

# The Graduate School of Political Management

THE GEORGE WASHINGTON UNIVERSITY

## M.P.S. in Political Management

Summer 2018

May 21/July 31

## Women, Democracy and Global Politics

PMGT 6490.11

3 Credits

Tuesday/7:10pm to 9:40pm

1776 G Street, NW, C-118

### **BASIC INFORMATION AND RESOURCES**

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#### **Instructor**

Nancy Bocskor is a global leadership speaker and internationally recognized expert in applied democracy. She is a trainer and consultant whose client list includes citizen activists and organizations in the U.S. and abroad. The author of *Go Fish: How to Catch (and Keep)*

*Contributors: A Practical Guide to Fundraising*, Nancy also teaches both online and classroom fundraising courses for GSPM. Nancy encourages you to reach out to her by connecting with her on Facebook or following her on Twitter (@nancybocskor), where she often posts fun-facts about fundraising and women's leadership.

#### **Contact Information**

Phone Number: (703)-276-7488

Email Address: nbocskor@gmail.com

#### **Communication**

Please email me for appointments – and I'm happy to meet with you before class or whatever time works for your work schedule. I respond to all emails with 24 hours (or less).

#### **Blackboard Site**

A Blackboard course site has been set up for this course. Each student is expected to check the site throughout the semester, as Blackboard will be the primary venue for outside classroom communications between the instructors and the students. Students can access the course site at <https://blackboard.gwu.edu>. Support for Blackboard is available at 202-994-4948 or [helpdesk.gwu.edu](http://helpdesk.gwu.edu).

#### **Academic Integrity**

All members of the university community are expected to exhibit honesty and competence in their academic work. Students have a special responsibility to acquaint themselves with, and make use of, all proper procedures for doing research, writing papers, and taking exams. Members of the community will be presumed to be familiar with the proper academic procedures and will be held responsible for applying them. Deliberate failure to act in accordance with such procedures will be considered academic dishonesty. Academic

dishonesty is defined as “cheating of any kind, including misrepresenting one’s own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information.” Acts of academic dishonesty are a legal, moral, and intellectual offense against the community and will be prosecuted through the proper university channels. The University Code of Academic Integrity can be found at <http://studentconduct.gwu.edu/code-academic-integrity>.

### **University Policy on Observance of Religious Holidays**

- Students should notify faculty during the first week of the semester of their intention to be absent from class on their day(s) of religious observance.
- Faculty should extend to these students the courtesy of absence without penalty on such occasions, including permission to make up examinations.
- Faculty who intend to observe a religious holiday should arrange at the beginning of the semester to reschedule missed classes or to make other provisions for their course-related activities

### **Support for Students Outside the Classroom**

#### **Support for Students with Disabilities 202-994-8250**

GW’s Disability Support Services (DSS) provides and coordinates accommodations and other services for students with a wide variety of disabilities, as well as those temporarily disabled by injury or illness. Any student who may need an accommodation based on the potential impact of a disability should contact the Disability Support Services office at Rome Hall, Suite 102, to establish eligibility and to coordinate reasonable accommodations. Please notify your instructor if you require accommodations. Additional information is available at <https://disabilitysupport.gwu.edu/>.

#### **Mental Health Services 202-994-5300**

The University's Mental Health Services offers 24/7 assistance and referral to address students' personal, social, career, and study skills problems. Services for students include: crisis and emergency mental health consultations confidential assessment, counseling services (individual and small group), and referrals. [counselingcenter.gwu.edu/](http://counselingcenter.gwu.edu/)

#### **The Writing Center 202-994-3765**

The Writing Center is located in Gelman Library at 2130 H St NW in Suite 221 and they can be reached at 202-994-3765 or via email at [gwriter@gwu.edu](mailto:gwriter@gwu.edu). Appointments, both in-person or by phone, can be made in advance at <https://gwu.mywconline.com/> . Daytime and evening hours are available, check for this semester's hours at <https://writingcenter.gwu.edu/contact-us-0> . The Writing Center offers Summer hours.

### **GWU Libraries <http://library.gwu.edu/>**

Off campus students have full access to all of the research resources, services, and assistance that the Library offers. The GW community has access to 500+ online subscription databases and to millions of items, electronic and print, in the library catalog. Off-campus students even have additional privileges because the Library will FedEx print materials to your home. Call the Ask Us desk at 202-994-6048 or visit [go.gwu.edu/ask](http://go.gwu.edu/ask) to contact someone at the library to answer any questions. For questions beyond “Do you have this book/article?” and “How do I login?” use the website mentioned to make a research consultation appointment with a librarian. Librarians are there to guide students through any aspect of the research process, from selecting and narrowing a topic, crafting a research strategy to citation management.

