

Course Syllabus
Fall 2019
Special Topics: Policy Analysis
Influencing Public Policy
POLI 165
Instructor: William Wachob

Course Description

So you want to be involved in formulating public policy? Do you even know what it takes? This course will focus on all of the various ways you can have an impact on policy, from the legislative process to going before a town council or meeting with an elected official. This will not be from a sterile diagram of the steps an idea or legislative proposal goes through before receiving the chief executive's signature (although procedures are important). Instead, we will explore the many ways a concept or idea - the desire to meet a need or to fix a problem - becomes a legislative proposal and is ultimately passed into law.

We will discuss the myriad interests that advocate for or against a proposal. These will include organic grass roots efforts, through influential and/or compelling individuals, to organized special interest groups, the role of PACS and the executive branch.

Throughout the course, we will consider how these different constituencies help formulate a proposal, implement a strategy, and garner support or opposition to the proposal within a committee of jurisdiction, bringing pressure or influence to bear on the leadership of both legislative chambers, and finally, on the chief executive.

We will discover the modes of persuasive communication that can impact the path of a proposal, including free media coverage, op-eds, paid media, print, radio, TV and social media. We will also explore the role of fake news and the role that partisan and electoral politics can have in the passage or defeat of a bill.

This is a “how to” course not a theoretical exercise or an analysis of a specific public policy proposal but rather a practical discussion of how YOU can participate in moving policy, any policy, forward at the local, state and federal level.

Objectives of the Course

At the completion of the course students will:

- Possess a factual and practical understanding of the legislative process
- Obtain the tools to think critically and analytically about the legislative process and its procedures
- Have sharpened their communications skills
- Gained a heightened sense of civic responsibility
- Be encouraged to become thoughtful participants in the political policy world

--Have a detailed understanding of the difficulties in seeking legislative remedies to complex problems and how to overcome them.

Contact Information

Instructor: William Wachob

Email: wwachob@ucsd.edu

Office Hours: Office hours will be offered by scheduling a phone appointment or in person before or after class.

Student Conduct

The University Code of Academic Integrity is central to the ideals that under gird this course. Students are expected to be independently familiar with the Code and to recognize that their work in the course is to be their own original work that truthfully represents the time and effort applied. Violations of the Code are most serious and will be handled in a manner that fully represents the extent of the Code and that befits the seriousness of its violation. For additional information please review, <https://www.ucsd.edu/catalog/front/studcond.html>

OSD Accommodations

Students requesting accommodations for this course due to a disability must provide a current Authorization for Accommodation (AFA) letter issued by the Office for Students with Disabilities (<https://osd.ucsd.edu/>). Students are required to discuss accommodation arrangements with instructors and OSD liaisons in the department **well in advance** of any exams or assignments. The OSD Liaison for the Department of Political Science is Joanna Peralta; please connect with her via [in-person advising](#) (SSB 301) or the [Virtual Advising Center](#) as soon as possible.

Class Schedule

Lecture: Mondays 6:00pm – 8:50pm

Location: Warren Lecture Hall – Room 2204

Written Assignments and Grading Policy

There will be two written assignments based on the lectures and the selected readings as well as in class quizzes on a periodic basis that will count towards your class participation points. The written assignments will constitute 40% of your grade and be worth 80 points each. In addition, there will be a final exam that will be 40% of your grade and worth a total of 160 points. The remaining 20%, worth a total of 80 points, will be based on your active participation in the weekly sessions and for weekly class attendance.

The APA Writing Format will be the accepted format for all written assignments. As previously stated and referenced in the Code of Academic Integrity, students are responsible for upholding the highest standards of honesty at all times.

Submitting contrived, altered, or plagiarized information without specific or proper acknowledgement violates those standards and will not be tolerated.

