

# **Pub Pol 682: Leadership and Communications in State-level Policy Making**

Fall 2015 Calendar

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Room: 1220 Weill Hall, Thursdays 6:00-9:00 PM.

## **Books to purchase**

Malcolm Gladwell. *The Tipping Point*

Dale Carnegie. *How to Win Friends and Influence People*

## **Big picture of the class**

This seminar is about coaching

- Leadership qualities
- Impactful communications
- How to make the most of a state-level policy making process

## **Must reads**

Michigan news on-line

- [www.thecenterformichigan.net](http://www.thecenterformichigan.net)
- [www.domemagazine.com](http://www.domemagazine.com)
- [www.mlive.com](http://www.mlive.com)
- [www.freep.com](http://www.freep.com)
- [www.detnews.com](http://www.detnews.com)
- [www.bridgemi.com](http://www.bridgemi.com)
- <http://www.legislature.mi.gov/documents/publications/citizensguide.pdf>
- Electablog.com
- Capitolconfidential.com
- Gongwer news service through U of M library: gldocs  
Password: quail

Please select three among books recommended at end of the syllabus. If you select a very lengthy work, for example, *The Power Broker*, it may count as two or even three books.

## **Roles**

Depending on class size, we will form a mock Michigan State Senate or another state policy making set of leaders.

## **Exams and Writing Assignments**

There are no exams. There may be a couple of one-page writing assignments and an op ed. I may assign additional writing assignments to students needing help.

### **Expectations**

Participants will participate. They will voice opinions; present facts; research policy options; against their better nature, argue for policies with which they disagree; be superb team members; and be irreverent. Attendance weekly is a big deal. Missing even one class harms the group. Due to poor health, conflicting opportunities, or emergencies, you may request an excused absence. One or more unexcused absences may influence your final grade, not in a good way.

What is essential is that students attend the second class. We are building a mock state legislative body. Seats, partisanship, and policy leaders' roles must be assigned on the second week of class. By all means, shop and drop; but please make that decision no later than September 15.

### **Forewarning**

This course has a non-linear flow. It is fluid, replete with changes in assignments. If you are highly structured and purely analytical, this is probably not your cup of tea. Neither is the class a shout-out to individualists, as much work is done in teams. The emphasis on career skills, including networking, self-marketing, media training, and entrepreneurship, may discomfort. You may find this course the most anti-theoretical class that you've taken.

Too, there will be intense role-playing, with constituents' interests and party discipline at the forefront. In a state legislature, most policy is developed and refined in closed-door partisan caucuses, which will be central to our study of state policy.

### **Web Site:**

<https://sites.google.com/site/pubpl682fall2010/>

### **Students with Disabilities**

If you believe that you need an accommodation for a disability, please let me know at your earliest convenience. Some aspects of this course may be modified to facilitate your participation and progress. As soon as you make me aware of your needs, I will work with the Office of Services for Students with Disabilities to help determine appropriate accommodations. I will treat any information that you provide as confidential.

Date	Topic and Assignments
Sept 10	<p>Introduction and goals of seminar; simulation guidelines; differentiation among federal, state, and local policymaking and politics; and customization. Leadership qualities. Class assistance on classroom technology and Google site.</p> <p><b>Next week's assignments:</b></p> <ol style="list-style-type: none"> <li>(1) Read pp 1–25 of <i>Michigan In Brief</i> (Chapters 1 and 2). <a href="http://www.michiganinbrief.org">www.michiganinbrief.org</a></li> <li>(2) Read the Michigan Constitution.</li> </ol>
Sept 17	<p>The role of the caucus. Guest: TBD</p> <p>Discuss pragmatism and idealism in policy making. State public policy processes; history; political dimensions; separation of powers; legislative/executive structures and annual schedule of policy making; dynamics of term limits; partisan caucuses; and public plebiscites. Assign roles as legislators and policy leaders.</p> <p><b>Next week's assignments:</b></p> <ol style="list-style-type: none"> <li>(1) Read <i>A New Agenda for a New Michigan</i> <a href="http://michiganfuture.org/Reports/NewAgendaFinalReportComplete.pdf">http://michiganfuture.org/Reports/NewAgendaFinalReportComplete.pdf</a></li> <li>(2) Read <i>How to Win Friends and Influence People</i> (Carneige)</li> <li>(3) Create personalized “business” cards.</li> <li>(4) Select three books from optional reading.</li> <li>(5) What’s in the state news?</li> </ol>
Sept 24	<p>Discuss what’s in the state/local news? Discuss what matters at the state and local levels. Overview of economic development. Caucus: Elect leader. Caucus party teams.</p> <p>What are you own takeaways from <i>How to Win Friends and Influence People</i>? How do you act on them?</p> <p><b>Next week's assignments:</b></p> <ol style="list-style-type: none"> <li>(1) Read one book from optional reading.</li> <li>(2) What’s in the state/local news?</li> <li>(3) Read commentaries by Phil Power on <a href="http://www.thecenterformichigan.net">www.thecenterformichigan.net</a></li> <li>(4) Read <a href="http://www.pscinc.com/Portals/0/Publications/uic/2003_UIC_Final_Report.pdf">http://www.pscinc.com/Portals/0/Publications/uic/2003_UIC_Final_Report.pdf</a></li> </ol>
Oct 1	<p>Guest: Phil Power. Policies and strategies for Michigan.</p> <p>Discuss what’s in the state/local news. What and who influences state policy? Discuss Caucus on education policy initiatives.</p>

