USC Price School of
Public Policy

**PPD 225 Public Policy and Management
Section 51101 R**

**Units: 4
Fall 2016—Tuesday and Thursday—2-3:50 pm
Final Project Due by End of Final Exam Period
Thursday, December 8, 2-4 PM.**

Location: Dauterive Hall (VPD) 112

Instructor: Jennifer Miller
Office: Lewis Hall (RGL) 319
Office Hours: Monday and Wednesday 11am - noon and by
appointment
Contact Info: mill136@usc.edu; 213-821-5799 (office)

I will monitor Blackboard chat during **Wednesday** office hours,
although in-person students will have priority.

Teaching assistant: Haley Bartosik
Office Hours: Tuesday 1-2pm, Thursday 4-5pm, and by appointment
Contact Info: bartosik@usc.edu

Course Description

This course will introduce you to institutions and processes for making and managing public policy in the United States. This introduction to public policy and management is part of the core curriculum for the undergraduate degrees and minors in the Price School of Public Policy. You will build on ideas from this course throughout your studies.

You will learn about the public policy process and the tools of policy analysis.

In the public policy process, institutions, politics, and governance interact to shape society. These interactions both drive and limit the pace of social change. The process includes agenda setting; alternative design; and policy adoption, implementation, and evaluation.

Policy analysis is a structured way to think critically about public problems. You will learn to identify public problems and affected stakeholders, evaluate rationales for government intervention, compare alternatives based on criteria that reflect public priorities, and make and communicate policy recommendations to decision makers.

You will also learn about the role of public management in carrying out public policy. You will learn about the basic functions of management including budgeting, managing people, and delivering measurable results. Public management involves government, non-profit organizations, and for-profit firms. You will learn to recognize the pros and cons of each sector as a means to address public problems and the challenges that arise when these sectors work together.

Learning Objectives
1. Define public policy and public management
2. Identify models of the policy making process
3. Identify models of public management
4. Describe the roles played by policy actors including elected representatives, political appointees, civil servants, elites, and the general public.
5. Describe institutional influences on public policy and management
6. Explain the complexities of various public policy domains
7. Explain the complexities of inter-sectoral decision making and management

Prerequisite: None

Course Notes

Bring a digital camera (phone camera is fine) to class on the first day (8/23).

Policies on class preparation and technology:

Blackboard is used extensively in this course to post assignment descriptions, submit assignments, and communicate grades and feedback on written work. If you are not already familiar with Blackboard, please review the video tutorials here:
https://www.youtube.com/playlist?list=PLontYaReEU1seUE3ACG3sEc3zR7Br7URU

Please direct technical issues about the function of Blackboard contact USC's around-the-clock Blackboard Support, call 213-740-5555 and choose option 2 to be connected, at no charge, to an e-Learning support staff member at Blackboard, Inc. OR call 877-382-2293 if your question is a Blackboard Collaborate question. There is a link to this help information at the upper right corner of your Blackboard screen.

Nearpod software will be used to structure lecture and discussion in class. Students are expected to follow along with class in Nearpod and respond to the interactive questions presented. If you must miss a class, you are expected to complete the Nearpod in student-paced mode before the next class. You can access Nearpod on a laptop, tablet, and/or phone through either an app or a web browser.

CATME team software will be used to prepare for and evaluate the team iBook project.

Required Readings and Supplementary Materials

Complete the assigned readings before the date they are assigned. You are expected to take notes summarizing key concepts of the assigned readings. If there are parts of the readings you don't understand, jot down your specific questions in preparation for class or office hours.

There are two required textbooks for the course:

Eugene Bardach and Eric M. Patashnik, *A Practical Guide for Policy Analysis.* Any edition is fine. There is a good chance you will use this book in other PPD classes so I recommend you buy this book.

Kevin B. Smith and Michael J. Licari, *Public Administration: Power and Politics in the Fourth Branch of Government, Oxford University Press*, 2006.

Cases will be available online through the USC Libraries. You can access them through Blackboard Tools or through Course Reserves on the Libraries home page. *CQ Researcher* cases can also be found by searching "CQ Researcher" on the Libraries home page. See detailed course schedule for specific readings. **Hint:** Download (and print if you prefer) all cases at the beginning of the semester.