The standard scale to be used for assigning letter grades:

- | | |
|-------------|------------|
| A+ = 97-100 | B+ = 87-89 |
| A = 93-96 | B = 83-86 |
| A- = 90-92 | B- = 80-82 |

Assignments #1 and #2	80 points each
Followed Assignment Criteria as Outlined	25 pts
Creativity/Insights	15 pts
Organization	15 pts
Clarity of Writing	15 pts
Background Research	10 pts

Final Exam	160 pts
Class Attendance (per session)	5 pts
Active Class Participation (per session)	5 pts

Readings (Partial List)

The Democracy Owner’s Manual, A Practical Guide to Changing the World, By Jim Shultz

You Are The Message: Getting What you Want by Being Who You Are,
By Roger Ailes

The selected books will be discussed throughout the course and it will be your responsibility to be up to date as the course progresses. Specific chapters will be assigned throughout the course and discussed in subsequent classes.

Additional readings on relevant articles or supplements will be posted. The course will also include guest speakers, who are experts in their field, to enhance our discussion.

Written Assignments

Assignment #1. One page persuasion memo to an elected official urging them to take a position, become a supporter, and/or author legislation to address the issue of your choosing. Due: October 21 at 5:00pm via e-mail or in class

Assignment #2. A two page memo based on your chosen topic in Assignment #1 that outlines a plan of attack to begin the initial phase of implementing an idea and working with a legislative sponsor to shepherd the idea through the elected body/legislature/Congress. Identify allies who could support the effort, anticipated

opposition, and timeline for achieving your objective. Due: November 4, at 5:00pm via email or in class

Class Participation and Attendance

Attendance and class participation is strongly recommended. Any material or announcements presented in the class will be your responsibility to obtain from other students. During this course we will have periodic guest speakers who will be relevant to the subject matter being discussed and attendance will be checked and credit given for attendance and participation.

Class Meetings

Each class meeting will consist of a lecture or exercise followed by a discussion section in which a particular question related to the lecture will be explored through class discussion. Guest speakers will also be used to facilitate discussion and avail students of various professional opportunities in pursuing a career in public policy.

September 30

Course Overview

Syllabus Review, Schedule, Expectations

Lecture: *How a Bill Becomes Law / Now Here's the Rest of the Story*

Topics: Fixing Problems and Meeting Needs

Guest: Kevin Tilden, Vice President at California American Water

October 7

Lecture: Not All Policy is Created in a Legislative Body

Topics: Public Policy / Public Agencies

Guest: Mathew Kostrinsky, Campaign Manager – Barbara Bry for San Diego Mayor

October 14

Lecture: *Key Players and Roles / Who Can Participate*

Topics: The Man on the Street

Organic Grassroots Organizing

Contributors, PACs, Super PACs, Organized Interest Groups

October 21

Lecture: *Building Support / The Campaign Within and Outside the System*

Topics: Leadership's Role

Committee Jurisdiction

Role of Staff

The Chief Executive and Cabinet Officials

October 28

Lecture: *Putting Your Best Foot Forward*

Topics: Meeting at City Hall or With an Elected Official

Meeting With Staff

November 4

Lecture: *Building the Campaign*

Topics: Modes of Persuasion / Their Role and Effect

Paid Media, Earned Media, Social Media and Fake News

Partisan Politics, Congressional Review Act, Electoral Outcomes

November 11

NO CLASS / Veterans Day

November 18

Lecture: *Going Around the Politicians / The Power of Initiatives*

Topics: Communicating Directly With the Voters

Writing, Funding, and Waging a Campaign Plan

November 25

Exercise: Basics of Lobbying Visit Day

We will stage a series of Lobbying Visits, where you will meet with a staff/elected official and attempt to influence them on a subject of your choosing and drawn on from students' earlier assignments. The presenter will have a maximum of 5 minutes to make your case.

December 2

Lecture: *Making a Difference / Applying Our Tools to Everyday Life*

Topics: Real Life Stories of People Getting Involved

What Will You Do Next?

December 9

FINAL EXAM