M.P.S. in Political Management
Fall 2014
August 28, 2014 – December 4, 2014

State and Intergovernmental Politics
PMGT 6422
3 credits
Thursday, 7:10 p.m. – 9:40 p.m.
Phillips Hall, Room 108

BASIC INFORMATION AND RESOURCES

Instructors and Contact Information

Bill Meierling, Senior Director, Public Affairs, ALEC
(o) 571-482-5007 (m) 202-725-5026
(e) meierlingw@gmail.com

Ann Morse, Program Director, Immigrant Policy Project, NCSL
(o) 202-624-8697 (m) 202-367-6194
(e) ann.d.morse@gmail.com

Communication
Email is usually the easiest way to reach us, and you will receive a response within 24 hours. We can be available before/after class or by appointment.

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.

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.
Support for Students with Disabilities
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. Accommodations are available through DSS to facilitate academic access for students with disabilities. Please notify your instructor if you require accommodations. Additional information is available at www.gwu.edu/~dss.

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
Attending class is required. Should you find yourself with a scheduling conflict, please contact me as soon as you are aware of the issue to let me know that you will absent, otherwise, it will be considered an unexcused absence and it will negatively count against your participation grade.

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. Lara Brown
Director, Political Management Program
larambrown@gwu.edu | (202) 994-4545

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

Suzanne Farrand
Director of Academic Administration, GSPM
sfarrand@gwu.edu | 202-994-9309

THE COURSE

Political Management Program Objectives
1. Assess a political environment, develop an appropriate strategy to achieve specified goals, and execute that strategy.
2. Draw upon a repertoire of effective communication skills and techniques for use in a political environment.
3. Collect, evaluate and incorporate relevant empirical evidence to shape, optimize, and continuously inform the developed strategy.
4. Find, engage and motivate the essential and appropriate leaders, professionals and citizens to achieve the developed strategy.
5. Recognize and work through recurring political dilemmas in a manner that upholds ethical standards in the profession and exhibits principled leadership.

Course Description and Overview
State and Intergovernmental Politics will examine the electoral pressures placed on state elected officials, as well as methods and techniques for advocacy in various state capitals, the governing responsibilities constitutionally-delegated to the states and the ever-changing historical relationship between states and the federal government.

Course Learning Objectives
1. How to assess and enter a particular state or region in order to advance a specific policy objective.
2. How to know what matters to a legislator or the people of a state.
3. How assess the political and policy landscape comprised of various interest groups and how to measure their influence.
4. How to develop a state or regional advocacy strategy.
5. Demonstrate an understanding of the history and current trends in federal-state relationships and jurisdiction in a policy area and how the state legislative process works.

Course Requirements
Students are required to select a client and issue and will be assigned a state or region, and track the issue over the course of the semester. All assignments will relate to the client, issue and state/region. Students will conduct an analysis of a state/region, assess the structure and agency within that state, and develop position papers and an advocacy plan to advance the issue on behalf of the client in a specific state or region.

Evaluation and Grading

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Learning Objective(s) Addressed</th>
<th>Due Date</th>
<th>Weight</th>
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<tr>
<td>Regional political assessment I – What is the political, economic and demographic structure of the state? Identify voting trends, net migration patterns, population centers, characteristics and make-up of the legislature, session calendar, staffing, community events and issues of importance to the region’s citizens.</td>
<td>Learning objectives one, two and five</td>
<td>Week 4</td>
<td>20%</td>
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**Issue Sheets** – Create one-pagers focused on your clients issue for each of the states in your region. Include proactive messages that highlight the benefit of advancing your issue, and assess the potential messages of opposing organizations or views.

**Regional political assessment II** – What is the agency/advocacy landscape in your region? Identify the citizen, nonprofit, advocacy and other groups that influence your issue throughout your region.

**Regional Advocacy Plan** – Develop a lobbying plan focused on advancing or defeating your issue in your region for your client. This plan should include components of all previous assignments, as well as strategies for engagement with elected officials, governmental and nongovernmental organizations, and advocacy and citizen groups.

10-minute Presentations

**Attendance and Participation**

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<thead>
<tr>
<th>Grade*</th>
<th>Grading Standard</th>
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<tbody>
<tr>
<td>A</td>
<td>94-100</td>
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<tr>
<td></td>
<td>Your work is outstanding and ready for submission in a professional environment. Your material, effort, research, and writing demonstrate superior work.</td>
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<td>A-</td>
<td>90-93</td>
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<td>B+</td>
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<td>C</td>
<td>73-76</td>
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<td>C-</td>
<td>70-72 (lowest grade to pass)</td>
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<td>F</td>
<td>Below 70</td>
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*Please note that you may be penalized for late submission of assignment(s).*

**Required Text and Learning Materials**


*The Arrowhead: Winning the Story War, How a sharp message creates purpose, power and passion in sales and in life.* Kevin Kjar and Kelly Shaw. **ISBN: 978-1461185093**