### **In the Event of an Emergency or Crisis During Class**

If we experience some an emergency during class time, we will try to stay at this location until we hear that we can move about safely. If we have to leave here, we will meet at **[fill in proximate location]** in order to account for everyone and to make certain that everyone is safe. Please refer to Campus Advisories for the latest information on the University’s operating status: <http://www.campusadvisories.gwu.edu/>.

### **Attendance Policy**

Attendance is mandatory. If you need to miss class, it is your responsibility to notify the instructor. It is also the student's responsibility to review lecture notes and complete the readings as assigned.

### **Out-of-Class/ Independent Learning Expectation**

Over the course of the semester, students will spend at least 2 hours (100 minutes) per week in class. Required reading for the class meetings and written response papers or projects are expected to take up, on average, 7 hours (350 minutes) per week. Over the course of the semester, students will spend 25 hours in instructional time and 70 hours preparing for class.

### **Course Evaluation**

At the end of the semester, students will be given the opportunity to evaluate the course through GW’s online course evaluation system. It is very important that you take the time to complete an evaluation. Students are also encouraged to provide feedback throughout the course of the semester by contacting any/all of the following:

Dr. Michael Cohen  
Interim Director, Political Management Program  
[michaeldcohen@gwu.edu](mailto:michaeldcohen@gwu.edu) | 202-994-5512

Dr. Jack Prostko  
Associate Dean for Learning and Faculty Development  
College of Professional Studies  
[jackp@gwu.edu](mailto:jackp@gwu.edu) | 202-994-3592

Suzanne Farrand  
Director of Academic Administration, GSPM  
[sfarrand@gwu.edu](mailto:sfarrand@gwu.edu) | 202-994-9309

## **THE COURSE**

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### **Political Management Program Objectives**

A Political Management degree prepares students to win campaigns for elective office and policy positions, and to do so in a manner that benefits democracy and society as well as their organization and clients.

In completing the degree, students will be able to:

1. Assess a political environment, develop a strategy to achieve specified goals, and execute that strategy;
2. Draw upon a repertoire of effective campaign communication skills;
3. Collect, evaluate, and incorporate empirical evidence to shape and optimize the strategy;
4. Find, engage, and motivate the right leaders, professionals, and citizens;
5. Recognize and work through recurring political dilemmas in a manner that upholds ethical standards and professional conduct.

### **Graduate School Expectations**

Students enrolled in a graduate program should take their academic responsibilities seriously and be prepared to meet the following expectations:

1. Utilize effective time management skills so as to complete and submit their assignments on required due dates and times.
2. Have attained a mastery of written communication skills including proper sentence structure, grammar, spelling, and word usage.
3. Understand how to properly format in-text citations and references for resources and information integrated into their written assignments.

GSPM prepares students for careers in the professional political world. In politics, words and deadlines matter. Excellent written communication skills are essential for success. Every word used, whether it is in a television or radio ad, direct mail piece, social media, or a press release, will be scrutinized. Similarly, deadlines are important. Election Day does not get postponed because a candidate and their campaign are not prepared. There are no “do-overs” because a direct mail piece did not arrive to its intended recipients until after the election was concluded. Students will be best positioned for success in the practical political world if they have developed and exercise excellent written communication and time management skills.

### **Course Description and Overview**

This course will explore civic and political activism and advocacy and what’s happening in emerging democracies and autocratic countries to bring about change. Most of you have knowledge and passion about an issue that drives you. This course will build on that to give you

a roadmap to make a difference. The ultimate goal: to teach you how to get things done – in Washington, D.C. and back home in your community – using the same tools that women activists use worldwide. You'll learn how to move from your dream of creating change to a plan with achievable goals. At the end of the course, you'll have a plan laying out the specific steps you'll take to achieve your activism goals, whether it's health care, the environment, the economy, civil rights or other key issues. In addition, you'll learn from the top women in the D.C. area who have earned achievements in the world of politics, policy and government. Guest speakers will tell their personal stories of how they've helped another women activists find their voices and achieve change in the countries, even in the most difficult political and personal environments.

