OUR UNIQUE MASTER’S DEGREE

Our program creates leaders with the practical communications skills required to navigate successfully in today’s challenging business and political environment.

Today’s PR practitioners must employ the latest strategies and tactics to achieve their communications goals and objectives. They must also have an understanding of how government, politics, and societal issues impact their client or organization.

At GSPM, we deliver a comprehensive strategic public relations education that meets this high standard and prepares our graduates to master the changing global communications landscape.

EXPERIENCED FACULTY

Our students learn from a faculty of experts and high-profile guest speakers with experience at Fortune 500 companies, non-profits and associations, government, and the world’s leading public relations and public affairs firms.

JOIN THE GSPM NETWORK

Our dedicated on-site career services team stand ready to assist you in career planning. We can help you leverage nearly 5,000 GSPM alumni around the world and we have the connections to get you started on the path to success in this growing field. Get a leg up on the competition by getting your master’s in strategic public relations from our award-winning program.
The Strategic Public Relations program follows an innovative approach to building professional credentials that will position you to excel in this challenging profession. You will master core public relations skills and the practical applications of strategic thinking. The program is flexible, with only seven required courses and three electives, including the option to participate in GSPM’s unique Global Perspective Residency programs.

**SAMPLE REQUIRED COURSES**
- Research Methods for Public Relations & Public Affairs
- Media Relations in the Digital World
- Business and Finance for PR Professionals
- Ethical Standards in Public Relations & Public Affairs

**SAMPLE ELECTIVE COURSES**
- Sustainability Communications
- Global Public Relations and Public Affairs
- Non-Profit and Association Communications Strategies
- Multicultural Marketing
- Public Opinion, Political Socialization, and Public Relations
- Internal Communications and Change Management
- Issues Management
- Speechwriting

**10 COURSES**
(30 credit hours)

Offered in person at:
GW'S ARLINGTON CAMPUS
Blocks from the Ballston metro

OR

FULLY ONLINE

**DESIGNED FOR WORKING PROFESSIONALS, CLASSES CONVENIENTLY MEET MONDAY THROUGH THURSDAY EVENINGS**
Graduate students can fund their education in various ways and often utilize multiple resources. Brief descriptions of the types of funding available to GSPM students are described below. For more detailed information, please visit the following websites:

The Office of Student Financial Assistance offers loans for admitted students. Visit financialaid.gwu.edu or call (202) 994-6620.

The Office of Military and Veteran Student Services provides veterans with student and financial services: go.gwu.edu/veteranservices

GSPM MERIT-BASED FINANCIAL ASSISTANCE

GSPM has a limited number of merit-based scholarships, awarded each year to qualified incoming students by a faculty committee. These scholarships typically cover tuition for two to four courses. Applicants who have demonstrated exceptional academic achievement may be considered for a GSPM Director’s scholarship, which covers $20,000 toward tuition.

In order to be considered for merit-based assistance, applicants must:

• Submit a complete application for admission.
• Possess a minimum 3.3 undergraduate GPA. Applicants interested in earning a GSPM Director’s scholarship must possess a minimum 3.7 undergraduate GPA.
• Complete a scholarship application form, located at gspm.gwu.edu/financial-assistance, by the following deadlines:
  
  **Priority Fall admission - April 1**
  **Fall admission - May 1**
  **Spring admission - October 1**

Although merit-based assistance is not generally available for the summer semester, summer applicants can submit a scholarship application by May 1 to be considered with fall applicants.

Scholarship decisions will be announced by June 15 for fall applicants and by November 15 for spring applicants.

VETERANS’ BENEFITS

GW salutes your service to our country and values your contributions to the campus community. GW, GSPM and the Office of Military and Veteran Student Services are committed to providing you with the highest level of student and financial services, and are here to assist with any issue that may arise. Visit the Office of Military and Veteran Student Services for assistance with veterans’ benefits:

Colonial Central
Marvin Center Ground Floor
800 21st Street, NW, Washington, DC 20052
Monday – Friday | 10am – 5pm
Phone: (202) 994-9570 | Email: vetserve@gwu.edu

“...My scholarship was the deciding factor in my decision to attend GSPM. Having this financial assistance allows me to pursue a graduate education while serving at a non-profit organization. After I graduate, I hope to use my enhanced political knowledge and skills to continue educating on issues and promoting grassroots advocacy around those issues.”

JAZIAH MASTERS, GSPM ‘20

CONTACT

To learn more, to schedule an appointment or to sit in on a class, contact the GSPM at (202) 994-6000 or visit www.gspm.gwu.edu.
FINANCIAL AID

LOAN ASSISTANCE
The Office of Student Financial Assistance (OSFA), financialaid.gwu.edu, oversees the processing of all loans for students who have been admitted to a GW graduate degree or approved graduate certificate program. Federal loan programs require U.S. citizenship or permanent resident status and at least half-time attendance.

Credit-based consumer loans are available to supplement other sources of aid, and OSFA can provide school certification for any alternative program you choose. You should compare rates, fees and repayment options when choosing among the programs available.

Instructions for applying for these different types of loans are provided online at the above website. To have a loan processed before classes begin, all application materials must be on file in the Office of Student Financial Assistance by:

- Fall semester - April 1
- Spring semester - October 1
- Summer semester - March 1

O’Dwyer Fund for Student Loan Forgiveness
Funded by GSPM board member emeritus Brian J. O’Dwyer and his wife, Marianna, the O’Dwyer Fund for Student Loan Forgiveness encourages GSPM graduates to take jobs in the public sector by helping to pay some of their student loan debt. With their support, the O’Dwyers hoped that graduates would pursue careers in the public sector rather than feeling pressured to take higher-paying jobs in other fields.

