Master of Nonprofit Administration
Outcomes Evaluation

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NPA 616: Career Contributions
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Educating leaders who will fashion a more humane and just world. Jesuit culture models leadership focused on taking our opportunities to make a difference, locally or globally.

Is the MNA program meeting its goals?
Introduction

Overview of Outcomes

1. Development of nonprofit competencies
2. Broader understanding of the goals and values of the sector
3. Career advancement
   - The higher goal is increased social impact.
Objective

Primary Objective: Assess the outcomes of the MNA program and suggest modifications to increase the quality of degree candidates’ learning experiences and social impact.

- Measurement Foundation: Assessment of Learning
- Results: Influence curriculum
- Key Metrics: NACC Competencies, Program Learning Goals
- Measurement System: Stakeholder self-assessment and input
Qualitative Methods

Focus Groups: Qualitative Data Collection

- MNA Stakeholders
- Issues for Discussion:
  - Strengths, Weaknesses, Opportunities & Threats,
  - Recommendations for Improvement
Quantitative Methods

Survey: Quantitative Data Collection

- Stakeholder self-assessment
  - 100 questions: Perceived progress during the program

- Scoring:
  - 1 = poor development
  - 2 = moderate development
  - 3 = excellent development

- Result Ranges:
  Poor development: 1.5 < Moderate development < Excellent development: 2.2
Qualitative Data

❖ Strengths: In order of emphasis

1. Direct applications to work situations
2. Prepared for leadership
3. Variety of courses and assignments
4. Part-time schedule
5. Cohort culture
6. Campus → excellent facility & location
Qualitative Results

Areas for improvement:
- Increase experiential learning
- Reduce tuition cost
- Add more electives and case studies
- Improve communication
  - Clarify the roles of Academic Advisors
  - Improve career coaching
  - Professor coordination about due dates
  - Provide capstone criteria earlier
  - Calendar/schedule clarity
Quantitative Data

- 12 Competencies & 88 Learning Outcomes
  - Rating Scale: 1 to 3
- Result Ranges:
  - Poor development: $1.5 < \text{Moderate development} < \text{Excellent development}: 2.2$

![Pie chart showing:
- Excellent Progress: 61%
- Moderate Progress: 33%
- Poor Progress: 6%](image)
Quantitative Analysis

- **T-Test**
  - Revealed *statistically significant differences*:
    - The 2015 cohort perceived *more progress* (than 2016) in capacities to engage with nonprofits, fundraise, apply technology, and align with social justice values.
    - The 2016 cohort noted *more progress* in organizational development, intercultural communication, and reflective thinking.

- **Differences in course offerings**

T-test: measures the difference between the averages of 2 sample groups, to determine meaningful differences
Quantitative Results

Ranked Progress: Top 5 Nonprofit Competencies

1. Nonprofit Management
2. Program Planning, Implementation, and Evaluation
3. Ethics and Values
4. Board Governance, Strategic Planning, and Committee Development
5. Nonprofit Financial Analysis and Reporting
Quantitative Results

腱 Top Learning Outcomes:

1. Academic research
2. Case study analysis
3. Capacity to identify the needs of nonprofits
4. Leading in organizational situations
Recommendations:

- Experiential Learning: Center for Sustainability & Social Impact
  - Pro-bono consulting
  - Mini-practicums

- Reduce Tuition Cost:
  - Increase enrollment
    - Raise visibility of USF MNA’s competitive advantages vs. programs at other schools
    - Full-time cohort—students without nonprofit experience
Recommendations:

- Develop joint degrees: MNA-MBA or Social Impact MBA
- Mentorship program
  - Graduates build relationships with current students
- In-class observations of professors (for evaluations)
- Appreciative Inquiry consortium for vision casting
MNA Logic Model

Social Impact Creation Cycle

What will you invest?
Time & Money

What issues will you address?
Examples: Reduce Poverty/Improve Society

How can you increase impact?
Enhanced development and implementation of strategies create amplified impact on social change and sustainability

How will you measure success?
Competencies, Contacts, Career Satisfaction

What steps will you take?
MNA Degree
Questions?
References


