



The
Washington
Campus

SAMPLE AGENDA
(May 2020 Online)

MANAGING BUSINESS, PUBLIC AFFAIRS, AND PUBLIC POLICY

A Washington, D.C., Virtual Residency Course for
MBA and Graduate and Professional Students

May 11-15, 2020 (All times Eastern U.S.)

Monday, May 11, 2020

- 10:00 a.m. INTRODUCTION: STRATEGICALLY MANAGING PUBLIC AFFAIRS AND PUBLIC POLICY
Ms. Kathryn Hauser
Senior Vice President for Programs, The Washington Campus

Dr. Mike Lord
President, The Washington Campus
- 10:45 a.m. Break
- 11:00 a.m. PUBLIC AFFAIRS AND PUBLIC POLICY: KEY CHALLENGES FOR BUSINESS
Mr. Peter Carson
Managing Director, Public Affairs, Powell Tate Weber Shandwick
- 12:15 p.m. Break
- 1:15 p.m. HEALTH CARE POLITICS AND POLICY: PRE- AND POST-PANDEMIC
Mr. Julius Hobson
Senior Policy Advisor, Polsinelli PC
Former Director of Congressional Affairs, American Medical Association
- 2:15 p.m. Break
- 2:30 p.m. UNPRECEDENTED FISCAL AND MONETARY POLICY AND FINANCIAL MARKETS
Dr. Doug Holtz-Eakin
President, American Action Forum
Former Director, Congressional Budget Office
Former Chief Economist, President's Council of Economic Advisers
- 3:30 p.m. Break
- 3:45 p.m. HOW CONGRESS WORKS (OR NOT)
The Honorable M. Robert Carr
Senior Adviser, Brookings Institution
Former Member of Congress, U.S. House of Representatives (MI)
- 5:00 p.m. Recess

Tuesday, May 12, 2020

- 10:00 a.m. DISCUSSION AND OVERVIEW
- 10:15 a.m. CYBERSECURITY POLICY: CHALLENGES FOR BUSINESS AND GOVERNMENT
Mr. John Banghart
Senior Director for Technology Risk Management, Venable LLP
Former Senior Cybersecurity Advisor, NSC and HHS
- 11:30 a.m. Break
- 12:15 p.m. PUBLIC POLICY ADVOCACY: BUILDING AN EFFECTIVE COALITION
Ms. Christine LoCascio
Chief of Policy, Distilled Spirits Council of the United States
- 1:15 p.m. Break
- 1:30 p.m. THE IMPORTANCE OF REGULATORY PROCESSES, POLICY, AND ADVOCACY: Part I
Mr. Michael Fitzpatrick
Head of Global Regulatory Affairs, Google
*Former Head of Regulatory Advocacy, GE
Former Associate Administrator, Office of Management and Budget*
- 2:30 p.m. Break
- 2:45 p.m. REGULATORY CASE STUDIES: Part II
- 3:45 p.m. Break
- 4:00 p.m. PANEL DISCUSSION: HOW TO LOBBY THE WHITE HOUSE AND EXECUTIVE
BRANCH – DO'S, DON'TS AND LESSONS LEARNED
Ms. Lezlee Westine
President and CEO, The Personal Care Products Council
Former Deputy Assistant to President George W. Bush

The Honorable Chris Lu
Practitioner Senior Fellow, Miller Center of Public Affairs, University
of Virginia
Former White House Cabinet Secretary and Deputy Secretary of Labor
- 5:15 p.m. Recess
- 6:00 p.m. SOCIAL MEDIA & ADVOCACY IN THE NEW NORMAL – Optional Zoom Happy Hour
Mr. Anthony Shop
Co-Founder and Chief Strategy Officer, Social Driver
- 7:15 p.m. Recess

Wednesday, May 13, 2020

10:00 a.m. DISCUSSION AND OVERVIEW

10:15 a.m. POLITICS AND PARTISANSHIP: SOURCES, CONSEQUENCES – SOLUTIONS?
Mr. Tom Davis
Partner, Holland & Knight
Former Director, Federal Government Affairs, Deloitte
Former Member of Congress, U.S. House of Representatives (VA)

11:15 a.m. Break

11:30 a.m. U.S.-CHINA RELATIONS: CASE STUDY OF THE CHANGING DYNAMICS OF TRADE
POLICY, GLOBAL SUPPLY CHAINS, AND MORE
Ms. Wendy Cutler
Managing Director (DC) and Vice President, Asia Society Policy Institute
Former Deputy U.S. Trade Representative