	<p><b>Next week's assignments:</b></p> <ol style="list-style-type: none"> <li>(1) What's in the state/local news?</li> <li>(2) Research and read analyses of business taxation in Michigan.</li> <li>(3) Research factors that impact business location decisions.</li> </ol>
Oct 8	<p>Caucus on economic development initiatives. Full senate debate on economic development.</p> <p><b>Next week's assignments:</b></p> <ol style="list-style-type: none"> <li>(1) Research educational policy initiatives.</li> <li>(2) Read <i>Michigan In Brief</i> (Higher Education Funding—pp 152–155; K–12 Funding, Quality and Testing, and Schooling Alternatives—pp 168–189; Special Education—pp 212–215; Children's Early Education and Care (pp79-82) and review <a href="http://www.pscinc.com/Portals/0/Publications/rts/1999_summit/executive/Michigan4C.pdf">http://www.pscinc.com/Portals/0/Publications/rts/1999_summit/executive/Michigan4C.pdf</a></li> <li>(3) Read Governor Snyder's Special Message on Education (2011)</li> </ol> <p>Discussion of state's role in education.</p> <p>Key takeaways from first optional book.</p> <p><b>Next week's assignment:</b> Read Value of Arts: <a href="http://www.wallacefoundation.org/SiteCollectionDocuments/WF/Knowledge%20Center/Attachments/PDF/CreatingPublicValue">http://www.wallacefoundation.org/SiteCollectionDocuments/WF/Knowledge%20Center/Attachments/PDF/CreatingPublicValue</a></p> <p>Pages 108-118 are key. You may skim the balance of the document. Apply to a different policy topic. Be prepared to present your case in PowerPoint next week.</p>
Oct 15	<p>Guest: Former State Superintendent Mike Flanagan</p> <p>Presentations on value grid. Caucus on education initiatives.</p> <p><b>Next week's assignments:</b></p> <ol style="list-style-type: none"> <li>(1) Read <i>Michigan In Brief</i> (Land Use and Sustainability—pp 181–183.)</li> <li>(2) Read: <a href="http://www.michiganlanduse.org/MLULC_FINAL_REPORT_0803.pdf">http://www.michiganlanduse.org/MLULC_FINAL_REPORT_0803.pdf</a>.</li> <li>(1) Read: <a href="http://www.pscinc.com/Documents/WMSA/2005/index.htm">http://www.pscinc.com/Documents/WMSA/2005/index.htm</a></li> </ol> <p><b>Next week's assignment:</b></p> <ol style="list-style-type: none"> <li>(1) What's in the state/local news?</li> <li>(2) Read excerpts of Coming to Public Judgment: <a href="http://money.cnn.com/magazines/fortune/fortune_archive/1992/10/05/76926/index.htm">http://money.cnn.com/magazines/fortune/fortune_archive/1992/10/05/76926/index.htm</a></li> </ol>

	<p><a href="#">m</a></p> <p>(3) Read second optional book.</p>
Oct 22	<p>Caucus on education initiatives. Full senate debate on education.</p> <p>Discuss state policy on environment/natural resources. Guest: Bill Rustem Caucus on environment/natural resources initiatives.</p> <p>Discuss what's in state and local news. Values, attitudes, and opinions/Yankelovich</p> <p>Discuss health care.</p> <p>Next week's assignments:  (1) Read second optional book.  (2) What's in the state/local news?</p>
Oct 29	<p>Guest: Marianne Udow</p> <p>What's in state/local news? Caucus on environment/natural resources. Present key takeaways from second optional book. Senate debate on environment/natural resources</p> <p>Discuss political reform at the state level. Caucus on political reform issues. Mid-term class evaluation.</p> <p>Discuss state taxation and fiscal management.</p>
Nov 5	<p>Guest: Zak Tomich</p> <p>Caucus on political reform. Senate debate on political reform. Caucus on tax initiatives. Caucus on data/IT/immigration.</p> <p>What's in state/local news?</p> <p>Next week's assignments: Read <i>The Tipping Point</i></p>
Nov 12	<p>Discussion of <i>The Tipping Point</i>. Senate debate on tax initiatives and data/IT/immigration</p>

