Spring 2015

Department of Public Administration Newsletter
Spring 2015

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Welcome new and returning students to Spring Semester 2015!

As many of you know, the MPA Program at The College at Brockport is continuously growing in terms of size and demographics. In order to adjust to these changes, we are in the process of implementing new strategies to meet student wants and needs. For example, soon we will begin implementing a social media marketing plan for the Department to better connect students and alumni to the resources they desire. We will inform students as new media resources are created.

In other news, we are happy to have successfully recruited a new tenure-track PAD faculty member, Mr. Weijie Wang. His biography and introduction can be read on page 5.

Finally, in this issue we introduce our Spring 2015 Newly Admitted MPA students, tell you about upcoming events, and remind current students about graduation requirements, financial aid, advisement, and the Pi Alpha Alpha Honor Society.

Message from the Chair

Welcome incoming students and welcome back current students! I hope this newsletter also finds its way to our alumni as we work hard to maintain and rein vigorate our amazing MPA community. The production of this newsletter is the responsibility of our MPA Graduate Assistant, Danielle Pierleoni, and once again she has provided a rich variety of news and information. Feedback regarding the newsletter, our MPA program, and your experiences are always welcomed. MPA students are future leaders, and as such constructive ideas and solutions are your strengths so start your professional growth now and get involved. We have an MPA Student Steering Committee that meets regularly to strategize and provide feedback and I, along with the PAD faculty, are here to create an academic experience that is valuable. Your MPA is from a NASPAA accredited program which means that you are guaranteed to get the gold standard of education in public affairs. Your NASPAA accredited MPA program is one of 11 in New York State and the only one in the Finger Lakes / Western New York Region. However, our program is only as strong as our students -- so excel, engage, and make differences in your lives and communities. If I or the department can ever be instrumental in complementing your vision for change, please meet with me and share your thoughts.

My best,

Dr. Celia Watt, Chair

Department of Public Administration
New MPA Students

This semester we admitted several new students into the MPA Program here at The College at Brockport. Please take a minute to get to know your new classmates by reading their profiles below. If you see them in class, in the hallway, or at an MPA event, please make sure to give them a warm welcome into the program.

“I have chosen Brockport’s MPA Program with a focus in Health Care Management to give me the opportunity to attain an advanced position within a hospital setting.” - Raquel Redman

Diana Blauw
I have been a Critical Care Nurse for 28 years, a Nurse Manager for 15, and I am now working in Nursing Education as a Project Coordinator. I also have two grandchildren whom I adore.

David Booth
I’m currently a full-time MPA student focusing on Public Management and a Certificate in Nonprofit Management. I’m a Marine Reservist and a work-study for Veterans Affairs at Brockport. In my spare time I enjoy playing with my 3 children and looking for that “perfect job.”

Michael Bostick
I am a non-traditional student that came back to college after 20 years out of high school. I have been married 15 years and have 2 kids.

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New MPA Students Continued...

Wafaa Taha
I graduated from the University at Buffalo in 2009 with a double major in Spanish Language and International Studies. I currently work for the non profit organization, Catholic Family Center, where I assist many Cuban and Haitian immigrants apply for U.S. permanent residency and citizenship. I have a great passion when it comes to learning different languages and cultures and I’m pursuing a Masters of Public Administration to help position me for a career in the public sector or health care administration.

Kelly VanDemar
My undergraduate degree is from Brockport in Social Work. I have been married for 25 years to my best friend, have three kids, and one amazing grandson. My goal is to work in healthcare administration and improve upon the customer service of the patients and families.

Estella Lucia Velez Upegui
I currently work in Aging & Adult Services/STAR Program at Catholic Family Center. My areas of interest are aging, community development, planning, and fundraising.

"My goal is to work in healthcare administration and improve upon the customer service of the patients and families."
- Kelly VanDemar

New Students Not Pictured:

1. Sarah Bonczyk
2. Melanie Dickson
3. Rafael Gomez
4. William Guilford
5. Stephanie Hepler
6. Jordan Johnson
7. Shawn Koscielny
8. Rebecca Nigro
9. Melissa Plain
10. Irene Sanchez Velentin
11. Timothy Sheehan
12. Patrick Smith
13. Lakeisha Washington
14. Jana Wong

"My goal is to work in healthcare administration and improve upon the customer service of the patients and families."
- Kelly VanDemar

Pictured above: Dr. Watt addressing students at the January 2015 New MPA Student Orientation.
Last semester, members of Dr. Wendy Wright’s Marketing for Public Service Organizations class including: Coty Cowles, Lauren McKenna, Danielle Pierleoni, and Renae Pink, developed a marketing plan for the Department of Public Administration. As part of their marketing project, they conducted a survey of all current MPA students. The survey allowed them to have a better understanding of what types of information students want to receive from the department. Additionally, they also learned how students would like to receive information (i.e. through email, the PAD website, and/or social media outlets).

