The mission of the Appalachian State University Master of Public Administration program is to educate and prepare in-service and pre-service students to be public service leaders by fostering foundational knowledge, analytical and practical skills, and professional networks.

Program Goal I: Delivers a curriculum that reflects core disciplinary content and provides flexibility for student specialization.

Required NASPAA competencies include five domains:
1. the ability to lead and manage in public governance;
2. to participate in and contribute to the policy process;
3. to analyze, synthesize, think critically, solve problems and make decisions;
4. to articulate and apply a public service perspective;
5. to communicate and interact productively with a diverse and changing workforce and citizenry.

Objective I-A: Students will apply disciplinary content in a convincing manner (1, 4).
Objective I-B: Students will use appropriate strategies to solve problems and make decisions (1,2,3).
Objective I-C: Students will communicate effectively in diverse professional contexts (1,5).

Program Goal II: Develops collaborative relationships across the university and with local government, non-profit, and criminal justice professionals in the region and state.

Objective II-A: The Faculty will pursue collaborative and applied research opportunities.
Objective II-B: The Program will offer career development assistance for students and graduates.
Objective II-C: The Program will expose students to public service professionals.
Objective II-D: The Program will offer inter-disciplinary opportunities for students.

Objective III-A: The Program will hire qualified, diverse, active, and professionally-oriented nucleus faculty.
Objective III-B: The Program will deliver an effective educational experience.
Objective III-C: The faculty will remain professionally active and engaged.

Program Goal III: Promotes high-quality faculty teaching, scholarship, and service.

Objective IV-A: The Program will secure adequate resource support.
Objective IV-B: The Program will maintain a sustainable and collaborative governance structure.
Objective IV-C: The Program will maintain meaningful relations with alumni and stakeholders.
Objective IV-D: The Program will recruit, support, and retain high-quality in-service and pre-service students.