Program Evaluation and Data Analytics, MS

Be on the forefront of a new field that combines policy, management, and data science to prepare you to lead social impact initiatives using data-driven approaches. This tools-based program is a social science degree, designed to build advanced data skills for managers and analysts.

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 that provide tools to assess policy or program impact with data science classes that empower students to utilize a diverse array of data sources in new and exciting ways.

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 degree. Through individualized attention and a project-based curriculum, students develop expertise in performance and evaluation frameworks for social change.

Graduates are prepared to work as policy analysts, managers, chief data officers, or evaluation specialists.

At a Glance

- **College/School:** Watts College of Public Service & Community Solutions
- **Location:** Downtown Phoenix campus or online
Degree Requirements

30 credit hours including the required applied project course (CRD 593 or CRJ 593 or PAF 593)

Required Core (24 credit hours)
CPP 523 Foundations of Program Evaluation I: Multiple Regression (3)
CPP 524 Foundations of Program Evaluation II: Research Design (3)
CPP 525 Foundations of Program Evaluation III: Advanced Regression Tools (3)
CPP 526 Foundations of Data Science I: Introduction to Data Programming in R (3)
CPP 527 Foundations of Data Science II: Data Wrangling (3)
CPP 528 Foundations of Data Science III: Project Management (3)
CPP 529 Data Analytics Practicum (3)
SWG 623 Program Evaluation (3)

Electives (6 credit hours)

Culminating Experience (3 credit hours)
CPP 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 of a 3.00 cumulative GPA (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum of 3.00 cumulative GPA (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 (regardless of current residency) must provide proof of English proficiency.

Attend Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program description and request more information here.

Contact Information

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