



## PCC Proposal to Rename the Master of Science in “Survey Methodology” to “Survey and Data Science” (PCC 19054)

**PRESENTED BY** Janna Bianchini, Chair, Senate Programs, Curricula, & Courses Committee

**REVIEW DATES** SEC – April 10, 2020 | SENATE – April 22, 2020

**VOTING METHOD** In a single vote

**RELEVANT POLICY/DOCUMENT** NA

**NECESSARY APPROVALS** Senate, President, Chancellor, and Maryland Higher Education Commission

### ISSUE

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The Joint Program in Survey Methodology (JPSM), within the College of Behavioral and Social Sciences, was founded in 1993 as a joint program with the University of Michigan, and the Westat corporation. The program has graduated more than 300 students now working in government agencies, academic settings, and private research firms. JPSM proposes to rename its M.S. program in “Survey Methodology” to “Survey and Data Science.” The field of survey methodology has evolved over the years as data about opinion and behavior has become available in large quantities. The courses in the program have also evolved over time to reflect the rise of big data. Consequently, the name change will better reflect the current state of the field and training that the program provides. This name change will help the program to recruit more students to the program and increase the employment opportunities for graduates as the new title reflects the broader scope of the program to employers.

The proposed name change was endorsed by the Graduate School Programs, Curricula, and Courses committee on March 26, 2020, and by the Senate Programs, Curricula, and Courses committee on April 3, 2020.

### RECOMMENDATION(S)

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The Senate Committee on Programs, Curricula, and Courses recommends that the Senate approve this name change.

### COMMITTEE WORK

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The committee considered this proposal at its meeting on April 3, 2020. The committee met with the program’s Executive Director, Jody Williams, and Wayne McIntosh, Associate Dean of the College of Behavioral and Social Sciences. The two made a brief presentation and responded to questions. The committee voted unanimously to endorse the name change.

## **ALTERNATIVES**

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The Senate could decline to approve the name change.

## **RISKS**

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If the Senate declines to approve this degree program, the University will lose an opportunity to better market this degree program to prospective graduate students and increase the marketability of program graduates.

## **FINANCIAL IMPLICATIONS**

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There are no significant financial implications.

# 451: SURVEY AND DATA SCIENCE (SURV)

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## In Workflow

1. D-SURV PCC Chair (rjethwa@umd.edu)
2. D-SURV Chair (fkreuter@umd.edu;%20rjethwa@umd.edu)
3. BSOS Curriculum Manager (khall@umd.edu;%20gdenbow@umd.edu)
4. BSOS PCC Chair (khall@umd.edu)
5. BSOS Dean (khall@umd.edu;%20krussell@umd.edu;%20wvmci@umd.edu)
6. Academic Affairs Curriculum Manager (mcolson@umd.edu)
7. Graduate School Curriculum Manager (aambrosi@umd.edu)
8. Graduate PCC Chair (aambrosi@umd.edu)
9. Dean of the Graduate School (sfetter@umd.edu;%20aambrosi@umd.edu)
10. Senate PCC Chair (jcw@umd.edu;%20mcolson@umd.edu)
11. University Senate Chair (mcolson@umd.edu)
12. President (mcolson@umd.edu)
13. Chancellor (mcolson@umd.edu)
14. MHEC (mcolson@umd.edu)
15. Provost Office (mcolson@umd.edu)
16. Graduate Catalog Manager (aambrosi@umd.edu)

## Approval Path

1. Mon, 23 Dec 2019 15:53:28 GMT  
Rupa Jethwa Eapen (rjethwa): Approved for D-SURV PCC Chair
2. Mon, 23 Dec 2019 15:56:59 GMT  
Rupa Jethwa Eapen (rjethwa): Approved for D-SURV Chair
3. Tue, 21 Jan 2020 19:58:54 GMT  
Giselle Denbow (gdenbow): Approved for BSOS Curriculum Manager
4. Wed, 12 Feb 2020 21:02:23 GMT  
Kristi Hall (khall): Approved for BSOS PCC Chair
5. Wed, 12 Feb 2020 21:04:10 GMT  
Kristi Hall (khall): Rollback to BSOS PCC Chair for BSOS Dean
6. Mon, 24 Feb 2020 20:20:26 GMT  
Kristi Hall (khall): Approved for BSOS PCC Chair
7. Sat, 29 Feb 2020 02:00:15 GMT  
Katherine Russell (krussell): Approved for BSOS Dean
8. Mon, 23 Mar 2020 20:03:14 GMT  
Michael Colson (mcolson): Approved for Academic Affairs Curriculum Manager
9. Thu, 26 Mar 2020 17:18:03 GMT  
Angela Ambrosi (aambrosi): Approved for Graduate School Curriculum Manager
10. Thu, 26 Mar 2020 17:19:24 GMT  
Angela Ambrosi (aambrosi): Approved for Graduate PCC Chair
11. Fri, 03 Apr 2020 18:42:45 GMT  
Steve Fetter (sfetter): Approved for Dean of the Graduate School