Based on the results of the survey, these four students were able to create a marketing plan that was approved by PAD Faculty. Results from the survey are outlined below.

MPA Student Social Media Survey Results...

During Fall Semester 2014, 25 student responses were received for the MPA Student Social Media Marketing Survey representing approximately 31% of our MPA student population.

The chart to the left illustrates student responses when asked what types of information they would like to receive from the Department.

According to the data, the majority of students want to know about job and internship opportunities (56%), MPA events and activities (16%), and course offerings/registration material (16%).

The survey results also indicated how students prefer to be contacted by the Department. All students indicated they would view information sent via email, 64% Facebook and the PAD Website; 32% LinkedIn and 20% Twitter.
Introducing Our Newest Full-Time PAD Faculty Member
Beginning Fall Semester 2015: Mr. Weijie Wang

A Message From Mr. Weijie Wang:

I will join the Department of Public Administration as a full-time, Assistant Professor in August 2015. Beginning Fall 2015, I will teach Research & Program Evaluation (PAD 688) and Foundations of Public Administration (PAD 641). I received my Bachelor’s and Master’s Degrees in Public Administration from Wuhan University and Renmin University in China. In 2009, I came to the University of Southern California in Los Angeles to pursue my PhD, which I will complete in May of this year. At USC, I have worked as a Research Assistant and Teaching Assistant. My research interests lie in collaborative governance and public personnel management. I am very excited to teach at The College at Brockport in the subjects of general public administration and organizational theory. In my spare time, I enjoy hiking and traveling. As a big fan of the USC Trojans, I also love to watch college football.

Survey Results Guide Strategic Marketing Plan

Using the student’s survey results, the Department of Public Administration, in collaboration with members of Brockport’s Communications and Marketing Team, created a marketing plan to best meet student interests and needs. The following outlines this plan:

1. **By March 1, 2015** the PAD website will have an updated events column on the right side of each page which will include information about upcoming MPA events and activities.

2. **By March 1, 2015**, PAD will have begun a transition from our current Facebook Group to a Facebook Page. A PAD Facebook Page will allow us to better connect with not just current students but also, prospective students and alumni.

3. **By March 7, 2015**, PAD will have launched a College at Brockport MPA Group on LinkedIn. Prospective students, current students, alumni, and faculty will be able to share job and internship opportunities in addition to other relevant information with the Group using this social media outlet.

4. **By April 1, 2015**, the PAD website will include an embedded widget in our “News and Announcements” section, which will be a direct link to our newly formed Facebook Page. Through this tool, website viewers will be able to see any posts the department has updated on the PAD Facebook Page.

5. **By Fall Semester 2015**, PAD and the Department of Communications & Marketing will begin filming for a new PAD Admissions/Student Interview Video at the MetroCenter.
Student Spotlights for Spring 2015

Each month a student in the MPA Program is chosen by Department faculty to become one of our Student Spotlights. Our Student Spotlights are those students who consistently excel on both a professional and academic level. The Student Spotlights shown below were chosen for the months of January and February 2015. If you believe that you have shown your scholarly potential in and outside of the classroom, there is a great chance that you could become our next Student Spotlight! To learn more about our past and present Student Spotlights, you can find their profiles on our PAD Website here: http://www.brockport.edu/pubadmin/profiles/index.html.

January: Amorette Shaw

After graduating from John Jay College of Criminal Justice with her Bachelor's in Public Administration, Amorette decided to pursue an MPA Degree with an emphasis in Non-Profit Management. Amorette is currently a Diversity Fellow and Graduate Counselor for the Education Opportunity Program on Brockport main campus. She aspires to work with underserved communities and to fight for workers rights. Amorette would like to help create and keep jobs in our cities post-graduation.

February: Eli Polzer

Eli is currently working towards earning a Certificate in Non-Profit Management and a Masters Degree in Environmental Science with a concentration in Wetland Ecology from Brockport. Outside of class time, she works as a Graduate Wetland Research Assistant and Field Biologist for The College at Brockport. Eli chose to pursue a Certificate in Non-Profit Management to help bridge the gap between research and policy across non-profit and for-profit sectors. She hopes to one day partake in coastal wetland research and habitat restoration, and in the long run she envisions herself working as a field botanist and ecologist on restoration efforts in the Southeast.
Pi Alpha Alpha Global Honor Society for Public Affairs & Administration (PAA)

What is Pi Alpha Alpha?
Pi Alpha Alpha (PAA) is the Global Honor Society for Public Affairs and Administration, with more than 160 chapters around the world. PAA is limited to students who meet high academic standards in NASPAA accredited schools. SUNY Brockport welcomes qualified students to this program and gives them the opportunity to branch out to other public service professionals.

