

# Alaska Certified Public Manager 2004 Annual Report

Report for January 1, 2004-December 31, 2004  
Submitted by Bob Taylor, Alaska CPM Director

May 15, 2005

## **I. Administrative Information**

- A. Agencies Responsible for Program Administration. In 2004, Alaska's Certified Public Manager program was administered statewide by the University of Alaska Southeast in Juneau. Certain program responsibilities were contracted to the Alaska Municipal League. Seven campuses from the three Major Administrative Units of the University of Alaska provided some CPM classes: UA Anchorage (Chugiak/Eagle River campus); UA Fairbanks (Tanana Valley, Bristol Bay, and Kuskokwim campuses); UA Southeast (Juneau, Ketchikan, and Sitka campuses).
- B. Names and Titles of Program Directors. Until mid-July Shirley Grubb, Assistant to the Dean of Business and Public Administration at the University of Alaska Southeast in Juneau, provided statewide CPM coordination. After mid-July, a term professor at UAS, Dr. Robert Taylor, assumed the lead as CPM Program Director. Program Directors at the campuses are as follows: Chugiak/Eagle River—Dennis Clark; Tanana Valley—Michelle Renfrew; Bristol Bay—Pam Hagan; Kuskokwim—Pam Twitchell; Juneau—Venus Zink of the Alaska Municipal League; Ketchikan—Tim Ewest; Sitka—Jill Hanson.
- C. Program Dates. Alaska's CPM program started up in 1995. Initial accreditation was earned in 1997. Continued accreditation was granted in 2002.
- D. Program Authorization. Historically the Alaska CPM program has enjoyed strong support from the State of Alaska. In 2004 Laraine Derr, Director of Boards and Commissions in Governor Frank Murkowski's office, chaired the CPM Advisory Board. The Commissioner of the State Department of Administration, Ray Matiashowski, served as an ex-officio member of the Advisory Board. The Director of the Division of Personnel, Mila Cosgrove, served in 2004 as a Board member and declared, "The Alaska CPM program is an important vehicle for professional management training in Alaska. We consider the Supervisory and Public Manager certifications as an excellent indicator of an employee's advancing level of knowledge in public sector management."

On May 3, 2005, Governor Frank Murkowski provided his official endorsement of Alaska CPM (see attached).

- E. Funding Source/Amounts. In 2004 the University of Alaska Southeast allocated \$23,000 General Fund to CPM program administration. Beyond that the University issued a one-time \$50,000 grant of Workforce Development funding (SB 137) to implement a variety of program improvements, including the development of a major new Strategic Plan. Program delivery on each campus is funded by class fees.
- F. Program Staff. In 2004 at the University of Alaska Southeast, for the first half of the calendar year the Assistant to the Dean of the Department of Business and Public Administration spent eight hours per week providing statewide program administration, with clerical support as needed from departmental staff. In July, 2004 a full-time term professor took over CPM leadership. This work was buttressed by a half-time contract FTE provided by the Alaska Municipal League. At each participating university campus, continuing education directors and their clerical staff provided direct delivery of CPM classes.
- G. Administrative Structure. In 2004, the University of Alaska Southeast governed Alaska CPM, providing coordination, marketing, and curriculum upgrades as necessary. Seven campuses statewide offered CPM classes to local communities. A 14-member Advisory Board and its sub-committees met frequently to develop a CPM Strategic Plan, which was presented to university officials at mid-December.
- H. Policy Changes During the Past Year. No significant policy changes were made during 2004. However, Workforce Development grant money was allocated to the University of Alaska Southeast to plan for and effect program improvements statewide. The CPM Advisory Board developed a new Strategic Plan, suggesting increased hours of program coordination to assure curriculum review and intensified marketing. This planning and renewal process has lead to the University of Alaska Statewide System assuming program coordination duties, to be in effect by June, 2005.

