WISCONSIN CERTIFIED PUBLIC MANAGER PROGRAM

The Public Management Profession and Environment

Core Competency Addressed in this Class:

Public Service Focus
Explain the historical roles, purposes and spirit of public service in a democratic society, including the tension between professionalism and democracy.

Class Duration: One Day

Objective:
This class is for the individual who seeks a broader understanding of the public management profession. The purpose of this class is to strengthen participants’ understanding of the history and characteristics of American public administration and the impact of a changing managerial environment on the work of public organizations. Participants will gain a better understanding of how public management is different from managing in the private sector, and how that affects their decisions and actions.

Desired Learning Outcomes:
By the end of this class the participant should be able to:
1. Describe the impact of the history of public management in the United States on its practice today.
2. Compare public and private management; describe characteristics which are common to all public managers’ jobs, and identify the issues or conditions which complicate the public manager’s job.
3. Identify several major trends in the changing managerial environment and their effect on the public sector.
4. Define the roles and skills needed by a public manager in shaping an organization in a rapidly-changing environment.

Instructor:
Roberta Gassman, Senior Fellow, School of Social Work, UW-Madison, has previously served as Deputy Assistant Secretary for Employment and Training for the United States Department of Labor and as Secretary of the Wisconsin Department of Workforce Development.