Peter Schuck, “Taking Immigration Federalism Seriously”

**Optional Supplemental Text and Learning Materials**

Selected briefs on state legislatures on [www.ncsl.org](http://www.ncsl.org) and on immigration at [www.ncsl.org/immig](http://www.ncsl.org/immig)

Powerpoint on states, devolution and immigration, Ann Morse

**Tentative Course Calendar***

*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.*

**August 28, 2014**

Week 1 (Morse/Meierling)

Topic and Content Covered: Introductions, course overview, discussion of state government affairs, analysis of your home state/region/country.
Learning Objective(s) Addressed: one, two, three

Reading Due Today: n/a

Assignment(s) Due Today: n/a

**September 4, 2014**
Week 2 (Morse/Meierling)

Topic and Content Covered: Federalism. The balance of power between the state and federal government. State/region assignments. Discussion of how issues play out differently throughout the states.

Learning Objective(s) Addressed: three, five

Reading Due Today: Federalist Papers #45

Assignment(s) Due Today: Select your client and issue. Be prepared to speak for one-two minutes about why you have selected the issue and why it is important to your client. Your state or region will be assigned according to the issue and client you select.

**September 11, 2014**
Week 3 (Morse)


Learning Objective(s) Addressed: one, two, three, four, five

Reading Due Today:
Peter Schuck, “Taking Immigration Federalism Seriously”

Assignment(s) Due Today: n/a

**September 18, 2014**
Week 4 (Meierling)

Topic and Content Covered: State advocacy overview. What organizations are players in the states? How do coalitions work together to advance an interest or idea?

Learning Objective(s) Addressed: one, two, three

Reading Due Today: “How Special Are the Special Interests”, Republic on Trial: The Case for Representative Democracy, Alan Rosenthal

Assignment(s) Due Today: Regional political assessment one
**September 25, 2014**  
Week 5 (Meierling)

Topic and Content Covered: Message Development, audience segmentation and calls to action. What do legislators need to know about your issue? How do you best identify the messenger and deliver the message?

Learning Objective(s) Addressed: one, four

Reading Due Today: *The Arrowhead: Winning the Story War*

Assignment(s) Due Today: n/a

**October 2, 2014**  
Week 6 (Morse)

Topic and Content Covered: state trends, issues and demographics: state decisions on immigrant eligibility and benefits/key stakeholders

Learning Objective(s) Addressed: one, two, three, five

Reading Due Today:  
Selected materials from NCSL such as state immigration report and other briefs at [www.ncsl.org/immig](http://www.ncsl.org/immig).

Assignment(s) Due Today: State/Region issue sheets

**October 9, 2014**  
Week 7 (Meierling)

Topic and Content Covered: State advocacy overview. Guest Lecture, Dave Christman, National Beer Wholesalers Association

Learning Objective(s) Addressed: three, four

Reading Due Today: n/a

Assignment(s) Due Today: n/a

**October 16, 2014**  
Week 8 (Meierling)

Topic and Content Covered: State-based coalitions and the web of influence

Learning Objective(s) Addressed: one, three, four

Reading Due Today:  
Assignment(s) Due Today: Regional Political Analysis Two
October 23, 2014
Week 9 (Morse)

Topic and Content Covered: State legislative process and legislator priorities

Learning Objective(s) Addressed: one, two, three

Reading Due Today: Rosenthal
Heavy Lifting, Rosenthal, ch. 1, 2, 3, 6 and 11

Assignment(s) Due Today: n/a

October 30, 2014
Week 10 (Morse)

Topic and Content Covered: Ethics in state government affairs

Learning Objective(s) Addressed: one, two, three, four, five

Reading Due Today: NCSL ethics in government

Assignment(s) Due Today: n/a

November 6, 2014
Week 11 (Morse/Meierling)

Topic and Content Covered: Discussion on strategic planning. Review requirements/get acclimated for final presentation.

Learning Objective(s) Addressed: one, two, three, four, five

Reading Due Today: n/a

Assignment(s) Due Today: n/a

November 13, 2014
Week 12 (Morse/Meierling)

Topic and Content Covered: Study day. Work on your final project. Office hours. Work with professors to answer questions regarding your strategies

Learning Objective(s) Addressed: one, two, three, four, five

Reading Due Today: n/a
Assignment(s) Due Today: n/a

November 20, 2014
Week 13 (Morse/Meierling)

Topic and Content Covered: Final Presentations

Learning Objective(s) Addressed: one, two, three, four, five

Reading Due Today: n/a

Assignment(s) Due Today: Final Presentations

November 27 – Thanksgiving

December 4, 2014
Week 14 (Morse/Meierling)

Topic and Content Covered: Final Presentations

Learning Objective(s) Addressed: one, two, three, four, five

Reading Due Today: n/a

Assignment(s) Due Today: Final Presentations

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