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
   Kristi Hall (khall): Approved for BSOS Curriculum Manager
   Kristi Hall (khall): Approved for BSOS PCC Chair
   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
   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

<table>
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<tr>
<th>Department</th>
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<td>Joint Program in Survey Methodology</td>
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Colleges

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<td>Behavioral and Social Sciences</td>
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Program/Major Code
SURV

MHEC Inventory Program
Survey Methodology

CIP Code
270501 - Statistics, General.

HEGIS
229930

Degree(s) Awarded

<table>
<thead>
<tr>
<th>Degree Awarded</th>
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<tbody>
<tr>
<td>Doctor of Philosophy</td>
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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.

<table>
<thead>
<tr>
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**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
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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):
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

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Program/Major Code: SURV
MHEC Inventory Program: Survey Methodology
HEGIS: 229930
MHEC Recognized Area(s) of Concentration
Degree(s) Awarded

History

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

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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**

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*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**

------------------------------------------------------------------------------------------------------------------------------------------
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Supporting Documents

Attachments

Administrative Documents

Reviewer Comments