



PCC Proposal to Rename the Ph.D. in "Survey Methodology" to "Survey and Data Science" (Senate Document #20-21-29)

TO Darryll J. Pines | President

FROM Laura Dugan | Chair, University Senate

I am pleased to forward the accompanying legislation for your consideration and approval. Valérie Orlando, Chair of the Programs, Curricula, & Courses Committee, presented the PCC Proposal to Rename the Ph.D. in "Survey Methodology" to "Survey and Data Science" (Senate Document #20-21-29), which the University Senate approved at its meeting on February 9, 2021. Please inform the Senate of your decision and any administrative action related to your conclusion.

Approved:

**Darryll J. Pines
President**

Date:

02-11-2021

Copies of this approval and the accompanying legislation will be forwarded to:

- Ann G. Wylie**, Interim Senior Vice President and Provost
- Reka Montfort**, Executive Secretary and Director, University Senate
- Michael Poterala**, Vice President and General Counsel
- Cynthia Hale**, Associate Vice President for Finance and Personnel
- John Bertot**, Associate Provost for Faculty Affairs
- Elizabeth Beise**, Associate Provost for Academic Planning & Programs
- Rhonda Smith**, Acting Director, Division of Academic Affairs
- Jody Williams**, Manager, Social Data Science Center
- Valérie Orlando**, Chair, Senate Programs, Curricula, and Courses Committee



PCC Proposal to Rename the Ph.D. in "Survey Methodology" to "Survey and Data Science" (PCC 20051)

PRESENTED BY Valerie Orlando, Chair, Senate Programs, Curricula, and Courses Committee

REVIEW DATES SEC – January 21, 2021 | SENATE – February 09, 2021

VOTING METHOD In a single vote

RELEVANT POLICY/DOCUMENT N/A

NECESSARY APPROVALS Senate, President, University System of Maryland Chancellor, and Maryland Higher Education Commission

ISSUE

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. Last spring, JPSM received approval to change the name of its master’s program in “Survey Methodology” to “Survey and Data Science.” JPSM now follows that action with this proposal to rename its Ph.D. 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, the instruction that the program provides, and the research that students conduct in their work. This name change will help the program recruit more students to the program and increase the employment opportunities for graduates as the new title reflects the broader scope of the program.

This proposal was approved by the Graduate School Programs, Curricula, and Courses committee on November 30, 2020, and the Senate Programs, Curricula, and Courses committee on December 4, 2020.

RECOMMENDATION(S)

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

COMMITTEE WORK

The committee considered this proposal for its meeting on December 4, 2020. A presentation was not required for the proposal as it followed the same name change request approved in the spring for the master’s program, which the Senate approved in April.

ALTERNATIVES

The Senate could decline to approve this new program title.

RISKS

If the Senate declines to approve this program title change, 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

There are no significant financial implications for program title changes.

452: SURVEY AND DATA SCIENCE (SURV)

In Workflow

1. D-SURV PCC Chair (rjethwa@umd.edu)
2. D-SURV Chair (fkreuter@umd.edu; rjethwa@umd.edu)
3. BSOS Curriculum Manager (khall@umd.edu; gdenbow@umd.edu)
4. BSOS PCC Chair (khall@umd.edu)
5. BSOS Dean (khall@umd.edu; krussell@umd.edu; jmcgloin@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; aambrosi@umd.edu)
10. Senate PCC Chair (mcolson@umd.edu; vorlando@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, 21 Sep 2020 23:37:01 GMT
Rupa Jethwa Eapen (rjethwa): Approved for D-SURV PCC Chair
2. Mon, 21 Sep 2020 23:37:54 GMT
Rupa Jethwa Eapen (rjethwa): Approved for D-SURV Chair
3. Wed, 07 Oct 2020 14:31:59 GMT
Kristi Hall (khall): Approved for BSOS Curriculum Manager
4. Tue, 20 Oct 2020 18:48:59 GMT
Kristi Hall (khall): Approved for BSOS PCC Chair
5. Fri, 23 Oct 2020 13:22:23 GMT
Jean McGloin (jmcgloin): Approved for BSOS Dean
6. Fri, 20 Nov 2020 18:40:08 GMT
Michael Colson (mcolson): Approved for Academic Affairs Curriculum Manager
7. Wed, 02 Dec 2020 22:47:57 GMT
Angela Ambrosi (aambrosi): Approved for Graduate School Curriculum Manager
8. Wed, 02 Dec 2020 22:49:05 GMT
Angela Ambrosi (aambrosi): Approved for Graduate PCC Chair
9. Fri, 04 Dec 2020 18:02:50 GMT
Steve Fetter (sfetter): Approved for Dean of the Graduate School
10. Sat, 05 Dec 2020 07:16:22 GMT
Valerie Orlando (vorlando): Approved for Senate PCC Chair

