

Pub Pol 475/682: Leadership and Communications in State-level Policy Making

Fall 2017 Calendar

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Office hours by arrangement

Room: 1230 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 state-level policy making

Must reads

Michigan news on-line

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

The Michigan state Senate's web site is: www.senate.michigan.gov

Please select **two** among books recommended at end of the syllabus. If you select a very lengthy work, for example, *The Power Broker* or *Master of the Senate*, it may count as two books. Great novels are included. **With permission**, you may choose a book that you've always wanted but haven't gotten around to read.

Roles

We form a mock Michigan state Senate, with students assigned to actual districts. You will form Democratic and Republican caucuses. In each, students will divide up fields of state policy expertise, research and propose legislation, and present cases before the full state Senate.

Exams and Writing Assignments

There are no exams. There will be (1) a one-page writing assignment to establish skills, (2) up to two reports of key takeaways from suggested books, and (3) an op ed. I may assign additional writing assignments to students needing help.

Reading and Textbooks

Your life-long success in all endeavors absolutely depends on inquisitiveness. MSNBC, CNN, C-SPAN, Fox News, NPR, and SN take you only so far. So too, \$300 micro-economic textbooks, fodder for resale or recycling. The job of learning should be a joy. Please understand that mandatory reading of Carnegie and Gladwell do not fulfill my expectations nor your growth.

Expectations

Participants will participate. You 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 will influence your final grade and not in a good way.

What is essential is that students attend the second class. We are building a mock state legislative body. I must assign seats, partisanship, and policy leaders' roles on the second week of class. By all means, shop, drop, and add; but please make that decision no later than September 12.

Forewarning

This course has a non-linear flow. It is fluid, replete with changing assignments and policy topics. If you are highly structured and severely 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. Some may see as trivial or redundant emphasis on career skills, including networking, self-marketing, media training, and entrepreneurship.

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 how policy's made.

Web Site:

<https://sites.google.com/site/pubpl682fall2010/> [To be updated.]

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.

Inclusivity Statement

Members of the Ford School community represent a rich variety of backgrounds and perspectives. We are committed to providing an atmosphere for learning that respects diversity. While working together to build this community, we ask all members to:

- Share their unique experiences, values and beliefs
- Be open to the views of others
- Honor the uniqueness of their colleagues
- Appreciate the opportunity that we have to learn from each other in this community
- Value one another's opinions and communicate in a respectful manner
- Keep confidential discussions that the community has of a personal (or professional nature)
- Use this opportunity together to discuss ways in which we can create an inclusive environment in Ford classes and across the U of M community.

Date	Topic and Assignments
Sept 7	<p>Introduction and goals of seminar; simulation guidelines; differentiation among federal, state, and local policymaking and politics; and customization. The role and mechanics of a caucus. Leadership qualities. How to select legislation to propose. Class assistance on classroom technology and Google sites. Getting information on state politics and policies and state Senate districts. Student profiles.</p> <p>Next week's assignments:</p> <ol style="list-style-type: none"> (1) Read pp 1–25 of <i>Michigan In Brief</i> (Chapters 1 and 2). www.michiganinbrief.org (2) Scan the Michigan Constitution. (3) Review Citizens' Guide to State Government. http://www.legislature.mi.gov/documents/publications/citizensguide.pdf
Sept 14	<p>The role of a legislator. 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. Differentiate federal, state, and local policy arenas. Assign roles as legislators and caucus policy leaders.</p> <p>Caucus: Elect leader. Caucus policy teams first meet.</p> <p>Next week's assignments:</p> <ol style="list-style-type: none"> (1) Read <i>A New Agenda for a New Michigan</i> http://michiganfuture.org/Reports/NewAgendaFinalReportComplete.pdf (2) Read <i>How to Win Friends and Influence People</i> (Carnegie) (3) Create personalized “business” cards. (4) Select two books from reading list. (5) What's in state news?
Sept 21	<p>Overview of economic development. Guest: Doug Rothwell. Discuss what's in state/local news? Discuss what matters at the state and local levels. What are your takeaways from <i>How to Win Friends and Influence People</i>? How do you act on them? Caucus on economic development.</p> <p>Next week's assignments:</p> <ol style="list-style-type: none"> (1) Begin reading one book from optional reading. (2) Read commentaries by Phil Power on www.thecenterformichigan.net (3) Research and read analyses of business taxation in Michigan. (4) Research factors that impact business location decisions.