12:45 p.m. Break

2:00 p.m. PUBLIC POLICY, POLITICS, AND PROFIT: WHY BUSINESS LEADERS MUST UNDERSTAND
GOVERNMENT
Lieutenant Governor Michael Steele
CEO, The Steele Group; Political Analyst, NBC Networks
Former Chairman, Republican National Committee
Former Lieutenant Governor of Maryland

3:15 p.m. Break

3:45 p.m. EFFECTIVE POLICY ADVOCACY STRATEGY: GROUP EXERCISE AND DISCUSSION
Dr. Mike Lord

5:30 p.m. Recess

Thursday, May 14, 2020

- 10:00 a.m. DISCUSSION AND OVERVIEW
- 10:30 a.m. **360° ADVOCACY: CHANGING ROLES OF LOBBYISTS AND INTEREST GROUPS**
The Honorable Bruce Mehlman
Founder and Partner, Mehlman Castagnetti Rosen & Thomas, Inc.
Former Asst. Secretary for Technology Policy, U.S. Dept. of Commerce
- 11:45 a.m. THE ROLE OF INDEPENDENT REGULATORY AGENCIES: THE FTC
Ms. Lesley Fair
Senior Attorney, Consumer Protection, U.S. Federal Trade Commission
- 1:00 p.m. Break
- 2:00 p.m. THE ROLE OF MEDIA IN POLITICS AND PUBLIC POLICY
Mr. James Hohmann
National Political Correspondent, *The Washington Post*
- 3:15 p.m. Break
- 3:30 p.m. THE ROLE AND CHALLENGES OF ASSOCIATIONS: INFORMATION, ORGANIZATION,
AND ADVOCACY
Mr. Jim McGreevy
President and CEO, The Beer Institute
- 4:45 p.m. Break
- 5:00 p.m. Discussion and Overview of Group Project Assignment
Ms. Kathryn Hauser
- 5:30 p.m. Recess
- 6:15 p.m. Optional Zoom Happy Hour and Networking

Including informal discussion and Q&A with Ms. Lesley Fair
- 7:30 p.m. Recess

Friday, May 15, 2020

- 10:00 a.m. DISCUSSION AND OVERVIEW
- 10:15 a.m. MANAGING CORPORATE PUBLIC AFFAIRS AND GOVERNMENT RELATIONS:
PERSPECTIVES FROM A MULTINATIONAL FIRM
Mr. John Godfrey
Senior Vice President, Public Policy, Samsung (US)
- 11:15 a.m. Break
- 11:30 a.m. CORPORATE ENGAGEMENT ON INTERNAL AND EXTERNAL STAKEHOLDER ISSUES
Ms. Meredith Singer
Regulatory and Government Affairs Executive, IBM
- 12:30 p.m. Break
- 1:45 p.m. STRATEGIC MANAGEMENT OF PUBLIC AFFAIRS AND PUBLIC POLICY
Dr. Mike Lord
President, The Washington Campus
- 2:45 p.m. Break
- 3:00 p.m. DESIGNING AND IMPLEMENTING EFFECTIVE ADVOCACY STRATEGIES
Mr. Gregg Rothschild
Managing Director, Government Affairs Division, Glover Park Group
Former VP and Policy Counsel, Federal Government Relations, Verizon
- 4:15 p.m. Break
- 4:30 p.m. DISTRIBUTION OF ESSAY EXAMS, DISCUSSION OF GROUP PROJECTS AND
PRESENTATION SCHEDULING
- 5:00 p.m. Adjourn



Syllabus

MANAGING BUSINESS, PUBLIC AFFAIRS, AND PUBLIC POLICY

A Virtual Washington, D.C., Residency Course
for MBA and Graduate and Professional Students

Faculty Directors

Professor Kathryn Hauser
Senior Vice President for Programs, The Washington Campus

Dr. Mike Lord
President, The Washington Campus

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COURSE DESCRIPTION

Due to the ongoing COVID-19 pandemic and related issues, this program will be delivered in an online format. Otherwise, the pedagogical approach and learning goals remain the same. We will explore, explain, and discuss the processes and impacts of public affairs and public policy, especially those that affect business and the economy. Participants will gain a greater understanding of legislative and regulatory processes, the role of lobbyists and other advocates who influence these processes, and the broad array of stakeholders who also shape public policy, including corporations, trade associations, the media, and non-governmental organizations. Additionally, participants will learn how leaders of organizations can most strategically, effectively, and ethically communicate their objectives to inform the policy-making process and otherwise to advance their interests through advocacy.