## History

1. Sep 25, 2019 by Angela Ambrosi (aambrosi)
2. Oct 18, 2019 by William Bryan (wbryan)

Date Submitted: Mon, 23 Dec 2019 15:51:21 GMT

**Viewing: 451 : Survey and Data Science (SURV)**

**Last approved: Fri, 18 Oct 2019 20:01:01 GMT**

**Last edit: Wed, 12 Feb 2020 21:04:08 GMT**

Changes proposed by: Rupa Jethwa Eapen (rjethwa)

### Proposed Action

Rename Program

**Program Name**

Survey and Data Science (SURV)

**Program Status**

Active

**Effective Term**

Fall 2020

**Catalog Year**

2020-2021

**Program Level**

Graduate Program

**Program Type**

Master's

**Delivery Method**

On Campus

**Departments****Department**

Joint Program in Survey Methodology

**Colleges****College**

Behavioral and Social Sciences

**Program/Major Code**

SURV

**MHEC Inventory Program**

Survey Methodology

**Degree(s) Awarded****Degree Awarded**

Master of Science

**Proposal Contact**Rupa Jethwa Eapen [rjethwa@umd.edu](mailto:rjethwa@umd.edu) X59201**Program and Catalog Information****Catalog Program Requirements:****Non-thesis option only:** 46 credits required

SURV offers a non-thesis program, however students in all three tracks the statistical science, social and psychological science and data science concentrations must fulfill a research experience requirement, yielding a scholarly paper. This paper must be the result of either original research conducted by the student, critical analysis, or evaluation of existing surveys.

Students choose from one of the following concentrations:

**Statistical Science**

Course	Title	Credits
Required courses:		
SURV615	Statistical Modeling I	3

SURV616	Statistical Modeling II	3
SURV720	Total Survey Error and Data Quality I	2
SURV721	Total Survey Error and Data Quality II	2
SURV772	Survey Design Seminar	3
SURV617	Applications of Statistical Modeling	3
Fundamentals of Data Collection I		3
Fundamentals of Data Collection II		3
Fundamentals of Computing and Data Display		3
<b>Specialization requirements:</b>		
SURV410	Introduction to Probability Theory	3
SURV420	Theory and Methods of Statistics	3
SURV440	Sampling Theory	3
SURV742	Inference from Complex Surveys	3
Electives		9
Total Credits		46

## Social and Psychological Science

Course	Title	Credits
Required courses:		
SURV615	Statistical Modeling I	3
SURV616	Statistical Modeling II	3
SURV720	Total Survey Error and Data Quality I	2
SURV721	Total Survey Error and Data Quality II	2
SURV772	Survey Design Seminar	3
SURV617	Applications of Statistical Modeling	3
Fundamentals of Data Collection I		3
Fundamentals of Data Collection II		3
Fundamentals of Computing and Data Display		3
<b>Specialization requirements:</b>		
SURV625	Applied Sampling	3
SURV630	Questionnaire Design and Evaluation	3
SURV632	Cognition, Communication and Survey Measurement	3
SURV701	Analysis of Complex Sample Data	3
Fundamentals of Inference		3
Electives		6
Total Credits		46

## Data Science

Course	Title	Credits
Required courses:		
SURV615	Statistical Modeling I	3
SURV616	Statistical Modeling II	3
SURV720	Total Survey Error and Data Quality I	2
SURV721	Total Survey Error and Data Quality II	2
SURV772	Survey Design Seminar	3
SURV617	Applications of Statistical Modeling	3
Fundamentals of Data Collection I		3
Fundamentals of Data Collection II		3
Fundamentals of Computing and Data Display		3
<b>Specialization requirements:</b>		
SURV625	Applied Sampling	3
SURV701	Analysis of Complex Sample Data	3

Fundamentals of Inference	3
Electives	12
Total Credits	46

## Program Modification Information

**Impact on current students. It should be specifically acknowledged that students enrolled in the program prior to the effective date of any curriculum change may complete their program under the old requirements if they wish. The courses required must remain available, or suitable substitutions specifically designated.**

Yes, we agree.

## Linked Programs

### Renaming Program

**Provide a rationale for renaming the program.**

There are only two programs in the United States that offer graduate training in survey methodology, the Joint Program in Survey Methodology at the University of Maryland and the Michigan Program in Survey Methodology at the University of Michigan which whose curricula, instructions, and admissions are highly integrated. The field has been changing over time, with a growing interest in naturally occurring data about opinion and behavior, often available in large quantities, i.e. big data. Our programs have adjusted our curriculum to include this expanded focus, and we are considering a corresponding name change to reflect this evolution in the field and in the training we provide. Our goal is to identify increase enrollment and employability of graduates as well as the programs' visibility by clearly communicating to the appropriate communities what we do and what our prospective students can expect to learn.

The name M.S. in Survey and Data Science will:

- Reflect the current curriculum, communicating that the program has expanded to address the fast-paced changes in survey research.
- Describe the focus of the program more accurately to our peers and colleagues, including potential employers of the graduates
- Increase ability to recruit students who are interested in data science, without reducing our ability to recruit students who are interested in survey methodology (and without alienating alumni).

### Reviewer Comments

Kristi Hall (khal) (Wed, 12 Feb 2020 21:04:10 GMT): Rollback: approved too early

Key: 451