The O’Dwyer Fund offers “forgivable” loans to recent GSPM graduates who carry significant loan debt and who are employed in the public sector. These loans are to be used to pay down the graduate’s private or federally subsidized student loans that were used for undergraduate or GSPM studies. The scope of this program each year depends on the amount available from the O’Dwyer Fund.

ENDOWED AND ANNUAL FUNDS
The Graduate School of Political Management has a limited number of endowed and annual funds which are awarded each year to current students by a faculty committee. These scholarships typically cover tuition for one to two classes and are listed below:

- The Founding Dean Christopher Arterton Scholarship
- The Jack Gerard Scholarship
- The Kelly J. Purcell Credit Union Memorial Scholarship
- The Laurence F. Lane Graduate Scholarship in Political Management
- The Robert M. McGlotten Endowed Scholarship
- The Daniel Morgan Graduate School of National Security Scholarship
- The Jan Baran NABPAC Annual Scholarship
- The Prudential Fund Scholarship
- The Mauricio Moura Scholarship for Portuguese Speakers

Visit gspm.gwu.edu/endowed-funds-and-annually-funded-scholarships for a full list of endowed funds.

“The scholarship I received from GSPM was a major factor in selecting my graduate program. The reduced cost allowed me to take on a manageable amount of debt that I’m confident I will be able to pay off, especially with the new career opportunities that will be available to me with my new degree.”

CAITLIN KRUTSICK, GSPM ’19
OUR NEARLY 5,000 TALENTED ALUMNI around the world are leaders and innovators in government, communications, advocacy, and business. Learn more about how our programs and network put you in the room where it happens.
MEET OUR ALUMNI ACHIEVEMENT AWARD WINNERS

Every year the Graduate School of Political Management (GSPM) gathers to celebrate the success of our alumni. We honor those who exemplify GSPM’s values through their career accomplishments and contributions to their communities, GSPM, or GW.

RECENT ALUMNI ACHIEVEMENT AWARD WINNERS INCLUDE:

Janelle Brevard, Class of 2001
2016 Alumni Achievement Award Winner

Janelle Brevard is a skilled communicator and advocate, serving as the Vice President of Communications at the Council on Foundations. She has served as an advisor and speechwriter in the executive and legislative branches. As a Presidential Leadership Scholar, her passion for literacy led her to establish a book distribution program for elementary students.

Raul Damas, Class of 2002
2018 Alumni Achievement Award Winner

Raul Damas is a partner at Brunswick Group, an international corporate advisory firm. Before joining Brunswick, Damas spent a decade at the highest levels of the pharmaceutical industry. Prior to entering the pharmaceutical field, Damas made his mark on politics by founding the polling and communications firm Latino Opinions, taking on the role of National Coalitions Director at the Republican National Committee, and serving as Associate Director of Political Affairs in the George W. Bush Administration.

Rochelle Dornatt, Class of 1981
2018 Alumni Achievement Award Winner

Rochelle Dornatt is the former Chief of Staff for former Rep. Sam Farr (D-Calif.) and former Rep. Tom Sawyer (D-Ohio). Dornatt was a mainstay on Capitol Hill for more than 35 years and a trailblazer for women in the halls of Congress. She is best known for serving as Rep. Farr’s chief of staff for 24 years and earned a reputation as a highly effective legislative manager and a tireless advocate for female staffers on Capitol Hill.

Barrett Karr, Class of 2000
2017 Alumni Achievement Award Winner

Barrett Karr is the head of government relations at the private equity firm Silver Lake Partners. Karr entered the private sector after more than 20 years in Congress and the White House. Most notably, she served as Chief of Staff for House Republican Leader Kevin McCarthy for four years. She also served as Chief of Staff for U.S. Rep. Kay Granger (R-TX) and as Deputy Assistant for Legislative Affairs to President George W. Bush.

OUR ALUMNI ARE CHANGING THE WORLD

GSPM alumni have reached the upper echelons of politics, business, and advocacy around the world. Here is just a snapshot of where our alums are helping to advance commerce, causes, and candidates.

POLITICS

Elected Officials:
National Diet of Japan, Slovakian Parliament, Mexican National Senate, and State Legislatures

Legislative Leaders:
Chiefs of Staff, Communications Directors, and Legislative Directors in the U.S. House, Senate, and legislatures around the world

Campaign Consultants:
Campaign Managers for U.S. presidential, senate, and state campaigns

COMMUNICATIONS

Strategic Communications Firms:
Senior leadership roles at Edelman, GMMB, Ketchum, Ogilvy Public Relations, and McAllister + Quinn

Media:
MSNBC, Axios, Association of Foreign Correspondents

ADVOCACY

Issue Advocates:
President at EMILY’s List, Communications Director at the ONE Campaign

Trade Associations:
Executive Directors at the National Association of REALTORS and U.S. Chamber of Commerce

Labor Unions:
Communications Director at the Teamsters, Legislative and Political Directors at Nurses United

Public Affairs Firms:
Senior leaders at DCI Group, DDC Advocacy, Squire Patton Boggs, Whitmer & Worrall, and Cassidy & Associates

BUSINESS

Tech:
Senior leaders at Microsoft, IBM, and Facebook

Pharmaceutical:
Directors of Government Relations at Bristol-Myers Squibb, and Novozymes

Defense:
Public Relations officials at Airbus and Raytheon

Services:
Senior leaders at CEB Consulting, Prudential, and Booz Allen Hamilton