This course is not designed to be an abstract civics lesson. Experienced practitioners in the public policy arena will share their perspectives on how government really works and which policy-shaping tactics and strategies are more or less effective in different contexts and situations. Participants will interact with a variety of policy and advocacy experts, such as current or former members of Congress and congressional staff, as well as various regulators and federal agencies. These insights will provide participants with critical information about public policy issues and dynamics that are most likely to affect a variety of sectors, both now and in the future.

Participants also will learn how professionals, executives, and entrepreneurs can most effectively and ethically advance their interests by crafting and implementing business strategies that wisely incorporate the critical factors of government, politics, and policy. The ultimate goal of the course is to empower participants to be better executives and entrepreneurs, leaders and citizens. Participants will be more knowledgeable and able to advance their objectives in the context of an ever-changing governmental, political, and policy landscape.

REQUIRED READINGS AND ASSURANCES OF LEARNING

The readings and website references provided in advance will be discussed throughout the course and will serve to prepare you both intellectually and practically. The readings take no more than 10 hours to complete, often much less.

Assurances of Learning and Course Assessment

Course grades will be determined by the individual take-home exam (45%), the group advocacy strategy project/presentation (45%), and individual participation (10%).

1. The take-home exam consists of two 1000-word essays, drawn from a choice of key topics and concepts from the assigned readings and course sessions.
2. The team project involves the design of an effective advocacy strategy for the company and public policy issue of your choice (with faculty approval), and its presentation via Zoom.
3. Participation consists of individual engagement during the online course with faculty, speakers and other students.

Team Project: You will be assigned to a team of up to five individuals and will have up to two weeks following the virtual Washington residency to submit your project electronically to the faculty director and program coordinator.

In addition, you will be required to present your project over Zoom to your peers in a 15-20 minute presentation. Each team member should participate in delivering the advocacy strategy. Time slots for these presentations will be posted by the program coordinator and will take place approximately two weeks after the course sessions end.

The assignment is to develop an advocacy strategy regarding a federal (U.S.) policy issue that presents a challenge to and/or an opportunity for your selected company or organization. The Power Point presentation you create and deliver should convince the organizational leadership of the importance and wisdom of proceeding with your specific plan of action. It should include many of the strategic considerations and tactical details that will be referenced and discussed throughout the program.

Please make every effort to meet your team at the start of the course week so that you may discuss possible topics and your approach to the project. Read the team project description (attached) in advance in order to get started on ideas. Additional information regarding the content and format of the group project will be discussed throughout the course.

Your team must have your topic proposal approved by the faculty director, in writing or over Zoom, no later than the last day of the virtual residency. This includes the policy topic and company/organization that your team will select for the advocacy project. The project must be completed in a clear presentation format (e.g., Power Point or PDF) and submitted electronically to the program coordinator. It is due approximately two weeks after the residency ends – that is, before the presentation is actually delivered.

TEAM PROJECT DESCRIPTION

Team Project: You will be assigned to a team of up to five individuals and will have approximately two weeks following the course to submit your team project electronically to the faculty director and program coordinator. Additional information regarding the content and format of the group project will be discussed throughout the program. The group project must be completed in a clear presentation format (e.g., Power Point or PDF) and submitted electronically prior to its actual presentation.

The Presentation: Given ongoing conditions, and with management spread across many locations, **your team's presentation will be done via Zoom.** You should plan on 15-20 minutes maximum of presentation, and up to 10 minutes of Q&A. Presentations will be scheduled approximately two weeks after the conclusion of the course learning sessions.

The Goal: You, as the corporate public affairs and government relations team, are to create, outline, and detail a public policy advocacy strategy on a current or future federal-level (U.S.) policy issue that **will significantly affect your company's or organization's operations and performance.**

The Scenario: Your *ad hoc* corporate public affairs and government relations team has been assigned an important task. A national public policy issue has arisen that is of great importance to your company/organization. (The team will pick the specific organization and policy issue.) Top management is keenly interested in the topic and needs your expertise. **The company's** entire Washington, D.C. government relations and public affairs staff were dismissed two weeks ago because they were unable to generate a plausible public policy advocacy strategy on several previous major issues.

