Course Syllabus
Spring 2018
Special Topics: Policy Analysis
Influencing Public Policy
POLI 165
Instructor: William Wachob

Course Description
In this course we will learn about the legislative process, but not from a sterile diagram of the steps a bill goes through before receiving the chief executive's signature. Instead, we will explore the many ways a concept - 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 form a proposal, implement a strategy, and provide 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's team and 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, to paid media, from print, to 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.

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 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: Room 444, Social Sciences Bldg. Office hours will be offered by scheduling a phone appointment or in person before or after class.

Teaching Assistant: Leanne Hirsch  
1hlirsch@ucsd.edu  
Office Hours: By Appointment

**Student Conduct**
The University Code of Academic Integrity is central to the ideals that undergird 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

**Class Schedule**
Lecture: Mondays 6:00pm – 8:50pm  
Location: Sequoyah 148

**Written Assignments and Grading Policy**
There will be three written assignments based on the lectures and the selected readings. These will constitute 60% of your grade and be worth 100 points each. In addition, there will be a final written assignment that will be worth 30% of your grade and worth a total of 130 points. The remaining 10% worth 90 points will be based on your active participation in the weekly sessions and for overall class attendance.

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<thead>
<tr>
<th>Assignments #1, #2, #3</th>
<th>100 points</th>
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<tr>
<td>Followed Assignment Criteria as Outlined</td>
<td>30 pts</td>
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<tr>
<td>Creativity/Insights</td>
<td>20 pts</td>
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<td>Organization</td>
<td>20 pts</td>
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<td>Clarity of Writing</td>
<td>20 pts</td>
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<td>Background Research</td>
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<tr>
<th>Assignments #4</th>
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<tr>
<td>Creativity/Insights</td>
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<td>Clarity of Writing</td>
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<td>Background Research</td>
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<thead>
<tr>
<th>Attendance/Participation</th>
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<tr>
<td>Class Attendance</td>
<td>5 pts</td>
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<tr>
<td>Active Participation</td>
<td>5 pts</td>
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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
- A  = 93-96
- A- = 90-92
- B+ = 87-89
- B  = 83-86
- B- = 80-82

**Readings (Partial List)**

*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.

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: April 23 at 5:00pm*

**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: May 7 at 5:00pm*

**Assignment #3.** A three page comprehensive strategic memo detailing a campaign plan that would secure the passage of the topic in Assignment #1. This would include items such as a brief campaign speech, media strategy, grassroots lobbying effort, etc. *Due: May 21 at 5:00pm*
Assignment #4. A detailed five page review of the reading, You Are The Message and how it applies to the assignments above. All campaigns are about delivering messages. Whether it is the proponent pushing for a solution or the legislator taking up the cause or the lobbyist or interest group fighting for a legislative remedy, the better the message, the more authentic the messenger, the more likely a positive outcome.

Due: June 11

Note: All written assignments are to be turned in via TurnItIn. The portal can be accessed directly through the course website.

Class Participation and Attendance
Attendance and class participation is strongly recommended. Any material or announcements presented in the class while absent 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.

April 2
Course Overview
Syllabus Review, Schedule
Lecture: How a Bill Becomes Law / Now Here’s the Rest of the Story
Topics: Fixing Problems and Meeting Needs
The Legislative Process
Guest: Honorable Jeff Marston; Former California State Assembly Member

April 9
Lecture: Not All Policy is Created in a Legislative Body
Topics: Public Policy / Public Agencies
Guest: Honorable Rafael Castellanos; Chair, Port of San Diego

April 16
Lecture: Key Players and Roles / Who Can Participate
Topics: The Man on the Street
Organic Grassroots Organizing
Contributors, PACs, Super PACs, Organized Interest Groups
April 23
Lecture: Building Support / The Campaign Within and Outside the System
Topics: Leaderships Role
        Committee Jurisdiction
        Role of Staff
        The Chief Executive and Cabinet Officials
Guest: Rachel Laing, Laing Strategic communications

April 30
Lecture: Modes of Persuasion / Their Role and Effect
Topics: Paid Media, Earned Media, Social Media and Fake News
        Partisan Politics, Congressional Review Act, Electoral Outcomes
Guest: Jeffrey Bjornstad, Former Chief of Staff to United States Senator Patty Murray

May 7
Lecture: Going Around the Politicians / The Power of Initiatives
Topics: Going Directly to the Voters
        Writing, Funding, and Waging a Campaign Plan
Guest: TBA

May 14
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.
Guest: TBA

May 21
Exercise: Basics of Lobbying Visit Day (Continued if necessary)

May 28
NO CLASS / MEMORIAL DAY OBSERVANCE

June 4
Lecture: Making a Difference / Applying Our Tools to Everyday Life
Topics: Real Life Stories of People Getting Involved
What Will You Do Next?
Guest: TBA

June 11
FINALS