Course: EMPA 302  
Public Policy Analysis & Program Evaluation

Fall C Term, 2009

Felix A. Marten Jr., DBA  
Ageno School of Business  
GOLDEN GATE UNIVERSITY

Contact Information  
Email: fmarten@bart.gov  
Telephone: (510) 464-6874  
Office Hours: Call Anytime  
E-mail: fmarten@bart.gov

Important Dates:  
First Day of Class: October 31, 2009  
Last Day of Class: December 19, 2009

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I. Course Description

Explores the environment of the policy analyst, including an examination of the frames of reference which both guide and constrain work in the field. You will be introduced to policy analytical paradigms, will examine historical themes in the policy literature, and will use the major tools used in policy analysis and program evaluation, including benefit-cost analysis, factor analysis and time series analysis. The advantages and disadvantages of these tools will be critically examined. Case studies will be used extensively as example and source material for theory building.
2. Course Objectives

At the end of this course, students will be able to do the following:

- Explain how policies are formulated, the roles of those involved in the policy process, and the theories that shape the direction of the field of public policy
- Apply the theories and practices of policy design, formulation, implementation and evaluation

3. Required Materials


**Book Store:**

To purchase course books and materials from eFollett, GGU's official online bookstore, please see the “Important Info” section of this course.

**University Library**

There are several databases available through the Golden Gate University Library for students to conduct research on various topics. Remote (off campus) access to the databases requires your last name and student ID# (located on the front of your ID card). Be sure to type in ALL 7 digits, including the starting 0. Example: 0123456. You may access the library from GGU’s homepage at [http://www.ggu.edu](http://www.ggu.edu)

4. Contacting the instructor

Call or E-mail anytime

5. Course Activities & Evaluations

**Discussions Participation**

Every CyberCampus course includes a Discussions area (see left navigation bar), where you interact with your instructor and classmates. The Discussions area simulates traditional classroom conversations and dialogue, except that participation is asynchronous. This means that students can visit or contribute to the Discussions at any time.

**Weekly Assignments**

Students will be required to submit a written paper(s) each week. Following the submission of papers students will read the papers of students in their sub-group and discuss as directed. Find more information under “Course Requirements” in the syllabus.

**Research Paper**

Each student will prepare a research paper on a public policy issue agreed on between the student and the
instructor. The research paper is due November 28, 2009

- The paper is 12 pages in length and well cited with a bibliography
- The page should be mailed to the Professor at his home.
- The research paper for this course is different than for other courses. I want you to select policy to research and then analyze by using the course readings. The topic you select must be approved by the instructor.
- It is really important to select the policy you will research as early on in the course as possible. This will enable you to conduct your analysis as you go along.
- In the course home page you will find guidance on developing your paper. You must follow the outline provided in that document.

Final Exam
Students will be required to take Proctored (Supervised) Final Exam at the end of the course. See more information below about the Supervised Exam.

6. Course Requirements

Weekly Papers

Unless otherwise noted, all weekly papers are one page in length singled spaced. The papers should be well cited by referencing the readings and/or outside sources. Citing URL’s is encouraged. If you are citing an author from the readings indicate this by (Dye) placing the authors name in brackets at the end of the sentence. Bibliographies are not required on weekly papers. **Weekly papers are due at 6pm each Saturday night.**

Discussions of the papers. You will be in groups of about 6 students. It is required that you read the other papers in your group and respond to those students. You will have access to all of the class papers but commenting on the papers is only required for your assigned group. You are free to comment to students in other groups. Comments are graded by the quality and then the quantity of the comments. A quality comment is one where you cite the readings in your response. Students are encouraged to post comments within a day or two of the due date of the papers but the comment period is extended to the Thursday following the due date of the papers.

Papers will normally be graded by Monday and feedback is provided to the students at that time. Discussions are graded on Friday mornings. Grades can be found in the grade book.

7. Course Procedure

Please see the **Course Navigation** page under the Course Home Tab for more information.

8. Supervised Exam Info

Each course offered through CyberCampus will have a minimum of one proctored exam. A summary of the procedures follows.

When you register for a CyberCampus course, you will complete a Student Profile Form that will allow you to select either a GGU campus location or independent exam proctor for your supervised exam at the time of registration.

For students choosing an independent exam proctor, you will download and print the exam supervisor form when you complete the Student Profile Form. To ensure adequate time for the proctor approval process, you will be
required to submit the completed forms no later than two weeks after the first day of class. You will be notified if your proctor has been approved or disapproved. If disapproved, you will be sent a new proctor form as well as the reason for non-acceptance of your original choice.