Supplementary readings will occasionally be posted on Blackboard.

Description and Assessment of Assignments

Assignments: This class includes individual assignments and a team assignment to be completed both in class and outside of class.

Individual assignments: Pokemon GOvernment Wiki and Washington DC Schools Memo. Detailed assignment instructions and grading rubric will be provided on Blackboard.

Team assignment: Working in teams of 4, you will create an iBook about a public policy related to health, environment, safety / security, education, or economic development. The iBook will be suitable for electronic distribution. Detailed assignment instructions and grading rubric will be provided on Blackboard.

Exams: There will be two (2) "open-note" exams. Each exam will be a response to a mini-case and will include an essay response in the form of a memo to a public official and three (3) short answer questions. You will be allowed to use one (1) page front and back of notes in your own handwriting during the exam. No other notes or materials may be used during the exams. You must turn in your notes with your exam. No electronic devices may be used during the exams.

Class participation: Your class participation grade reflects the extent to which you are engaged during lecture, an active participant in class activities, and a well-prepared contributor to discussions. Attendance is necessary but not sufficient to earn a high grade for participation.

Grading Breakdown

Assignment	% of Grade
Pokemon GOvernment Wiki	5
Exam 1	20
Washington DC Schools memo	5
Exam 2	25
Team project	
• Individual draft	5
• Individual sections	10
• Teamwork and iBook	10
Panel presentation with team	10
Class participation	10
TOTAL	100

Assignment Submission Policy

All assignments are due at the posted date and time and are subject to a 10 percentage point penalty for each day after the deadline.

The level and type of collaboration allowed is specified on each assignment description.

Statement on Academic Conduct and Support Systems

Academic Conduct

Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards*https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct/.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* http://equity.usc.edu/ or to the *Department of Public Safety* http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us. This is important for the safety of the whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* http://www.usc.edu/student-affairs/cwm/ provides 24/7 confidential support, and the sexual assault resource center webpage sarc@usc.edu describes reporting options and other resources.

Support Systems

A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* http://dornsife.usc.edu/ali, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* http://emergency.usc.edu/will provide safety and other updates, including ways in which instruction will be continued by means of Blackboard, teleconferencing, and other technology.

Course Schedule	Topics/Daily Activities	Readings and Homework	Deliverable/ Due Dates
Week 1 8/23-8/25	Introduction, Roles of government	Class 1 Tuesday: Bardach Appendix B "Things Governments Do," Class 2 Thursday: Bardach Appendix B "Things Governments Do," continued. Pokemon GOvernment Wiki discussion. Meet your team.	Thursday, 2pm. Upload and caption 5 photos on the appropriate Blackboard wiki page.
Public Policy Process			
Week 2 8/30-9/1	Institutions; Branches and levels of government. Researching policy adoption.	Class 3: Tuesday: Annotated Constitution, pages 3-17, 47-88 http://iipdigital.usembassy.gov/st/english/publication/2011/05/20110503150157su0.9053243.html Class 4: Thursday: *CQ Researcher* "Presidential Power"	Tuesday: Pokemon GO-vernment Wiki
Week 3 9/6-9/8	Agendas and alternatives; implementation	Class 5: Tuesday: Kingdon, Chapter 1, pages 1-20. Kingdon, Epilogue, including healthcare case Class 6: Thursday: Smith & Licari, Chapter 10 "Implementation" pages 245-269.	Tuesday: Team Charter Optional: *Project Management Lite* reading on Course Reserves
Week 4 9/13-9/15	Elites, interest groups, and the policy process	Class 7: Tuesday: *CQ Researcher* "Campaign Finance"; *Lobbying and Policymaking*, "Appendix: So you want to become a lobbyist." Class 8 Thursday: Alek Chance, "Think Tanks in the United States: Activities, Agendas, and Influence" Eric Lipton and Brooke Williams, August 7, 2016. *NY Times* "How Think Tanks Amplify Corporate America's Influence." http://www.nytimes.com/2016/08/08/us/politics/think-tanks-research-and-corporate-lobbying.html	Tuesday: Team Project Plan.
Week 5 9/20-9/22	Public participation in the policy process	Class 9 Tuesday*: CQ Researcher* "Young Voters" Class 10 Thursday: *CQ Researcher* "Political Polling"	
Week 6 9/27-9/29	Midterm review and exam	Class 11 Tuesday: Review **Class 12 Thursday: Exam 1**	Tuesday: CATME Teamwork survey

