TEXAS STATE UNIVERSITY WILLIAM P. HOBBY CENTER FOR PUBLIC SERVICE
AMERICAN SOCIETY FOR PUBLIC ADMINISTRATION (ASPA)

SYMPOSIUM

HOW TO BUILD AND MAINTAIN AN INTERNATIONAL CERTIFIED PUBLIC MANAGER (CPM) PROFESSIONAL DEVELOPMENT & EDUCATION PROGRAM FOR YOUR UNIVERSITY/ORGANIZATION.

Lessons Learned from 25+ Years of Delivering the Texas Certified Public Manager (CPM) Program.

Symposium Annotated Schedule
Revised January 27, 2025

IN-PERSON AND LIVE STREAMED FROM MENARA UNIVERSITY
MARRAKESH, MOROCCO

THURSDAY JANUARY 23, 2025
&
FRIDAY JANUARY 24, 2025
(9:00 am – 4:30 pm)

SPONSORED BY TEXAS STATE UNIVERSITY'S
WILLIAM P. HOBBY CENTER FOR PUBLIC SERVICE
and
THE AMERICAN SOCIETY FOR PUBLIC ADMINISTRATION (ASPA)

Day 1: January 23, 2025

9:00 a.m. – 9:30 a.m.
Registration and Coffee/Tea

9:30 a.m. – 10:00 a.m.
Welcome to Symposium Participants
Dr. Howard Balanoff, Professor & Director, Texas State University's William P. Hobby Center for Public Service and Editor in Chief, Good Governance Worldwide
Hb02@txstate.edu *https://williamphobby.org/* *https://goodgovernanceworldwide.org/*
Bill Shields, Executive Director, of the American Society for Public Administration (ASPA)
wpshieldsjr@aspanet.org *https://aspanet.org/*
Dr. Mohamed Makkaoui, Morocco On-Site Coordinator & Professor, National school of Management of Tangier, University, Morocco *mmakkaoui@uae.ac.ma*
Dr. Aziza Zemrani, ASPA National Council Member and Morocco Coordinator. Professor, University of Texas Rio Grande Valley School of Interdisciplinary Programs and Community Engagement and University Mohammed V, Public Finance Department, Morocco *aziza.zemrani@gmail.com*
Ms. Marilyn Balanoff, Program Faculty, Continuing Education, Political Science Department, Texas State University, San Marcos, Texas *mb39@txstate.edu*

10:00 a.m. – 11:00 am
The Texas Certified Public Manager (CPM) Program. How Texas was able to Design and Build a Successful CPM Program (In-Person Session)

Dr. Howard Balanoff, Professor & Director of Texas State University's William P. Hobby Center for Public Service. Founder of the Texas CPM Program
Dr. Aziza Zemrani, *Professor, University of Texas Rio Grande Valley School of Interdisciplinary Programs and Community Engagement and University Mohammed V, Public Finance Department, Morocco*
Ms. Marilyn Balanoff, Program Faculty, Continuing Education, Political Science Department, Texas State University, San Marcos, Texas
Dr. Miha Vindis, Professor, Texas State University and Director of the Texas CPM Program (recorded)
Recording link is M.MoroccoReco.mp4

11:00 a.m. – 11:15 am
Break

11:15 am – 12:30 pm
The Professional Association Imperative: The American Society of Public Administration and its Value to Public Administration and Public Policy Practitioners, Faculty, and Students. (In-Person Session)
Bill Shields, Executive Director, of the American Society for Public Administration (ASPA)
wpshieldsjr@aspanet.org *https://aspanet.org/*
Aziza Zemrani, Immediate Past ASPA National Council Member. Professor, University of Texas Rio Grande Valley School of Interdisciplinary Programs and Community Engagement and University Mohammed V, Public Finance Department, Morocco

Ms. Marilyn Balanoff, Program Faculty, Continuing Education, Political Science Department, Texas State University, San Marcos, Texas

12:30 pm – 2:00 pm.
Lunch (Provided by Texas State University)

