Program Evaluation and Data Analytics, MS

Be on the forefront of a new field that combines policy, management and data science. With the skills gained from this program, you'll be prepared to make decisions using data-driven approaches and forecasting to lead social impact initiatives in the public and private sector.

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 with data science classes that 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 degree. 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 Solution
- **Location:** Downtown Phoenix campus or online
Degree Requirements

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

Required Core (21 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 Community Analytics (3)

Electives (9 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 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 current residency.
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.

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
- county health officer
- director of evaluation or evaluation specialist
- education curriculum or program specialist
- evaluation specialist in a public or nonprofit organization
- foundation officer
- government grant manager
- health care administrator
- higher education outcomes specialist
- monitoring and evaluation analyst
- nonprofit manager or executive director
- policy analyst
- public health professional
- research analyst

Contact Information

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