### Course Learning Objectives

In this course, you'll learn how to:

1. Break down your vision and decide on attainable goals and objectives.
2. Examine your civic environment and determine openings for safe and sustainable activism.
3. Expand your leadership abilities as you are inspired by the experiences of other civic activists and civic movements around the world.
4. Learn the components of an effective message and develop a message targeted to your audience.
5. Develop an outreach strategy to build networks and partnerships and deliver your message.
6. Learn how to use digital media more effectively.
7. Raise money for your cause/project/campaign.
8. Strengthen critical thinking and refine writing, speaking and research skills.

### Course Requirements

Your course grade will be based on assignments worth a total of 40%, an activism plan worth 50%, and class participation worth 10%.

### Evaluation and Grading

Assignment	Learning Objective(s) Addressed	Due Date	Weight
Assignment	Creating the framework for your personal activism plan, creating a pitch, activism plan components	See Course Calendar for Dates	40%
Activism Plan	All students will complete a 20-page independent activism plan, based on a topic of their choosing (plus bibliography).	8/9	50%

Attendance and Participation	As an upper division, graduate seminar, this course requires engagement with the readings, and commitment to class discussions. Occasionally, students will be called on at random or asked to lead small group discussions on topics of the week. Be prepared to be called on to contribute your insights and ideas to the discussion. Bringing notes to class will ensure informed participation. Uninformed commentary hinders and distracts from our seminar sessions.		10%
Total			100%

**Following is the grade scale for all GSPM classes:**

Grade*	Grading Standard
A 94-100	Your work is outstanding and ready for submission in a professional environment. Your material, effort, research, and writing demonstrate superior work.
A- 90-93	Represents solid work with minor errors. Overall, excellent work.
B+ 87-89	Very good. Represents well-written material, research, and presentation, but needs some minor work.
B 83-86	Satisfactory work, but needs reworking and more effort. Note that although not a failing grade, at the graduate level, anything below a "B" is viewed as unacceptable.
B- 80-82	You've completed the assignment, but you are not meeting all of the requirements.
C+ 77-79	Needs improvement in content and in effort. Shows some motivation and concern.
C 73-76	Needs reworking, improved effort, and additional research. Shows minimal motivation and concern.
C- 70-72 (lowest grade to pass)	Poor performance. Major errors, too many misspellings, problems with accuracy, etc.
F Below 70	Unacceptable performance, or inability to submit the assignment.

\*Please note that you may be penalized for late submission of assignment(s).

### **Required Text and Learning Materials**

Please visit <https://tavaana.org/en/content/create-your-activism-plan> for course material. I was the co-author of this material for the first Arabic (and now Persian) Online Activism Institute. You can use this material to guide you through your project.

More importantly, visit the following for resources:

- Case Studies: <http://tavaana.org/en/case-studies>
- Library: <http://tavaana.org/en/content/library>
- Interviews with Activists: <http://tavaana.org/en/interviews>
- The following book is available on Blackboard: Citizens in Action by Stephanie Vance.
- The following book is available for purchase via Nancy Bocskor: Go Fish: How to Catch (and Keep) Contributors. \$35, cash or credit card.
- The following book is required and may be purchased at [www.AdvocacyGuru.com](http://www.AdvocacyGuru.com) or through Amazon (Kindle if desired.)
- The Influence Game: 50 Insider Tactics from the Washington, D.C., Lobbying World that Will Get You to Yes by Stephanie Vance

### **Tentative Course Calendar\***

Weekly classes will vary in format and content to include lectures, class discussions, small group exercises, films and guest speakers. Students are expected to attend classes and engage in discussions. If absence from class is unavoidable, students must notify me by email.

\*The instructor reserves the right to alter course content and/or adjust the pace to accommodate class progress. Students are responsible for keeping up with all adjustments to the course calendar.

### **May 21**

Week 1: Nancy Bocskor

Topic and Content Covered: Introduction to the Course

Discussion: Be prepared to introduce yourself in class. What is your passion? What would you like to change in your community? Please identify the issue on which you'll write an activism plan for during this semester. I will approve before you move forward.

Assignment for next week: Create a one pager outlining your project for this class.  
Due May 29.

Read both Stephanie Vance books for next week: "Citizens in Action" and the "The Influence Game"

Please visit [www.tavaana.org](http://www.tavaana.org) and download your Activism Plan template. Bring to class next week.

## **May 29**

Week 2: Nancy Bocskor

Topic and Content Covered: What Women Are Doing Worldwide to Create Change: Case Studies from the Ground

Lecture: Review of Activism Plan template.

Discussion: An introduction to activism and advocacy and what women are achieving in their communities and countries with first hand strategies and stories from Russia, Jordan, Egypt, Mongolia, Belarus, Kenya, Nigeria and other case studies.