History

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

Date Submitted: Mon, 21 Sep 2020 23:33:18 GMT

Viewing: 452 : Survey and Data Science (SURV)

Last approved: Fri, 18 Oct 2019 20:01:33 GMT

Last edit: Tue, 17 Nov 2020 16:30:20 GMT

Changes proposed by: Rupa Jethwa Eapen (rjethwa)

Proposed Action

Rename Program

Program Name

Survey and Data Science (SURV)

Program Status

Active

Effective Term

Spring 2021

Catalog Year

2020-2021

Program Level

Graduate Program

Program Type

Doctoral

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

CIP Code

270501 - Statistics, General.

HEGIS

229930

Degree(s) Awarded

Degree Awarded

Doctor of Philosophy

Proposal Contact

Jody Williams jodywill@umd.edu

Proposal Summary

Name change for Survey Methodology PhD Program to match the Survey Methodology MS Program name change to: Survey and Data Science (PCC Log Number 20051)

Program and Catalog Information

Catalog Program Requirements:

Students must participate in the Ph.D. seminar for four semesters by enrolling in SURV829 for a total of 12 credits. Students must also complete 12 credits of SURV899.

There are five major requirements for the Ph.D. Students must pass a qualifying examination (normally at the end of their first year) and a comprehensive examination (normally at the end of their second year). They must participate in the Ph.D. seminar for four semesters. They must meet a residency requirement which consists of spending at least two days per week at JPSM for a period of three semesters. Finally, they must complete a dissertation.

Course	Title	Credits
SURV829	Doctoral Research Seminar in Survey Methodology (participate for four semesters)	12
Dissertation Research Requirements		
SURV899	Doctoral Dissertation Research	12
Total Credits		24

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 Ph.D. 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).
- Stay in line with and match the new JPSM MS program name change (this was approved fall 2020 - PCC Log No. 19054)

Key: 452

Program Change Request

Date Submitted: 09/21/20 7:33 pm

Viewing: **452 : Survey and Data Science**

Methodology (SURV)

Last approved: 10/18/19 4:01 pm

Last edit: 11/17/20 11:30 am

Changes proposed by: Rupa Jethwa Eapen (rjethwa)

Catalog Pages Using this Program

[Survey Methodology, Doctor of Philosophy \(Ph.D.\)](#)

Proposed Action **Rename Program**

Program Name

In Workflow

1. D-SURV PCC Chair
2. D-SURV Chair
3. BSOS Curriculum Manager
4. BSOS PCC Chair
5. BSOS Dean
6. Academic Affairs Curriculum Manager
7. Graduate School Curriculum Manager
8. Graduate PCC Chair
9. Dean of the Graduate School
10. Senate PCC Chair
11. University Senate Chair
12. President
13. Chancellor
14. MHEC
15. Provost Office
16. Graduate Catalog Manager

Approval Path

1. 09/21/20 7:37 pm
Rupa Jethwa Eapen (rjethwa): Approved for D-SURV PCC Chair
2. 09/21/20 7:37 pm
Rupa Jethwa Eapen (rjethwa): Approved for D-SURV Chair

