NOW ENROLLING!
informatics.rutgers.edu
The big data revolution has arrived in the public sector. Become a leader in this new field.

A revolution is underway in the fields of city planning, policy, operations, and management; public policy and public administration; and health administration. We now have ubiquitous sensors, telecommunications networks, and advanced data analytics to make evidence-based decision making more feasible.

The limiting factor to the successful use of big data is the skill set of traditionally trained analysts and administrators who are not familiar with advanced computational tools and data management techniques. Public informatics is an interdisciplinary field that uses statistical methods, computer algorithms, and systems thinking to extract knowledge or insights from data in various forms, either structured or unstructured. Cross-trained professionals with skills in public applications of information science are needed to address this training gap.

The Bloustein School’s Master of Public Informatics program provides the vehicle for educating professional student cohorts in the competencies needed in public informatics: statistics, programming, data management, data analytics, visualization, spatial analysis, applications and the integration of these skills. Graduates of the program will bring a critical voice and a deep understanding of context to an emerging field. 

“Society is awash in data. We need trained, public-minded professionals that can think critically about how to use that data efficiently and ethically.”

Frank A. Felder, Ph.D.
Research Professor and Director, Program in Public Informatics
WHY THE RUTGERS MASTER OF PUBLIC INFORMATICS?

The Master of Public Informatics program is suitable for students with undergraduate degrees in any field. Applicants must demonstrate competency in one or more programming languages and skills in data management (with coursework, work experience, or by examination). Students with appropriate backgrounds may substitute more advanced courses* for topics already mastered.

It is anticipated that full-time students may complete the 36 credit hours required for the degree in three (3) semesters (18 months).

MODEL SCHEDULE
(following a fall entrance, full-time 3-semester plan)

<table>
<thead>
<tr>
<th>Fall (Semester 1)</th>
<th>Spring (Semester 2)</th>
<th>Fall (Semester 3)</th>
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</thead>
<tbody>
<tr>
<td>Theory &amp; Practice of Public Informatics (3)</td>
<td>Data Analytics: Using Big Data (3)</td>
<td>Topics in GIS (3)</td>
</tr>
<tr>
<td>Applied Multivariate Methods (3) or Discrete Choice Methods (3)</td>
<td>Planning: Studio I (3) OR Planning: Studio II (3)</td>
<td>Planning: Studio II (3) OR Planning: Elective (3)</td>
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<tr>
<td>Graphical Communication for Planners (3)</td>
<td>Planning: Elective (3) OR Planning: Elective (3)</td>
<td>Elective (3)</td>
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<tr>
<td>Intro to GIS for Planning and Public Policy (3)</td>
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<td>Elective (3)</td>
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Course offerings, course availability, and any other degree requirements are subject to change. Students should consult with an academic advisor prior to registering for classes.

* If a student has had a course similar to Intro to GIS or Graphical Communication for Planners, he/she may be advised/required to take more advanced level course within subject matter:

- Data Visualization for Policy and Administration (3 credits)
- Remote Sensing (3 credits)
- Web Programming (3 credits)
- Graduate Seminars on Advanced Topics (3 credits), such as participatory GIS, open-source informatics, sensors & drones, or public database management
- Directed Study in Public Informatics (3 credits)
CAREER TRAJECTORY

The U.S. Department of Labor’s Bureau of Labor Statistics reports that the 2014-24 job outlook for data analysts is expected to grow by 30% (much faster than the average), with almost 28,000 new jobs needing to be filled in this area. Management analysts will add an additional 103,400 jobs (a 14% increase). A report by the National Science and Technology Council of the Executive Office of the President stated “…a national Big Data innovation ecosystem needs a strong community of practitioners across Federal agencies to facilitate rapid innovation, ensure long-term propagation of ideas, and provide maximal return on research investments.”

In addition, prospective employers routinely express interest in students to fill positions related to public informatics. The following organizations have recently posted job openings with the Bloustein School’s Student and Academic Services Office and Rutgers University that require a public informatics background:

- AARP
- Applied Energy Group
- Deloitte
- Delaware Valley Regional Planning Commission
- Eurostat
- Federal Transit Administration
- Johnson and Johnson
- Mathematica Policy Research
- MDRC
- Port Authority of New York New Jersey
- United Nations
- United Nations Development Programme
- UN Office of the High Commissioner for Human Rights
- U.S. Department of Health & Human Services
- World Bank
- World Economic Forum
- WSP USA

“...We project a need for 1.5 million additional managers and analysts in the United States who can ask the right questions and consume the results of the analysis of big data effectively.”

— McKinsey Global Institute, June 2011
HOW TO APPLY

• Prospective students apply online and submit all application materials before the Bloustein School will review your credentials for admission.

• The deadline to apply to the Master of Public Informatics program is June 1 for fall admission.

• For an application and more information: http://bloustein.rutgers.edu/graduate/prospective/apply-now/

All classes are held at the Rutgers–New Brunswick campus.

Edward J. Bloustein School of Planning & Public Policy
Rutgers, The State University of New Jersey
33 Livingston Avenue
New Brunswick, NJ 08901
admissions@ejb.rutgers.edu

APPLICANT CHECKLIST

☐ Online application form

☐ Application fee

☐ Baccalaureate degree from a nationally/internationally accredited program, with official transcripts from all institutions

☐ Resume/CV

☐ Three (3) letters of recommendation

☐ GRE general, GMAT or LSAT test

TOEFL/IELTS required for non-U.S. applicants. Scores will be accepted up to five years from their issuance.

☐ Personal statement

(up to and not exceeding 750 words)

Why do you want to study public informatics and what are your professional goals? Why are you particularly interested in the public informatics program at Rutgers Bloustein School? Describe your professional/user experience and background in following areas: graphics, statistics and computer science?

“Big data analytics..... (could) save as much as $285 billion in the cost of health care and government services.”

— McKinsey Global Institute, July 2013
The Edward J. Bloustein School of Planning and Public Policy was established in 1992 to prepare students to be the leaders of tomorrow, conduct cutting-edge, policy-relevant research and scholarship, cultivate leadership and public engagement and community service, and address the critical policy issues of our time. The school fosters a highly collaborative academic, scholarly and professional environment, where the disciplines of urban planning, public policy, public informatics, public health, and health administration and management closely converge.

Rutgers, The State University of New Jersey, is a leading national research university and the state’s premier, comprehensive public institution of higher education. Established in 1766, the university is the eighth oldest higher education institution in the United States. More than 69,000 students and 22,500 full- and part-time faculty and staff learn, work, and serve the public at Rutgers locations across New Jersey and around the world. As the University of New Jersey®, Rutgers is dedicated to teaching that meets the highest standards of excellence, to conducting research that breaks new ground, and to providing services, solutions, and clinical care that help individuals and the local, national, and global communities where they live.