What are the benefits?
Members of PAA are a part of an international society of professional scholars. Those accepted into the society receive a certificate and a pin. PAA is a well-established association recognized and valued by many organizations. This is a way to connect with others in your community who also work within the field of public administration. PAA is also something that will spruce up your resume!

How do I qualify?
Applicants for PAA need the following requirements:

- Completion of 27 credit hours at the graduate level
- A minimum GPA of 3.70

For those interested in applying this Spring, please request an application from Robin Schepler at: rscheple@brockport.edu. Applications for the Spring Semester must be turned in by April 10, 2015.

If your application for PAA is approved, you are required to pay a one-time membership fee of $50.00.

More Information
More details about PAA and instructions can be found on the organization's website at: http://pialphaalpha.org/.

The Pi Alpha Alpha Oath:
“I pledge my support for the intellectual and professional advancement of the art and science of public administration and public affairs. I shall honor and respect the virtues and values of public service and those who serve.

I shall uphold the eternal need for education that imbues public administrators with traditions of democratic governance.

Moreover, as a member of Pi Alpha Alpha, I shall uphold the highest ethical standards applying to public service and will endeavor to encourage and engage in meaningful interaction with other members.”

What You Need to Know About Graduation This Semester

When is Brockport’s Graduate Student Commencement (Graduation) Ceremony?
Friday, May 15, 2015 at 5:00pm.

Where will the ceremony be held?
The SERC House of Fields (on Brockport Main Campus).

When Can I Apply for Graduation?
Graduate students can apply for graduation once they have completed at least 21 credit hours. However, we advise students to apply at the beginning of the semester in which they expect to complete all of their degree requirements.

Applications must be submitted online via Web Banner no later than April 10, 2015. Instruction on how to access the online application can be found here: http://www.brockport.edu/registrar/.

Do Guest Tickets Need to be Ordered for the Ceremony?
No, tickets are not required for the Graduate Ceremony.

More information regarding the Graduate Commencement Ceremony can be found here: http://www.brockport.edu/commencement/.
**Important Information About Student Financial Aid and Academic Advisement**

**Financial Aid Deadlines:**

1. If you are interested in applying for financial aid for the 2015/2016 academic year, you will need to complete a Free Application for Federal Student Aid (FAFSA), which can be filed electronically at [www.fafsa.gov](http://www.fafsa.gov). If this is your first time ever completing a FAFSA form, the recommended deadline to submit is March 1st. If you are a returning student, you must submit your FAFA online by April 1st.

2. Please note that dropping or adding a class this semester may affect your financial aid eligibility. Please make sure to contact Brockport’s Financial Aid Office if you must add or drop any courses.

3. For those students that are graduating in May 2015, you are required to complete an exit interview counseling session online at [https://studentloans.gov/myDirectLoan/index.action](https://studentloans.gov/myDirectLoan/index.action). You will be informed about the types of loan repayment options available to you, what interest rates are applicable to you, and when you will need to start paying your loans back to your loan service provider.

4. Students interested in taking summer courses should contact the Financial Aid Office to determine what types of aid are available to them.

**Academic Corner:**

Dr. Wendy Wright, the PAD Academic Advisor is available to answer students questions regarding course registration, their plans of study, and/or the MPA internship program.

**Attention! Here are some important dates:**

- Last day to withdraw without Department Chair Permission (and full faculty review): April 3, 2015
- Summer Session registration begins: Monday, March 23, 2015
- Fall 2015 registration begins: April 6, 2015 (for matriculated students; April 27, 2015 for non-matriculated students).

**When should you see your advisor?**

- You want to change or declare your emphasis
- You want to transfer credits from another department or another school (you are allowed to transfer up to 12 credits from another college)
- You are about to graduate
- You want some advice on what to take
- You want to know if an internship is right for you

**Internship Program**

- If you are interested in doing an internship instead of completing a portfolio project, please contact Dr. Wright the semester before you want to start your internship.
- The purpose of the first meeting is to discuss whether the internship is right for you and how the internship will be set up. We will also discuss what organizations you should ask to sponsor you. This meeting should take place well in advance of the expected internship start date.

**When you are looking over the course schedule and deciding what to take:**

- Don’t forget to click on the CRN number (Blue). This will give you specific information about the class. For instance, if the class is a “HYB”, meaning hybrid, the CRN will tell you what dates the class will physically meet.
- Here is a hint: If two hybrid classes are taught on the same night and by the same professor, you have the option of taking both classes with permission from your advisor.
Stay Connected to Your MPA Community!

Spring Semester Events:

**February**

**Milestones for Career Success (Part 1)**

Wednesday, Feb. 25th from 4:15pm-5:15pm @ MetroCenter, Room Seminar B.

**Pub Night**

Thursday, Feb. 26th from 8:30pm-10:00pm @ Scotland Yard Pub. 187 St. Paul Street Rochester, NY 14604.

