

## SPEX – GPOL OLLC Overview

- **Degree(s) Offered**
  - Measure & Evaluation (MS and certificate)
  - Sports Analytics & Management (MS and certificate)
  - Healthcare Management (MS and certificate)
  - Human Resource Analytics & Management (MS and certificate)
  - Agile Project Management (MS and certificate)
  - Instructional Design Learning Analytics (MS and certificate)
  - Professional Skills Core (certificate and electives)
  - Modular Masters (MS- two paired certificates)
- **Modality for Delivery and Third Party Role (if applicable)**
  - Wiley- Engage
  - Wiley responsible for:
    - Instructional design/course development split
    - SEO marketing/recruitment
    - Applications and student services
    - General advising (program advancement)
  - GPOL responsible for:
    - Instructional design/course development split
    - Other marketing/recruitment
    - Admissions
    - Targeted advising (personal assessment/program director guidance)
- **Curriculum: Overview of Courses, Relationship to Campus Degree Offerings**
  - 36 credit hours/12 8-week courses
    - 12 credit/4 course certificate option (certificate credits can be applied to corresponding MS program)
  - Fully online with two optional face-to-face gatherings (symposium and capstone connection)
  - No GRE/GMAT required
  - No equivalent on-campus programs
  - Curriculum:
    - Measure & Evaluation
      - Principles & Theories of Evaluation
      - Evaluation Approaches and Designs
      - Emerging Trends in Evaluation Sciences
      - Measurement and Evaluation Capstone
    - Sports Analytics & Management
      - Strategic Management of Sports Organizations
      - Sports Analytics & Social Engagement
      - Digital Enterprises in Sports
      - Sports Technology & Innovation
      - Sports Analytics & Management Capstone
    - Healthcare Management

- Standards & Systems in U.S. Healthcare
- Principles of Health Information Technology & Innovation
- Strategic Partnerships in Healthcare Transformation
- Managing Information Risk in Healthcare
- Evaluation of New Models of Care Delivery & Payment
- Healthcare Management Capstone
- Human Resource Analytics & Management
  - Human Resource Information Systems
  - Evaluating, Hiring, Performance and Employee Metrics
  - Measuring Performance and Processes
  - Compliance and Risk Management
  - Emerging Trends in Human Resources
  - Human Resource Analytics & Management Capstone
- Agile Project Management
  - Introduction to Adaptive Project Management
  - Information Technologies and Organizations
  - Agile, DevOps and Risk Assessment
  - Advanced Agile Methodologies
  - Emerging Trends in Agile Solutions and Architecture
  - Agile Project Management Capstone
- Instructional Design Learning Analytics
  - Instructional Design Principles and Practices
  - Adult Learning Theory
  - Assessment and Evaluation
  - Learning Analytics
  - Evaluation of Emerging Trends in Learning and Development
  - Instructional Design Learning Analytics Capstone
- Professional Skills Core
  - Emerging Technology Trends
  - Intercultural Communication for Professionals
  - Decision Making and Change Management
  - Professional Ethics and Project Leadership
  - Design Thinking
  - Client Communications and Professional Consulting
  - Teams and Virtual Teams
  - Evaluation: Qualitative Methods
  - Evaluation: Quantitative Methods
  - Evaluation Sciences
  - Project Cost-Benefit Analysis
  - Analytical Business Writing
- Modular Masters
  - Certificate one
  - Certificate two

- Three one-unit intensives
- Capstone
- **Students: Demographics, Enrollment, Retention. Provide historical perspective and future growth. Share ONE student success story.**
  - Adult learners- career changers or moving up
  - Student success stories:
 

Since finishing the PME Certificate program in May 2015, Christine Singh continued working in Bosnia and Herzegovina before returning to the United States in 2016. Thereafter, she secured a program analyst position at the Department of State in the Bureau of European and Eurasian Affairs, Office of Public Diplomacy where her primary duties are monitoring and evaluation. In this position and depending upon the project, she either conducts evaluations and assessments, or works with outside partners for evaluations of large multi-nation public diplomacy programs in Europe. Additionally, she advises US Public Affairs Offices in embassies in Europe helping them to incorporate monitoring and evaluation into their public diplomacy and assistance programs.

Mick Hogan is a 20 year veteran of US Army Special Forces and has worked with or for the US Department State Bureau of International Narcotics and Law Enforcement (INL) as a program manager. He came to American University's Monitoring, Measurement and Evaluations Certification program looking for better ways to measure project outcomes over outputs. He has worked INL programs in; Bolivia, Colombia, Guatemala and Central America, Afghanistan, Mexico and the Special Operations Command South in Florida covering all Special Operations engagement in South America. He is currently assigned to the US Embassy in Georgetown Guyana as the INL Director, and is married to his wife Beatriz Coronel. He speaks Spanish fluently and is a certified Project Management Professional (PMP - CDPM II). Mick is a member of and attended last year's AEA conference in Atlanta Georgia.

- Enrollment projections:

	Su16	F16	Sp17	Su17	F17	Sp18	Su18	F18	Sp19
Measurement and Evaluation (MS)	0	2	8	18	31	47	66	88	105
Project Monitoring and Evaluation (GR Cert)	0	0	7	8	9	6	6	8	8
OLD CURRICULUM - P M and E (GR Cert)	39	39	8	n/a	n/a	n/a	n/a	n/a	n/a
MS in Sports Analytics and Management	0	0	12	18	31	47	66	88	105
Sports Analytics and Management (GR Cert)	0	0	0	7	7	8	8	8	10
MS in Healthcare Management	0	0	4	8	18	31	47	66	88
Healthcare Management (GR Cert)	0	0	1	5	7	7	8	8	8
MS in Human Resource Analytics and Management	0	0	0	0	8	18	31	47	66

Human Resource Analytics and Management (GR Cert)	0	0	0	0	5	7	7	8	8
Professional Skills (GR Cert)	0	0	0	0	5	7	7	8	8
MS in Agile Project Management	0	0	0	0	0	8	18	31	47
Agile Project Management (GR Cert)	0	0	0	0	0	5	7	7	8
MS in Learning Analytics	0	0	0	0	0	8	18	31	47
Learning Analytics (GR Cert)	0	0	0	0	0	5	7	7	8

- **Faculty: Roles and Responsibilities. Hiring Practices.**
  - Adjuncts plus one full-time program director per program who will serve on SPEX faculty committees (all virtual positions).
- **Operational Support. Leadership, Admissions, Advising, Career, Finances, Faculty...**
  - Associate Dean
  - Assistant Dean
  - Assistant Director
  - Marketer/advisor
  - Program Directors
  - Adjuncts
- **Top Challenges! Limit to THREE.**
  - Mindset/culture shift of online offerings
  - Operation/quality through the corporate lens
  - Innovation moving forward- analytics, tracking, evaluations CPL/CBE