The Assignment: By chance, the CEO learned that your team has just participated in an intensive **"Managing Business, Public Affairs, and Public Policy" seminar.** Congratulations! Your team is next in line to take over the task of generating an effective policy advocacy strategy in order to address this critical issue. If you develop and implement a winning strategy, you will be rewarded with a significant promotion.

The Deliverable: **Your team must develop a presentation to the company's top management team.** They will not accept a 100-page report on how difficult and complicated things are in Washington, D.C. and in the general public affairs and policy arena. Instead, you have a maximum of 10 Power Point slides to make your case. Keen strategizing, quick prioritization, and clear organization obviously are essential, as are strategic use of data and communications – e.g., infographics, visuals, framing and messaging, etc. Being succinct does not mean that you do not need to address key details. Figure out what and who matters, why, and drill down quickly and deeply into the relevant details.

Factors and Details to Consider

The Business: What is the impact of the specific policy, and the politics that go along with it, on the company's or organization's strategy, operations, and 'bottom line'? How will the company's overall brand and reputation be viewed by various key stakeholders? Does the company have abundant, or limited, resources and capabilities? **How will the team's political and policy strategy, if successful, enhance the company's operations, its efficiency and effectiveness, costs and revenues – i.e., its overall performance?**

The Washington Campus
“Managing Business, Public Affairs, and Public Policy”

Policy and Political Strategy and Tactics: Define the specific policy objective. What overall policy strategy and specific political tactics will be a good fit for the company and industry? Where should time, attention, energy, and resources be invested? Is the strategy holistic and coherent both internally and externally? Does it properly integrate individual tactics and functions? Is it creative and still realistic? What are the key details? What kinds of compromises might be best (or necessary) in order to carry out the plan? Which tactics will be the most effective? How will they work together to enhance each other? How will they be organized and executed? Who will be involved? How will you counter or co-opt the opposition to your proposed policy change?

Executive Branch and Congress: With regard to the Executive Branch, which federal departments/agencies and regulatory agencies have jurisdiction over your policy issue? Is there an opportunity to involve The White House, Cabinet, or independent regulatory agencies and staff? Which committees or subcommittees of the House and Senate have jurisdiction over your issue? Is this a legislative or regulatory strategy, or a mix of both? How will you gain access to, **and have an effective ‘voice’** with, these key stakeholders? How can you enlist the support of or counter the opposition of the Executive Branch, Congress, or other key policy makers?

Other Factors: Be sure to consider the variety of advocacy tools and tactics, including their usefulness and appropriateness for pursuing your objective. What are the roles, if any, of **coalitions, the media and social media, associations, ‘grasstops’**, grassroots, think tanks, third-party validators, and other key stakeholders in accomplishing your goal?

Details of Your Submission: The title slide does not count as part of the ten slides. The title slide should include: the title (including the policy issue); the company or organization name; the names of each team member; and the date. You should include references at the end; this also will not count toward the 10-slide limit. When you e-mail the finished project, please include your project group number in the subject line.



The Washington Campus

The Washington Campus is a non-profit, non-partisan, higher education consortium based in Washington, D.C. Students from consortium member schools (see reverse) can enroll in The Washington Campus' certificate graduate courses throughout the year and receive academic credits from their home institutions. Students from accredited non-consortium schools also are welcome to participate, but should check with their home institutions before registering in order to receive academic credits.

“By far one of the best experiences I’ve had throughout my MBA program.”

The Washington Campus open-enrollment courses are unique, intensive, residency experiences in Washington, D.C., for MBA and other types of graduate and professional students. Courses focus on how specific organizations and industries are affected by public policy; how public policy is made and influenced; and how public affairs and public policy can be strategically and ethically managed to create profitable and sustainable ‘win-win’ solutions for business, government, and society.

“This course should be required for all MBAs.”

The Washington Campus courses are a uniquely valuable personal and professional development experience. Participants learn directly from those who actually make and shape public policy: corporate public affairs and government relations executives; leaders of associations, think tanks, and non-profit organizations; lobbyists; the media; current and former members of Congress and congressional staff; current and former leaders in the Executive Branch and from independent regulatory agencies; and much more.



Technology, corporate strategy, and public policy:
Discussion with Astri Kimball Van Dyke,
Senior Policy Counsel, Google



Discussing trade, tax, and immigration policy:
With Senator Todd Young



Strategic management of global public affairs:
Discussion with Jessica Zielke, Director,
Federal & Diplomatic Government Relations,
The Coca-Cola Company