## II. Session/Participant Information

### A. Sessions: each session equals one six-hour class.

#### 1. Total Sessions at Major Administrative Units (MAUs)

UA Anchorage (Main and subsidiary)	200
UA Fairbanks (TVC, Bristol Bay, Kuskokwim)	315
UA Southeast (Juneau, Sitka, Ketchikan)	481
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	996

## 2. Total Number of CPM Participants

UAA	76
UAF	104
UAS	125
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	305

B, C, D, E. Projects, Books, Examinations, Other Requirements. The CPM program breaks its classroom sessions, typically six-hour classes, into three levels: Level I—basic supervisory skills; Levels II and III—increasingly sophisticated managerial knowledge. Participants may be an “occasional” student, who merely wishes to take one or more classes but without seeking professional certification; or enrolled applicants, who pay a fee and work toward designations of Supervisory Management (completion of all Level I courses plus a written exam) and CPM designation, which specifies completion of all Level I, II, and III classes plus completion of specified “consultant” projects at the end of Level II and Level III.

Exams and Projects. At the conclusion of Level I, in order to earn a Certificate of Supervisory Management, an enrollee prepares a written essay/examination, consisting of essays from several topical categories (ie., Human Relations Skills, Analytical and Conceptual Skills, General Administration and Organization). Level II classwork culminates with a written consulting report. This report addresses a complex situation in the applicant’s organization, including alternative solutions and recommended actions. The report is first given to a supervisor in the applicant’s organization and then presented to a CPM site committee. In completing Level III, students will perform as consultants, teaming with at least one other student. This team addresses an actual, major organization problem and develops a recommendation based upon sound management principles. The final product is a detailed and comprehensive consulting report, presented first to an organizational manager and then to the CPM Advisory Board.

### III. Demographics

#### A. Participant numbers through 2004

1. Total number of CPM participants to date	1601
2. Number of new participants	203
Total number of new CPM program applicants	5

- B. Graduates in 2004
  - 1. Level I Supervisory Certificates issued 5
  - 2. Level III Certified Public Manager Certificates 3
  
- C. Participant Source
  - 75% from municipal, state and federal workplaces
  - 25% from native corporations, non-profit organizations, or other agencies

#### **IV. Program Information**

- A. Program design or curriculum changes introduced during current year. There were no program design alterations. In seven of the CPM courses this year, instructors were paid an additional development fee to upgrade the course curriculum.
- B. Program delivery changes introduced during current year. During 2004, the Advisory Board worked on a Strategic Plan, to point to needed program improvements. The implementation of an administrative change will not have occurred until mid-2005, which is to move central administration from the UAS campus to the UA Statewide System in Anchorage.
- C. Program support for local CPM society. Alaska does not have a CPM society. However, the 2004 Strategic Plan makes the creation of a Society an explicit program goal: “Through the development of an Alaskan CPM Society, as a chapter of the American Academy of CPM, offer a forum for managers at all levels throughout Alaska to discuss current opportunities, problems, and issues.”
- D. Ceremonies held. While not exactly a ceremony, the CPM coordinator and program directors met in a first-ever face-to-face meeting, in coordination with the annual meeting of the Alaska Municipal League in Fairbanks. This program director group met over lunch with the University’s Vice-President of Public Affairs to discuss facets of the CPM program.
- E. Summary of evaluation methods and results. Each class had an instructor evaluation component, and these evaluations were used by program directors to assess the effectiveness of instructors. The entire program was subjected to a program review through the Strategic Planning process, with the aim of making significant changes in key components, such as marketing.
- F. Summary of academic credit or CEUs for CPM coursework. In 2004, a total of 610 CEUs were earned across Alaska by students taking CPM courses.

G. Summary of CPM incentives. There are no automatic incentives for CPM coursework in Alaska, although a goal for incentives has been stated in the Strategic Plan: “Work with target governmental agencies (eg., municipal, state, federal) to define possible incentives for CSM and CPM certificate holders. Have some incentives in place by the FY 07 academic year.”

**V. Future Goals**

During the 2005 calendar year, administration for Alaska CPM will move to UA Statewide in Anchorage, as has been mentioned. Also in Anchorage, the Chugiak/Eagle River campus will finalize a contract with the City of Anchorage and begin to hold CPM classes in city offices. Several new members will be appointed to the Advisory Board and implementation of key goals and objectives articulated in the Strategic Plan will begin, including renovations to the website and further upgrades to the curriculum. Attached please find a copy of the Strategic Plan, adopted by the Advisory Board in December of 2004.