

Public Policy 587
Public Management: Strategic Communication for Advocacy
Winter 2019

Monday Jan. 14- Feb 25
4:00-7:00 p.m.

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Instructor Office Hours
Monday 2-3 p.m.

This course will introduce class members to a range of advocacy communication strategies to move public policy forward in a host of issue areas from climate change to public education, health reform to anti-poverty efforts. For new public policy to emerge, policy experts must learn skills to translate their analytical content to the public audiences that ultimately decide the fate of reform. Students will develop policy advocacy campaigns which demonstrate the interplay between strategic, effective, targeted communications and achieving and sustaining policy change. Class members will examine policy reform from the perspective of the strategic communications including understanding their audiences, identifying partners, developing key messages, storytelling, media relations, delivering the messages through effective channels and measuring impact.

Course Objectives

1. Class members will examine policy change from the perspective of strategic communications and advocacy.
2. Class members will be able to understand and identify advocacy strategies which have led to public policy change.
3. Class members will develop a policy advocacy campaign with a range of elements including understanding the audiences, identifying partners, developing key messages, storytelling, media relations, delivering the messages through effective channels and measuring impact.

Course Assignments/Due Dates

- Jan 28 Individual 10 minutes (10 PPT slides) presentation on a current/past advocacy campaign
- Feb 18 Group project due -- 10-15-page paper outlining a policy advocacy campaign covering audiences, partners, key messages, strategies and outcomes.
- Feb 26 15-minute group presentation of their policy advocacy campaign, pitching their effort to the policy client

25% individual PPT
35% group project -- paper
20% group PPT
20% class participation

Class Schedule

- Jan 14 Policy Advocacy Theory and Practice. The Kingdon model (Three Stream Policy Window Model), and the real world. Working in dyads to dissect a policy advocacy campaign, present and discuss
- Jan 28 Video, Discussion of Hearts and Minds: Marriage Equality Case
Individual Presentations
- Feb 4 Elements of an Advocacy Strategy: From campaign to social movement
Rapid Outcome Mapping
Map the key action points within the policy making processes in which professional lobbyists, legislators, social workers and citizens influence policy making.
- Feb 11 Five Key Decisions Discussion and Exercise
Discuss and identify advocacy skills
Tentative Guest Speaker: Nicole deBeaufort, EarlyWorks
- Feb 18 Barriers and Blind spots: Why policy advocacy fails
Papers Due
- Feb 26 Class presentations and all class discussion

Readings

Jan 14

Smith, Catherine F. (2015) Writing Public Policy: A Practical Guide to Communicating in the Policy Making Process, Chapter 1-3

Kingdon, John, (2010) Agendas, Alternatives, and Public Policies, Update Edition, with an Epilogue on Health Care (2nd Edition) (Longman Classics in Political Science) (Paperback) Chapter 8, Epilogue

Rawat and Morris (2016). "Kingdon's "Streams" Model at Thirty: Still Relevant in the 21st Century?" Politics & Policy Volume 44, Issue 4
<https://doi.org/10.1111/polp.12168>

Jan 28

Hearts and Minds: The untold story of how philanthropy and the Civil Marriage Collaborative helped America embrace marriage equality, Haas Foundation

Feb 4, Feb 11

ROMA: a guide to policy engagement and policy influence
Strategic Communications for Influence: Lessons From the Annie E. Casey Foundation and Its KIDS COUNT Initiative

The 9 Laws of Successful Advocacy Communication

Building Commitment to Reform through Strategic Communication: The Five Key Decisions
<https://openknowledge.worldbank.org/handle/10986/2677>

<http://www.endvawnow.org/en/articles/1337-evaluating-advocacy-campaigns-assessing-policy-change.html>

Feb 18

<https://aorsolutions.ca/5-reasons-advocacy-fails/>

<https://togetherok.org/barriers-bridges-successful-advocacy/>

<https://www.odi.org/sites/odi.org.uk/files/odi-assets/publications-opinion-files/200.pdf>

FORD SCHOOL OF PUBLIC POLICY 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 UM community

Accommodations for Students with Disabilities: If you believe you need an accommodation for a disability, please let your instructor know at your earliest convenience. Some aspects of courses may be modified to facilitate your participation and progress. As soon as you make your instructor aware of your needs, they can work with the Services for Students with Disabilities (SSD) office to help determine appropriate academic accommodations. Any information you provide will be treated as private and confidential.

Student Mental Health and Well-Being Resources: The University of Michigan is committed to advancing the mental health and wellbeing of its students. We acknowledge that a variety of issues, such as strained relationships, increased anxiety, alcohol/drug problems, and depression, directly impacts students' academic performance. If you or someone you know is feeling overwhelmed, depressed, and/or in need of support, services are available. For help, contact [Counseling and Psychological Services](#) (CAPS) and/or [University Health Service](#) (UHS). For a listing of other mental health resources available on and off campus, visit: <http://umich.edu/~mhealth/>

Please review additional information and policies regarding academic expectations and resources at the Ford School of Public Policy at this link:

<http://fordschool.umich.edu/academics/expectations>