*

The program's location is not currently shared with another similar Oregon public university program. The Master of Nonprofit Management degree offered by the University of Oregon is offered in Eugene, Oregon only.

All appropriate University committees and the Statewide Provosts Council have approved the proposed program. The Portland State University Board of Trustees approved the program on May 31, 2018.

Recommendation to the Commission

The Statewide Provosts Council recommends that the Oregon Higher Education Coordinating Commission authorize Portland State University to establish an instructional program leading to a Master of Nonprofit Leadership, effective fall 2018.

Institution: Portland State University
Program: M.A. in Nonprofit Leadership

Action: At the September 4, 2018 meeting, the Statewide Provosts Council approved a new program for Portland State University, M.A. in Nonprofit Leadership, to move forward to the Oregon Higher Education Coordinating Commission for its review and approval. The PSU Board of Trustees approved the program at its May 31, 2018 meeting.

Eastern Oregon University

Sarah Witte, provost

Approved
 Opposed
 Abstained



Oregon Health & Science University

Elena Andresen, interim provost

Approved
 Opposed
 Abstained



Oregon State University

Ed Feser, provost

Approved
 Opposed
 Abstained



Oregon Tech

Gary Kuleck, provost

Approved
 Opposed
 Abstained



Portland State University

Susan Jeffords, provost

Approved
 Opposed
 Abstained



Southern Oregon University

Susan Walsh, provost

Approved
 Opposed
 Abstained



University of Oregon

Jayanth Banavar, provost

Approved
 Opposed
 Abstained



Western Oregon University

Rob Winningham, interim provost

Approved
 Opposed
 Abstained

