Program Evaluation and Data Analytics, MS

PPPGEMS

By leveraging the power of information, this program empowers you to enhance organizational performance and support positive social impact through data and evidence. Earn this degree to make a meaningful, data-driven impact in your career.

Program description

Degree awarded: MS Program Evaluation and Data Analytics

The MS in program evaluation and data analytics is a professional degree program that emphasizes skills needed to leverage data to improve organizational performance in the public, nonprofit and private sectors. It combines courses in program evaluation and data science, which empower students to utilize a diverse array of tools to generate insights on social impact and leverage data in organizations.

Students receive training in data programming, visualization, dashboard design, open data, project management and impact analysis. Through this, students build the technical skills necessary to implement evidence-based approaches to policy and management.

Unlike other data scientist degrees, this program is built using public sector and nonprofit examples. Students do not need a background in computer programming before starting the program. Through a project-based curriculum and individualized attention, students develop expertise in performance and evaluation frameworks.

At a glance

- **College/School:** Watts College of Public Service & Community Solut
- **Location:** Downtown Phoenix or Online

Accelerated program options

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an accelerated bachelor's plus master's degree with:

Emergency Management and Homeland Security, BS

Public Service and Public Policy, BS

Public Service and Public Policy (Business), BS

Public Service and Public Policy (Criminology), BS

Public Service and Public Policy (Emergency Management and Homeland Security), BS

Public Service and Public Policy (Health Policy), BS

Public Service and Public Policy (Law and Policy), BS

Public Service and Public Policy (Sustainability), BS

Acceptance to the graduate program requires a separate application. Students typically receive approval to pursue the accelerated master's during the junior year of their bachelor's degree program. Interested students can learn about eligibility requirements and how to apply.

Degree requirements

33 credit hours including the required applied project course (PAF 593)

Required Core (21 credit hours)
PAF 510 Foundations of Program Evaluation I: Multiple Regression (3)
PAF 511 Foundations of Program Evaluation II: Research Design (3)
PAF 512 Foundations of Program Evaluation III: Advanced Regression Tools (3)
PAF 513 Foundations of Data Science I: Introduction to Data Programming in R (3)
PAF 514 Foundations of Data Science II: Data Wrangling (3)
PAF 515 Foundations of Data Science III: Project Management (3)
PAF 516 Community Analytics (3)

Electives (9 credit hours)

Culminating Experience (3 credit hours
PAF 593 Applied Project (3)

Admission requirements

Applicants must fulfill the requirements of both the Graduate College and the Watts College of Public Service and Community Solutions.

Applicants are eligible to apply to the program if they have earned a minimum of a bachelor's or master's degree in criminology and criminal justice, social work, public service, nonprofit management, parks and recreation management, tourism management, business, education, family studies, public health, psychology, or a related social and applied sciences field from a regionally accredited institution.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

All applicants must submit:

1. graduate admission application and application fee
2. official transcripts
3. personal statement
4. two letters of recommendation
5. proof of English proficiency

Additional Application Information
An applicant whose native language is not English must provide proof of English proficiency regardless of their current residency.

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about ASU tuition and financial aid options to find out which will work best for them.

Attend online

ASU Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program's ASU Online page for program descriptions and to request more information.

Career opportunities

Program evaluation spans many fields and industries. These include educational institutions, nonprofit organizations, health care facilities, government programs and more. Options for employment are diverse for graduates who have a deepened capacity for program evaluation. Career titles with program evaluation as a central component of their role include:

- chief data officer
- city government program manager
- compliance officer
- director of evaluation or evaluation specialist

- education curriculum or program specialist
- government grant manager
- health care administrator
- monitoring and evaluation analyst
- nonprofit manager or executive director
- policy or research analyst

Contact information

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