Watch: “Dreams for Nigeria”, an award-winning documentary about women running for office in Nigeria.

## **June 5**

Week 3: Mariam Memarsadeghi, Guest Lecturer, Founder of Tavaana  
<https://tavaana.org/en/content/mariam-memarsadeghi-0>

Topic and Content Covered: Cultivating Activism in Autocratic Countries: Using Digital to Break Down Barriers

Discussion: Using technology to develop democratic skills – what are other ways we can creatively communicate with activists?

Due next week:

Activism Plan Assignment: Goals and Objectives:  
<http://tavaana.org/en/content/lesson-2-goals-and-objectives>

Use this Vision Statement online to polish your activism topic:  
<http://tavaana.org/en/content/lesson-1-introduction>

## **June 12**

Week 4: Stephanie Vance, Guest Speaker  
<http://advocacyassociates.com/the-team/>

Topic and Content Covered: Citizen Activism: How to Advocate for Your Cause

Discussion/Activity: Review of successful and not so successful advocacy and activism.

## June 19

Week 5: Katherine Cassidy, Guest Speaker, Former State Rep in Maine, Founder “Touch the Sky” Foundation in Sierra Leone

<https://www.linkedin.com/in/katherinecassidy/>

Topic and Content Covered: Real Life Activism: Educating Girls

Watch: “Girl Rising” ([www.girlrising.com](http://www.girlrising.com)). Girl Rising is a global campaign for girls' education and empowerment. Our mission is to change the way the world values girls and to ensure girls everywhere can be full and equal participants in society.

Reading Due Today:

Review: <https://globalwomensinstitute.gwu.edu/girls-adolescents>

Assignment Due Today:

Activism Plan: Leadership Reflection: <http://tavaana.org/en/content/lesson-3-leadership>

## June 26

Week 8: Nancy Bocskor

Topic and Content Covered: Messages – and Messengers – Matter: Communicating Your Passion

Assignment for next week – we will review content and technique in class:

Written Assignment: Three Targeted Pitch Letters

Length: For each of three targeted allies, your profile should be no more than 1/2 to 1 page maximum and pitch letter approximately 500 words

In this assignment, you should identify three specific people that you will target to join your team in some way as an ally. This can be someone to join your Board, volunteer time and effort, or play another key role in your initiative. For each of these three target allies, you will complete the following:

1. Identify why you have chosen this person to target and what specific support you are asking of him or her.
2. Create a personal details profile with the following information about that person:
  - a. Interests
  - b. Area of expertise or skill set
  - c. Why this person may want to help
3. Compose a pitch letter directed to this person.

You should demonstrate thoroughness of research and have a well-crafted pitch letter. Note that you will be using the pitch letter you create to receive feedback in the discussion in next week's class.

Reading Due Today:

Activism Plan: Message and Audience: <http://tavaana.org/en/content/lesson-4-message-and-audience>

**\*\* Tuesday, July 3: NO CLASS \*\***

**July 10**

Week 7: Nancy Bocskor

Topic and Content Covered: You Can't Save the World If You Can't Pay the Rent: Fundraising for Your Cause

Reading Due Today:

"Go Fish: How to Catch (and Keep) Contributors" by Nancy Bocskor.

Assignment Due Next Week:

1. Write a fundraising pitch to present to a potential funder
2. Coalition Building: <http://tavaana.org/en/content/lesson-5-coalition-building-and-outreach>

**July 17**

Week 8: Susan Markham, Guest Speaker, Founder of Smash Strategies

<http://www.smashstrategies.com/who/susan-markham/>

Topic and Content Covered: The Three Questions: Ensuring Gender Participation and Inclusive

Discussion/Activity: Be prepared to ask questions in class.

**July 24**

Week 9: Michelle Bekkering, Guest Speaker, Senior Assistant Director of USAID

<https://www.usaid.gov/who-we-are/organization/michelle-bekkering>

Topic: Adjusting American civic engagement skills in other countries – how to assess political environments in difficult/challenging countries.

Assignment Due Next Week:

Activism Plan Assignment: Assess your Civic Environment:

<http://tavaana.org/en/content/supplement-civic-environment>

**July 31**

Week 10: Nancy Bocskor

Topic and Content Covered: It's A Wrap: Review requirements for final activism plan  
Oral Presentation of Final Plan Outline.

Final Activism Plan: Due on August 9.

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*Unless explicitly allowed by the instructor, course materials, class discussions, and examinations are created for and expected to be used by class participants only. The recording and rebroadcasting of such material, by any means, is forbidden.*