Examples of suitable proctors are authorized university employees, college testing facilities, authorized employees at U.S. military education centers, public employees of agencies such as libraries, police and fire departments, and your employer.

In addition, the CyberCampus staff is always available to assist you with any questions or concerns you may have regarding the proctoring process.

For more information and to access the forms, please see the Exam Information page on the GGU Website.

9. Grading Policy

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<th>Grades will be based on the following:</th>
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<tr>
<td>Discussions Participation</td>
<td>25%</td>
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<tr>
<td>Weekly Assignments</td>
<td>20%</td>
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<tr>
<td>Research Paper</td>
<td>30%</td>
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<tr>
<td>Final Exam</td>
<td>25%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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10. Instructor Bio

For the past 20 years Professor Marten has been employed with the San Francisco Bay Area Rapid Transit District (BART), his team is proud of the fact that they completed and opened the San Francisco Airport Extension. His efforts and former team continue to work to bring BART to San Jose, air BART to the Oakland Intl. Airport, and eBART to connect into the Antioch/ Byron area. He currently holds the position of Assistant Superintendent, of System Maintenance, overseeing the maintenance of several divisions of the District.

Professor Marten has served in many positions with the District, these include as a Computer Specialist, Train Control Engineer, Supervising Engineer, Manger, of Operations Liaisons, and now Assistant Superintendent, of System Maintenance. Professor Marten has taught classes in the following areas; business, operations management, physics, intermediate algebra, Operating Systems, analog, digital, and industrial electronics, PC troubleshooting, also headed the Cisco Networking Academy Program.

Professor Marten has a Bachelor's degree in Electronics Engineering, and in Computer Engineering from Cogswell College, a master's degree in Electrical Engineering from International Technological University. A master's in public Administration from GGU, a certificate in Project Management from U.C. Berkeley, and is a Cisco Certified Academy Instructor. Additionally, Dr. Marten recently completed his dissertation to earn a Ph.D. in business administration from a nationally accredited University.

11. Course Topics & Outline

Policy Philosophies & Actors
Values on which policy changes are based and learning about the actors who are instrumental in enacting and/or revising existing policy.

**Policy Formulation**
Problems identification, agenda setting (how these problems get on the agenda), formulating policy proposals (by proposing solutions) and legitimating policies by selecting and enacting proposals into law.

**Policy Implementation**
Putting the policy in effect through the bureaucracy or implementing the services, taxes, etc.

**Evaluation**
Determining how effective the policy is after implementation.

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<th>Week</th>
<th>Topic</th>
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<td>Week 1</td>
<td>Public Policy Philosophy and Theory: As a Concept</td>
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<td>Week 2</td>
<td>Policy Actors, Inside/Outside Government and the Role of Leadership</td>
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<td>Week 3</td>
<td>Policy Formulation: Scoping the Issue</td>
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<td>Week 4</td>
<td>Policy Formulation: Planning</td>
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<td>Week 5</td>
<td>Policy Formulation: Models of Public Policy</td>
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<td>Week 6</td>
<td>Policy Implementation: Post-Legislation</td>
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<td>Week 7</td>
<td>Policy Evaluation: Evaluation of Public Programs</td>
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<td>Week 8</td>
<td>Final Exam</td>
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**Week 1: (October 31 - November 6)**

Readings:


(Handouts)


**Week 2: (November 7-13)**

Readings:

Kingdon, Chapters 2, 3

Gerston, Chapters 2 & 4
Week 3: (November 14-20)
Readings:

Gerston, Chapter 3

Kingdon. Chapter 4 & 5

Week 4: (November 21-27)
Readings:

John Kingdon, Chapters 6 & 7

Week 5: (November 28- December 4)
Readings:

Kingdon Chapter 8 (skim for ideas)

Week 6: (December 5- 11)
Readings:

Gerston, Chapter 5


**Week 7: (December 12- 19)**
Readings:

Gerston, Chapter 6

(Handouts)

A Framework for Analyzing the Measurement of Outcomes (Measuring Outcomes in the Public Sector), by Peter Smith.

Rossi, Chapter 2, Tailoring Evaluations GGU library readings.

Dye, Chapter 14  GGU library readings.

**Week 8: (December 19)**

**Final Exam ……..**