FAST FACTS

Bachelor of Arts in Business with a Concentration in Public Service and Public Policy

The Bachelor of Arts in Business with a Concentration in Public Service and Public Policy prepares students for work in public, nonprofit, and private sectors through comprehensive coverage of topics in public policy and public administration. Students will become familiar with leading a public organization and the process of policy development. The program also enables students to examine the public sector through multiple lenses and address challenges in a practical way. Graduates are prepared for professional careers in public service, and the program offers preparation for students who wish to pursue graduate degrees in public administration, public policy, law, nonprofit administration, or other public service and policy-oriented areas. Increasing demand for public services and retiring baby boomers has created an increase in job opportunities for graduates in the public sector. Average public service and public policy salaries will vary greatly due to location, company, industry, experience, and benefits but are expected to be in the W. P. Carey graduate range of $30,000 – $50,000.

Job Titles and Careers for Public Service and Public Policy Majors

- Government Affairs Specialist
  - Monitor legislation, press, and Capitol Hill publications for a variety of issues that are of interest to clients.
  - Research legislation and client-specific issues.

- Policy Analyst
  - Identifies and reviews relevant research, evaluation, and statistical activities conducted by organizations to inform and be used in the development of key policy issues.
  - Produces technically and substantively accurate reports and other products that comply with policies.

- Government Affairs Specialist
  - Interact with staffers on Capitol Hill to obtain legislative information and arrange client meetings.
  - Attend congressional hearings.

- Policy Analyst
  - Makes recommendations for future initiatives for consideration based on emerging relevant input.
  - Plans, conducts, and completes independently and/or in collaboration with other staff special analyses and other studies using relevant analytic methods needed to support policy initiatives.

- Public Affairs Specialist
  - Performs work related to public affairs program activities, such as coordinating news and information media interviews, developing communication plans, coordinating agency information programs, evaluating agency public affairs programs, etc.
  - Evaluates impacts and effectiveness of public affairs programs using relevant analytic methods needed to support policy initiatives.

- Development Officer
  -coordinates visits of VIPs to agency facilities and events.

- Nonprofit Coordinator
  - Contributes to publications and reports; and selects and organizes materials written by others for publication, report, or analysis.

- Development Officer
  - Policy Analyst
  - Development Policy Officer
  - Public Affairs Specialist
  - Import/Export Specialist

- Lobbyist
  - Research Analyst
  - Political Scientist
  - Technical Operations

- Prepare materials for client meetings and assist in the coordination of projects.

- Advises senior leadership of emerging trends, and recommends appropriate, effective strategies for timely responses.

- Establishes and maintains relationships with the general public, the news and information media, key officials, agency stakeholders, industry representatives, and/or community groups in order to communicate and disseminate program information, resulting in an understanding of the agency’s mission and activities.

- Coordinates visits of VIPs to agency facilities and events.

- Contributions to publications and reports; and selects and organizes materials written by others for publication, report, or analysis.
Student Organizations

Alpha Kappa Psi
akpsiasu.org

Founded on the principles of educating its members and the public to appreciate and demand higher ideals in business and to further the individual welfare of members during college and beyond. College men and women everywhere are discovering that Alpha Kappa Psi is much more than just another organization or club – it is a unique, prestigious association of students, professors, graduates and professionals with common interests and goals. They join Alpha Kappa Psi to take advantage of valuable educational, friendship, and networking opportunities. Alpha Kappa Psi is recognized as the premier developer of principled business leaders.

Professional Associations

National Center for Policy Analysis (NCPA)
cpna.org

The National Center for Policy Analysis (NCPA) is a nonprofit, nonpartisan public policy research organization, established in 1983. The NCPA’s goal is to develop and promote private alternatives to government regulation and control, solving problems by relying on the strength of the competitive, entrepreneurial private sector. Topics include reforms in health care, taxes, Social Security, welfare, criminal justice, education, and environmental regulation.

American Association of Political Consultants (AAPC)
tetheapc.org

The American Association of Political Consultants is the professional organization for people working in the field of politics in the United States. The organization’s goals are:

- To raise the standards of practice in political consultation, thereby enhancing the political process and improving public confidence in the American political system.

- To provide professional guidance, assistance, and education to members as they develop the skills, techniques, and business procedures required for successful political consultation.

- To establish and maintain a high standard of ethical conduct through membership education and the establishment and promotion of a workable Code of Professional Ethics for members.

- To help inform the news media, educational institutions, political organizations, and the general public about the value of political consultation and its contribution to the political process.

- To place particular emphasis in our work on reaching out to involve and educate young people in the art of political consultation and in the benefits it brings to the practice of democracy.

Association for Public Policy Analysis and Management (APPAM)
appam.org/home.asp

The Association for Public Policy Analysis and Management (APPAM) is dedicated to improving public policy and management by fostering excellence in research, analysis, and education.

American Society for Public Administration (ASPA)
aspanet.org/public

The American Society for Public Administration (ASPA) is the leading public service organization that:

- Advances the art, science, teaching, and practice of public and nonprofit administration.

- Promotes the value of joining and elevating the public service profession.

- Builds bridges among all who pursue public purposes.

- Achieves innovative solutions to the challenges of governance.

Who can you talk to?

Tempe Campus
480-965-4154

To schedule an appointment:
wpcarey.asu.edu/sos