Nov 19	<p>Guest: TBD</p> <p>Discussion of community development Caucus on community development.</p> <p>What's in state/local news?</p> <p><b>Assignments for Dec. 3:</b></p> <ul style="list-style-type: none"> <li>(1) Read TV tips.</li> <li>(2) Read How to Write an Op Ed.</li> <li>(3) Write an op ed (400 word maximum) on a state policy proposal of choice.</li> <li>(4) What's in the state/local news?</li> <li>(5) Read third optional book.</li> </ul> <p>Read <a href="http://www.nytimes.com/2013/03/31/opinion/sunday/friedman-need-a-job-invent-it.html">http://www.nytimes.com/2013/03/31/opinion/sunday/friedman-need-a-job-invent-it.html</a></p>
Nov 26	Thanksgiving break. No class.
Dec 3	<p>Senate debate on community development.</p> <p>Media training exercise.</p>
Dec 10	An entrepreneurial career. Guest: Alyssa Martina

**Optional Readings: Select three books from the following list, each from a separate topic.**

Education	<p><i>Art, Mind and Brain; or Multiple Intelligences; or Frames of Mind</i> (Howard Gardner)  <i>No Excuses</i> (Abigail and Stephen Thernstrom)  <i>Ghosts From the Nursery</i> (Robin Karr-Morse)  <i>Left Back</i> (Dianne Ravitch)</p>
Health Care	<p><i>The Great Influenza: The Epic Story of the Deadliest Plague in History</i> (John Barry)  <i>The Social Transformation of American Medicine</i> (Paul Starr)  <i>Demanding Medical Excellence</i> (Michael Millenson)</p>
Environment	<p><i>Silent Spring</i> (Rachel Carson)  <i>Cadillac Desert</i> (Marc Reisner)  <i>Ruin To Recovery</i> (Dave Dempsey)  <i>Cradle to Cradle</i> (William McDonough)  <i>Sustainability By Design</i> (John Ehrenfeld)</p>
Society/culture	<p><i>Culture of Narcissism</i> (Christopher Lasch)  <i>The Great Disruption</i> (Francis Fukayama)  <i>The New Realities</i> (Peter Drucker)  <i>Guns, Germs and Steel</i> (Jared Dimond)  <i>Invisible Man</i> (Ralph Ellison)  <i>The Great Gatsby</i> (F. Scott Fitzgerald)  <i>Confederacy of Dunces</i> (John Kennedy Toole)  <i>Full House: The Spread of Excellence from Plato to Darwin</i> (Stephen Jay Gould)  <i>Democracy in America</i> (Alexis de Tocqueville)  <i>Bonfire of the Vanities</i> (Tom Wolfe)  <i>Ragtime</i> (E. L. Doctorow)  <i>The Road to Serfdom</i> (F.A. Hayek)</p>
American politics	<p><i>Plunkitt of Tammany Hall</i> (William Riordon)  <i>Hardball</i> (Chris Matthews)  <i>Parliament of Whores</i> (P.J. O'Rourke)  The Federalist Papers  <i>All the King's Men</i> (Robert Penn Warren)  <i>Primary Colors</i> (Joe Klein)  <i>Thank You for Smoking</i> (Christopher Buckley)</p>
Leadership	<p><i>Raving Fans</i> (Ken Blanchard)  <i>The Power Broker</i> (Robert Caro)  <i>The Prince</i> (Machiavelli)  <i>LBJ: Master of the Senate</i> (Robert Caro)  <i>Leadership</i> (James McGregor Burns)  <i>Breakfast With Socrates</i> (Robert Smith)  <i>The Seven Habits of Highly Successful People</i> (Stephen Covey)</p>

Community life	<i>Made In Detroit</i> (Paul Clemens) <i>Rise of the Creative Class</i> (Richard Florida) <i>Reflections on Regionalism</i> (Bruce Katz) <i>Empire Falls</i> or <i>Nobody's Fool</i> (Richard Russo) The Albany Cycle (e.g., <i>Billy Phelan's Greatest Game</i> ) (William Kennedy) <i>The City in History</i> (Lewis Mumford) <i>Devil's Night and Other True Tales of Detroit</i> (Ze'ev Chafets)
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Science	<i>How the Mind Works</i> (Stephen Pinker) <i>Consilience</i> (Edward O. Wilson) <i>Against the Gods: The Remarkable Story of Risk</i> (Peter Bernstein) <i>River Out of Eden</i> (Richard Dawkins) <i>A Short History of Nearly Everything</i> (Bill Bryson) <i>Chaos: Making a New Science</i> (James Gleick)
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