**March**

**Milestones for Career Success (Part 2)**

Wednesday, March 4th from 4:15pm-5:15pm @ MetroCenter, Room Seminar B.

**Milestones for Career Success (Part 3)**

Wednesday, March 11th from 4:15-5:15pm @ MetroCenter, Room Seminar B.

**Pub Night**

Wednesday, March 11th from 8:30pm-10:00pm @ Boulder Coffee Co. 100 Alexander St. Rochester, NY 14620.

**Milestones for Career Success (Part 4)**

Wednesday, March 25th from 4:15pm-5:15pm @ MetroCenter, Room Seminar B.

**Pub Night**

Thursday, March 26th from 8:30pm-10:00pm @ Hogan’s Hideaway. 197 Park Avenue Rochester, NY 14607.

**April**

**Milestones for Career Success (Part 5)**

Wednesday, April 1st from 4:15-5:15pm @ MetroCenter, Room Seminar B.

**Monroe County Executive, Maggie Brooks, Speaks to MPA Students**

Tuesday, April 7th @ MetroCenter. Speech will begin at 5:45pm in the Grand Hallway. Reception to follow.

**Scholar’s Night**

Wednesday, April 8th from 5:00pm-7:00pm @ MetroCenter. Classes are suspended from 5:30-7:00 so that students can come and review the scholarly works of their peers. The Department of Public Administration will also have an information table at the event to field questions about the MPA program.

**Pub Night**

Wednesday, April 8th from 8:30pm-10:00pm @ ButaPub. 315 Gregory St. Rochester, NY 14620.

**MPA Open House**

Monday, April 14th from 5:00-7:00 @ MetroCenter. Prospective students will visit classes in session and all classes will be able to enjoy appetizers at a common break.

**Pub Night**

Thursday, April 30th from 8:30pm-10:00pm. Dragonfly Tavern. 725 Park Avenue Rochester, NY 14607.

May

**End of Semester Networking Event & Celebration**

Thursday, May 14th from 5:30pm-7:00pm, location TBD.

**Event Descriptions:**

**Milestones for Career Success**— Are you graduating in May or December? If so, don’t miss out the opportunity to attend our five-part learning series for graduate students called, Milestones for Career Success. The Milestone series will begin on Wednesday, Feb. 25th from 4:15-5:15pm at MetroCenter. Each Milestone will cover key aspects to help you launch a successful job search on your own. If you are interested in signing up, please contact the facilitator of this program, our Senior Career Services Counselor: Phyllis Griswold.

**Milestone One:** Self-Awareness and Define Career - Feb. 25th

**Milestone Two:** Package Your Message - March 4th

**Milestone Three:** Identify Your Market - March 11th

**Milestone Four:** Develop Job Search Strategies - March 25th

**Milestone Five:** Interview Skills and Salary Negotiations - April 1st

**Pub Nights**— These events are designed as an informal way for MPA students to interact with one another. Students meet at fun venues in the Rochester area to learn more about their peers outside of the classroom setting. This is a great way to network and build useful relationships. For more information about Pub Night Events, please like us on Facebook or contact Pub Night Coordinators: Colin Fleming and Danielle Pierleoni.

**Monroe County Executive, Maggie Brooks, Speaks to MPA Students**— Mrs. Brooks will speak to students about her experience working in county government, as well as political campaigns. She will also answer questions students may have about her work and local government initiatives.

**Scholar’s Night**— Scholar's Night gives undergraduate and graduate students an opportunity to present their research projects at MetroCenter. The full schedule of Scholar’s Night presentations will be sent to students prior to April 8th.

**End of Semester Networking Event & Celebration** — At the end of every semester, the MPA community is invited to come engage in an evening to renew, maintain, and create new relationships with current students, prospective students, alumni, faculty, and others that support the Department of Public Administration. As you may have already guessed, this event serves as way for us to celebrate the end of the semester and our continued relationships. It is also a time to honor students graduating and new inductees to the Pi Alpha Alpha Honor Society. Free food and drinks will be served. Our End of Semester Celebrations are not to be missed!

*Please note that all dates, times, & locations are subject to change. Students will be notified when changes do occur. Thank you.*

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**Check Out Our Upcoming Events**

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**Contact Information:**

Department of Public Administration
The College at Brockport
MetroCenter
55 St. Paul Street
Rochester, NY 14604

Phone: (585) 395-5568
Fax: (585) 395-2242
Email: cwatt@brockport.edu

Facebook: www.facebook.com/BrockportPubAdmin

PAD Website: www.brockport.edu/pubadmin

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*Pictured above are current students: Lindsay Stumpf, Harris Lieberman, Candace Coniglio & Alissa Gee with prospective students enjoying thecommon break at our Fall 2014 MPA Open House.*