3. 10/07/20 10:31 am
Kristi Hall (khall):
Approved for BSOS
Curriculum
Manager
4. 10/20/20 2:48 pm
Kristi Hall (khall):
Approved for BSOS
PCC Chair
5. 10/23/20 9:22 am
Jean McGloin
(jmcgloin):
Approved for BSOS
Dean
6. 11/20/20 1:40 pm
Michael Colson
(mcolson):
Approved for
Academic Affairs
Curriculum
Manager
7. 12/02/20 5:47 pm
Angela Ambrosi
(aambrosi):
Approved for
Graduate School
Curriculum
Manager
8. 12/02/20 5:49 pm
Angela Ambrosi
(aambrosi):
Approved for
Graduate PCC Chair
9. 12/04/20 1:02 pm
Steve Fetter
(sfetter): Approved
for Dean of the
Graduate School
10. 12/05/20 2:16 am
Valerie Orlando
(vorlando):

Approved for
Senate PCC Chair

History

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

Survey and Data Science Methodology (SURV)

Program Status	Active		
Effective Term	Spring 2021		
Catalog Year	2020-2021		
Program Level	Graduate Program		
Program Type	Doctoral		
Delivery Method	On Campus		
Departments	<table border="1"> <thead> <tr> <th>Department</th> </tr> </thead> <tbody> <tr> <td>Joint Program in Survey Methodology</td> </tr> </tbody> </table>	Department	Joint Program in Survey Methodology
Department			
Joint Program in Survey Methodology			
Colleges	<table border="1"> <thead> <tr> <th>College</th> </tr> </thead> <tbody> <tr> <td>Behavioral and Social Sciences</td> </tr> </tbody> </table>	College	Behavioral and Social Sciences
College			
Behavioral and Social Sciences			
Program/Major Code	SURV		
MHEC Inventory Program	Survey Methodology		
CIP Code	270501 - Statistics, General.		
HEGIS	229930		
MHEC Recognized Area(s) of Concentration			
Degree(s) Awarded			

Degree Awarded
Doctor of Philosophy

If other, new
degree award:

Proposal Contact

Jody Williams jodywill@umd.edu

Proposal Summary

**Name change for Survey Methodology PhD Program to match the Survey Methodology MS
Program name change to: Survey and Data Science**

(PCC Log Number 20051)

Program and Catalog Information

Provide the catalog description of the proposed program. As part of the description, please indicate any areas of concentration or specializations that will be offered.

Catalog Program Requirements:

Students must participate in the Ph.D. seminar for four semesters by enrolling in [SURV829](#) for a total of 12 credits. Students must also complete 12 credits of [SURV899](#).

There are five major requirements for the Ph.D. Students must pass a qualifying examination (normally at the end of their first year) and a comprehensive examination (normally at the end of their second year). They must participate in the Ph.D. seminar for four semesters. They must meet a residency requirement which consists of spending at least two days per week at JPSM for a period of three semesters. Finally, they must complete a dissertation.

Course List

Course	Title	Credits
SURV829	Doctoral Research Seminar in Survey Methodology (participate for four semesters)	12
	Dissertation Research Requirements	
SURV899	Doctoral Dissertation Research	12
Total Credits		24

Sample plan. Provide a term by term sample plan that shows how a hypothetical student would progress through the program to completion. It should be clear the length of time it will take for a typical student to graduate. For undergraduate programs, this should be the four-year plan.

List the intended student learning outcomes. In an attachment, provide the plan for assessing these outcomes.

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

Indicate in the space below all programs to which this program is formally linked (e.g., approved combined bachelor's/master's programs, dual master's programs, or joint-programs with other universities). If the proposed modification will affect the linked program, provide as an attachment the new curriculum for each arrangement and provide supporting correspondence from the director of the linked program.

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 Ph.D. 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).**
- Stay in line with and match the new JPSM MS program name change (this was approved fall 2020 - PCC Log No. 19054)**

Supporting Documents

Attachments

Administrative
Documents

Reviewer

Comments