Sept 28	<p>Guest: Phil Power. Policies and strategies for Michigan. Discuss what's in the state/local news. What and who influences state policy? Caucus on economic development. Possibly debate or defer to Oct. 5.</p> <p>Next week's assignments:</p> <ol style="list-style-type: none"> (1) Continue reading of first book from options. (2) Analyze your senate district (economy, demographics, largest industries, population trends, etc.) What media do you follow?
Oct 5	<p>Students verbally profile their districts. This likely will take another week. Debate economic development proposals. Discuss what influences policy makers. Discuss lobbying. Discuss education policy. Guest: Brian Whiston.</p> <p>Next week's assignments:</p> <ol style="list-style-type: none"> (1) Research educational policy initiatives. (2) Read Governor Snyder's Special Message on Education (2011) (3) Write memo to the Governor on any policy topic from you, as state senator. Due date of Oct. 11. (4) Complete reading of first optional book. <p>Next week's assignment: Read Value of Arts: http://www.wallacefoundation.org/knowledge-center/Pages/Creating-Public-Value-Through-State-Arts-Agencies.aspx 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 12	<p>Begin presentations on value grid. Continue district profiles. Senate debate on education. Discuss community development. Caucus on community development.</p> <p>Next week's assignments:</p> <ol style="list-style-type: none"> (1) Read <i>Michigan In Brief</i> (Land Use and Sustainability—pp 181–183.) (2) Read: http://www.michiganlanduse.org/MLULC_FINAL_REPORT_0803.pdf. (3) Read: http://www.pscinc.com/Documents/WMSA/2005/index.htm (4) Read excerpts of Coming to Public Judgment: http://publicagenda.org/pages/seven-stages-public-opinion (5) Submit key takeaways of first book. (6) Begin reading second optional book.
Oct 19	<p>Guest: Bill Rustem. Discuss environment and natural resources issues. Debate community development proposals. Caucus on environment/natural resources initiatives. Values, attitudes, and opinions. Discuss Yankelovich.</p> <p>Next week's assignment: Continue reading second optional book.</p>

Oct 26	<p>Guest: Marianne Udow Phillips. Discuss health care issues. Debate environment/natural resources proposals. Caucus on health care. Mid-term class evaluation.</p>
Nov 2	<p>Guest: Sally Talberg. Debate health care. Discuss energy policy. Discuss political reform. Caucus energy policy. Next week's assignment: Submit key takeovers of second book.</p>

Nov 9	<p>Guest: Supreme Court Justice Bridget Mary McCormack. Discuss the judicial branch of state government. Debate energy policy proposals Caucus on political reform</p>
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Nov 16	<p>Debate political reform. Next week's assignment: Read "The Tipping Point"</p>
Nov 23	<p>Holiday. No class.</p>

Nov. 30	<p>Guest: Hon. John Engler or Rick Snyder. Discuss the executive branch of state government. Discuss key takeaways from "The Tipping Point." Next week's assignments: (1) Read TV tips. (2) Read How to Write an Op Ed. (3) Write an op ed (400 word maximum) on a state policy proposal of choice. Due date of December 10. (4) What's in the state/local news? Read http://www.nytimes.com/2013/03/31/opinion/sunday/friedman-need-a-job-invent-it.html</p>
Dec 7	<p>Media training exercise. Time permitting, discuss entrepreneurialism in public policy.</p>

Mandatory Readings: Select **two** books from the following, each from a separate topic. If one asterisk appears, a single, long book counts for both. Two asterisks connote very highly recommended works.

Why? You should explore. You should enjoy reading, for knowledge, mind-stretching, even for entertainment. You've endured textbooks long enough.

Education	<i>Art, Mind and Brain</i> ; or <i>Multiple Intelligences</i> ; or <i>Frames of Mind</i> (Howard Gardner) ** <i>No Excuses</i> (Abigail and Stephen Thernstrom) <i>Left Back</i> (Dianne Ravitch)
Health Care	<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)
Environment	<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)
Society/culture	<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)
American politics	<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) * and ** <i>Primary Colors</i> (Joe Klein) ** <i>Thank You for Smoking</i> (Christopher Buckley)
Leadership	<i>Raving Fans</i> (Ken Blanchard) <i>The Power Broker</i> (Robert Caro) * and ** <i>The Prince</i> (Machiavelli) <i>LBJ: Master of the Senate</i> (Robert Caro) * and **

	<i>Leadership</i> (James McGregor Burns) <i>Breakfast with Socrates</i> (Robert Smith) <i>The Seven Habits of Highly Successful People</i> (Stephen Covey)
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Community life	<i>Made in Detroit</i> (Paul Clemens) <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 applied to policy setting	<i>How the Mind Works</i> (Stephen Pinker) * and ** <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) <i>The Black Swan</i> (Nassim Nicholas Taleb) **
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