Course Schedule	Topics/Daily Activities	Readings and Homework	Deliverable/ Due Dates
Policy Analysis			
Week 7 10/4-10/6	Problem definition	Class 13 Tuesday: Bardach, Introduction, Step 1 and Step 2 (pages 1-18) Guest, Lana El Farra, Asian Americans Advancing Justice: Voting Rights Project Class 14 Thursday: Bardach, Assembling Evidence, Pages 83-110	Thursday: Draft Chapter 1 due.
Week 8 10/11-10/13	Policy decisions and recommendations	Class 15 Tuesday: Bardach, Steps 4-8, pages 27-82 Class 16 Thursday: Katherine E. Watkins, Beau Kilmer, Karen Chan Osilla, and Marlon Graf "Driving Under the Influence of Alcohol: Could California Do More to Prevent It?" RAND Corporation, http://www.rand.org/pubs/perspectives/PE162.html	

Public Management			
Week 9 10/18-10/20	The functions of management; introduction to public administration	Class 17 Tuesday: Henry Mintzberg *Managing* Chapter 3 "A Model of Managing," pp. 43-96. And Smith & Licari Chapter 1 "The Government You Didn't Know You Had" pp. 1-19. Class 18 Thursday: Smith & Licari Chapter 2 "The Administrative State" and Chapter 3 "A Difficult Mission," pages 21-73;	Tuesday: Draft Chapter 2 due Thursday: Editor's Project Status Report Due
Week 10 10/25-10/27	Management in business and government	Class 19 Tuesday: Smith & Licari Chapter 7 "Public-Sector Performance," pages 147-171 and Lisa Wyatt Knowlton *The Logic Model Guidebook* "Introducing Logic Models" Class 20: Teams meet individually to complete Logic Models. Submit draft logic model by end of class (4pm). Faculty and/or TA available remotely via Blackboard Collaborate Ultra.	
Week 11 11/1-11/3	Ethics and equity in public service	Class 21 Tuesday: Smith & Licari Chapter 5 "Ethics and Accountability," pages 95-119 Class 22 Thursday: Smith & Licari Chapter 9 "Managing People," pages 211-241. Case: Leigh Hafrey and Cate Reavis "Management Principles in the Washington DC Public Schools" https://mitsloan.mit.edu/LearningEdge/CaseDocs/10-100.Mgmt%20Prin%20and%20DCPS%20A.Hafrey.External.pdf	
Week 12 11/8-11/10	Public budgeting	Class 23 Tuesday: Smith & Licari Chapter 8 "Public Budgeting" pages 173-207. David Leonhardt and Bill Marsh, "Budget Puzzle: You Fix the Budget," *NY Times*, November 13, 2010. "http://www.nytimes.com/interactive/2010/11/13/weekinreview/deficits-graphic.html?_r=0 Class 24 Thursday: Review for Exam 2	Tuesday: Draft Chapter 3 due Thursday: Washington DC case analysis memo due.

Bringing it All Together: Public Policy and Management			
Week 13 11/15-11/17		**Class 25 Tuesday: Exam 2** Class 26 Thursday: Panel Presentations / Final project coaching	
Week 14 11/22-11/24		Class 27 Tuesday: Panel Presentations—Cont'd / Final project coaching **Thursday is Thanksgiving, no class**	
Week 15 11/29-12/1		Class 28 Tuesday: Panel Presentations —Cont'd / Final project coaching Class 29 Thursday: Panel Presentations —Cont'd / Final project coaching	Thursday: CATME Teamwork survey Draft of Editor's sections due (Executive Summary, Introduction, Conclusion).
FINAL		**Final Project iBook due**	**Final Project iBook** Thursday, December 8, 4PM