2:00 pm – 4:30 pm (Break at 3:00 pm)
CPM Knowledge Session:
Artificial Intelligence (AI) How to bring AI into your organization and use it to add value to your professional development and education programs. (Live Zoom Presentation)
Dustin Haisler, President, e-Republic: Publishers of Governing Magazine and Government Technology
dhaisler@erepublic.com *www.erepublic.com*
Recording Link for AI Presentation on January 23, 2025
https://txst.yuja.com/V/Video?v=12239528&node=53528064&a=50961090

4:30 pm – 5:00 pm
The Texas International Education Consortium (TIEC): Connecting Universities Around the World with Universities in Texas.
Dr. William Smith, Senior Director of Global Partnerships, Texas International Education Consortium (TIEC), Austin, Texas
william.smith@tiec.org *https://www.tiec.org/*
Recording You Tube link is: **https://youtu.be/kTE2_pOWyP4**

5:00 pm
Symposium Wrap up for Day 1

Day 2: January 24, 2025

9:00 a.m. – 9:30 a.m.
Registration and Coffee/Tea

9:30 am 10:30 am

The Texas Certified Public Manager (CPM) Program. How Texas was Able to Design and Build a Successful CPM Program (In-Person Session Continued)
Dr. Howard Balanoff, Professor & Director of Texas State University's William P. Hobby Center for Public Service. Founder of the Texas CPM Program with:
Ms. Marilyn Balanoff, Program Faculty, Continuing Education, Political Science Department, Texas State University, San Marcos, Texas
Aziza Zemrani, Immediate Past ASPA National Council Member and Professor, University of Texas Rio Grande Valley School of Interdisciplinary Programs and Community Engagement and University Mohammed V, Public Finance Department, Morocco

10:30 am 10:45 am
Break

10:45 am 12:00 Noon
The American Society for Public Administration (ASPA): How ASPA can add Value to Public Administration and Public Policy Practitioners, Faculty, and Students. (In-Person Session Continued)
Bill Shields, Executive Director, of the American Society for Public Administration (ASPA) and
Aziza Zemrani, Immediate Past ASPA National Council Member and Professor, University of Texas Rio Grande Valley School of Interdisciplinary Programs and Community Engagement and University Mohammed V, Public Finance Department, Morocco
Ms. Marilyn Balanoff, Program Faculty, Continuing Education, Political Science Department, Texas State University, San Marcos, Texas

12:00 Noon – 12:45 pm
The Texas CPM Program in Laredo, Texas and ASPA's African Public Administration Section
Dr. Peter Haruna, Professor & CPM Director, Texas A&M University, Laredo, Texas & Past President of ASPA's Section for African Public Administration (Live Zoom) pharuna@tamiu.edu
https://aspanet.org/ASPA/ASPA/Chapters-Sections/Section-Information-Pages/SAPA.aspx
https://thesapa.org/

12:45 – 2:00 pm.
Lunch (On Your Own)

2:30 pm – 4:00 pm
CPM Knowledge Sessions:
Recording links for Jeremi Suri and Alan Bojorquez Presentations:
https://txst.yuja.com/V/Video?v=12240069&node=53530690&a=158750092

Strategic Planning and Thinking in the Public Sector (live zoom session)
Dr. Jeremi Suri, *Mack Brown Distinguished Chair for Leadership in Global Affairs; Professor of Public Affairs and History, The LBJ School Of Public Affairs at the University of Texas at Austin.*
suri@austin.utexas.edu

4:00 pm – 5:00 pm
CPM Knowledge Session:
Meeting the Challenges of Open Government: Building Ethics & Values into the Public and Non-Profit Sectors (live zoom session)
Alan Bojorquez, Attorney & Chief Executive Officer (CEO), The Bojorquez Law Firm, Austin, Texas
alan@texasmunicipallawyers.com

5:00 pm
Symposium Wrap up with Plans for Future Events and Activities: Participation in the 2025 Texas CPM Program & Attendance and Participation at ASPA's National Conference scheduled from March 28 – April 1, 2025, in Washington DC.
Dr. Howard Balanoff, Professor & Director, Texas State University's William P. Hobby Center for Public Service and Editor in Chief, Good Governance Worldwide

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